

APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2018.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.

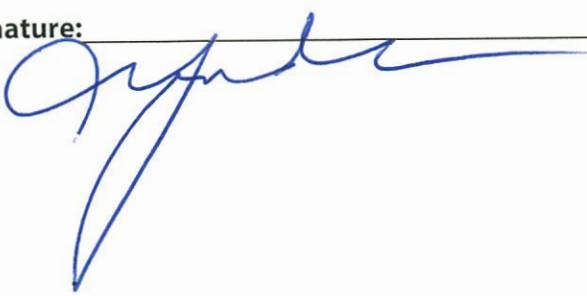
PROGRAM INFORMATION

County: Loudoun County
Program Title: Adult 21+ Programming through Community Partnerships
Program Category: Customer Service

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Charles Yudd
Title: Deputy County Administrator
Signature: 



Adult 21+ Programming through Community Partnerships



LOUDOUN COUNTY
PUBLIC LIBRARY
Nurturing Minds

EXECUTIVE SUMMARY

Loudoun County Public Library (LCPL) is focused on reaching underserved populations by building partnerships with community organizations. Like many library systems, LCPL recognized a need to better serve adults in their 20s and 30s. Programs geared toward adults, particularly those who are single and/or without children, often drew crowds that were counted in the single digits, and circulation of library materials among young adults had stalled.



In response, LCPL began offering programming exclusively for those 21 and older with the help of businesses within the county. The reasoning was based in part on feedback that many adults aren't interested in attending programs where children or teenagers are present. LCPL staff also saw an opportunity to reach a 21+ audience by partnering with the local businesses they naturally frequent.

The results of this initiative are events such as Harry Potter Night, which drew nearly 600 attendees and was bolstered by partnerships with numerous restaurants, a winery and the county's Office of Mapping and Geographic Information. Another example is Science on Tap, a monthly series hosted at a local brewery that features talks on cutting-edge subjects. The discussions are led by professors from local universities and scientists from the Howard Hughes Medical Institute's Janelia Research Campus. Crowds of 150 to 200 people, the majority of whom were previously not library users, have enjoyed topics like "What if Einstein Was

Wrong? Finding Evidence of Faster-than-Light Particles" and "The Machine Learning Revolution."

Businesses have benefited from the partnerships through increased sales and brand awareness.

LCPL's community partnerships have also focused on targeted adult groups with specific needs. Programs dealing with challenging issues such as mental health, drug awareness, domestic abuse and helping those with disabilities have had a tremendous impact — not only because the programs were well received, but also because of the connections that were made between patrons and organizations that provide expert support.

THE PROBLEM / NEED FOR THE PROGRAM

Adults 21 and older — specifically those who are single or without young children — were not getting maximum value from their tax dollars, since they were largely unaware of the library resources available to them. Attendance for adult programs typically drew crowds of just three to 12 people. Circulation growth of electronic resources — which include free job training, wealth management applications and free eBook, eAudiobook and streaming music services — had stagnated.

LCPL knew it needed to create opportunities for single adults and empty-nesters to feel comfortable attending a library event. One of the barriers to connecting with these customers was the perception that the library was mainly a place for children and their parents. Many older customers reported they didn't like the distraction of children's events and found it difficult to have meaningful interactions with other adults during regular library hours. The low program attendance for adults obviously suggested the library wasn't a place that served their interests or needs.

DESCRIPTION OF THE PROGRAM

The Modern Adult Programs (MAPs) team, comprising representatives from all LCPL branches and library administration,

set about to look for ways to increase engagement with underserved adults.

Prior to 2017, the group's efforts focused on smaller programs such as Strategy Gaming and Coloring Clubs, coupled with a few after-hours events that were age-restricted. While the events generated loyal audiences, they failed to gain significant turnout; the after-hours Halloween Ball and Midsummer Night's Prom welcomed roughly 80 attendees each. Feedback from the events confirmed the need to host programs in adults-only environments.

LCPL staff understood that repetitive after-hours events within library branches wouldn't sustain long-term appeal. So, staff began focusing on holding one signature event per year at a branch, complemented by monthly off-site programs where adults would naturally want to gather.

These programs would all be marketed as LCPL's "21+" events beginning Saturday, July 22, 2017.

