

2014 YEAR IN REVIEW

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# OPPORTUNITY



DENVER PUBLIC LIBRARY











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# The Land of Opportunity

In Denver's infancy, thousands of people moved west in search of new opportunities. The prospect of gold and wide-open spaces attracted pioneers to the Front Range of Colorado where the promise of a new life began. But as the gold and silver rush gave way to new occupations, Denver found itself grappling with issues facing more established metropolitan areas. Education, culture and infrastructure became new needs for this growing city.

Connecting Denver with the world became a necessity. So in 1889, the Denver Public Library opened its doors inside the new Denver High School at 19th and Stout Streets. For the first time in its young history, Denver residents had free and unencumbered access to the tools they needed to not only survive but also thrive.

For 125 years, the Denver Public Library has served a foundational role in Denver's success. Today, like the early days, more and more people are moving to Denver in search of new opportunities. In 2014, we continued our more-than-a-century service to the Mile High City by connecting people with information, ideas and experiences that provide enjoyment, enrich lives and make Denver a better place to live.

As we wrap up our quasiquicentennial, we take a look back at 2014 and the progress we've made in providing opportunities for Denver.

A child's hand is visible on the right side of the image, holding a stack of books. The background consists of vertical wooden slats, creating a warm, textured backdrop. The overall color palette is soft and warm, with a focus on the wood tones and the colors of the books.

# MISSION

The Denver Public Library connects people with information, ideas and experiences to provide enjoyment, enrich lives and strengthen our community.

OPPORTUNITY





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# OPPORTUNITY TO:

# Help children understand and navigate the world

Tomorrow's success depends on the important and palpable ways we teach our children today. The Denver Public Library places a high value on helping children discover the joy of reading and learning, motivating them to achieve and graduate from high school. We do this by immersing them in literacy-rich and culturally-diverse environments where they are safe to grow and prosper and interact with the world around them.



# 42,792

Kids participated in our signature Summer of Reading program

# 103,143

Kids reached through Early Literacy programs

# 314,502

Children and teens attended programs at the Library



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# For the love of reading and learning

We're known worldwide for our innovative approach to library services, a trend started by our first city librarian, John Cotton Dana. Serving as both the Denver city librarian and the secretary of the board of education (in what would later become Denver Public Schools), Dana was the first librarian in the country to offer programming designed for children.

In 1894, Dana is credited with opening the first room specifically for the use of children, paving the way for our focus on literacy and learning. That reading room included 90,000 circulating children's books and also gave Denver children a place to meet, learn and interact with one another. A revolution was born.

Today, we continue that tradition by designing programs, collections and services that are tailor-made for children of all ages. Our early literacy programs are based on accepted best practices with a strong emphasis on reading aloud to children and making the experience fun. The Children's Library and all branch libraries offer resources for children that help keep Denver's future looking bright.

# Early Literacy Parent Training

We offer workshops that emphasize the development of pre-literacy skills through the use of five simple activities used in interactive learning: reading, singing, talking, writing and playing. In 2014, more than 4,131 parents and caregivers were reached through our early literacy workshops.

## Storytimes

Children love Storytime; so do parents (and so do we!). We offer age-appropriate Storytimes for kids from babies to kids age five to help children learn and grow. The Library also offers bilingual Storytimes and interactive programs for non-English speaking customers.

## Read Aloud

The Read Aloud program sends Library staff and trained volunteers to preschool classrooms with high percentages of vulnerable children to see that every child experiences thousands of words and hundreds of stories before they head to kindergarten. The program is especially important for low-income and at-risk families. More than 4,924 Denver area children receive in-school readings each week through 270 classes.

## Earlier is Easier

In Spring 2014 we unveiled a new joint literacy project with several key early childhood and literacy organizations in Denver. Earlier is Easier is a public service awareness campaign aimed at parents and caregivers to demonstrate that the first three years of a child's life are crucial for developing intellectual and motor skills that will be used for the rest of their lives. In addition to the website, parent tip-cards were produced and are being distributed at locations around the city.



