

M E M O



Date: February 28, 2011

To: Chair J.J. McCament and members of the Board of Trustees

From: Mary Getchell, Communications Director

Subject: University Place Pierce County Library Grand Opening Results

In the first hour of the University Place Pierce County Library's grand opening, we welcomed 2,600 people. In all, 4,541 people checked out the new library on opening day, February 12, 2011, well surpassing our goal of 650.

In the atrium of the Civic and Library Building the crowd flowed out the building during the grand opening ceremony. Neel Parikh; J.J. McCament; Debbie Klosowski, Mayor of the City of University Place; and Ruthann Reim McCaffree and Steve Smith, Co-Chairs, University Place Library Campaign gave brief remarks. The Curtis Senior High School Naval Junior Officers Reserve Training Corps commanded the color guard. Approximately two dozen community leaders participated in a ceremonial ribbon cutting.

The statistics from opening day speak volumes:

- 4,541 people visited. A significant attendance especially compared with February 12, 2010, when 580 people visited the temporary University Place Library.
- People checked out 4,150 items. On February 12, 2010, people checked out 1,520 items.
- 255 people got library cards. On February 12, 2010, 12 people got library cards.

Throughout the day, nearly all in attendance were patient with the high volumes of people. Their interest was in their new library. People truly "oohed" and "ahhed" at the spaces, features, and offerings. People were instantly drawn to the Movie Towers, the library's equivalent to the redbox. They were impressed with the new, popular movie releases and the new technology to check them out, and waited patiently in staggering long lines. Residents jumped right onto the 41 computers, which were busy all day. Throughout the day, people tried out all of the 98 seats in the library, and, yes during all of the commotion of the day, people actually sat and read.

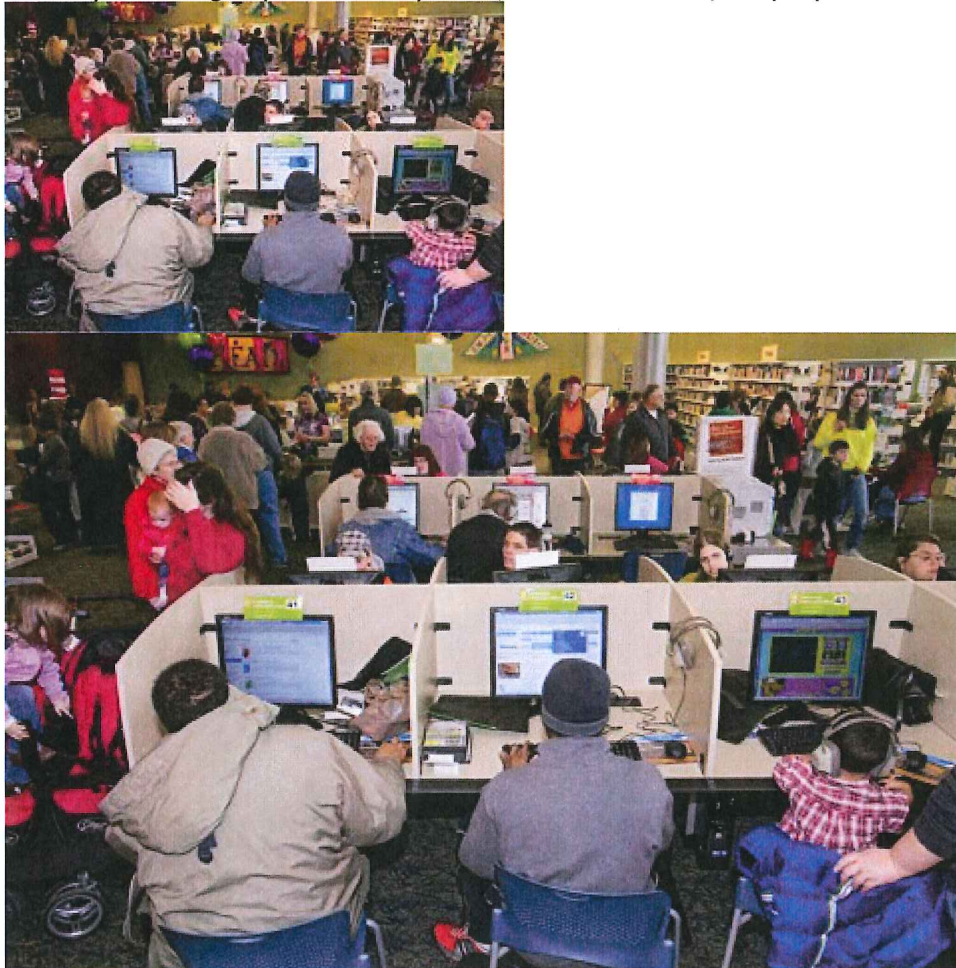
At the grand opening, many people took photos with Lily the Ladybug Librarian and Curious George. The Library posted those photos and more from the grand opening on the Library's flickr page at <http://www.flickr.com/photos/piercecountylibrary/>. We also captured people's thoughts and comments on video, which is posted on our YouTube page at <http://www.youtube.com/user/piercecountylibrary1#p/u>.

Media sources ran 20 verified news stories including front page coverage, numerous photos, and a supportive editorial in The News Tribune.

Residents continue to delight in and devour the offerings in their new University Place Library.

A new library and a first for UPlace's Town Center

Saturday was a big day in University Place, and more than 4,500 people showed up to celebrate.



THE NEWS TRIBUNE

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Saturday was a big day in University Place, and more than 4,500 people showed up to celebrate.

They crowded into the airy atrium of the new civic center on Bridgeport Way. The level of anticipation was such that they might have been waiting for the doors to open on a huge sale or for a chance at free, first-come-first-served tickets to a big show.

But no, they wanted to check out their brand new, eagerly awaited . . . library.

After four long years of cramped temporary quarters in a strip mall, wedged between a laundromat and a pizza delivery shop, the library is back. And it's well worth the wait.

The new library, which replaces one torn down to make way for the city's Town Center development project, is the first of Pierce County's 17 libraries to earn Leadership in Energy and Environmental Design (LEED) silver certification.

It's also cutting-edge in what it offers: 41 Internet computer stations (compared to the original library's 12), a job center, a high-tech conference room, special areas for teens and younger children, and a Movie Tower offering new DVD releases. Oh, and it has a lot of books, too.

The library is the result of a partnership between University Place and the Pierce County Library System as well as a vigorous campaign that has raised more than \$500,000.

Almost as important to University Place as having its library back is the fact that Town Center officially has its first tenant. The Civic and Library Building is the foundation of Town Center, a project slowed by the economy and problems with developers. It's everyone's hope that the library's opening will help spur many more in Town Center.

The Civic and Library Building eventually will house city offices, the police department and business tenants. At 15,000 square feet, the new University Place Library takes up a good chunk of the civic building's first floor.

In her remarks during the opening ceremonies, library system executive director Neel Parikh called the library "the heart of the community." University Place has its heart back – and it's in the right place.

- Showing 3 comments



ratujack ★ [Today 07:13 AM](#)

- The one they ripped down was a NEW library. They got caught now they had to build another NEW one and the TNT thinks they are wonderful.....what a joke on everyone.



hultmale ★ [Today 07:02 AM](#)

- What was wrong with the old library?



americancitizen ★ [Today 03:15 AM](#)

- If the Library is going to be the "heart" of UP, then Applebees will be its heart attack.