



 PUEBLO CITY-COUNTY
Library District

2023

Annual Report

100 E. Abriendo Ave. | Pueblo, CO 81004 | (719) 562-5600 | www.pueblolibrary.org

2023 Library Highlights

Rawlings Library grand re-opening

Renovations to the Robert Hoag Rawlings Public Library were completed in spring of 2023. To celebrate, a week of grand opening events took place March 20-24.

“These re-invigorated public library spaces are inviting and comfortable. We want to thank all of our partners and community supporters who made this renovation project a reality and we warmly welcome people of all ages to the Robert Hoag Rawlings Public Library to enjoy the newly renovated facility,” Sherri Baca, PCCLD executive director said.



Representatives from PCCLD, the City of Pueblo, Pueblo County, H.W. Houston Construction and the Greater Pueblo Chamber of Commerce cut the ribbon to officially re-opening the Rawlings Library.

About the renovation

The \$12.5 million renovation to the four-story, main library branch began August of 2021. Significant interior improvements to the four public floors include: new furniture, flooring and fixtures; replacement of the building’s HVAC systems and equipment, and most notably, creation of a terraced amphitheater and mobility plaza.

Renovations design was overseen by two firms, Denver-based Anderson Mason Dale (AMD) Architects and HBM Architects of Cleveland, Ohio. Originally, Rawlings Library was designed by internationally renowned architect Antoine Predock with AMD serving as the primary firm overseeing the project. Local firm H. W. Houston Construction managed construction. The library remained open to the public throughout con-

See Rawlings Library, Page 2



FIRST FLOOR amenities include a café a dedicated maker space, additional meeting rooms, a computer training facility, and public café area. The revamped and expanded 1,200-square-foot Info Zone Museum takes visitors on a tour through the history of communication.



The **THIRD FLOOR**, the newly renamed Local History and Genealogy Department, expands the library’s acclaimed local history and archives as well as adding a digitization lab. An expanded more vibrant Hispanic Resource Center anchors the space.



The **SECOND FLOOR** is a hub for all age groups, providing traditional library services such as books, movies, public-use computers as well as study and collaboration spaces. There are dedicated spaces for children, teens and adults, throughout the 25,000-square-foot floor.



The **FOURTH FLOOR** is now home to the Ryals Grand Event Space, 10,000-square-foot, 350 person capacity special event space with advanced theater capabilities, and a full-size catering kitchen.

New branding launch

Pueblo City-County Library District (PCCLD) rang in the New Year with a totally re-designed logo and new color palette.

A big part of the rebranding process was listening. Listening to focus groups, surveys and in person meetings with library staff and patrons. Working alongside the design team from Studiotrope Design Collective in Denver, a new logo was created to reflect PCCLD's new brand. During the listening stage, we learned that PCCLD is thought of as accessible, stable/dependable, connected, diverse and innovative/cutting edge. The new mark, colors and fonts were selected specifically to reflect these values.

Bold lines of a "P" and an "L" create the distinctive mark, or stamp. Lines remain open, reflecting the accessibility of Pueblo's libraries to our community, while the interlocking "P" and "L" reinforce the connectedness patrons have to the library.

Dark blue remains as our primary color, similar to the blue of the previous



THE MARK

PUEBLO CITY-COUNTY
Library District

THE TYPE

THE LOGO

The Pueblo library logo includes two components: the Mark and the Type. The configuration including both Mark and Type is the Combination.

The mark is particularly emblematic of the library's persona; it conveys accessibility, stability/dependability, connectedness, diversity and innovation.



PREVIOUS LOGO

DARK BLUE: reliability, trustworthiness, serenity, problem-solving

LIGHT BLUE: neutrality, balance, caring, intelligence

AMBER: energy, confidence, hope, analytical thinking

GREEN: harmony, growth, renewal, meeting of basic needs

www.pueblolibrary.org/NewLogo

logo. Enhancing it are the secondary colors of light blue, amber and green. These colors were chosen based on the psychological qualities, in addition to visual harmony.

- Dark Blue: reliability, trustworthiness, serenity,

- problem-solving
- Light Blue: neutrality, balance, caring, intelligence
- Amber: energy, confidence, hope, analytical thinking
- Green: harmony, growth, renewal,

meeting of basic needs. The clean, easy-to-read fonts of PMN Caecilia and PMN Caecilia sans allows the branding to be recognizable. The previous logo was created in 2004, launching at the same time as the Rawlings Library grand opening.

Rawlings Library, continued

struction.

Primary funding for the project, totaling \$7.5 million, came from Certificates of Participation bonds. An additional \$2.5 million is from library funds. Private dona-

tions and a \$500,000 National Endowment for the Humanities grant rounded out money for the project.

