



## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: July 1, 2020.** 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: \_\_\_\_\_

Program Title: \_\_\_\_\_

Program Category: \_\_\_\_\_

### CONTACT INFORMATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

## **Chesterfield County Public Library Museum Pass Bag Collection**

### **The problem**

The Museum Pass Bag concept was originally proposed as a way that Chesterfield County Public Library (CCPL) could contribute to Chesterfield County's goal of focusing on continuous learning. Launching a circulating collection of free museum passes would allow our customers the opportunity to visit different museums and learn about the rich history of Chesterfield County and the Richmond region, providing an educational opportunity at all levels of learning. Secondly, partnerships with diverse museums would increase CCPL visibility within the community by providing a unique service, while also providing access to customers who are unable to afford the entry cost of taking a family to these museums.

### **Innovation and a model for other localities**

Public libraries have long partnered with local museums and cultural institutions to provide community passes to customers. Museums, despite needing to generate some sort of income through admission fees, also recognize the importance of bringing art and culture to community members who may have a harder time accessing their resources. Public libraries, based on their accessibility, location, mission of educating a community and lending processes are a natural partner to museums. Libraries and museums recognize that learning should not stop in the classroom or be constrained to just books or videos. The Museum Pass Bag program lets people learn by seeing the subjects up close and interacting with the materials. Customers can talk with museum staff and have questions answered by people

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familiar with the subject matter. What makes CCPL's program different is the inclusion of the supporting materials that go along with the museum passes. The materials included in the pass bag add another dimension to what's offered at the museum. Books and dvds provide longer format information that may not be easily shared at the museum itself and can provide additional perspective or dimension to what's offered at the museum. Puppets or stuffed animals create opportunities for younger visitors to be engaged with the visit, prior to actually going to the museum. Gardening guides and cookbooks add a more practical dimension to what will be experienced at the museum or cultural center. The added materials create opportunities for families to have conversations about what they experience and do things together outside of the museum itself to further the experience.

### **Partnering or Collaboration**

The partnership with the Friends of Chesterfield County Public Library, which provided the funds to purchase whatever items weren't donated, was critical to the success of this program. Museums and cultural centers were more than generous in their willingness to provide passes and some materials, but the bags could not have provided the fuller, richer content without the generous support of the Friends.

### **Model for Other Localities**

This is a program that is easily replicated by other library systems, provided they have interest and support from the organizations they approach. A supportive Friends group that recognizes the value of the collection is important, and most library Friends groups already see this as their mission, to support the learning opportunities available through the library. Library staff will need to be willing to follow up several times with potential partners and be willing to talk to numerous organization staff to find the right person to discuss the project. They should be willing to follow up even if told no initially. Some

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organizations may be unwilling to participate at first until they can gauge the success of the program with other participating organizations, so library staff will need to keep a record of organizations approached previously. In CCPL's case, an organization that originally said no, contacted us after the launch of the program asking how they could participate.

### **How the program was carried out**

CCPL long had an interest in developing this type of collection. Staff were encouraged to establish objectives as part of the approval process. The objections were:

1. To provide learning opportunities for customers that sustains the quality of life, employment and well-being.
2. To establish new, mutually beneficial partnerships that increase citizen awareness of the library and the educational opportunities we provide.
3. To allow all users, especially those who many not have the financial means, the educational opportunity to visit culturally significant sites or collections.

The Museum Pass Bag program was proposed and approved in September of 2018 with a 9-month development period and a targeted roll out to customers of July 2019. Development time included the following:

1. Establishing a relationship with each museum/historical site, introducing the concept of a circulating kit of materials for circulation, soliciting free or discounted passes and content for the kit bags.
2. Presenting the proposal and soliciting funds from the Friends of Chesterfield County Public Library.



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3. Visiting each site to obtain free/discounted/donated materials (brochures, items from gifts shops, etc.) and gather information/ideas for expanding the kit contents beyond the content provided by the museum/site.
  4. Researching and purchasing additional materials, (books, dvds, puppets, worksheets, toys, etc.) tailored to each museum/site to expand and enhance each Museum Pass Bag.
  5. Selecting and ordering signature CCPL bags to house the educational content of each kit.
  6. Plan and execute the cataloging, processing and tracking of a multi-format kit to make it sustainable for circulating to multiple customers.

The Museum Pass Bag program is targeted toward the residents of Chesterfield County. While the museums/sites selected for partnership do not all fall within the borders of Chesterfield County (some are located in Richmond (city) and Henrico County), all selected sites are within reasonable travel distance (30 min) for Chesterfield County residents.

