

**OUR NEW
LIBRARY**
BUILDING
FOR THE FUTURE
CAMPAIGN FOR THE SAN MATEO PUBLIC LIBRARY

San Mateo Public Library
BIOTECH LEARNING CENTER

The community of San Mateo is building a new library with triple the scope and size of the old San Mateo Public Library. This \$65 million library project has been in the planning and design phase for the last five years and is expected to serve the needs of the community for the next 50 years. Its collections will greatly expand the capabilities of the old library to meet the growing community demands with advanced design concepts, space planning, special purpose areas, media resources, meeting facilities and access to vast research materials allowed through internet connectivity.

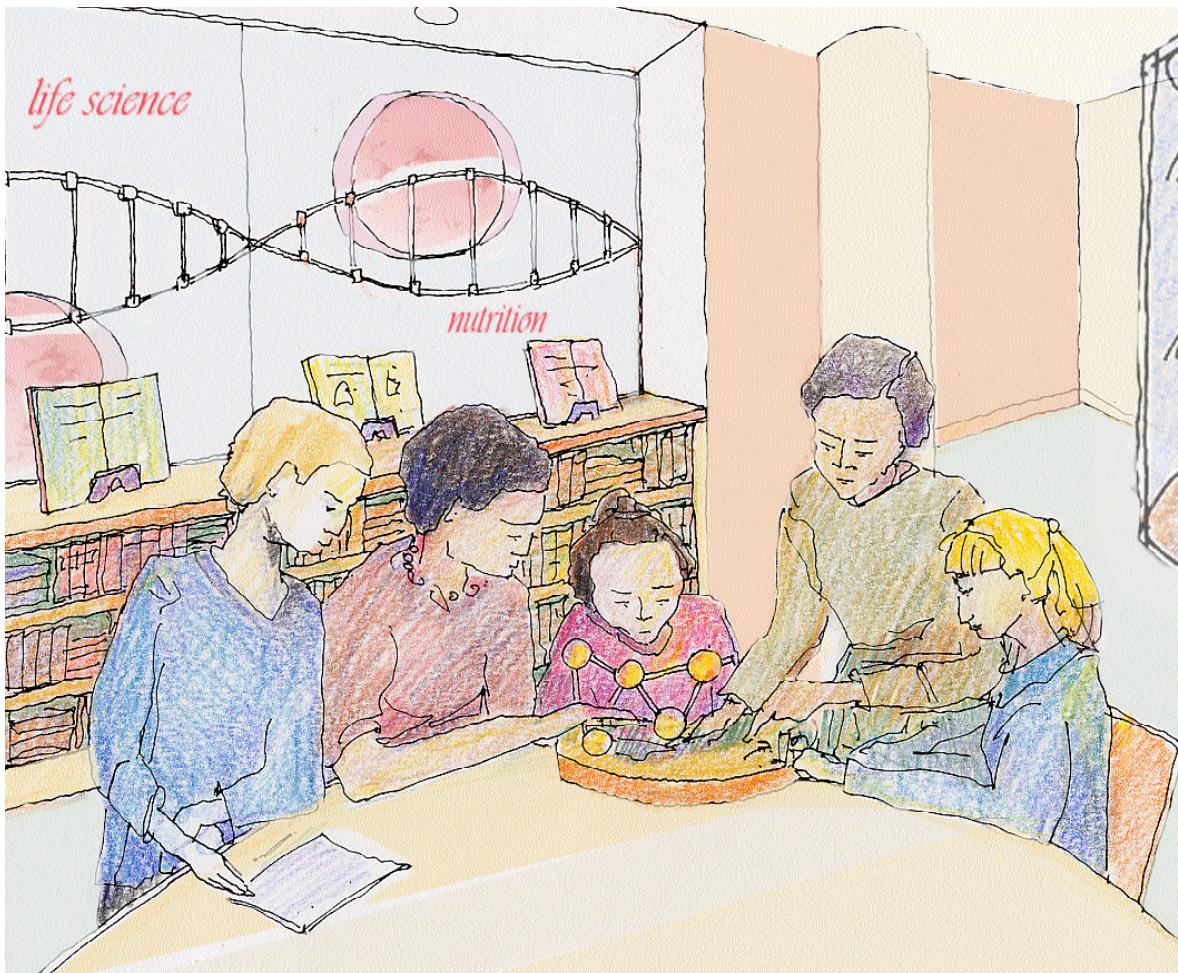
The voters of San Mateo approved a local bond measure of \$35 million and the California State Public Library Construction and Renovation Board awarded San Mateo a \$20 million grant. The San Mateo Public Library Foundation has launched a capital campaign to raise \$10 million from private sector sources in order to complete the final funding formula agreed to by the state and local partners of the new San Mateo Public Library. The library building project has created several major one-time giving opportunities to establish new collections, learning and teaching resources, as well as dedicated space.



