



BEYOND WORDS CAMPAIGN

FALL CREEK PUBLIC LIBRARY & VILLAGE CENTER

Frequently Asked Questions

Project Benefits

1. What is the Beyond Words campaign?

The Village of Fall Creek is initiating an \$8M project to build a multi-use facility to house the library, village administrative offices, and community room. This building, referred to as the Fall Creek Public Library & Village Center, will serve Fall Creek's growing needs now and for generations to come.

2. Where will funds come from to pay for the \$8M project? Has any funding been secured?

Yes, the campaign has already secured a significant amount of the goal. The following has been secured:

- \$4.25M from the Flexible Facilities Grant awarded by the State of Wisconsin
- \$850,000 from the Village of Fall Creek

The remaining \$2.9M will be funded through the Beyond Words Capital Campaign. All gifts to the campaign will be held in an account overseen by the Village Board. Additionally, a gift of land valued at \$210,000 was donated to the campaign, and this in-kind amount is not included in the overall \$8M goal.

3. What are the tax implications of the new facility?

The development of the Public Library and Village Center is planned without raising taxes, relying on the combination of grant money and the Beyond Words capital campaign. Annual operating expenses will be funded through the municipal library budget, supported by the Village, Eau Claire County, and other community fundraising sources. The Village Leadership and Administration must prioritize the community's best interests, balancing future growth with fiscal responsibility. Investing in this project is important to enhancing the Fall Creek area's quality of life, supporting the local school district and recreational/social improvements, and fostering long-term community development. All of these are necessary to maintain and grow the Village tax base.

4. How will the new Library & Village Center benefit Fall Creek?

The new FCPL & Village Center will offer expanded internet access and designated spaces for programming, remote work, online learning, and telehealth services. The updated facility will also feature accessible public meeting rooms and a community room for Fall Creek area residents and groups, ensuring the community can stay connected and thrive.

5. Why is an expanded library needed?

An expanded library will meet the current and evolving needs of Fall Creek's residents. The new facility will create new resources, improved technology, a larger library collection, greater accessibility for people with physical limitations, and expanded spaces for programming, studying, and collaborating.

There are several critical issues with the current facility, including:

- The current location lacks space for programming, library collection, and staff efficiency.
- The restrooms are located outside the library.
- The building does not comply with the Americans with Disabilities Act (ADA).
- Parking is limited and inconvenient, creating a barrier for people with physical limitations.
- The current space has no quiet study or collaborative workspaces for residents.

6. Is the library used enough to warrant the expense?

Yes. The library is an extensively utilized part of Fall Creek. FCPL has 900 cardholders, over 20 community partnerships, and over 12,000 people served in the last year. Public libraries are an important part of thriving, growing communities, and ensuring that the library can meet the needs of residents will show the community's commitment to growth for current and future generations.

7. How are libraries changing to meet the growing needs of communities?

Rather than becoming obsolete, modern libraries are evolving to fill various community needs, including public programming and classes, internet access, and community activities. These roles require additional and different types of spaces from what a simple lending library needs. Fall Creek residents are already seeking these experiences at the public library, and the current library size is a very real limitation.

A space needs analysis prepared by the IFLS Library System assessed the need for a larger library in Fall Creek. The current library is only 3,360 sq. ft., and the assessed need ranged from 9,600 to 11,000 sq. ft. These numbers come from the Department of Public Instruction's Library Space Standards. Additionally, when making buildings ADA accessible, almost always increases the square footage needed for the building. Aside from being three times too small, the current space has other concerning limitations, eliminating renovation as an option.

8. How will the new library be accessible?

The new facility will ensure that everyone can access all four elements of the building, maneuver within it, fully participate in activities, and feel welcome. The design will support people with physical limitations and disabilities by providing the following:

- Safe pedestrian walkways
- Wider aisles clear of obstructions
- Wider doorways, automatic door openers, and accessible door hardware
- Well-identified, wheelchair-accessible parking areas, pathways, and entrances
- Restrooms inside the facility that provide caregiver flexibility
- Adequate lighting
- Private study areas for patrons who need to bring personal equipment, who require the assistance of a reader, or who are distracted by noise and movement

9. Aside from more space, will the new library be able to offer additional programming?

Yes. The new library will have dedicated space for classes, presentations, children’s activities like story time, and internet usage. The public meeting rooms will not only be utilized by the library but will also be open to community groups to reserve for no fee. Additionally, the large community hall will fill a need that the community currently lacks in event spaces. This community hall can be rented from the Village Administration.