"It has been a wonderful opportunity to refresh this beautiful building. It pre-

serves the significant investment that the Pueblo community made when constructing the Rawlings Library 20 years ago," Baca said.

Originally constructed in 2003 upon the site of the

original McClelland Library, the 110,000 square-foot main library has hosted more than 8 million visitors since opening its doors and more than 14 million books and other materials have been checked

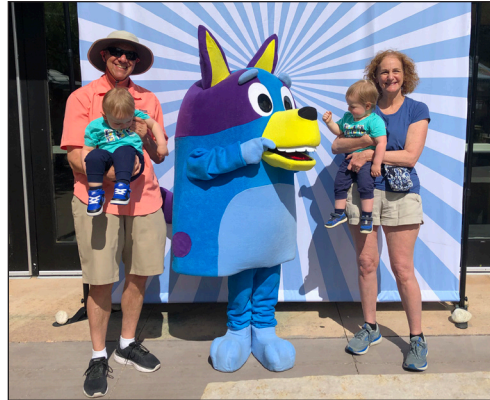
2023 Library Highlights

Summer Reading: All Together Now

During Summer Reading 2023, more than 6,000 youth successfully completed PCCLD's annual program, making it the highest number of completions.

Summer Reading participants were able to earn weekly coupons and prizes in addition to the chance to win a weekly grand prize package after turning in completed game boards.

An all-branch kickoff took place at Rawlings Library on June 2 with more than 1,800 attending. The theme was All Together Now.



Summer Reading kickoff attendees were treated to a special appearance by Bluey.

New York Times bestselling author headlines All Pueblo Reads

Readers dove into unlikely friendships during Pueblo City-County Library District's annual All Pueblo Reads literacy project.

New York Times bestselling author Shelby Van Pelt, author of the "Remarkably Bright Creatures" is the featured adult author. For younger readers, Lynne Kelly author of "Song for a Whale" and Kate Messner, author of "Over and Under the Pond" round out the authors for the library district's 19th annual literacy project.

A public author talk featuring Van Pelt takes place on Saturday, Oct. 28 at the Rawlings Library. Returning to the Rawlings Library for the first time since 2019, the in-person Booklovers Ball, a fundraiser for the Pueblo Library Foundation, featured Van Pelt as its guest on Friday, Oct. 27.

Books for younger readers included "Song for a Whale" by Kelly and the children's picture book "Over and Under the Pond" by Messner. Classroom copies of both books were given to selected classrooms.

Messner and Kelly's online author talks took place in early October, streaming on the library district's Facebook and YouTube pages.

All Pueblo Reads is a literary project designed to get everyone in Pueblo County reading and discussing one book at the same time.

The goal of the project is to promote dialogue across cultural, generational and socioeconomic lines. During the project, the Pueblo library district provides classroom sets of books to students in Pueblo schools, hosts six weeks of free activities at seven of the library district's branches as well as at CSU Pueblo and Pueblo Community College. The community-wide literary project typically reaches more than 30,000 individuals in person and online during October and November.



Shelby Van Pelt



Lynne Kelly



Kate Messner

PCCLD

Key Results

MATERIALS CHECKED OUT

1,388,640

LIBRARY VISITS

617,262

DIGITAL USAGE

476,481

PROGRAM ATTENDANCE

98,493

2023 Library Highlights

Library district receives nearly \$500,000 to expand internet access

PCCLD received nearly \$500,000 to expand internet access in Pueblo County.

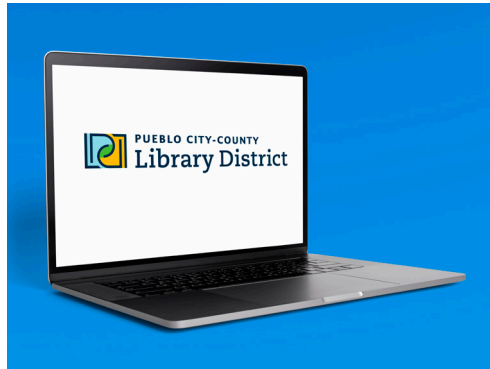
Thanks to the Federal Communications Commission (FCC) Emergency Connectivity Fund (ECF), the library district purchased more than 885 Wi-Fi connected devices, expanding the district's digital resource collection by nearly 700 percent.

The recently purchased items include:

- 500 Chromebooks with built-in Wi-Fi connectivity
- 200 Verizon Wi-Fi hotspots
- 85 T-Mobile Wi-Fi hotspots
- 100 Apple iPads

Prior to the ECF, there were 95 Wi-Fi hotspots, 12 Chromebooks and eight tablets in circulation between the district's eight locations. In addition wireless devices, each library location offers free Wi-Fi as well as desktop computers.

