

M E M O



Date: December 5, 2011

To: Chair J.J. McCament and members of the Board of Trustees

From: Mary Getchell, Communications Director

Subject: Fife Pierce County Library Grand Opening Results

Some residents waited nearly two hours to celebrate the grand opening of the first Fife Pierce County Library on Saturday, December 3, 2011. Staff served people hot chocolate, coffee, and candy canes to warm and welcome them.

Neel Parikh welcomed the community to their new library. Then, nearly 20 community leaders participated in a ribbon cutting ceremony and greeted people as they entered their new library. Community leaders included the Library's Board of Trustees: Steve Albers, Robert Allen, Linda Ishem, and Al Rose; Library Executive Director Neel Parikh; City of Fife leaders included: Barry Johnson, Mayor, City Council members: Rob Cerqui, Richard Godwin, Pat Hulcey, Glenn Hull, Kim Roscoe, Dee-Dee Dukes-Gethers, and City Manager Dave Zabell; Pierce County Executive Pat McCarthy; Debra Entenman, Congressman Adam Smith's Office; Washington State Representative Bruce Dammeier, 25th District; and Washington State Representative Jeannie Darneille, 27th District.

The statistics from opening day speak volumes:

- 780 people visited. Our goal was 500—we surpassed that going into the second hour!
- People checked out 1,566 books, movies and other items.
- 143 people got library cards.

Children and adults explored their new library with eager eyes. They responded well to the Library System's first entirely browsing library and easily found their favorites and treasures they didn't even know they wanted. Children squealed with delight at the colors, shapes, and overall design in their area, which designers created to stimulate learning and exploring. Teenagers were drawn to the computers and seating where they can hang out and study.

Fife High School students shot video, which will be posted on YouTube soon. People of all ages took photos with Lily the Ladybug Librarian and those along with other pictures from the opening day are on the [Library's Flickr page](#).

Throughout the day people said how they felt invited with all of the promotions they saw from news stories and advertisements to flyers and reader board messages. Following is a rundown of our communications activities:

- Flyers (English, Spanish, and Korean) and posters distributed to businesses and organizations and reader board messages. (40 confirmed)
- Postcard invitation to elected officials and community leaders.

M E M O



- Information posted to the City of Fife and Fife School District's websites, as well as flyers and posters distributed through city buildings and in posters displayed in schools.
- Fife Milton Edgewood Chamber of Commerce displaying flyers and sending e-newsletter blasts.
- Weekly listserv messages to 14,000 subscribers, leading up to the grand opening.
- News media: eight confirmed stories, including Pierce County TV, Fife Free Press—front page with photo, and The News Tribune—South Sound Section front page and online top story.
- Tweeting on Twitter. Posting on Facebook.
- Library's website.
- Advertisements in The News Tribune—print and billboard online, Fife Free Press, and Hispanic radio ads on KDDS and KTBK—along with PSAs.
- Thanks to working with Kim Roscoe, I met with 50 Columbia Junior High School Honor Society students for guerrilla marketing—displaying flyers and posters in community, posting on their Facebook pages, and other nonconventional one-on-one marketing. One student provided a contact to distribute flyers and posters.