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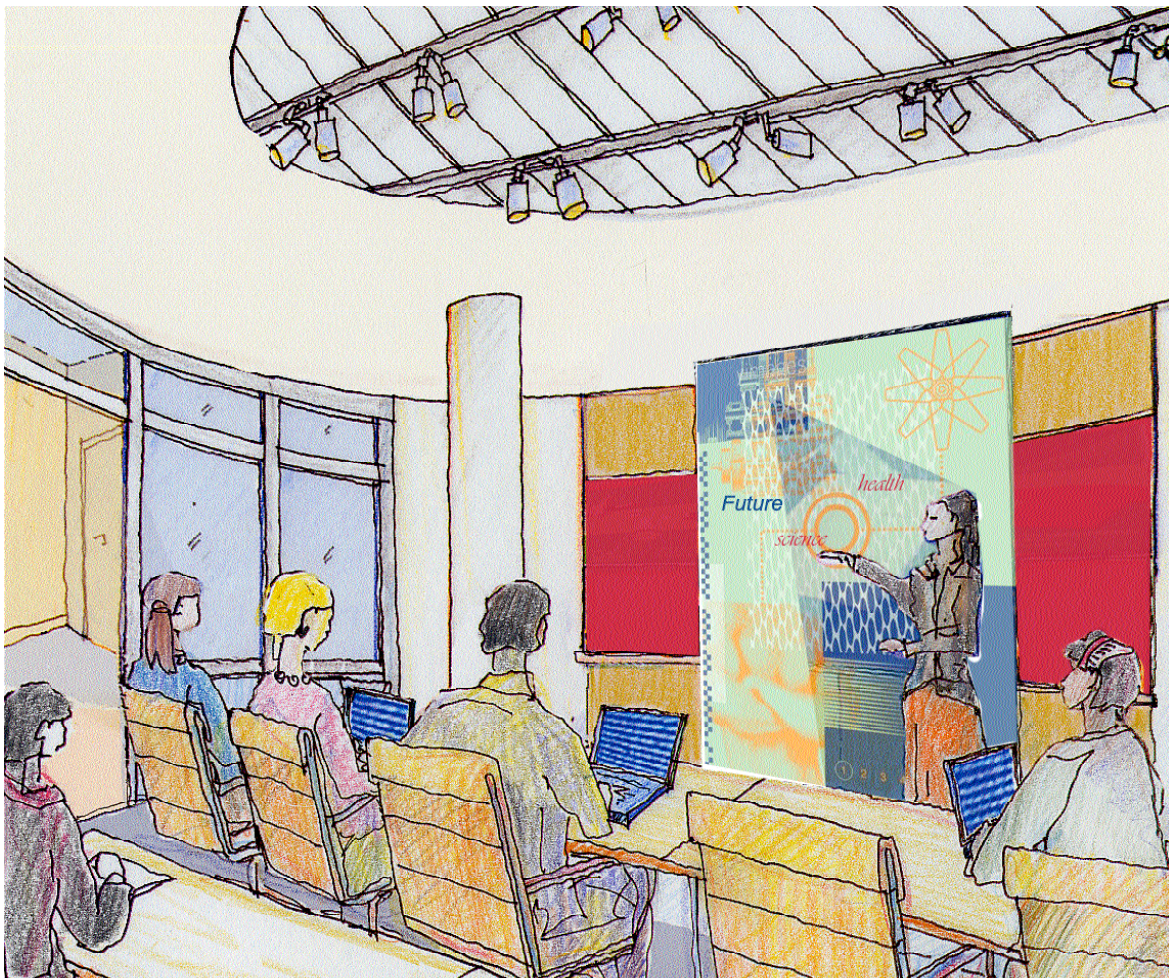
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AN OPPORTUNITY FOR GROWTH & LEARNING

