



Contract Number: CTN. LIB. 13 X 332
 Effective Date: 5-13-13
 Term Date: 8-4-14
 Cost: _____
 Revenue: \$60,000 -
 Total: _____ NTE: _____
 Action: _____
 Renewal By: _____
 Term: _____
 Reviewed by: [Signature] 8-4-14

BOARD OF SUPERVISORS AGENDA ITEM SUMMARY

Requested Board Meeting Date: 06/18/13

ITEM SUMMARY, JUSTIFICATION &/or SPECIAL CONSIDERATIONS:

The Arizona State Library, Archives and Public Records has awarded the Pima County Public Library (PCPL) \$60,000.00 to fund the "Self-Employment and Micro-Enterprise Initiative" which will provide directed assistance and resource referral to individuals who have otherwise been unsuccessful in the traditional workplace. The project will focus on those populations that have difficulty accessing community and library resources. Pima County One Stop, YWCA, and MAC/Women's Business Development Center are working with PCPL in an effort to create sustainability for the project in the community.

This grant funds will allow PCPL to cover training costs, materials, supplies, and printing that lay the foundation for self-employment training opportunities in the form of drop-in resource labs, structured classes, access to online resources and training, and referrals to community agencies. The project will run from June 1, 2013 to August 4, 2014.

No signature required to execute grant.

CONTRACT NUMBER (If applicable):

STAFF RECOMMENDATION(S):

Self-Employment and the creation of small businesses are important strategies for workforce and economic development. Communities struggling with declining industries and high unemployment can successfully implement entrepreneurship and small business development as key components to a strategy that will bolster the economy and create jobs. Entrepreneurship has long been identified as an employment option for individuals with barriers to employment. The Self-Employment and Micro-Enterprise Initiative merges the mission and vision of PCPL with the economic development best practices established by the Department of Labor and strategies implemented by Pima County Economic Development.

This project focuses on workforce development and the partnerships necessary to accomplish that task. Response from community agencies has been overwhelmingly positive. The effort put forth with this initiative will increase community collaboration and provide services to those who have the greatest need.

CORPORATE HEADQUARTERS: _____

To: CHH - 6-13-13
 CoB - 6-13-13
 Agenda 6-18-13
 Addendum (1)

Procure Dept 06/13/13 PM 01:13

CLERK OF BOARD USE ONLY: BOS MTG. 06/18/13

ITEM NO. _____

PIMA COUNTY COST: _____ and/or REVENUE TO PIMA COUNTY:\$ 60,000.00

FUNDING SOURCE(S): LSTA GRANT FUND

(i.e. General Fund, State Grant Fund, Federal Fund, Stadium D. Fund, etc.)

Advertised Public Hearing:

YES NO

Board of Supervisors District:

1 2 3 4 5 All

IMPACT:

IF APPROVED: The project will provide additional services to individuals with significant barriers to employment. Significant barriers include lack of education, inability to speak English, lack of childcare or transportation, criminal histories, and cultural differences. The current resources of the library (literacy programming, job help, market research) combined with the focus on self-employment provide a flexible alternative for overcoming these barriers. Approximately 250 individuals will be helped through this collaborative effort. These individuals will receive assistance and training about additional community resources while learning how to use the resources of their local library. The project will also create a line of communication between the library and community agencies that will help in other areas of assistance.

IF DENIED: Those individuals that struggle to become employed in the traditional workplace will continue to do so. This project provides a bridge between relevant information and community resources. The goal of the project is to improve the literacy skills and career readiness of those individuals with significant barriers to employment. Without these funds, these individuals would not receive assistance and we, as a community, would lose out on valuable assets.

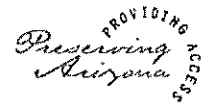
DEPARTMENT NAME: Library

CONTACT PERSON: Laura Galvez TELEPHONE NO.: 594-5602



ARIZONA STATE LIBRARY,
ARCHIVES AND PUBLIC RECORDS

A DIVISION OF THE ARIZONA SECRETARY OF STATE



JOAN CLARK, STATE LIBRARIAN

May 13, 2013

Pat Corella, Deputy Director
Pima County Public Library
Administrative Offices
101 North Stone Avenue
Tucson, AZ 85701-1501

CONTRACT
NO. <u>CTN. LIB-1300000 00000 00000 332</u>
AMENDMENT NO. _____
This number must appear on all invoices, correspondence and documents pertaining to this contract.