The Emergency Connectivity Fund (ECF) is a \$7.171 billion program that provides schools and libraries the funds



to purchase digital devices needed for remote learning. The fund provides relief to millions of students, school staff and library patrons and helps to close the homework gap for students who lack Internet access or devices needed to connect to virtual learning classrooms. Congress authorized the Emergency Connectivity Fund as part of the American Rescue Plan of 2021. More information about the fund is available at www.fcc.gov/emergency-connectivity-fund.

Seed Library expanded, Tool Library launched

Library patrons can check out seed packets from six Seed Library locations and borrow gardening tools from the Tool Library at Rawlings Library, all for free with a valid PCCLD library card.

Seed Library locations include: Giodone Library, Greenhorn Valley Branch, Lamb Library, Lucero Library, Pueblo West Library, Rawlings Library.

Users are encouraged to harvest the seeds at the end of the growing season, returning them to a Seed Library location. The Seed Library project is a partnership between All Pueblo Grows, Colorado Master Gardeners of Pueblo County, CSU Extension-Pueblo County and PCCLD.

Tool Library items include: shovels, hoes, puners, rakes, hand trowels and cultivators. The Tool Library is in partnership with the Pueblo Food Project.

Spice Library opens at Lucero Library

Explore a world of flavor with the Spice Library, a fun and easy way for patrons to try new spices from all over the world.

Currently available only at the Patrick A. Lucero Branch Library, patrons can pick up to five spice packets a day; any unused spice does not need to be returned. Spices are free and available while supplies last.

Available spices at this time include: Himalayan pink salt, crushed red pepper, cinnamon, dill weed, thyme, Chinese five spice powder, black sesame seeds, fennel seeds, bay leaves, Sazon Goya and curry.



PCCLD Leadership Teams

BOARD OF TRUSTEES

Fredrick Quintana | President
Dustin Hodge | Vice President
Iris Clark
Jeffrey DeHerrera
Stephanie Garcia
Trisha Macias
Doreen Martinez

EXECUTIVE TEAM

Sherrí Baca | Executive Director
Amy Nelson | Associate Director of Public Service
Thomas DeFrates | Director of Information Technology
Terri Daly | Director of Human Resources
Jill Kleven | Director of User Services
Nick Potter | Director of Community Relations and Development
Alan Rocco | Facilities Superintendent
Ashley Huggins | Director of Finance

FOUNDATION BOARD

Jessi Ones | President
Elizabeth Gallegos | Vice President
Tim Krebs | Treasurer
Andrea Aragon
Joe Arrigo
Iris Clark
Brandice Eslinger
Abbey Hartless
Dustin Hodge
Bruce Johnson
Antoinette Ramos
Alexandria Romero
Teresa Therriault
Gala White

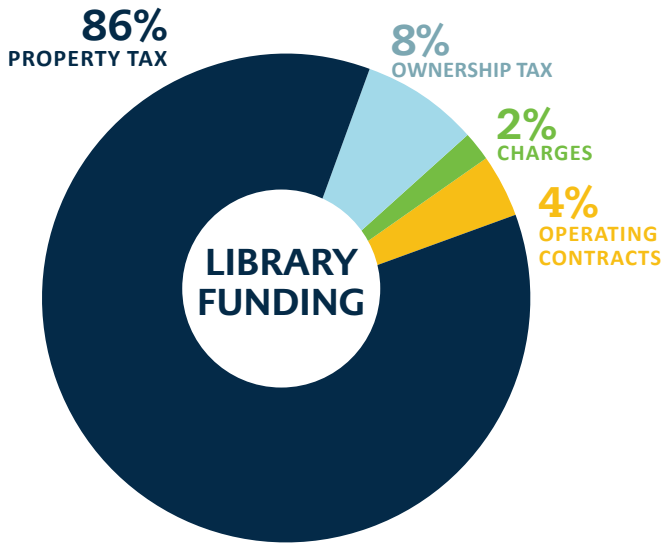
FRIENDS OF THE LIBRARY BOARD

Eric Segall | President
Jan Hoover | Vice President
Jean Eskra, Jean Latka | Secretary
Jeffrey DeHerrera | Treasurer
Randi Mohar
Melanie Phelps
Antoinette Ramos
Ronda Rein
Marisa Stoller
Teresa Therriault
Adina Vega
Nicole Wismann