The Biotech Learning Center will create a dynamic learning environment built around an innovative presentation of the library's current and future life sciences collection. The study and meeting areas, equipment and display space will encourage exploration of the life sciences. In addition to information about job openings in the sciences, the Center will offer scientific seminars and educational programs for a range of age groups, levels and backgrounds. Available to the community free of charge, the Center is anticipated to increase the general public's use and awareness of science materials by as much as twenty-five percent.

The project budget to build, furnish and equip the Biotech Learning Center is \$3 million, with an additional \$1 million to establish a permanent endowment to ensure continuous operations and updating of collections and information resources. The endowment will go toward: 1) expanding the library's materials, especially those that are on-line or in electronic formats, 2) creating a position for a life sciences specialist Librarian to assist library users and 3) development of a series of seminars, workshops and educational programs.



THE RIGHT TIME AND PLACE

Strategically positioned between Palo Alto and San Francisco, San Mateo County has 250 biotech companies—the largest concentration in the United States, and probably the world. Beginning with the founding of Genentech in 1976 and the opening of the first biotech facility in 1978, San Mateo County has grown to what a publication of The Institute for the Future describes as “the geographic center for the worldwide biotechnology industry.” Bracketed by two major universities and research centers, and easily accessible from Europe and Asia, the area is almost perfectly aligned to attract the firms that take global leadership in the emerging life sciences industries.

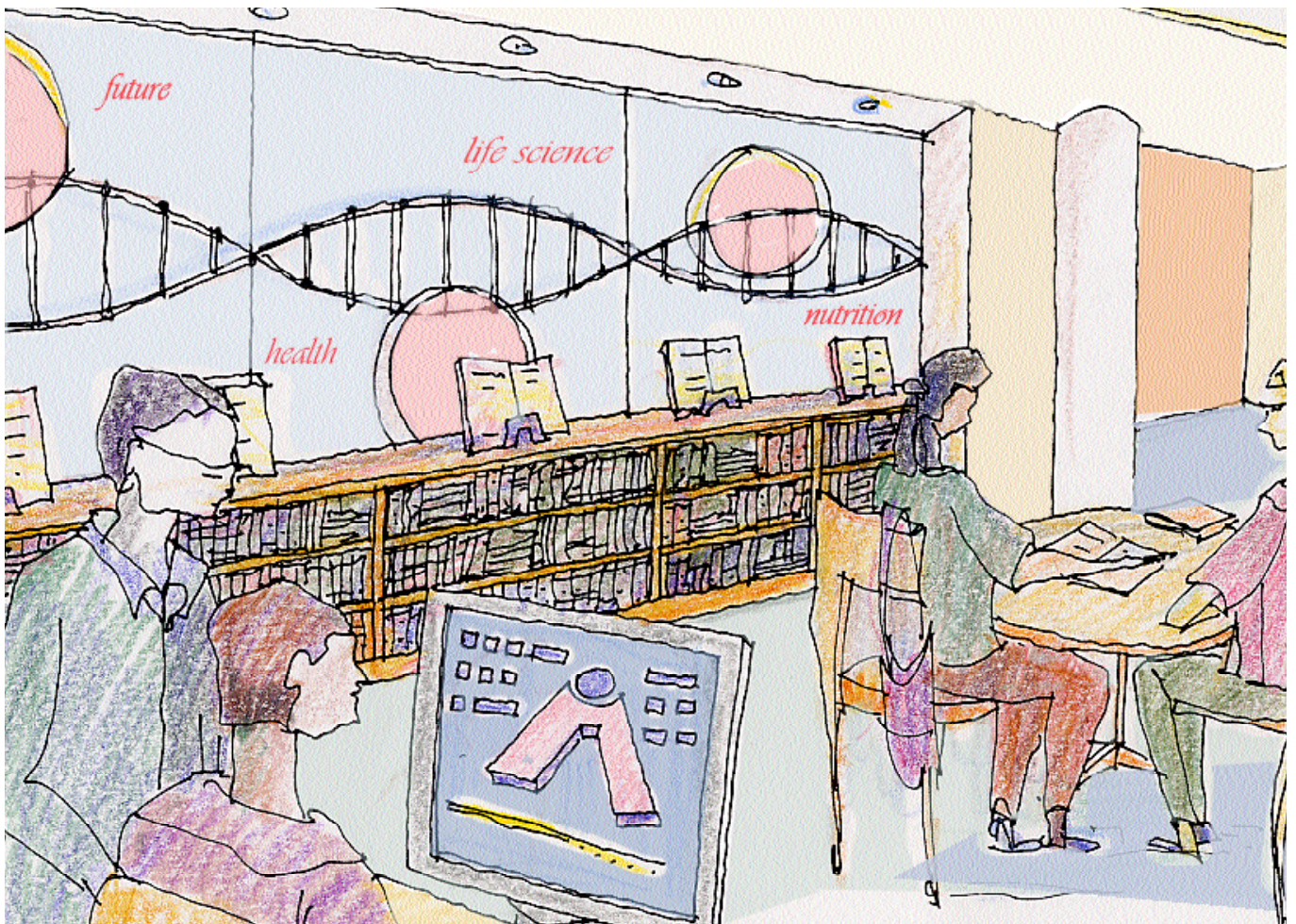
Will the Bay Area be able to retain the leadership in the biotech industry? Will the communities continue to foster the growth and business climate necessary for the industry to continue flourishing? Most business leaders would say “yes,” provided the area can train, support, and recruit a professional work force with the requisite education and skills, and provided the residents of San Mateo are receptive to the benefits that this growth of science and technology brings to their communities.