10. What is the difference between public meeting rooms and the Community Room, and why are these spaces needed?

Efficiencies are gained when addressing a common public need, specifically public meeting spaces. A joint facility serves the community more effectively by consolidating resources logistically and financially. The needs do not often overlap, and this minimizes unused space, optimizing utilization for community events and programming throughout the year.

The public meeting rooms are smaller than the Community Room, and can be utilized for various gatherings. The library will use them for programming, and the Village offices can utilize them for meetings. The general community will be able to reserve the meeting rooms for gatherings such as 4-H groups, Boy and Girl Scouts, and homeschool groups for no charge. The Community Room is a large banquet hall which will serve the Village office for elections or large public-facing meetings. It will also serve the library for larger group activities, such as hosting children’s summer reading programs. The community room will also be available for rent to the public for events such as weddings, reunions, fundraisers, or corporate gatherings. The Community Room will have a warming kitchen to facilitate these types of gatherings.

11. What are the capacity and rental details for the meeting rooms and Community Room?

Room reservations are available for both village residents and non-residents. The meeting rooms in the library can be booked during regular library hours. The library has two rooms that accommodate 12 people each and one room that accommodates 20 people. The Community Room will hold 125 people at tables, 150 people with chairs only, and 400 for standing room only. The Community Room is available during normal operating hours, as well as in the evenings and on weekends. For after-hours reservations, guests will need to check out a key for access.

Site

12. Where will the building be located?

The new facility will be located on the Southwest corner of the Fall Creek Pond, just north of Highway 12. This location will have a beautiful view of the pond and be the first landmark seen coming into town, showcasing the support and growth in Fall Creek. The site address is 551 W Lincoln Avenue, Fall Creek, WI 54742.

13. How was the location selected?

After careful consideration and thorough evaluation of numerous potential building sites, the FCPL and Village Administration, along with the architectural & engineering firm, identified several key factors that guided the location site decision:

- Lot Size: Compared to other potential locations, the chosen site provides the largest amount of land. This ample space offered many opportunities for the design and layout of the multi-use

building and the incorporation of outdoor amenities and green spaces for recreational and community use.

- High-Visibility Location: The selected site is in a high-visibility location in the village. This offers several advantages, including increased accessibility for residents and visitors, greater exposure to community events and programs held at the facility, and enhanced community engagement.
- Land Donation: This significantly reduces the upfront costs associated with land acquisition, allowing us to allocate resources more effectively toward the construction and development of the multi-use building.

14. Why are you not remodeling the current building or a different building downtown?

There are several factors behind the decision to build a new facility rather than refurbish the current or different downtown location:

- Remodeling the current site would not provide the necessary footprint for current or future demographic needs, which was deemed important in its Facility and Space Needs Assessment of FCPL.
- There is a zoning restriction on downtown properties, which dictates that future transfer of properties can be for commercial use only, not for government or private use. Therefore, the library and Village offices could not acquire a downtown location. The Village Board developed this zoning restriction as part of its future strategic growth plan. The plan was adopted on September 10, 2009, and amended on August 14, 2023. Regardless of the zoning restriction, a current building does not exist downtown that would be large enough to accommodate the space needed for the library, let alone all four projects into one facility.
- The \$4.25M grant awarded for this project requires the construction of a new building rather than the remodeling of a current space.
- While remodeling may seem cost-effective, hidden expenses and structural limitations are often revealed during a remodel. This can make renovations much more costly in terms of adhering to building codes.

15. How would utilities get to the new library location?

The future Public Library & Village Center will be on the west side of Fall Creek. There is already water, electricity, and fiber on the property. Preliminary engineering work shows that the sewer can be extended under the pond to the site.