Fiscal Year 2018 kicked off with the signature program in July. Harry Potter Night was selected as the theme due to the vast popularity of the series, the fact that much of the target audience grew up reading the series and watching the Harry Potter movies, and the abundance of Harry Potter materials in the collection.

Harry Potter Night was designed to be an entertaining, interactive showcase of all the resources LCPL has to offer adults.

Niche programs focused on DIY art projects, games, music and contests were bundled together to consolidate our loyal audiences. Items created in our Makerspaces were on display, as was marketing collateral promoting LCPL online resources with adult appeal. To capture customers who were infrequent or non-library users, a local brewery and winery were brought in to offer tastings. Nine restaurants and bars either provided gifts for raffle prizes, specials or discounts specifically for Harry Potter Night participants.

Loudoun County's Office of Mapping and Geographic Information created an online, interactive map of downtown

Leesburg highlighting all the restaurants that contributed to the event.

The Wildlife Ambassadors, a Loudoun County environmental educational organization, brought animals and reptiles fitting the Harry Potter theme for customers to hold and interact with.

The combined marketing efforts of LCPL and its partners produced the highest event attendance in LCPL's history, with 580 customers.



The next event in the 21+ series was the Halloween Ball, the first off-site program for the initiative. LCPL hosted the ball at Kettles & Grains in Leesburg, a homebrew supply store, where customers could enjoy a costume contest and learn about the science of beer brewing. Attendees could even create a batch of their own. The size of the venue was intentionally small since it was LCPL's first attempt at this type of event, but the 60 people who attended were thrilled. The combination of a fun, adults-only environment and the exploration of an interesting topic proved to be a winning strategy for reaching the target audience.

The following month, Science on Tap launched as the signature monthly program in the 21+ series.

With Loudoun County's Dulles Technology Corridor, home to the world's top-three institutes for biochemistry, genetics and molecular biology and the nation's largest hub of data centers supporting America's internet, technology-focused workers have relocated here from all over the world.



Many young scientists moving into the area are hoping to connect with the larger science community, and those without a science background are looking for a way to learn more about advances that will impact their lives. Science on Tap was born out of a desire to connect all these groups.

Old Ox Brewery in Ashburn was selected as the host site due to its central location, welcoming atmosphere and its ability to accommodate crowds of 200 people.

The format of the program is simple: a short presentation, followed by Q&A and discussion. Every scientist approached immediately agreed to speak. Topics have included “How the Most Far-Out Science Benefits Our Economy,” “The Door That’s Not Locked: Human Factors and Cybersecurity,” “What If Einstein Was Wrong” and “The Machine Learning Revolution.”

Though there is no obligation to buy food or drinks in order to attend, the laid-back setting is conducive to conversation, and young science-minded attendees often stay far after the program to exchange ideas and meet people with similar interests. Networking, intellectual discourse, socializing, and a dressed-down environment reflect the millennial world and demonstrate why these events are reaching capacity.

One of the benefits of drawing mass crowds at the 21+ series is the ability to promote other adult programs and resources. LCPL has found it much easier to connect with adult patrons since launching the series.

Opioid addiction, domestic abuse, depression, homelessness, religious diversity, racism and prejudice have all been examined through our adult programs. Fun topics that meet current-day curiosities have also been included, like the Introduction to Acting Series, “Stranger Things” Fan Day, the Next Chapter Book Club for adults with special needs and a winery-held book club.

FINANCING AND STAFFING

The majority of our community partnership programs use local experts willing to present for free. LCPL didn’t need to add additional staff for these programs. Staff simply adjusted their schedules as needed to cover the time required for hosting after-hours and off-site events. Costs are limited to occasional refreshments, or in the case of book clubs, the cost to assemble reusable book kits.

With Harry Potter Night, costs for beverages and marketing were offset by collaboration with local businesses and the ability to create custom-made prizes and decorations in our Makerspaces. Food, non-alcoholic beverages, prizes and other supplies totaled just over \$1,000, at a cost of less than \$2 per attendee.

Loudoun County’s Office of Mapping and Geographical Information needed little time to produce the interactive map of Leesburg (see supplemental information) that was essential in promoting the program.