# Summer of Reading

When school's out in June, our signature Summer of Reading program is ready and waiting to help keep kids engaged and learning all summer long. It encourages reading by providing fun incentives and offering free programs and events. Three different age-appropriate programs let kids and families track their progress and help prevent the loss of reading skills. Last year was our most successful to date with 42,792 kids participating.

# Out of School Learning

Providing a safe and comfortable learning environment for kids is one of our major goals. Our out of school learning programs include the After School is Cool (ASIC) program, which focuses on vulnerable children ages 6 through 12 during the hours immediately after school—a time they are traditionally at the greatest risk. The program provides a welcome haven for children in some of the most underserved neighborhoods in Denver at Athmar Park, Green Valley Ranch, Pauline Robinson, Valdez-Perry and Westwood Branch libraries. In 2014, more than 2,800 out of school programs were held with a total attendance of 27,336.

# ideaLAB

Geeks of all ages can rock out in the ideaLAB at the Denver Central Library. Opened in 2013, the lab is a state-of-the-art digital media center for teens (and now families and adults) made possible through a grant from the Institute of Museum and Library Services. The lab gives access to professional-level equipment and software for the creation of music and video, digital art, video games, 3D modeling and more. Trained volunteers offer weekly workshops and give attendees unprecedented access to digital media professionals in both group and one-on-one settings. The space has become so successful that a new, expanded space was built in 2014 to accommodate the 1,794 visits from teens. We also had over 1,000 attendees at family programming as well.

## AskUs!

Information never sleeps and neither does our commitment to providing assistance to customers. The AskUs! Virtual Reference program provides live, online information and research help from knowledgeable librarians 24/7. From homework help to professional research assistance to answering questions about the Library's catalog, our librarians are there when and where customers need help. In 2014, nearly 5,000 customers virtually connected with a real librarian and another 1,065 students received one-on-one homework help.

## Reading Rocket Bookmobiles

Kids and adults alike love watching our Reading Rocket bookmobiles roll down the street. It's another way we're committed to bringing information and services directly to the people who need us most.

That task certainly becomes easier with our two full-service bookmobiles, generously donated and supported by Denver-based firm, Janus Capital Group. The bookmobiles visit 24 schools weekly and 22 senior living centers bi-weekly throughout Denver.

## MY Denver Card

In cooperation with the City of Denver and Parks and Recreation, the MY Denver Card gives Denver students ages 5 to 18 free, year-round access to the city's 23 recreation centers, 29 pools and 26 Denver Public Library locations. Keeping kids engaged in physical, educational and cultural activities keeps makes Denver a better place to live. In 2014, 955 MY Denver Card kids took advantage of library services by visiting a branch location.

9,597

Attendance at technology classes

21,822

Residents attended Plaza programs for new immigrants

725,852

Hours of computer usage at Library computers



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# OPPORTUNITY TO: Improve lives and strengthen Denver's economy

We have a lot of repeat customers. That speaks not only to the valuable services we provide but also to the personal relationships we build with them. It also gives us a chance to witness how lives change when people visit the Denver Public Library. One of our top goals is to improve people's lives by acquiring the resources and skills they need to prosper and contribute to Denver's economy.

We play a significant role in economic and workforce development by providing access to resources and training in the skills people need to start and grow a business, find and secure a job and succeed in today's workforce.

## From job search to economic vitality

Access to training and resources has never been more important to our customers and to the city's economic health. We take great pride in offering technology training, language skills and small business assistance that deliver measurable results on the Mile High city and the Denver economy.

## BizBoost Small Business Assistance

We offer many sophisticated resources, both electronic and in print, to help entrepreneurs start and grow their business. These databases and resources are typically too expensive for a small business owner to purchase. Through individual appointments with our trained librarians, customers receive access to these free resources and get the information they need to write or enhance business and marketing plans.

## New Immigrant Learning Plazas

New immigrants often face high barriers when acclimating to their new home in Denver. We provide essential services to these new immigrants and learners who need assistance with English, computers and technology, citizenship, homework, health, literacy, GED preparation, job search and more. Plaza programs are offered at several key branch library locations and served 21,822 customers in 2014.