General Fund

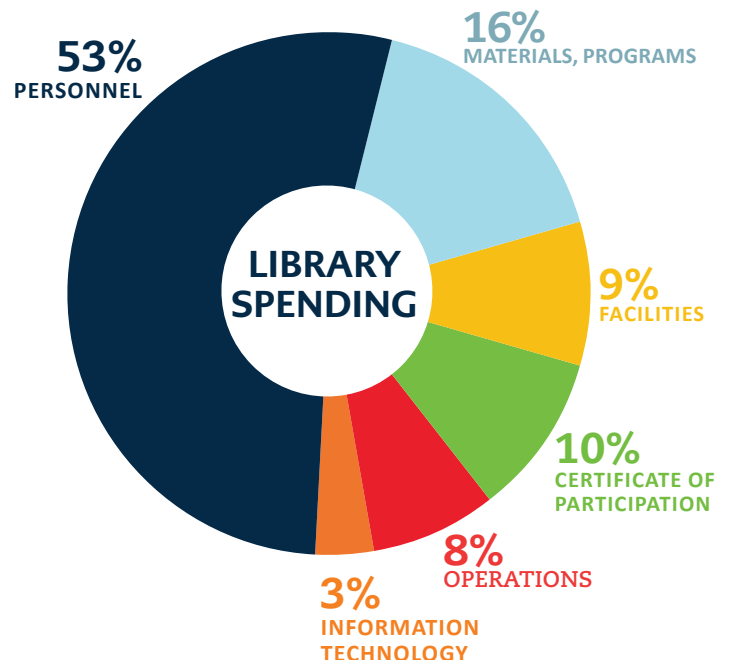
HOW THE LIBRARY IS FUNDED

LOCAL PROPERTY TAX	\$12,366,312
Taxpayers of Pueblo City & County support a mill levy of 5.85	
SPECIFIC OWNERSHIP TAX	\$1,125,320
Specific ownership tax, which is the licensing tax on vehicles, boats, etc.	
CHARGES FOR SERVICES, SALES, FINES & INTEREST	\$304,091
Fines charged for overdue materials, photocopy charges, meeting room rental fees, sales of flash drives, ear buds, book bags, etc. and interest earnings on investments.	
OPERATING CONTRACTS, GIFTS	\$564,668
E-rate reimbursement is nearly half of this revenue, also considered federal funding. Rent received from Friends for the book store, as well as miscellaneous grants and gifts, including significant contributions from the Friends of the Library, are also included in this line.	
TOTAL REVENUE	\$14,360,391



HOW THE LIBRARY DISTRIBUTES FUNDING

PERSONNEL: SALARIES & BENEFITS	\$6,776,539
Wages, insurance, PERA, training, and employment-related expenses (unemployment insurance, workers compensation, recruitment expense, employee recognition).	
MATERIALS & PROGRAMS:	
BOOKS, AV, SUBSCRIPTIONS, etc	\$2,103,254
Books, CDs, DVDs, electronic databases, periodicals, subscriptions, processing costs and programs for the public.	
FACILITIES: UTILITIES, LEASES & MAINTENANCE	\$1,144,952
Everything to maintain the facilities—utilities, custodial service, building repair and maintenance, lease of space, insurance and vehicle maintenance.	
CERTIFICATE OF PARTICIPATION:	
PAYMENT ON BUILDINGS	\$1,278,527
Semi-annual payment of principal and interest for the COP financing for three new libraries, refinance of Pueblo West Library and finance the renovation of Rawlings Library.	
OPERATIONS: CONTRACTS, ADMINISTRATION, etc.	\$1,000,533
General operating expenses such as library and office supplies, professional memberships, contracts, county treasurer’s fees, postage, couriers and photocopier expense.	
INFORMATION TECHNOLOGY: COMPUTERS, etc.	\$430,618
All technology expenses are reflected here—costs to maintain the Integrated Library System (catalog), telecommunications costs including Internet access, supplies and maintenance contracts to keep everything updated and functional.	
TOTAL EXPENDITURES	\$12,734,423
EXCESS OF REVENUE OVER EXPENDITURES	\$1,625,968
TRANSFER TO CAPITAL PROJECTS FUND	(\$2,506,134)
NET CHANGE IN FUND BALANCE	(\$880,166)