16. Is the site too far from the school for children to walk?

An analysis was done on the distance between the school and the library. According to Google Maps, this distance is a 17-minute walk, the same distance many students are already traveling to access Keller Park after school. When children access the park, they also cross a railroad track, which they would not need to do when going to the library. A review was also performed on the average walking distance that students in nearby towns are traveling between the schools and the library, and it was found that Altoona High School is a 17-minute walk from the library, Augusta High School is a 28-minute walk, and the Eau Claire high schools are 45 minutes to over an hour walk, depending on the school. Additionally, there are many advantages to walking that students can benefit from. Studies show that students who walk 20 minutes a day experience significantly improved learning and retention, test performance, mood, physical health, sleep, mental health, and decreased sick days.

17. Is there a plan in place to help pedestrians safely access the library when crossing the highway?

Yes. Several items are being considered or in the works to support safe travel for patrons crossing the highway:

- A sidewalk is budgeted that will connect the end of the village sidewalk to the library.
- A crosswalk sign with flashing lights has been installed at the new library's crosswalk, which was paid for by a \$11,000 county grant awarded separately from this campaign.
- The Village Administration is considering increasing the height of the concrete barrier between the road and the sidewalk.
- A contract has been signed to initiate a Department of Transportation (DOT) required traffic study that will analyze the speed on Highway 12. The Village Administration has asked that the DOT not only reduce the speed limit but also make the speed reduction start further from the village. The Village Police Department fully supports this project and will enforce any traffic measures implemented by the DOT.

18. Will there be continued collaboration with the school if the location moves further from the school?

Yes. The library is dedicated to serving and supporting the children and educators in the community and will continue to collaborate and partner with the Fall Creek School District. Educators at Fall Creek Elementary have expressed appreciation for the library, and excitement for this opportunity to have a new and improved facility that will provide greater opportunities for their students to explore, learn, and grow in a space designed for their future.

Project & Timeline

19. What is the timeline for construction?

Fundraising will begin in February 2025, and it is anticipated that 80% of the fundraising goal will be reached by June 2025. A launch event will be held on May 8 at the Fall Creek Fire Station for all who wish to attend. The public is welcome and registration is required for this exciting event. Please visit www.fallcreekpubliclibrary.org to register. A groundbreaking ceremony will be held in May 2025, as the \$4.25M grant award for this project requires that ground be broken by July 1, 2025. The FCPL Board anticipates that the campaign will be fully funded by October 2025. The grant also requires that construction must be completed no later than September 2026.

20. Is there a committee guiding the building and design process?

Yes. A Building Committee of area residents has been established. This committee will assess the current designs and provide input on the final design. The committee will meet as necessary to provide a finalized plan to use in campaign solicitation materials.

21. Did architecture firms bid out the concept drawings?

The initial architectural renderings were required to determine a price estimate, as well as to have a visual concept to share with study participants. The Village Architect completed the original conceptual drawings as our architect of record. After the public review of the conceptual drawings at an open house, the Village Board made the decision to put out an RFP for Architectural and Construction Management services. The project had four firms submit packets for consideration for Architectural services, and four separate firms submit packets for Construction Management services. After reviewing the materials and

conducting interviews, the Village awarded contracts to the firms that provided the best service at the lowest cost. It is worth noting that as the project moves forward, the construction must and will be publicly bid on and awarded to the lowest responsible bidder.

22. Who will own the new building? What will happen to the old building?

The Village of Fall Creek will own the building, as it owns the present location of the Village Hall and FCPL. The Village Board of Trustees will determine what happens to the old building. Community leaders would like to see the current site sold, as this would offer opportunities for business development and improve downtown vibrancy.

23. Will there be any added staff to manage or maintain a building of this size? Who will be responsible for this?

The facility expansion is expected to improve overall workflow and increase efficiencies. A reorganization of tasks and duties will allow the facility to maintain its current staffing levels in the new building.

