

# Library Engine: Driving Economic Development through Programs, Services, Spaces, and Partnerships

International Conference on  
Libraries, Innovation and Entrepreneurship  
November 2014

Presented by: Kerwin Pilgrim

# BPL Overview

## Mission

It is the mission of Brooklyn Public Library to ensure the preservation and transmission of society's knowledge, history and culture, and to provide the people of Brooklyn with free and open access to information for education, recreation and reference.

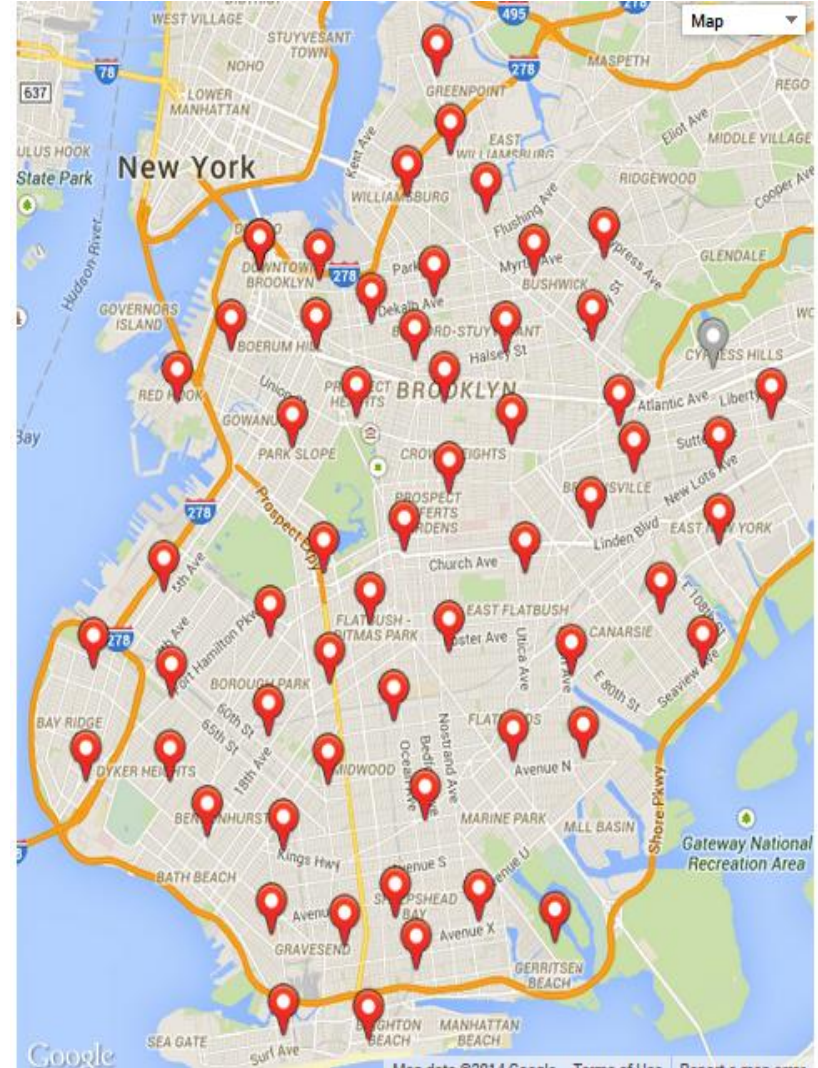
## Vision

Brooklyn Public Library will be a vital center of knowledge for all, accessible 24 hours a day, and will be a leader in traditional and innovative library services which reflect the diverse and dynamic spirit of the people of Brooklyn.

## Strategic Goals

- Education
- Access
- Culture
- Inclusion
- Space
- Stewardship

# Library Map



# Adult Learning at BPL

## The Continuum: From Literacy to Entrepreneurship

<b>ABE</b> Adult Basic Education	<b>ESOL</b> English for Speakers of Other Languages	<b>YA Pre-HSE</b> Young Adult Literacy Program	<b>Pre-HSE</b> Preparation for High School Equivalency	<b>B&amp;CL</b> Business & Career Library
Reading level 0.00 – 4.9	Basic and Intermediate Level	Reading level 4.0 – 8.9	Reading level 5.0 – 8.9	College & Career readiness Entrepreneurship
Age 17+	Age 17+	Age 17 – 24	Age 17+	All ages
<ul style="list-style-type: none"><li>• Reading and Writing</li><li>• Trained Literacy Volunteer Tutors</li><li>• Referrals</li></ul>	<ul style="list-style-type: none"><li>• Listening and Speaking</li><li>• Experienced, Paid teachers</li><li>• Referrals</li></ul>	<ul style="list-style-type: none"><li>• Social Supports</li><li>• Workplace Preparation</li><li>• Paid Teachers</li><li>• Referrals</li></ul>	<ul style="list-style-type: none"><li>• Additional Writing and Math Workshops</li><li>• Paid Teachers</li><li>• Referrals</li></ul>	<ul style="list-style-type: none"><li>• One on one help</li><li>• Workshops</li><li>• Materials</li><li>• Electronic Resources</li><li>• Referrals</li></ul>

# Programs-PowerUP!

- Business Plan Competition
  - Classes
  - Coaching
  - Business Plan
  - Presentation
  - Cash prizes
- Over 4000 participants
- 700 plans submitted
- [Over 55 start ups](#)

# Programs-PowerUP! Kreyol

- Targeting Haitian Kreyol speaking population
- Classes offered in Kreyol
- Two top prizes
- Pipeline for larger competition

# Programs: THRIVE

- Competition To Help Reach Immigrant Ventures and Entrepreneurs (THRIVE)
- Collaboration with two other library systems with NYPL as lead
- Workshops for immigrant entrepreneurs on succession planning

**Blueprint for Your Business Future:  
Workshops for Immigrant Businesses**

*Can your business continue without you?*  
Learn to create an exit strategy that maximizes the value of your business. The New York Public Library offers a six-part series of FREE workshops to help immigrant owners plan for the future of their enterprises and of their families, too. Businesses must be based in New York City's five boroughs.



