

SETTING THE STAGE FOR GIVING

PROJECT PROFILE

Project: Des Moines Public Library Foundation

Location: Des Moines, Iowa

Campaign Goal: 20.0 million

Campaign Result: 20.0 million



Project Description:

This comprehensive revitalization included not only the library but a science and learning center as well. With architect David Chipperfield taking the lead, this project had a total budget of \$40 million; \$20 million from the private sector and \$20 million from the public sector.

The leadership of the Des Moines Public Library Foundation formed a committed partnership to raise capital - to enhance the Des Moines Public Library system and improve the quality of life and economic growth for Des Moines. They undertook this capital campaign in order to become one of the finest library systems in the country. As vibrant community cultural centers, the seven Des Moines libraries - renovated and newly built - will celebrate the rich heritage and honor Des Moines' proud diversity. The new Central Library facility in the downtown Des Moines Gateway West development will feature the finest staff providing top-quality service. The inviting setting will provide room to roam and sufficient space to grow with future community needs.

Top Three Outcomes from Development Assessment

1. Needed to create a major infrastructure to support the effort
2. The community required a very bold vision
3. Balance between key stakeholders: City, library board and foundation board

Criteria for Success

The City of Des Moines prides itself on being the gateway to the western United States. In such, local leaders (both public officials and private citizens) were determined to bring a state-of-the-art modern library to the citizens of Des Moines. It was determined early on in the campaign process that local donors as well as patrons of the library wanted to learn more about what a modern library is and what it can do for their community. Key site visits with the campaign leadership team to other modern libraries such as Denver and Minneapolis were facilitated. These site visits allowed the campaign leadership team to envision the future of the library system and the key role a modern library could play in the revitalization of downtown Des Moines. Also, key library officials from other modern library systems were flown into Des Moines to speak to the general public about the need for modern libraries in an urban system. Through these cultivation and educational type events, the Public Library of Des Moines was able to generate the local groundswell support needed to make their vision a reality.



THE HODGE GROUP



setting the stage for giving