

2022

# Ketchum Community Library Grant Proposal



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# Basic Information

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## Major Grant Project Title

Ketchum Community Library Winter Read

## Major Grant Amount Requested

\$7,000

## Audience Type

All of the Above (Adults Out-of-School, Teachers, and K-12 Students)

## Major Grant Period Beginning Date

January 30, 2023

## Major Grant Period Ending Date

March 24, 2023

# Project Information

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## Major Project Overview

The Ketchum Community Library Winter Read is a project that facilitates and leads a community reading and discussion program. Every year, we choose a book that we feel relates to a community issue or recontextualizes a global issue in a way our community can relate and respond to. We partner with the Hailey Public Library, the Stanley Community Library, the Bellevue Public Library, and the Sun Valley Writer's Conference to reach out to the surrounding communities and further the discussion within our own community in Ketchum. Our goal is to create understanding and connections within our community and facilitate discussions and learning experiences for adults, educators, and students alike.

The project generally involves at least one discussion event a week. This may be in the form of an author talk, a discussion panel, an exhibit, or any other type of event that we feel will stimulate the discussion and widen understanding of the themes we are addressing. The project originates from the idea that our community tends to become insulated and isolated during the winter months, and we strive to facilitate connections and discussions to brighten the snowy season. We distribute books individually to students, educators, adults, and our partner libraries in both English and Spanish to serve a greater swath of our community, and we have e-books and physical copies available for check-out through our library. This year, we have chosen the book *A Long Walk to Water* by Linda Sue Park.

## Event Type

At its core, the Winter Read is a discussion program revolving around a chosen text, however we strive to diversify the types of events we hold as part of the program. These events may include but are not limited to: exhibits, performances and presentations, projects for K-12 teachers, projects for students, and local history projects.

Each week there will be an event on Wednesday, preceded by a guided book discussion. There will intermittently be events held on Thursdays as well. With help from the Idaho Office of Refugees, we plan to partner with the Refugee Speaker Bureau to invite local refugees to present "Neighbor Narrative" talks. These events will be hosted at the Ketchum Community Library and streamed via Zoom so that our partner libraries and school can better access the talks. We also plan to invite Hamdi Ulukaya, the founder and CEO of Chobani Yogurt, to speak. He and his company are heavily involved in local refugee issues, and he himself is a Kurdish refugee from Turkey.

We also plan to host exhibits by local artists, first focusing on art by refugees and later hosting an exhibit of art portraying the refugee experience. We plan to approach local tribal leaders as

well to speak on the tribal perspective on refugee issues in our area. Other events will involve discussion panels, community gatherings, and readings of the chosen text and other related works.

### Proposed Date and Location

This project will take place between Monday January 30, 2023, and Friday March 24, 2023. All events will be hosted through the Ketchum Community Library, with corresponding virtual events available to our partners and members of our community who cannot attend large gatherings due to health concerns. We plan to host students from our community and our partner communities at each event, and thus plan to hold them during school hours and help facilitate any resources needed to attend.

### Timeline

January 30, 2023 — Kickoff Event

February 1, 2023 — Refugee Speakers Bureau “Neighbor Narrative” Presentation

February 2, 2023 — Local History of Refugee Issues (Oral History Event for K-12 Students)

February 8, 2023 — Refugee Art Exhibit Featuring Local Artists

February 15, 2023 — Author Discussion Panel

February 16, 2023 — Presentation from Hamdi Ulukaya, Founder and CEO of Chobani Yogurt

February 22, 2023 — Refugee Speakers Bureau “Neighbor Narrative” Presentation

March 1, 2023 — Refugee Photography Exhibit

March 2, 2023 — The Native Refugee: A Tribal Perspective on the Refugee Struggle

March 8, 2023 — Global Gardens Presentation

March 15, 2023 — Refugee Speakers Bureau “Neighbor Narrative” Presentation

March 16, 2023 — Refugee Writers: Highlighting Other Notable Texts About and By Refugees

March 23, 2023 — Refugee Potluck: The Food that Brings Us Together

March 24, 2023 — Wrap-up Event

## Humanities Content

This project will explore the humanities disciplines of literature, international relationships, sociopolitical studies, and the fundamentals of human nature, specifically in times of hardship and crisis. Our topic this year is refugees, and we are focusing on a story of a Sudanese refugee working to help his countrymen despite the sociopolitical situation. We feel that in focusing on refugees and the refugee experience, it is important to communicate not only the tragedies refugees flee from, but also the amazing things they can do when they are welcomed into a safe nation.

The book will be distributed in both English and Spanish to further the reach of the program into our community. The program will promote literacy and humanistic studies through the book discussion as well as the exhibits, community discussions, and talks we will host. We hope to facilitate a better understanding of the refugee experience and create connections between community members with diverse backgrounds.

## Project Materials

We plan to hold an ongoing contest throughout the course of the project which will involve participants in the project creating poetry that reflects their experiences with the material we include in the Winter Read. At the end of the Winter Read, once winners to this contest are announced, we will compile all submissions into a small booklet and highlight the winning poems and authors.

## Controversy

Our program will likely be subject to controversy due to the state of public opinion on immigration policies in this nation and state. We intend to counter any potential controversy by strictly avoiding discussion of political policy. We plan to focus on highlighting the experience of local refugees rather than taking a broader lense and addressing immigration and geopolitics.