We were able to establish a successful partnership with 8 local museums/sites:

- Chesterfield Historical Society of Virginia Museum
- The Edgar Allan Poe Museum
- The Valentine Museum
- Lewis Ginter Botanical Garden
- Virginia Museum of History and Culture
- Weston Plantation
- Henricus Historical Park

- 
- Maymont Park Nature Center

Each of these museums donated 1-3 passes that allowed admission for a family (a minimum of 2 adults and 2 children). Many of the museums also provided gift shop items for the educational kits by donating the items to the library or by providing the library a discount.

CCPL used the items donated in combination with items we purchased with funding from the Friends of Chesterfield County Public Library to create an educational experience for the customer tailored to each museum. Great care was taken to create each kit with items that would appeal to family members of all ages. Materials inside each kit offer a range of age-level appeal and format to reach all ages and learning styles. Lastly, we consciously tried to keep the weight of the bag as light as possible (no more than 6 lbs.) to make the kit portable and easy for a family to tote. An example of the contents of a Museum Pass Bag are:

#### Edgar Allen Poe Museum

- Museum Pass
- Poe Museum information guide
- The Poe Museum visitor's guide
- The Incredible Mr. Poe: Comic Book Adaptations of the Works of Edgar Allan Poe
- Edgar Allan Poe's Richmond: The Raven in the River City
- Complete Poetry of Edgar Allan Poe
- Who Was Edgar Allan Poe?
- Annabel Lee or The Raven Replica Manuscript

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- Poe Puppet
  - Raven Puppet
  - Edgar Allan Poe's Tales of Terror DVD
  - Edgar Allan Poe's Greatest Hits CD

### **The Cost of the Program**

Each Museum Pass Bag cost between \$50 and \$90 including all pieces contained within the kit and the cost of the tote bag. The passes for entry were all donated to the library for the kits. We created one kit for each pass donated for a total of 21 passes. Many museums provided a discount to the library on items purchased through their gift shops.

### **The Results/Success of the Program**

The success of the program was evident from the first week of launch in July 2019. By the end of the first week, each of the 8 museums had 50-120 patrons on the waitlist. This demand has continued since the launch 10 months ago. The library's response to this success was immediate, and 8 more kits have been added (for a total of 29 kits) to the collection since the launch. Current cumulative waitlists on all 29 kits is 1015 customers. To date, the kits have provided a free educational experience to approximately 420 families.

Feedback from customers has been full of praise and enthusiasm. The only negative feedback received is that there are not enough passes. While the library would like to better meet the demand of these high holds lists and provide more Museum Pass Bags to customers, there is a limit to the number of passes the museums are willing to provide. The library is actively working to not only to obtain more passes

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from each museum, but to leverage our success into additional partnerships with other museums. The program has already received an Innovation award from the Urban Libraries Council in recognition of CCPL's unique twist on a circulating pass collection.

## **Executive Summary**

The Museum Pass Bag program provides a cost-saving way for families to visit local museums and learn about the rich history of Chesterfield County and our surrounding area. This new collection is available for check out from the library and made possible by partnerships with local museums and historical sites. Each kit contains a free pass for entry and is attached to a bag full of learning materials that are directly related to the museum, such as books, movies, toys and maps. This kit of materials allows families to learn and discuss the kind of things they will encounter at the museum and plan their trip before they go, as well as the opportunity to reinforce learning after the museum visit.

## **Brief Overview**

The Museum Pass Bag program provides a cost-saving way for families to visit local museums and learn about the rich history of Chesterfield County and the larger Richmond region. This new collection is available for check out from the library and made possible by partnerships with local museums and historical sites.

Each kit contains a free pass for entry and is attached to a bag full of learning materials that are directly related to the museum, such as books, movies, toys and maps. Books and dvds provide longer format information that may not be easily shared at the museum itself and can provide additional perspective or dimension to what's offered at the museum. Puppets or stuffed animals create opportunities for

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younger visitors to be engaged with the visit, prior to actually going to the museum. Gardening guides and cookbooks add a more practical dimension to what will be experienced at the museum or cultural center. The added materials create opportunities for families to have conversations about what they experience and do things together outside of the museum itself to further the experience. This kit of materials allows families to learn and discuss the kind of things they will encounter at the museum and plan their trip before they go, as well as the opportunity to reinforce learning after the museum visit.