For Science on Tap, technological requirements are simple, since the emphasis is on conversation. Old Ox Brewery provides a microphone, projector, screen and chairs. All of this can easily be replicated. While not every county is home to large scientific organizations, science is present in all communities, whether it be through local universities, agriculture, the military or engineering. The scientists and the venue’s staff donate their time, so the only expense is in creating cross-promotional materials about additional library products, programs and resources to share with attendees.

THE RESULTS/SUCCESS OF THE PROGRAM

LCPL used to count attendance at adult programs in single or double digits. Now, it routinely counts them in the hundreds. Adult program attendance through February of the 2014 fiscal year was 9,951. It rose modestly to 11,711 through February of FY 2017 – a 17.7% increase over three years. Adult program attendance through February of FY 2018 was 28,309 – a 141.7% increase in a single year. LCPL believes the huge crowds at the 21+ events have bolstered attendance at other adult programs through increased awareness, media coverage and positive word-of-mouth referrals.

Additionally, electronic circulation, which relies heavily on adult usage, has spiked in FY 2018, with a year-over-year increase of 23.3%.

Finally, the success of the 21+ series has inspired participation from more county departments and businesses in upcoming library programs. Since LCPL expects to draw a crowd exceeding 1,000 people for its Game of Thrones Night in July, Loudoun County Commuter Services will provide free bus service in Leesburg to alleviate parking issues and quickly transport customers from the library to local businesses.

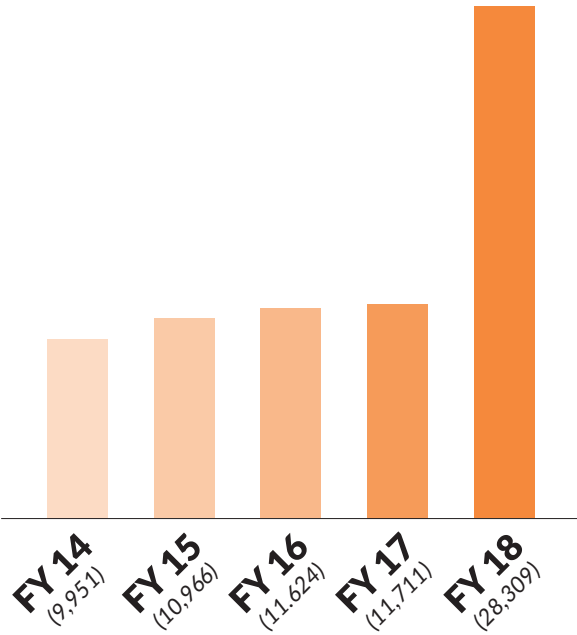
BRIEF OVERVIEW

Loudoun County Public Library recognized the need to better serve adults in their 20s and 30s. Programs geared toward adults, particularly those who are single and/or without children, often drew crowds that were counted in the single digits, and circulation of library materials among young adults had stalled.

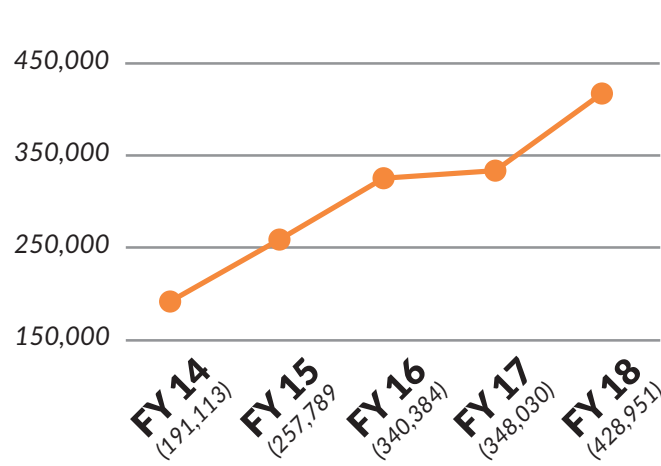
In response, LCPL began offering programming exclusively for those 21 and older with the help of businesses within the county. The reasoning was based in part on feedback that many adults aren't interested in attending programs where children or teenagers are present. LCPL staff also saw an opportunity to reach a 21+ audience by partnering with the local businesses they naturally frequent.