BRINGING BIOTECHNOLOGY LEARNING TO THE PEOPLE OF SAN MATEO

Biotechnology companies line the corridors of the Peninsula on both sides of Highway 101, but how does a typical citizen in the community or a student in the public schools gain access to the wealth of information that their “neighborhood” scientific revolution has to offer? Budget constraints in California public schools severely limit materials, equipment, teacher training and educators needed to create the right vehicle for learning. Public libraries, along with the public schools, are the primary educators for the majority of the population in San Mateo and surrounding counties. Over the years, the library has played a significant role in augmenting the schools’ science and technology classes and their libraries. The San Mateo Public Library is a major player in the education of the County’s future work force.

At the same time, biotechnology and health sciences have taken on an increased importance in the life of the average library user. Instead of being scattered throughout the stacks and shelves, the Biotech Learning Center will give the sciences and this major local industry a “place” and a “face.” The library visitor will be able to access information from a central location and have his or her inquiry supported by staff and volunteers. This structure will allow everyday people to see the role the sciences play in their lives and find the best ways to a healthy lifestyle.

The public has expressed interest in having the library provide a program focused on learning resources in the biotechnology and life sciences fields, as well as a series of seminars and workshops focused on health and biotech issues. Topics could include information on innovative biotech therapies, nutrition, diet and alternative treatments, how to start up a biotech company, how the science works and careers in biotech and pharmaceuticals. These programs will offer learning opportunities and foster creativity through the intersection of sciences and dialogue.



VISION FOR THE FUTURE

The Center is conceived as a focal point for life sciences research and information. It will be located on the second floor, which houses the non-fiction collection. Designed to heighten awareness of the library as a public resource for information and help, the décor, glass interior walls and bright lighting arrangements will emphasize openness, a symbolic opening up of understanding and of penetrating the mysteries of science. An entryway will name the space and set it apart from the other reading areas.