Since launching the collection in the summer of 2019, the total number of pass bags has increased to 29. At last count, there were 1015 families waiting for one of these bags. Customer and community support has been overwhelmingly positive. CCPL is eager to expand the collection, both increasing the number of bags per institution and adding additional institutions to the collection.

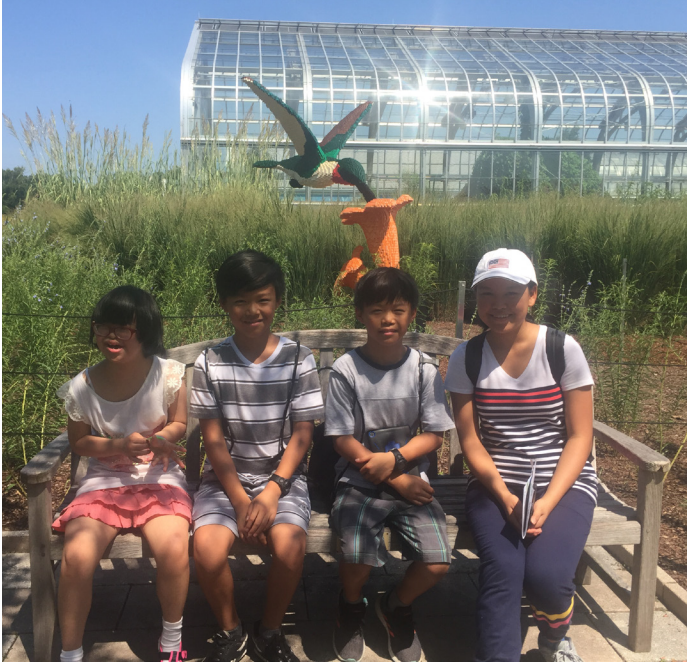
## Library Partners with Local Museums to Provide Free Passes & Learning Kits



Starting at Top, Left to Right:  
 Lewis Ginter Botanical Gardens, Henricus Historical Park,  
 Valentine Museum, Weston Plantation,  
 Chesterfield Historical Society of VA, Maymont Park and Nature Center,  
 VA Museum of History and Culture, Poe Muesuem



A family that checked out the Museum Pass Bag shared these photos of their trip to Lewis Ginter Botanical Gardens.







## CCPL MUSEUM PASS BAG COLLECTION

*Visit a Local Museum for Free!*

Chesterfield County Public Library is pleased to provide kits that include free passes to several area museums. The passes are part of the CCPL Museum Pass Bag collection. Bags may include reading material, DVDs, CDs, or other items that enhance a family's museum visit.

All museums listed on back.



The Poe Museum

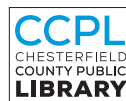
*Visit a Local Museum for Free!*

## CCPL MUSEUM PASS BAG COLLECTION

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**Chesterfield Historical Society of Virginia**  
 Family membership pass  
 (Admits 6)
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**Henricus Historical Park**  
 Day pass  
 (Admits 2 adults + 6 kids)
- 
**Lewis Ginter Botanical Garden**  
 Admission pass  
 (Admits 2 adults + 6 kids)
- 
**Maymont**  
 Nature Center pass  
 (Admits 3 – under 4 free)
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**The Edgar Allan Poe Museum**  
 Family Membership Card  
 (Admits 6 – under 7 free)
- 
**The Valentine**  
 Complimentary pass  
 (Admits 2 – under 18 free)
- 
**The Virginia Museum of History and Culture**  
 Admission pass (Admits 4)
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**Weston Plantation**  
 Admission pass  
 (Admits 2 – under 12 free)

The number of free passes offered varies by museum.

Bags and some supplementary contents were donated by Friends of Chesterfield County Public Library, Clover Hill chapter.



Please call 804-751-CCPL or visit [library.chesterfield.gov](http://library.chesterfield.gov) for more information.





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- Chesterfield Historical Society of Virginia
- Henricus Historical Park
- Lewis Ginter Botanical Garden
- Maymont
- The Edgar Allan Poe Museum
- The Valentine
- The Virginia Museum of History and Culture
- Weston Plantation

*The number of free passes and contents of the bag vary.*

*Bags and some supplementary contents were donated by Friends of Chesterfield County Public Library, Clover Hill chapter.*



Providing a **FIRST CHOICE**  
community through excellence  
in public service

**CCPL** CHESTERFIELD  
COUNTY PUBLIC  
LIBRARY



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