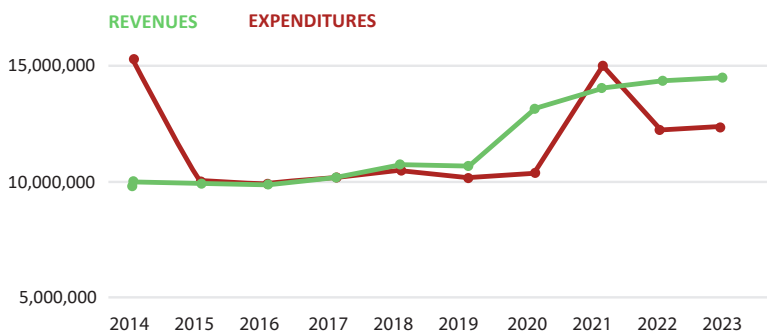


General Fund

SUMMARY OF NET POSITION

ASSETS	2022	2023
Cash and investments	\$7,815,253	\$8,653,583
Property tax and other receivables	\$12,729,851	\$15,142,669
Prepaid expenses and other assets	\$424,958	\$ 293,716
Capital assets, less depreciation	\$39,780,263	\$35,599,293
TOTAL ASSETS	\$61,277,367	\$64,540,771
Deferred outflows	\$1,435,726	\$3,417,822
LIABILITIES		
Accounts payable	\$721,828	\$580,497
Accrued liabilities	\$238,785	\$253,818
Compensated absences	\$404,907	\$388,797
Certificates of participation	\$13,943,773	\$12,410,000
Net pension liability	\$(527,042)	\$5,650,487
Net OPEB Liability	\$411,966	\$371,129
TOTAL LIABILITIES	\$15,194,217	\$19,654,728
Deferred revenue: property tax	\$12,284,501	\$15,050,952
other deferred inflows	\$4,732,417	\$367,091
NET ASSETS		
Net investment in capital assets	\$25,614,958	\$26,662,463
Restricted	\$950,954	\$422,963
Unrestricted	\$3,294,494	\$4,511,833
TOTAL NET POSITION	\$29,860,406	\$31,597,259

10-YEAR HISTORY: TOTAL REVENUES AND EXPENDITURES



Note: Increase of expenditures are capital spending for building Greenhorn Valley Library, Giodone Library, Patrick A. Lucero Library in 2014 and renovating Pueblo West Library in 2014 and renovating Rawlings Library in 2021.

Capital Projects Fund

REVENUES

INTEREST INCOME	\$278,869
Earnings on investments — ColoTrust investments for the Library Replacement Plan, InfoZone and debt service reserve.	
GIFTS AND DONATIONS	\$315,103
Donations received from miscellaneous donors, including Friends of the Library and the Rawlings Foundation.	
TOTAL REVENUE	\$593,972

EXPENDITURES

PCCLD has a Library Replacement Plan to upgrade and replace capital assets on a defined schedule. The following areas hold expenses for those capital asset items.

CAPITAL ASSET REPAIR AND MAINTENANCE	\$18,711
FURNITURE, FIXTURES, EQUIPMENT	\$535,001
Capital assets worth over \$5,000, such as shelving, custom-built computer tables, copy machines, vehicles, etc.	
BUILDING IMPROVEMENTS	\$1,601,421
Additions or improvements to the buildings.	
TOTAL EXPENDITURES	\$2,155,133
DEFICIENCY OF REVENUE UNDER EXPENDITURES	(\$1,561,161)
OTHER FINANCING SOURCES	
TRANSFERS IN FROM GENERAL FUND	\$2,506,134
TOTAL OTHER FINANCING SOURCES	\$2,506,134
NET CHANGE IN FUND BALANCE	\$944,973



2023

Annual Report

Vision

Books & Beyond

Motto

Ideas,
Imagination
& Information

Mission

We serve as a foundation for our community by offering welcoming, well equipped and maintained facilities, outstanding collections, and well-trained employees who provide expert service encouraging the joy of reading, supporting lifelong learning and presenting access to information from around the world.

Locations

BARKMAN LIBRARY | 1300 Jerry Murphy Rd., Pueblo
GIODONE LIBRARY | 24655 U.S. Hwy 50 E., Pueblo
GREENHORN VALLEY LIBRARY | 4801 Cibola Dr., Colorado City
LAMB LIBRARY | 2525 S. Pueblo Blvd., Pueblo
LIBRARY @ THE Y | 3200 Spaulding Ave., Pueblo
LUCERO LIBRARY | 1315 E. 7th St., Pueblo
PUEBLO WEST LIBRARY | 298 S. Joe Martinez Blvd., Pueblo West
RAWLINGS LIBRARY | 100 E. Abriendo Ave., Pueblo
AVONDALE ELEMENTARY | 213 Hwy. 50 E., Avondale
BEULAH SCHOOL | 8734 Schoolhouse Ln., Beulah
LIBRARY @ THE U | CSU-Pueblo, 2200 Bonforte Blvd., Pueblo
PCCLD at Pueblo Community College | Ste. 110, Pueblo