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# M E M O



Date: August 4, 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

Excitement is building and so are plans for the grand opening of the Fife Pierce County Library! The opening day is scheduled for Saturday, December 3, from 1 to 5 p.m. The grand opening will be a true community event engaging the entire city with their first Fife Library. The grand opening team, consisting of Sally Porter Smith, Storm Reyes, Lynne Zeiher, and Pierce County Library System's Communications Department, will conduct a multitude of communications activities, both mass and social media, as well as extensive communications with community leaders and guerrilla marketing throughout the community, involving 100 honor students from Columbia Junior High School.

The grand opening will highlight the library's features and offerings. The first 500 visitors will receive reusable book bags, a gift from Pierce County Library Foundation. People may self-tour the library and staff and volunteers will greet and help them as they move through various areas.

The event will include a "Welcome to Fife Pierce County Library System" statement and introductions of local officials by Neel Parikh. Then, local officials will participate in a ribbon cutting ceremony. We plan to open the doors at 1:10 p.m. As people enter the library, local officials will form a greeting, receiving line and welcome people.

Other activities throughout the day include a plan to have a Fife High School student shooting video to create a YouTube video and a magician and Lily the Ladybug Librarian greeting, entertaining, and delighting customers. Throughout the day, numerous staff will be on hand to help people sign up for cards, find items, check out materials, and get additional help.

The goals of the Fife Library Grand Opening Communications Plan include:

1. The Library and its communications partners announcing the opening of the first Fife Library.
2. People being informed about and engaged with the library, as well as interested and excited about the new, contemporary design and layout and up-to-date offerings.
3. Residents participating in the grand opening and continuing to visit and use the library.