Dear Mr. Corella:

I am pleased to inform you that your 2013 Library Services and Technology Act (LSTA) grant application "Self-Employment and Micro-Enterprise Initiative" has been approved by the State Library for partial funding for the total amount of \$60,000. This partial award is to support personnel costs, but reduces marketing expenses to \$1,672.

A revised budget is included in your award packet. Please sign it indicating that you accept the revised award, and return a copy with your signed certification. The application that you submitted, along with criteria outlined in this letter and revised budget, will be the only contractual documents necessary for the implementation of your project. Federal funds can only be used as stipulated in the grant administration requirements (<http://www.azlibrary.gov/lsta/13grantadminguide.aspx>), application and this letter, and projects may be monitored periodically by State Library staff.

Enclosed you will find a sheet on "Managing Your LSTA Grant Award." Please refer to this sheet for information on federal regulations, requesting your grant funds, acknowledging the Arizona State Library Archives and Public Records and LSTA, and final reports. Plan to attend the May 21, 2013, Grant Recipient Workshop at the Carnegie Center in Phoenix; a registration form is included in the packet.

Please note that all grant funds must be requested by July 1, 2014, and spent prior to August 4, 2014. Your final report is due by September 5, 2014.

Laura Stone, the LSTA consultant, is responsible for the distribution of funds and any ongoing administration of the grant award, including the final report. If you have any questions concerning your application or other supporting documents, please contact Laura at lstone@azlibrary.gov or call her at 602-926-3469 or 1-800-255-5841 statewide.

Sincerely,

Joan Clark

cc: Michelle Simon

Attachments:

- "Managing Your LSTA Grant Award"
- "Mark Your Calendar"
- "Telling Your LSTA Story"
- "Awarded Prestigious LSTA Grant"
- Congressional Thank You Letter

- List of Congressional Representatives
- Non-construction assurances
- Certification regarding debarment, etc.
- CIPA worksheet
- LSTA 2013 Project Evaluation Plan
- Idea Circus 2013

STATE CAPITOL

1700 W. Washington, Suite 200 • Phoenix, Arizona 85007 • Home Page: <http://www.lib.az.us>
Phone: (602) 926-4035 • FAX: (602) 256-7983 • Email: services@lib.az.us

An Equal Opportunity Employer

Application Fiscal Report

Type	Vendor	Grant Funds	Local Funds	Cash	Total	
Salaries & Benefits						Add
Salaries & Benefits	1 Coordinator/Director	\$48,642.00	\$12,647.00	<input checked="" type="checkbox"/>	\$61,289.00	Edit Delete
Salaries & Benefits	3 Program Instructors	\$0.00	\$56,794.00	<input checked="" type="checkbox"/>	\$56,794.00	Edit Delete
		\$48,642.00	\$69,441.00		\$118,083.00	
Contractual Services	Library Presenters	\$6,000.00	\$3,000.00	<input checked="" type="checkbox"/>	\$9,000.00	Edit Delete
Contractual Services	Staff Training	\$1,836.00	\$0.00	<input checked="" type="checkbox"/>	\$1,836.00	Edit Delete
		\$7,836.00	\$3,000.00		\$10,836.00	
Travel	Travel to PHX for Grant	\$150.00	\$0.00	<input checked="" type="checkbox"/>	\$150.00	Edit Delete
		\$150.00	\$0.00		\$150.00	
Equipment	Desktops	\$0.00	\$11,016.00	<input checked="" type="checkbox"/>	\$11,016.00	Edit Delete
Equipment	Laptops	\$0.00	\$27,750.00	<input checked="" type="checkbox"/>	\$27,750.00	Edit Delete
		\$0.00	\$38,766.00		\$38,766.00	
Software	Website Services	\$500.00	\$500.00	<input checked="" type="checkbox"/>	\$1,000.00	Edit Delete
		\$500.00	\$500.00		\$1,000.00	
Library Collection Materials	SBA Materials	\$0.00	\$1,200.00	<input checked="" type="checkbox"/>	\$1,200.00	Edit Delete
		\$0.00	\$1,200.00		\$1,200.00	
Supplies	Office Supplies	\$1,200.00	\$1,200.00	<input checked="" type="checkbox"/>	\$2,400.00	Edit Delete
		\$1,200.00	\$1,200.00		\$2,400.00	
Other	Marketing AdBench	\$0.00	\$1,800.00	<input checked="" type="checkbox"/>	\$1,800.00	Edit Delete
Other	Marketing AdShelter	\$0.00	\$3,600.00	<input checked="" type="checkbox"/>	\$3,600.00	Edit Delete
Other	Marketing B&W Flyers	\$0.00	\$0.00	<input checked="" type="checkbox"/>	\$0.00	Edit Delete
Other	Marketing Color Flyers	\$0.00	\$205.00	<input checked="" type="checkbox"/>	\$205.00	Edit Delete
Other	Marketing General	\$1,672.00	\$0.00	<input checked="" type="checkbox"/>	\$1,672.00	Edit Delete
Other	Marketing Posters	\$0.00	\$0.00	<input checked="" type="checkbox"/>	\$0.00	Edit Delete
	Marketing Table					Edit