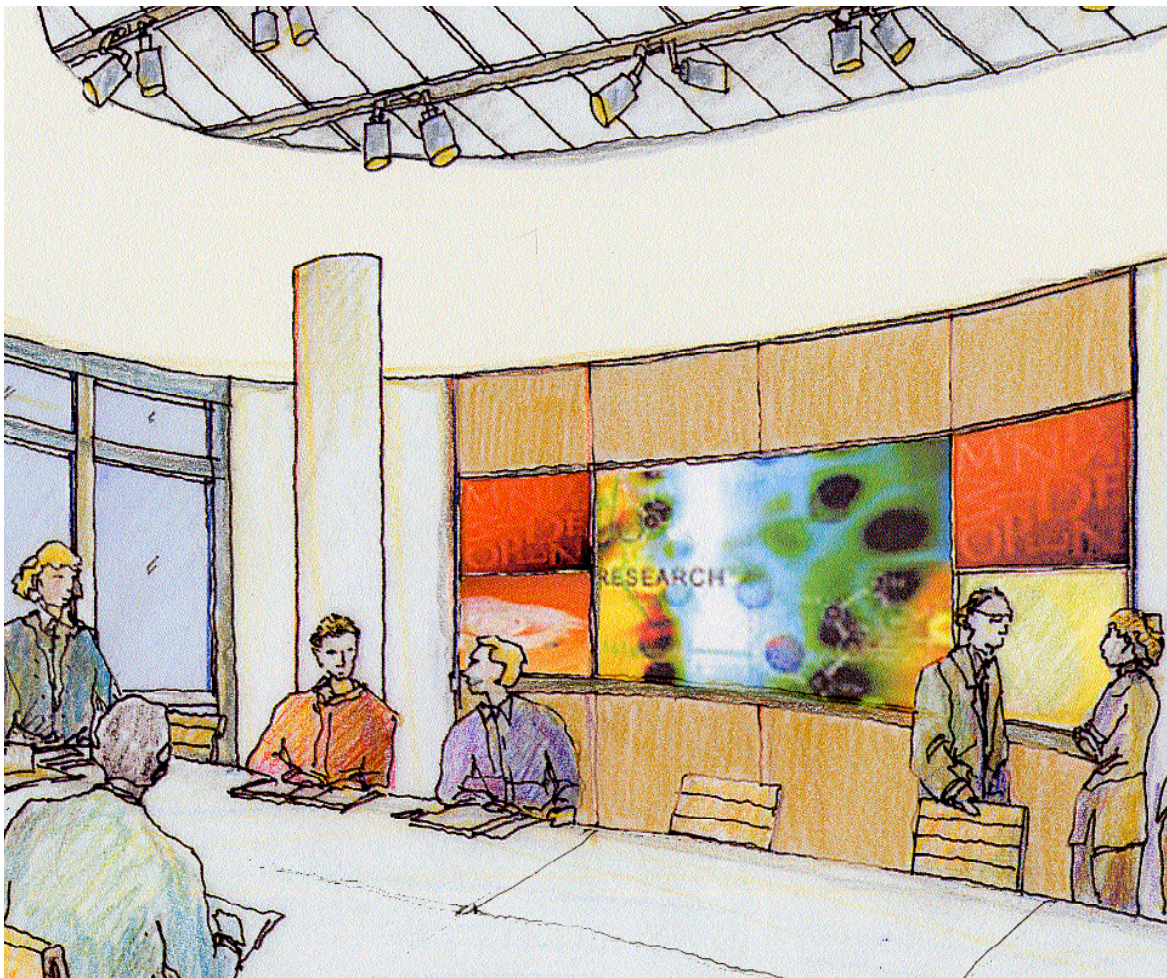
The library will have over 3,000 visitors a day, with 25 percent arriving from other Peninsula communities. Most will visit the second floor to access the general reference or non-fiction collections, where the Biotech Learning Center will offer a visible beacon. Info Seekers, a joint program of the San Mateo-Foster City Elementary School District and the San Mateo Public Library, will be located adjacent to the Biotech Center. Using curriculum developed by the district and library, 4th and 5th grade students will learn to use the modern library to complete school assignments using print and electronic resources. Both programs will be linked by shared seminar and meeting space.