Sessions led by Barbara Roberts  
Entrepreneur in Residence,  
Columbia Business School  
co-author, *Life after an Exit*

New York Public Library  
Science, Industry and Business Library  
188 Madison Avenue @ 34th Street

**Transition Planning – Why Plan Now?**  
Anticipate unexpected circumstances • Find the best strategy for you •  
Avoid costly expenses and taxes

**Selling your Business**  
How to make a smart sale • Understand the sales process •  
Locate trustworthy sales professionals • How to find qualified buyers

**Business Valuation – How Much is Your Business Worth?**  
Determine the value of your business • Common valuation  
approaches • Steps you can take to increase the value of your business

**Legal and Accounting Issues**  
Structure a business to minimize taxes • Deal with regulatory and legal issues •  
Organize legal and financial documents

**Transferring Ownership**  
Who will take over? • Select and train successors • Understand the role of the  
family • Manage the transition smoothly

**Estate Planning**  
Continue business operations after owner's death • Minimize taxes during  
business transition • Optimize benefits to family members

For information, workshop dates, locations, and an application to the program,  
visit [nypl.org/blueprint](http://nypl.org/blueprint) or send email to [blueprint@nypl.org](mailto:blueprint@nypl.org)

This series, funded by a NYCEDC THRIVE grant, will be offered in Manhattan at SIBL in Fall 2014  
and at the Brooklyn Central Library and the Queens Library at Flushing in Winter/Spring 2015.

New York Public Library Queens Library Bklyn




# Programs: Financing


Bklyn  
Public Library

 Brooklyn Public Library's Business & Career Library  

## October Programs



### This Month's Selected Events




**Job Seeking and Careers**

*Interviewing Basics*  
 Monday, Oct 20 | 2 - 3:30 pm

*LinkedIn Basics*  
 Monday, Oct 27 | 2 - 3:30 pm

*Info Commons Meeting Room 7, Central Library*  
 Come to one or both workshops to get assistance when seeking a new job.



**Small Business**

*Presenting Your Business Plan*  
 Wednesday, Oct 8 | 6 - 7:30 pm

*Business & Career Library*  
 Whether making a pitch to potential investors or to business plan judges, learn how to organize and deliver your business proposal to score results. Fort Greene SNAP's Henrietta Koffi and BOC Network's Delia Awusi will share tips on how to create an effective slideshow and a winning presentation.

*Leasing Commercial Property*  
 Thursday, Oct 16 | 6 - 7:30 pm

*Business & Career Library*  
 When renting property for your business, everything is subject to negotiation, including rental rates, length of lease and remodeling costs. Volunteers from the Neighborhood Entrepreneur Law Project will explain what to look for in a lease and how to get a good deal.

### Featured Program

**Finding Financing:  
Where to Go for Startup Capital**  
*Loans for Entrepreneurs: Meet the Lenders*  
 Tuesday, Oct 21 | 6 - 7:30 pm

Need money to start and run a business, but not sure where to find it? Learn about innovative and alternative loans offered by BOC Capital, Brooklyn Cooperative Federal Credit Union, Accion, Project Enterprise and other lenders.

*Kickstarter: Raising Money Online*  
 Tuesday, Oct 28 | 6 - 7:30 pm


Crowdfunding has become a recognized source of startup capital for new ventures. A representative from leading platform Kickstarter will explain how it works, how it can work for your business and what it takes to create a successful campaign.

Both programs are held at the

For registration and a complete list of programs and services, please visit our website [bklynlib.org/business](http://bklynlib.org/business).

Bklyn  
Public Library

 2014  
 Brooklyn Public Library's Business & Career Library Presents




You Can Do It, Too!

The Entrepreneur Series for Startups

Seminars  
Wednesdays, May 7 & 21, 6 pm

Expo  
Saturday, June 7, 11 am - 2 pm

[bklynlib.org](http://bklynlib.org)



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# Services: SCORE

- One on one business counseling onsite at library locations
- Experienced counselors/mentors
- Counselors with expertise



# Services: Book a Librarian

- One on one research help from an experienced librarian
- Tutorial on a host of databases
- Convenient scheduling



Only at BPL

## Book a Librarian

Schedule a one-on-one appointment and get research assistance from a professional reference librarian.

[Start Here](#)

# Spaces-Info Commons

- [Opened](#) in 2013
- 6 meeting rooms and 1 recording studio
- 1,500 events
- 13,000 in attendance
- 7000 users on 25 computers monthly
- 10, 000 wireless sessions monthly

# Spaces-Technology Hubs

- 60 locations
- Wifi/internet access
- Expanded hours
- Technology support

# Partnerships- Craft Entrepreneurship

- NYC Small Business Services
- Series to teach how crafts to sell online
- 25-30 participants in series
- Offered in Spanish and English

# Partnership- Brownsville Partnership

- 5000 jobs campaign
- Support underserved neighborhood
- Resource guides
- Onsite and offsite programs

Thank You.