By taking stock of LCPL's assets and those of our partners – both within the county government and in the community – LCPL was able to create a series of programs such as Harry Potter Night, the Halloween Ball and Science on Tap. These programs have consistently generated crowds that are counted in the hundreds and have resulted in not only a significant rise in adult program attendance but also in increased circulation.

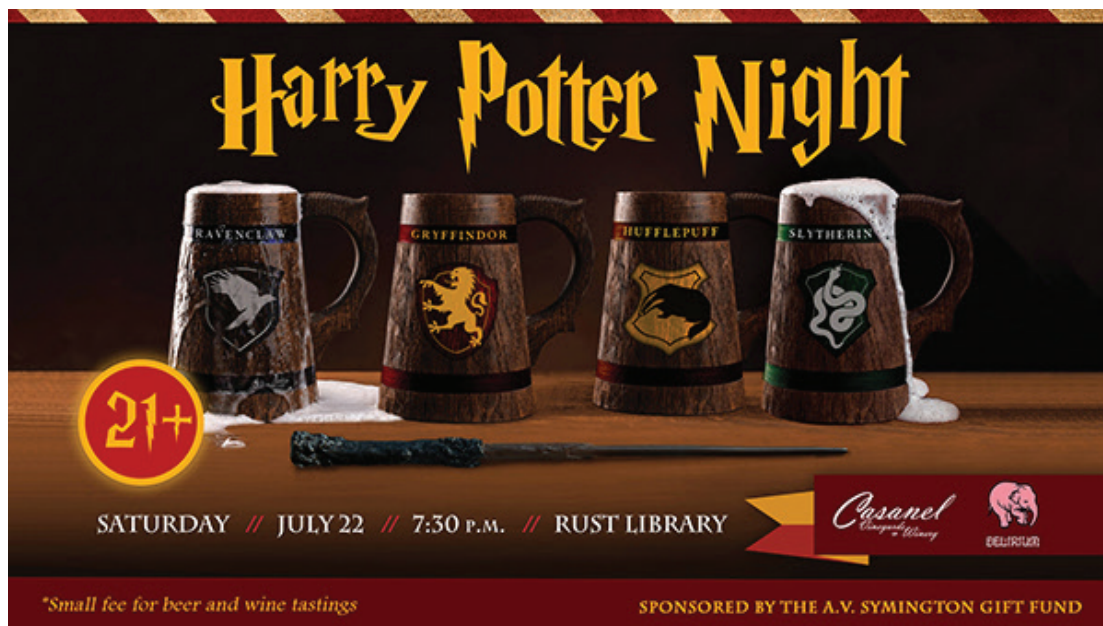
LCPL Adult Program Attendance*



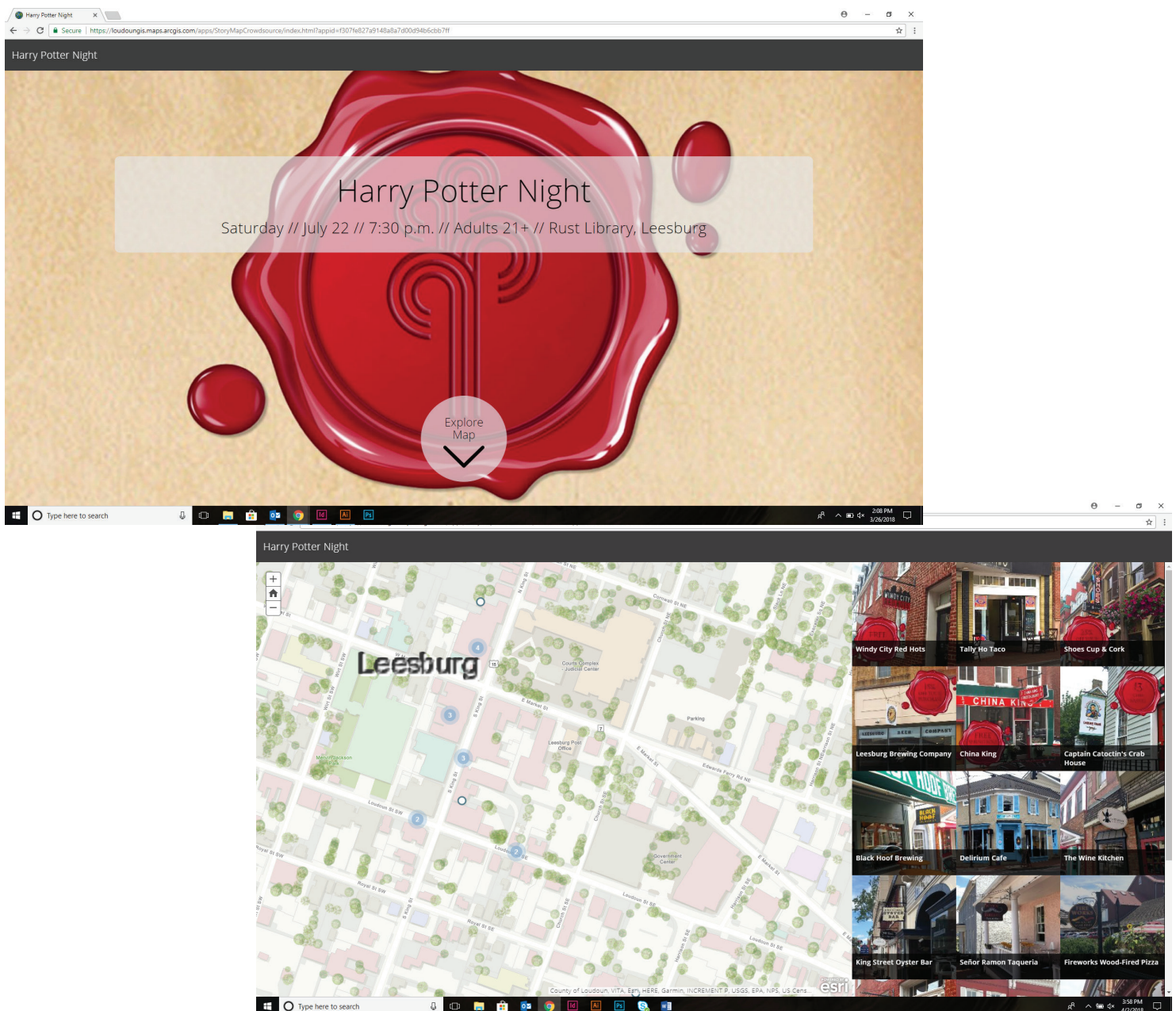
LCPL Electronic Circulation*



*Through February of each fiscal year.



Web Banner for Harry Potter Night



Interactive Map for Harry Potter Night

LEGEND



Special Thanks to
DELIRIUM CAFE
101 S. King St

- | | |
|--|---|
| 1 Black Hoof Brewing Company
11 S. King St | 13 Ladies Waiting at Lightfoot
11 N. King St |
| 2 Black Walnut Brewery
210 S. King St | 14 LEESBURG BREWING COMPANY
2-C Loudoun St SW • 571.293.2831 |
| 3 Blue Mountain Café
26 S. King St | 15 Leesburg Diner
9 S. King St |
| 4 CAPTAIN CATOCTIN'S CRAB HOUSE