*Ellyn A. Daugherty, Biotechnology Educator, Program Director,
San Mateo Biotechnology Career Pathway, San Mateo High School.*

“The Biotechnology Learning Center will serve a critical need for students of all ages. Working in collaboration with existing biotechnology education and training program in San Mateo County, the Biotech Center will provide technical print and electronic resources that are current and comprehensive. Library staff specializing in the life sciences will aide learners in advanced information retrieval and will assist local secondary science teachers in curriculum development. Seminar rooms will be used to host guest speakers, hold meetings, and conduct long distance learning. Teachers will be able to conduct classes in the Center. This will be a facility where adults and adolescents can expand their learning opportunities during and beyond school .

The Biotech Center fills a void in information access. Adults and children will be able to utilize scientific research journals, reference books, and electronic databases that are not available at traditional school and public libraries. The library will be a partner with education and industry in providing the resources necessary to prepare individuals to work in the business and science or biotechnology.”



WORKING TOGETHER

The library is forming an Advisory Committee to help develop the project and define current needs. This committee will include corporate librarians and researchers, hospital personnel, physicians, science teachers and library staff.

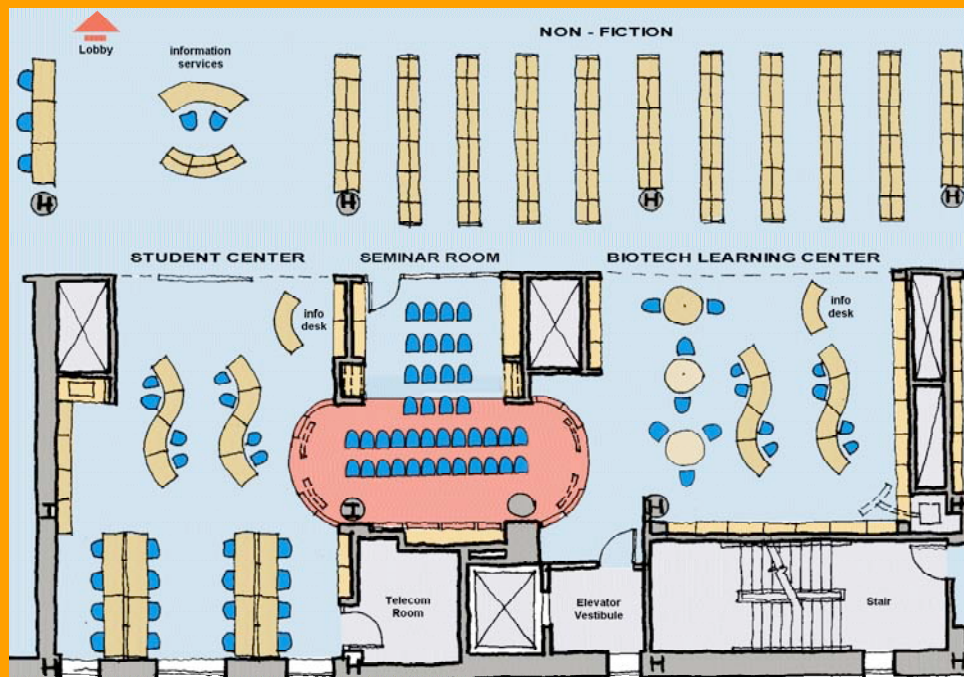
The committee will work with the public Librarians to design a plan for collection development. When the new library opens in 2006, the program will strive to give the community all formats of information in support of the life and health sciences in ways that foster discovery, creativity and ultimately, success.

PROJECT BUDGET

The Biotech Learning Center will be made possible by private gifts from companies and individuals of the industry who have taken the initiative to originate the project and make this resource available to the public. The staff and Trustees of the San Mateo Public Library whole-heartedly endorse and support the Biotech Learning Center as an integral part of the new \$65 million San Mateo Library Project.