# Technology access and training

From the great divide to the digital divide, we help people connect with the information they need. We do this by providing free computer and Internet access as well as technology classes and one-on-one training to customers across the city. Free, unencumbered access to the Web lets our customers connect with friends and family as well as access materials needed for school, work and pleasure. The Denver Central Library's Community Technology Center (CTC) has 127 public access computers stations and two computer classrooms outfitted with an additional 48 computers where folks can learn anything from basic computing skills to advanced software training. More than 9,500 customers attended technology classes at the CTC and branch libraries in 2014.

# Career Online High School

In late 2014, we opened the virtual doors to the Career Online High School, a free online diploma and career certification program. In addition to earning a high school diploma, students also get career-specific training in a number of high-growth, high-demand career fields such as child care and education, transportation services, office management, retail and food service, security and more. Students are pre-screened to make sure they are a good fit for the online-only program and regularly meet with a coach for assistance along the way.



11,011,548

Online visits to [Denverlibrary.org](https://denverlibrary.org)

4,407,701

Visits to Denver Public Library facilities

25,357

Attendance at cultural programs



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# OPPORTUNITY TO: Lead a full and rich life

The Library is part of the City of Denver's cultural backbone. Through our collections, programs and cultural events, we help people experience life in new and dynamic ways. From discovering new reading materials to learning a new hobby, the Library is a key player in making Denver a great place to live.

OUR WORK

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# It's about so much more than books

You want books? We got 'em. You want eBooks? We've got them, too. Classes and events that reflect the cultural mecca of Denver? Absolutely. The Denver Public Library's collections, cultural programs and Western History/Genealogy resources are the stars of the show and are the most visible face of the Library.

Our collections remain the base of what we do. We continually review and purchase new and emerging books, eBooks, eAudiobooks, movies, music, magazines and more. As consumers embrace new and different kinds of media, librarians make necessary adjustments to both physical and digital collections to maximize city funds while maintaining demand for both.

## Downloadable media

Electronic media continue to grow in popularity as the number of smart phones, e-readers, tablets and laptops continues to rise. We're committed to offering electronic materials as both a reader service and as a way of bringing library services to customers—wherever they are. In 2014, electronic media accounted for 10 percent of the collections budget and 8 percent of the Library's circulation with 721,709 downloads.

## Adult and Family Programming

We make fun learning experiences available free of charge to adults and families. These programs illuminate the depth and variety of Denver's local resources and provide a sense of community for our inquisitive adult population.

In 2014, we increased programming across the system to better reach residents in all areas of the city. Programming includes author visits, book clubs, craft classes, live performances and workshops on specialized topics such as urban farming, healthy living and technology tools. More than 407,000 people attended these classes and workshops.

## Taking it to the Streets

Last year we began a purposeful and strategic effort to get outside the library walls and meet people where they live, work and play. Our Street Team took to the streets—literally—to demonstrate Denver Public Library's benefits and take our collections and services directly to people in unexpected places. In all, more than half a million metro-area residents were introduced (and re-introduced) to the Library through engagement in community settings. As well, we played a key part in a new nationwide marketing effort called Outside the Lines. In September, libraries around the U.S. and the world hit the streets to show people how libraries have changed and why they are more relevant than ever.



# Western History & Genealogy

For more than 100 years, the Library's Western History & Genealogy Department has helped preserve materials telling the story of the American West. This important resource teaches others about the history of Colorado and the West and how it relates to their lives. Genealogy staff work closely with customers wanting to research and discover their own heritage.

# Blair-Caldwell African American Research Library

The Blair-Caldwell African American Research Library serves as an educational and cultural resource for the people of Denver and the world, focusing on the history, literature, art, music, religion and politics of African Americans in Colorado and throughout the Rocky Mountain West. In 2014, the research library greeted more than 9,000 visitors, hosted dozens of community groups and brought in several special exhibitions to complement their permanent historical collection.

# Volume: A Local Music Project

Denver is home to many talented musicians and with our new Volume music project, our customers can get free access to them. The website features more than 80 musicians from all genres: jazz to country, modern folk to Americana and everything in between. Visitors can sample, download and stream artists on the site as well as create a playlist of favorites. Musicians are paid for their content and also get access to our hundreds of thousands of customers who are ready to hear more.