14 Loudoun St SE • 703.779.0312 | 16 Lightfoot Restaurant
11 N. King St |
| 5 CHINA KING
5 S. King St • 703.777.9831 | 17 Los Tios (Leesburg Location)
201 Harrison St SE |
| 6 Crooked Run Brewery
205 Harrison St SE | 18 Loudoun Brewing Company
310 E. Market St |
| 7 DOG MONEY RESTAURANT & BREWERY
50 Catoctin Cir NE • 703.687.3832 | 19 MACDOWELL BREW KITCHEN
202-B Harrison St SE • 703.777.2739 |
| 8 Döner Bistro
202 Harrison St SE | 20 Old Town Grill
15 S. King St |
| 9 Downtown Saloon
7 N. King St | 21 Palio Ristorante Italiano
2 W. Market St |
| 10 Fireworks Wood-Fired Pizza
201 Harrison St SE | 22 Señor Ramon Taqueria
15 Loudoun St SE |
| 11 Jasmine Chinese Cuisine & Sushi
110 South St SE | 23 SHOE'S CUP & CORK
17 N. King St • 703.771.7463 |
| 12 King Street Oyster Bar
12 S. King St | 24 Tally Ho Taco
19 W. Market St |
| | 25 The Wine Kitchen
7 S. King St |
| | 26 Tuscarora Mill Restaurant
203 Harrison St |
| | 27 WINDY CITY RED HOTS
26 S. King St • 703.669.8606 |

*Businesses offering specials or discounts are highlighted in red.
Terms may vary by location. Please call for details.