## Publicity Plan and Intended Audience

We plan to take three approaches to effectively advertise to as many members of our community as possible. We will advertise via news media, social media, and traditional physical advertising.

### *Traditional News Advertising*

We will contact KECH 95.3 FM, the local radio station, and put out an advertisement that briefly details our start date, how to get the book we will be discussing, and a few of the more notable events we will hold as part of the Winter Read.

We will also print an advertisement in The Weekly Sun, the local newspaper, advertising the same brief details.

### *Social Media Advertising*

We plan to advertise on social media through the library's existing Facebook page. We will post weekly in the two-month period leading up to the start date of the event. Each post will contain the start and end dates, the book we will be discussing and how to access it, the primary location of the event, and a few of the more notable activities we will host as part of the Winter Read. The posts will have a link to our website at the bottom, and thank our sponsor and funders.

### *Traditional Advertising*

We will advertise through traditional flyers as well. Each flyer will display the start and end dates of the program, the book we will be discussing and how to access it, the primary location of the events, and examples of the more notable activities we will host as part of the Winter Read. Each flyer will thank our funders and sponsors at the bottom and include their logos if applicable. We will display these flyers in the Ketchum Community Library, in our partner libraries, in participating local businesses, and in businesses affiliated with the library such as the Gold Mine Store and the Hemingway House.

### *Intended Audience*

Our intended audience encompasses our community. We reach out to local schools to get educators and students involved in our program directly, but our program also welcomes out-of-school adults to join in on the activities. We want to get our entire community involved in order to build connections and understanding among our neighbors. Students and educators are directly approached to participate in this program, and our previously stated advertising strategies are primarily intended to reach out-of-school adults.

### **Number of Expected Audience**

We expect between 400 and 700 participants.

### **Evaluation**

The success of our program is defined by community participation. We will have an employee take a rough headcount at every event during the Winter Read. We will also hand out demographic surveys to audience members, and calculate demographics based on the amount of responses we receive relative to the total amount of participants.

We will also use traditional library statistics to evaluate the success of our program, using the Sierra system to evaluate how many times the text we discuss was checked out and keeping track of how many we distribute to community members. We will ask our partner libraries to provide their statistics on the text in question as well.

# Budget

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## Budget Form

Budget Item	IHC Grant Funds	Cost-Share	Total
Salaries & Wages	\$1,200	\$3,500	\$4,700
Fees & Honoraria	\$2,000	\$2,000	\$4,000
Travel & Per Diem	\$1,500	\$1,500	\$3,000
Supplies & Postage	\$300	\$1,200	\$1,500
Promotion	\$0	\$1,500	\$1,500
Facilities & Equipment	\$2,000	\$3,000	\$5,000
Printing & Copying	\$0	\$300	\$300
Other	N/A	N/A	N/A
<b>Total Project Costs</b>	<b>\$7,000</b>	<b>\$13,000</b>	<b>\$20,000</b>

## Budget Narrative

### *Salaries and Wages*

For this project we have budgeted \$3,500 to compensate regular staff for their time on the Winter Read and an additional \$1,200 to hire and compensate interns from local high schools.

### *Fees and Honoraria*

For this project we have budgeted \$500 honoraria for digital speakers and \$1,000 for in-person speakers. We plan to host four in-person speakers this year.

### *Travel and Per Diem*

For this project we have budgeted \$3,000 for travel and daily expenses. This includes food, lodging, gas, plane tickets, and ride-share costs.

### *Supplies and Postage*

For this project we have budgeted \$1,500 for supplies, primarily books. \$1,000 of the total cost will supply books to our library and our partner libraries that can be checked out by community members. The remaining \$500 is intended to distribute books to local school who will be participating in our program.

### *Promotion*

For this project we have budgeted \$1,500 for promotion and marketing. This will cover the cost of printing flyers, printing advertisements in the newspaper, licensing fees for design programs, and pushing promotions on Facebook.

### *Facilities and Equipment*

For this project we have budgeted \$5,000 for facilities and equipment. This will cover the cost of exhibits in our affiliated museum as well as in the library itself, along with the costs to host any events which cannot be held in the library.

### *Printing and Copying*

For this project we have budgeted \$300 for printing and copying costs. This will cover the cost of printing worksheets, speaker information sheets, and pamphlets describing our partner organizations such as the Idaho Office of Refugees.

## Sponsoring Organization Information

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The Ketchum Community Library is a privately funded public library serving the Ketchum and Sun Valley area. In addition to the library, our facilities include the Gold Mine Stores, the Hemingway House, and the Regional History Museum. We strive to provide our community with an intellectually enriching space and community building programs. Our manifesto reads:

“This is a place of many things. But before all else, it is a place where we connect, through stories and to one another. A place for lifelong wonder, quiet escape, and spirited collaboration. Forget “for the people;” our organization was founded and thrives today because it is “of the people”: of a trailblazing past and present, of daring innovation and “can do” creativity, of diversity, inclusion, and understanding, of ideas, literacy, and knowledge, in each of their ever-changing forms. Our mission is to bring information, ideas, and individuals together to enhance the cultural life of our community. Bring means bring. Not sit back, or wait. It is within all of us to inspire, motivate, facilitate, and challenge one another to new thinking. Passionately. Because history and culture and ideas are not only held here, they are born here.”

We believe that serving our community involves preserving our community, and we strive to create programs and opportunities that maintain and grow Ketchum and the surrounding area.