

PR Plan for Adult Services Department



We will embark upon a PR campaign to inform our patrons about the changes coming to the adult services department at the Library. The campaign will be called "Even Better at EPL." The plan includes a multidimensional approach for communicating to the community.

Communication Methods:

Website, Blog

Social Media

Newsletter

Pamphlet

Press Releases

Announcements to Community Groups: Rotary, Kiwanis, Lions

Project Showcase in Lobby

What will be communicated:

What does Even Better mean...

- will include information on what will change and why

Community profile...

- provide a snapshot of community demographics
- usage statistics

Even Better Ideas from you...

- survey information
- patron testimonials

Even Better ideas from other libraries...

- will include information about what Chicago area libraries are doing
- library trends
- will also include a subsection of ideas from schools and businesses

Even Better but still the same...

- will include information about what will remain the same
- information about the collection and reassurance that we will still have plenty of books, dvds, cds, etc. for patrons to borrow

Even Better at EPL showcase....

- special area in lobby with computers that will provide images of proposed changes, pictures, drawings, ideas etc.
- architectural renderings
- Pinterest boards with ideas
- ideas about how some of the new technology can be used
- timeline
- progress updates

Talking Points for Staff and Board...

- Answers to questions that staff and Board may receive
- tips on how to communicate the project to community

Staff Ambassadors...

- recruit staff members who are excited about the project to be ambassadors who will spread information to other staff members and the community

Elmhurst Library - 2nd Floor Renovation Budget - 12/12/2013

Scope of Work	Cost/Quantity	Type	Quantity	Cost
Electrical	\$164,000.00	LS	1	\$164,000.00
Lighting Allowance	\$120,000.00	LS	1	\$120,000.00
HVAC	\$100,000.00	LS	1	\$100,000.00
Sprinkler	\$10,000.00	LS	1	\$10,000.00
Ceiling	\$4.50	/sf	7050	\$31,725.00
Flooring	\$6.50	/sf	3850	\$25,025.00
Millwork Wall Paneling	\$40.00	/sf	552	\$22,080.00
Glass Panels	\$35.00	/sf	1368	\$47,880.00
Paint	\$10,000.00	LS	1	\$10,000.00
Demo	\$5,000.00	LS	1	\$5,000.00
Moving	\$20,000.00	LS	1	\$20,000.00
AV Equipment	\$10,000.00	LS	1	\$10,000.00
Fire Alarm	\$750.00	/Device	15	\$11,250.00
Doors/Frames and Hardware	\$1,000.00	/Opening	17	\$17,000.00
Flooring Isolation	\$10,000.00	LS	1	\$10,000.00
Drywall Partitions	\$130.00	/LF	400	\$52,000.00
Signage	\$15,000.00	LS	1	\$15,000.00
Construction Subtotal				\$670,960.00
14% CM Fee				\$93,934.40
5% Construction Contingency				\$33,548.00
5% Design Contingency				\$33,548.00
General Conditions				\$10,000.00
Total				\$841,990.40
Furniture				\$560,840.00
Architecture/Engineering Fee				\$108,000.00
Total Project Cost				\$1,510,830.40

Stair Work Allowance \$30,000.00

General Conditions Breakout

Dumpsters	\$2,250.00
Final Cleaning	\$3,000.00
Temporary Barricades/Safety	\$4,000.00
Temporary Signage	\$750.00