Harry Potter Night



RUST LIBRARY
7.22.17 ~ 7:30 P.M.

A STUPEFYING NIGHT OF MUSIC, CRAFTS,
GAMES, BEER AND WINE TASTINGS FOR ADULTS
AGE 21+. COSTUMES ENCOURAGED.

VIEW THE INTERACTIVE MAP AT LIBRARY.LOUDOUN.GOV/HP-NIGHT



Historic LEESBURG

VIEW THE INTERACTIVE MAP AT
LIBRARY.LOUDOUN.GOV/HP-NIGHT

Numbered locations correspond to business names
and locations on the back of your map.

0 0.125 0.25
Miles



Harry Potter

Night at the Library Makes History

Last Saturday evening's Harry Potter Night event at the Rust Library was the most attended program in Loudoun County Public Library history. It was originally intended to take place in the lobby and adjoining conference rooms; however, the entire library opened shortly after the start of the event to accommodate the 580 people that came.

Throughout the evening there were Harry Potter-themed games, trivia, crafts and cosplay. Delirium Café and Casanel Vineyards provided beer and wine tastings for a small fee. Almost an hour into the event, the vendors replenished their stock.

A "Marauder's Map" with specials or discounts at 11 different participating bars and restaurants was given to library patrons eager to explore Leesburg's Historic Downtown area after the event. There was also an interactive version of the map for smartphone users. It was evident driving down King Street on Saturday evening, that Harry Potter event attendees were using their maps to locate the discounts.

Becky and Chris Shore of Wildlife Ambassadors, dressed as professors, brought an owl, snake, ferret, lizard, spider and hissing cockroaches for guests to see and touch.

Four professional cosplayers roamed around the event bringing Harry Potter characters Luna Lovegood, Cho Chang, Remus Lupin and Nymphadora Tonks to life. Other library patrons followed suit portraying their favorite character. Lovettsville Vice Mayor Tiffany Carder was seen dressed as a Fawkes Phoenix and Amanda Prazier was a Patronus Doe. Krista Regan was dressed as Harry Potter.

Library staff were overwhelming pleased with the success of the event. The program was the hard work of the library's Adult Services staff that organize "Modern Adult Programs" (MAPs) to serve millennials.

Peter O'Brien, Division Manager of Communications for the Loudoun County Public Library, explained while everyone 21 and older was more than welcome to come to Harry Potter Night, it was specifically geared to those in their 20s and 30s.

"Millennials are an underserved population in part because libraries are too often associated with simply books and children's programs," said O'Brien. "But we have so many resources and

programs that align with their interests and needs." Saturday evening's program gave millennials the opportunity to see what the library has to offer like free music services, online job training and technology books, business marketing databases, and 3D printing.

In part, O'Brien credits Saturday night's success because it was an after-hours event strictly for adults. He also credits the participating businesses who got involved, offered discounts on food and beverages and hung event posters in their storefront windows.

"There was really a combined impact. And it was great to show the library can move the needle through our patrons' support of local businesses," said O'Brien. The next major program will be a Halloween-themed event in October. And as librarian Jess Moore announced to the enthusiastic crowd last Saturday night, Game

of Thrones will be the theme for the Rust Library's July 2018 program. "The Harry Potter turnout was enormous," O'Brien said. "So we're excited to get even bigger and better for our upcoming events."

Awards for the event were created by using the library's 3-D printer. Pictured is a Ravenclaw crest that was created from the 3-D printer.



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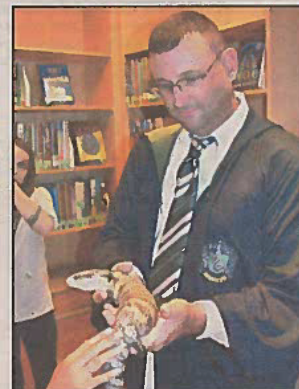
Marty Bromser-Kloeden and Albus Dumbledore, headmaster of the Hogwarts.