Other	Tents	\$0.00	\$0.00	<input checked="" type="checkbox"/>	\$0.00	<u>Delete</u>
Other	Marketing Tri-fold Brochures	\$0.00	\$335.00	<input checked="" type="checkbox"/>	\$335.00	<u>Edit</u> <u>Delete</u>
		\$1,672.00	\$5,940.00		\$7,612.00	
		\$60,000.00	\$120,047.00		\$180,047.00	

[Handwritten Signature]

PIMA COUNTY
BOARD OF SUPERVISORS

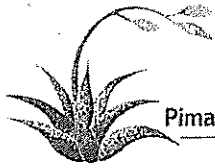
Chairman

ATTEST:

Clerk of the Board

Approved as to form

[Handwritten Signature]
Deputy County Attorney ~~Date~~



MEMORANDUM

DATE: 2/13/2013

TO: Hank Atha

FROM: Melinda Cervantes, Library Director

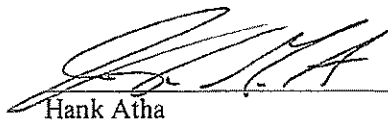
SUBJECT: Approval to apply for Grants - Museum and Library Services (IMLS) and the Arizona Department of Library, Archives and Public Records--Library Services and Technology Act Funds (LSTA) proposals for 2013-14

427
PRORITY 1: With "Making Wise Decisions" PCPL will employ OrangeBoy, Inc. to perform customer research. OrangeBoy's research will identify, segment, and prioritize key target audiences of library customers and will provide data about our customer base by behavioral, economic, and demographic variables. Library staff will gain in-depth, data-driven knowledge about behaviors and usage patterns in order to develop decision-making strategies about our collections, programming, strategic marketing plan, and future directions. The amount of \$93,000.00 will help with consultant fees, so that Library staff will have a real sense of the community's knowledge about library services. The Communications and Systems Office will use the data gathered by OrangeBoy to inform the Strategic Marketing Plan currently under development. One focus of our strategic marketing plan is to develop and launch a new brand identity for the library in 2013, which will involve creating a compelling story, key messages, and a tagline, as well as a new visual look and feel – a logo, a signature color palette, and specific fonts – that will resonate with target audiences.

PRORITY 2: The "Self-Employment Initiative" would seek to assist those job seekers that have been deemed "hard to employ." The typical individual in this category has been receiving unemployment benefits in excess of 12 months and is part of a vulnerable population. Vulnerable job seeker populations include, but are not limited to, ex-offenders, mature workers, family caregivers, and victims of domestic violence. These individuals also tend to have low level reading, math, and language skills. The amount of \$76,000.00 is being sought to allow PCPL to cover training costs and materials, supplies and printing costs to lay the foundation for self-employment training opportunities in the form of drop-in resource labs, structured classes, and access to online resources and training. The PCPL initiative would create a curriculum for a self-employment assistance program and utilize existing staff resources to create a best practices model. Staff would be trained in the creation of business, marketing, and financial plans. They would also receive training on business creation resources and the use of the Small Business Administration Toolkit. This initiative would create an opportunity for collaboration with One Stop and AZDES in the provision of services to a difficult population.

PRORITY 3: "Summer Thrive Camp" pilot program will offer at-risk students going into 1st-6th grade opportunities to build their reading, writing and critical thinking skills in a fun, non-judgmental environment where they can, learn, collaborate, lead and thrive. Summer Thrive sessions would take place during PCPL's summer reading program. Library and partner project staff would manage sessions that will consist of small group and whole class activities around reading, writing, storytelling, theater and movement. The amount of \$32,000.00 is being sought to allow PCPL to cover contractual/program costs related to retaining dedicated instructors; collection and class materials and other supplies for the reading, writing and art focuses; and volunteer recruitment and training. Library project staff, Literacy Connects and University of Arizona College of Education will collaborate to develop the Summer Thrive Camp in a way that shows its impact and so that it can be replicated and scaled to be in more libraries and neighborhoods that serve the intended audience.

APPROVED:


Hank Atha

2-14-13

Date