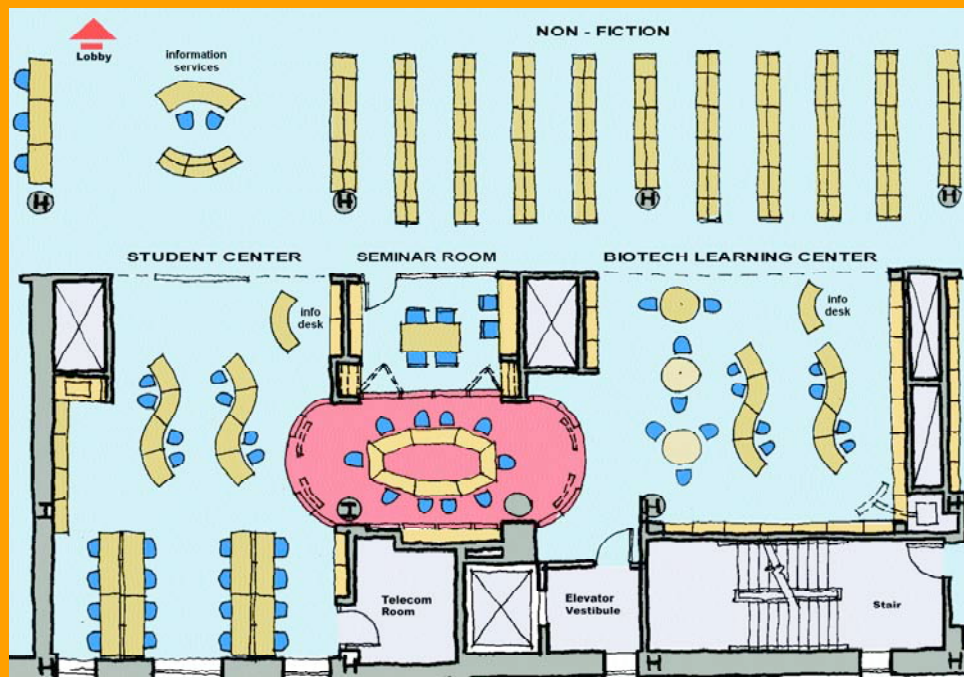
Anticipated use of proceeds for this initiative:

- Construction of dedicated and customized infrastructure facilities, meeting areas, common areas, glass walled seminar room, entryway, signage, media room and utilities infrastructure.
\$2 Million
- Furnishings, equipment, shelving, seating, workstations, media equipment and library collections.
\$1 Million
- Creation of a permanent Endowment for the Center, which will include staffing a life sciences specialist Librarian, collection expansion and a program development budget for seminars and public interest presentations.
\$1 Million



Classroom Configuration

Seminar Configuration



GIVING OPPORTUNITIES

NAMING GRANT

There is a unique opportunity for a major corporate or private donor to become the “Naming” Donor for the Biotech Learning Center of the San Mateo Public Library. For example, The Biotech Learning Center, sponsored by Genentech, Inc. The exact identification of this sponsorship shall be mutually decided with the grantor in compliance with public policy guidelines for naming public buildings. This “Naming Grant” will be for the next fifty years, or as long as the Center continues in operation. This sponsorship will be identified prominently and uniquely above the main entrance wall of the Center. The Naming Grant is requested at the \$2 Million level.

FOUNDING MEMBERS

Donors who invest at the Leadership Gift level of \$100,000 and above will have their names placed on a plaque near the entry to the Center as “Founding Members” of the San Mateo Public Library Biotech Learning Center. Our goal is to receive at least ten “Founding Members” who are able to underwrite the establishment of the Center.

FRIENDS

Donors who contribute \$25,000 or more will have the opportunity to be included as “Friends” of the Biotech Learning Center on a designated plaque below the “Founding Members” list. Our goal is to receive at least twenty sponsors at the “Friends of the Center” level.

DESIGNATED GIFTS

Gifts designated towards the Biotech Learning Center in the range of \$5,000 to \$24,999 will be permanently acknowledged on the Major Donor Wall located in the lobby of the new Main Library. Other designated gifts at any level of giving are welcome and appreciated. Gifts from parties seeking to sponsor educational programs are encouraged. Major Gifts can be donated as part of a pledge, which may be paid over a three-year period from 2004 through 2006. Our goal is to raise \$500,000 of support from all remaining gifts designated for the Biotech Learning Center.

Materials detailing other aspects of the new library project and a complete description of the donor recognition program are available through the San Mateo Public Library Foundation, 1100 Park Place, San Mateo, CA 94403 or by telephoning Jean Crispieri, Campaign Manager, at (650) 522-7802.

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