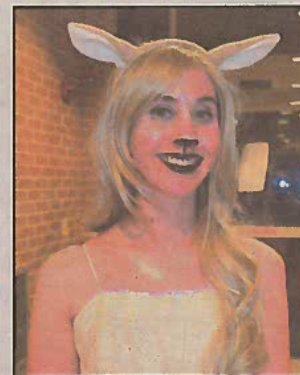
Krista Regan, Taryn Bromser-Kloeden and Lee Bean



Becky Shore of Wildlife Ambassadors in her House of Gryffindor robe is holding an owl.



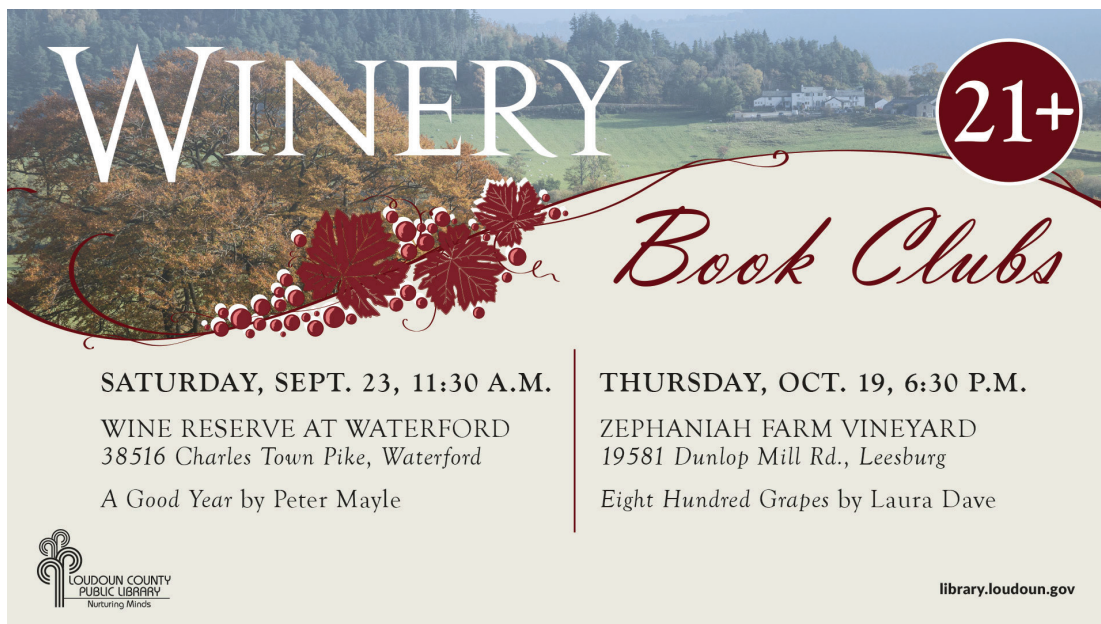
Chris Shore of Wildlife Ambassadors in a House of Slytherin robe holds a lizard for patrons to see and touch.



Amanda Frazier as Patronus Doe



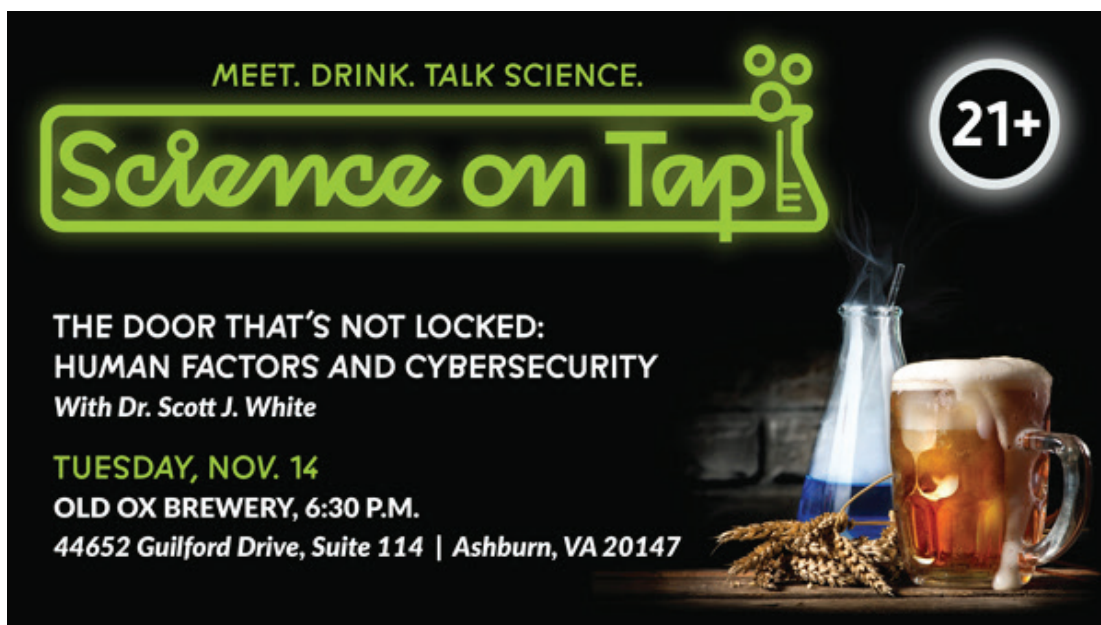
Lovettsville Vice Mayor Tiffany Carder, dressed as a Fawkes Phoenix, attended the Harry Potter event with her husband for "date night."