Beyond Words Campaign

24. If I donate, will it be tax deductible? Are there different options for giving?

Yes. All donations to this campaign will be tax deductible. The IRS has mandated that donations to municipalities for public purposes are tax deductible, per section 170(c)(1). Just as there are many reasons to give, there are many ways to give. Donations can be made as a one-time gift or as a pledge. Pledge payments can be paid over three years on a schedule that works best for you. Reminders will be sent based on each donor's payment preferences, and acknowledgment letters for tax purposes will be sent following each donation. Donors often find it easier to be more generous by setting up a pledge. Here are some tax-deductible options whether you choose to make a pledge or a one-time gift:

- Cash or Check
- Qualified Charitable Distribution from an IRA
- Donor Advised Fund distribution
- Transfer of Stock (The stock will be sold immediately by the library, and funds will be issued to the campaign.)
- Proceeds from land or property sale

25. Do most campaigns find that donors fulfill their pledges?

Yes. Midwest communities that have conducted similar campaigns have found that pledge fulfillment has ranged from 95 to 105 percent.

26. How can the facility be built in the next couple of years when pledges are over three years?

Over half of the campaign total has already been secured between the \$4.25M grant and the leading gift from the Village. Additionally, according to the fundraising consultants, typically, one-half of the dollars are paid into the campaign in the first year, one-third in the second year, and one-sixth in the third year. Short-term financing may be needed. Several excellent options exist.

27. Can I give an in-kind gift?

Campaign leaders realize that in-kind support is important to the project. However, raising cash revenue is the priority. Campaign leaders will work to establish ways for area contributors to fulfill potential in-kind

gifts that could provide much-needed support for the expansion project. A Building Committee will help identify cost savings and in-kind opportunities.

28. Is there a plan in place if the campaign does not meet the goal?

With the excitement being generated for this project and the role the FCPL has as a community treasure, the Village and library boards are confident that enough money will be raised. The study performed by Crescendo Fundraising Professionals also provided a positive outcome regarding the success of the campaign. However, this depends on the involvement and support of generous individuals and businesses to support the project with pledges. Construction will not begin until at least 75% of the goal has been reached. However, construction must begin by July 2025 to ensure the grant requirements are fulfilled. Everyone’s help is needed to ensure success. In the unlikely event the campaign is not successful, pledge cards would be returned to those who pledged.

29. How will donors be recognized?

All contributions of \$1,000 or more will be permanently recognized in the Fall Creek Public Library and Village Center. Gifts of \$500 or more will be publicly acknowledged during the campaign without identification of amounts. All gift and pledge amounts are confidential. A donor may choose to remain anonymous. Donors may choose to make gifts in honor or memory, in recognition of specific events or accomplishments, or have their names or others engraved on the plaques as listed below. The following Giving Societies and Naming Opportunities have been established:

Giving Societies & Naming Opportunities

Giving Societies	Giving Level
Founders Society	\$500,000 and above
Builders Society	\$250,000 - \$499,999
Publishers Society	\$100,000 - \$249,999
Cornerstones Society	\$50,000 - \$99,999
Creators Society	\$25,000 - \$49,999
Pathfinders Society	\$15,000 - \$24,999
Friends Society	\$7,500 - \$14,999
Gatherers Society	\$3,000 - \$7,499
Collaborators Society	\$1,000 - \$2,999

Features To Be Named	Suggested Gift Amount
Library Naming Rights	\$2.5M
Community Room	\$1M
Information, Circulation, & Commons Area	\$500,000
Children's Area	\$250,000
Maker's Space	\$250,000
Entrance Hall	\$175,000
Meeting Room A	\$150,000
Amphitheatre	\$150,000
Community Garden	\$100,000
Quiet Reading Area	\$100,000
Young Adult Programming Area	\$100,000
Computer Lab	\$75,000
Pavilion A	\$75,000
Pavilion B	\$75,000
Meeting Room B	\$50,000
Meeting Room C	\$50,000
Book Sale Room	\$25,000
Mechanical Room	\$25,000

30. How can I stay informed about updates and progress on the project?

Community members can stay informed on the project by visiting www.fallcreekpubliclibrary.org/buildingproject. The Village Board, Library Board, and staff are committed to keeping the community informed and engaged throughout the project's development.

31. How can I get involved?

When someone asks you to be involved in the campaign, please say, "Yes!" Please consider giving generously to support this project. If you are interested in volunteering, there are many ways to get involved - please contact Charlene Conradi at conradi@fallcreekpubliclibrary.org or (715) 877-3334. You can also contact the campaign co-chairs: John Kuehn at (715) 441-5041, Karen Strasburg at (715) 577-6087, or Richard Ziemann at (715) 877-2191.