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# RESOURCES

The Denver Public Library is primarily funded by the City and County of Denver's General Fund. In 2014, approximately 95% of the budget came from the city, with the remaining 5% from grants, donations, fundraising events and other miscellaneous revenue. The total budget monies are allocated to personnel, 76%, collections, 13%, and other costs including facilities, technology, customer programs, staff training, security and general and administrative expenditures, 11%.

We seek private financial support for many programs we offer including Summer of Reading, After School is Cool, Community Learning Plazas and adult and family programming. Additionally, income raised from the annual book sales and Booklovers Ball supplement the Library's collection budget.

## REVENUE

**\$41,447,215**

Grants - State & Federal  
**\$145,441**

City General Funds  
**\$39,499,733**



Donations, Transfers, Misc. Revenues  
**\$1,802,041**

## EXPENDITURES

**\$40,777,977**

Supplies & Services  
**\$4,477,036**

Staff Salaries & Expenditures  
**\$31,024,055**



Library Materials  
**\$5,276,886**



# LOCATIONS

## Central Library

720.865.1111  
10 W. 14th Ave. Pkwy. 80204

## Northwest Locations

**Byers** 720.865.0160  
675 Santa Fe Dr.  
at W. 7th Ave. 80204

**Ross-Barnum** 720.865.0145  
3570 W. 1st Ave  
at Lowell Blvd. 80219

**Rodolfo "Corky" Gonzales**  
720.865.2370  
1498 N. Irving St.  
at Colfax Ave. 80204

**Smiley** 720.865.0260  
4501 W. 46th Ave.  
at Utica St. 80212

**Woodbury** 720.865.0930  
3265 Federal Blvd.  
at W. 33rd Ave. 80211

## Southwest Locations

**Athmar Park** 720.865.0230  
1055 S. Tejon St.  
at W. Mississippi Ave. 80223

**Bear Valley** 720.865.0975  
5171 W. Dartmouth Ave.  
at S. Sheridan Blvd. 80236

**Hadley** 720.865.0170  
1890 S. Grove St.  
at W. Jewell Ave. 80219

**Westwood** 720.865.0215  
1000 S. Lowell Blvd. 80219

## Northeast Locations

**Blair-Caldwell African  
American Research Library**  
720.865.2401  
2401 Welton Street 80205

**Ford-Warren** 720.865.0920  
2825 High St.  
at E. 28th Ave. 80205

**Green Valley Ranch**  
720.865.0310  
4856 N. Andes Ct. 80249

**Montbello** 720.865.0200  
12955 Albrook Dr. 80239

**Park Hill** 720.865.0250  
4705 Montview Blvd.  
at Dexter St. 80207

**Pauline Robinson**  
720.865.0290  
5575 E. 33rd Ave.  
at Holly St. 80207

**Ross-Cherry Creek**  
720.865.0120  
305 Milwaukee St.  
at E. 3rd Ave. 80206

**Sam Gary** 720.865.0325  
2961 N. Roslyn St. 80238

**Schlessman Family**  
720.865.0000  
100 Poplar St.  
at 1st and Quebec 80220

**Valdez-Perry** 720.865.0300  
4690 Vine St.  
at E. 47th Ave. 80216

## Southeast Locations

**Decker** 720.865.0220  
1501 S. Logan St.  
at E. Florida Ave. 80210

**Eugene Field** 720.865.0240  
810 S. University Blvd.  
at E. Ohio Ave. 80209

**Hampden** 720.865.0185  
9755 E. Girard Ave.  
at S. Dayton St. 80231

**Ross-Broadway** 720.865.0135  
33 E. Bayaud Ave.  
at S. Lincoln St. 80209

**Ross-University Hills**  
720.865.0955  
4310 E. Amherst Ave.  
at S. Birth St. 80222

**Virginia Village** 720.865.0940  
1500 S. Dahlia St.  
at E. Florida Ave. 80222

You're never far away from the Denver Public Library. In addition to the Denver Central Library, we have 25 branch locations, two Reading Rocket Bookmobiles and 24/7 online access at:

**[denverlibrary.org](http://denverlibrary.org)**



**DENVER  
PUBLIC  
LIBRARY**