Digital Display for Winery Book Clubs



Social Media Banner for Halloween Ball



Social Media Banner for Science on Tap

Grab a brew and learn something new at Old Ox Brewery

Sophie Desmond, sdesmond@loudountimes.com Jan 9, 2018 0



Loudoun County Public Library has launched a new educational series with Old Ox Brewery called Science on Tap. The series invites those 21 and over to have a beer and meet and talk with various experts on a wide range of scientific topics.

"We've been getting a big response to this program," Peter O'Brien, division manager of communications for Loudoun County Public Library, told the Times-Mirror.

The Science on Tap series launched last November at Old Ox with a discussion on cybersecurity led by Dr. Scott J. White, criminologist and director of the cybersecurity program at George Washington University's College of Professional Studies.

The first Science on Tap discussion for the new year is Tuesday's "What if Einstein Was Wrong" discussion with Dr. Robert Ehrlich, former chair of the Physics Department at George Mason University. The talk will explore Einstein's theory of relativity, which claims that faster-than-light speeds are impossible.

"Some physicists are no longer sure about that notion," says the talk's summary. "[Ehrlich's] discussion will take a look at what faster-than-light speeds imply, and the evidence as to whether faster-than-light particles might actually exist."

The next talk, "Revolutionizing Medicine with Bioprinting," will be held Feb. 6. Led by Brad Ringeisen, deputy director of the Biological Technologies Office at the Defense Advanced Research Projects Agency and the former head of the Bioenergy and Biofabrication Section at the U.S. Naval Research Lab, the talk will explore tissue and organ development.

"We've spent billions of dollars to accelerate tissue and organ development. So what is the current state of manufacturing human organs?" asks the talk's summary. "Dr. Brad Ringeisen will discuss separating the hype from the reality in new bioprinting technologies and how they could revolutionize medicine."

Beginning in March, the Janelia Research Campus in Ashburn will provide the speakers for Science on Tap. The March 13 discussion will be led by Karel Svoboda, group leader at Janelia Research Campus, on "how the economy benefits from the most far-out, science-fiction type physics and biology."

The sessions will still be held at Old Ox Brewery in Ashburn.

"We'd like Science on Tap to focus on fundamental science, i.e. basic research. Basic research is one of the most challenging topics to get across to a popular audience, yet this is where the cutting-edge stuff is happening that will change the course of the world," Svoboda said in a statement. "If we can start a dialogue with the local community on what is happening in fundamental science then we'll have done an important thing."

Latest News

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- Warner calls for restrictions on some weapons, magazines
- Leesburg teens charged in connection with Lansdowne vandalism
- Proposed Leesburg tax rate increases to fund police initiative
- UVA students analyze veteran suicide data
- Tour of Loudoun data center aims to help women and girls embrace tech jobs
- GoFundMe page launched in defense of McCabe raises \$420K in less than 24 hours



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Loudoun Times

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Articles

Actor Martin Lawrence puts Purcellville house on

Article about Science on Tap featured in the Loudoun Times-Mirror