Pacific Library Partnership
2022-23 Innovation and Technology Grant Program

Due Friday, August 26, 2022 by 5:00 p.m.

Please email the completed application to proposals@plpinfo.org.

Project Title	Creative Cafe
Library Name	Watsonville Public Library
Primary Contact Name	Alicia Martinez
Primary Contact Email	alicia.martinez@cityofwatsonville.org
Mailing Address	275 Main Street STE #100 Watsonville, CA 95076
Funding Amount Requested	$12,000

PLP Innovation and Technology Opportunity Grant Program Application

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32 West 25th Avenue, Suite 201 | San Mateo, CA 94403-2265 | **P:** (650) 349-5538 | **F:** (650) 349-5089 | **Website:** www.plpinfo.org

Library Name: Watsonville Public Library

Project Title: Creative Cafe

Select category you are applying under:

✔   Category A: Innovation and Technology Opportunity Grant

☐   Category B: Grant Replication Program

       If Category B is selected, enter the name of the grant you are replicating:

1.   Please provide a one paragraph project summary.

Watsonville Public Library would like to transform our former Homework Center at our Freedom Branch Library into the City of Watsonville's first-ever Creative Cafe, which aims to provide space, supplies, and inspiration for crafters in the community. The space is currently used on a weekly basis for storytime programming and is outfitted with usable cabinets, outlets, and sink, but lacks equipment and supplies to make it a working craft space. We hope to have equipment such as: a laser cutter machine, sewing machines, cricut machines, and other equipment that will enable patrons to explore creative avenues. With the help of this grant, we will be able to convert the space so that it can be used on a drop-in basis as well as for instructor guided workshops.

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2.   Explain how this project fits with the library's strategic directions.

As indicated in our mission statement, Watsonville Public Library aims to "provide a variety of information, materials, and services in a welcoming place where people come to gather, learn, and celebrate our multicultural community". The staff surveyed over 1,000 members of the community and stakeholders to gather feedback on future directions the library should undergo. With the insight of these surveys our organization developed the library strategic plan for 2021-2023. The following is a partial list of goals based on the library's current strategic plan:

1. Foster lifelong learning which can be done through our Creative Cafe by offering programming at a variety of age and complexity levels in an effort to be inclusive to our local community.
2. Create community connections by collaborating with local businesses. The space can spark entrepreneurial interests by having local crafting instructors facilitate programming as well as support and expand the number of community partners that we collaborate with.
3. Celebrate the unique diversity and heritage of our community through offering cultural programming for local residents to experience and honor all cultures and languages that have shaped and continue to shape Watsonville.

3.   Please provide a detailed description of the proposed project including the population served and the demographics of that population.

The City of Watsonville is located in the south of Santa Cruz County, surrounded by agricultural, construction, and manufacturing companies. Over 80% of the population identifies as being of Hispanic/Latino descent with a significant portion of the population originating from the country of Mexico and being bilingual Spanish-language speakers.

The City of Watsonville is situated in a desert of textile resources and lacks small or large craft stores. As an arts-driven community with creative individuals, the City of Watsonville would benefit from having a safe space where people can meet like-minded creators, develop new skills, and explore their creativity. As an organization, we recognize the financial barriers that many of our community members face in regards to recreational activities which includes having the funds to purchase craft-making equipment and/or being unable to attend craft-making classes due to lack of transportation to neighboring cities. By providing these materials free of charge and through guided instruction, we aim to bridge financial and accessibility barriers to crafting tools and instruction.

4.   What are the goals and objectives of the project?

Surveys have shown that people in our local community are interested in makerspace materials and tools however we do not want to directly compete with other local organizations. Our local Science Workshop offers hand tools and STEAM-based learning for ages 5-11, local technology-based learning

center Digital NEST provides media technology use and education for ages 14-24, and our local arts store which offered art instruction closed pre-pandemic. We can fill a niche by providing access to a makerspace specifically designed for materials not currently accessible anywhere in our community and by strongly appealing to our diverse community fabric.

- Sewing is a multi-generational craft and can be culturally unique. Teaching younger generations, the basics of sewing has the potential to teach them a beneficial lifelong skill. Our aim is to show patrons how to re-utilize / "upcycle" textiles in a sustainable way from being able to fix minor tears on their clothes to creating new accessories using recycled materials.

- Cricut and CNC Laser Cutter machines enable people to make paper crafts like greeting cards, vinyl art that can be used to customize personal items, cut fabric for sewing projects, create 3D prototypes, and so many other crafts.

Our aim is to not only give people access to creative tools but empower them to learn how to use them for their own creative or entrepreneurial goals.

5. Please include your project timeline (include detail of activities).

Project Timeline

Activities	10/22	11/22	12/22	01/23	02/23	03/23	04/23	05/23	06/23
Purchase equipment and supplies	✔	✔							
Program research and development	✔	✔							
Contact instructors	✔	✔							
Publicize new space			✔	✔					
Hold monthly drop-in workshop hours and/or feature guest facilitator					✔	✔	✔	✔	✔
Conduct surveys					✔	✔	✔	✔	✔
Evaluate successes and improvements							✔	✔	✔
Evaluate how the space and materials are being used, and modify as-needed							✔	✔	✔

6.   Please indicate how you will evaluate success of your project.

Project Outcomes include:

- Number of patrons getting hands-on experience with creative tools and learning new skills.
- Track increased library use from local crafters, craft instructors, etc.
- Foster a community / network of crafters within the community.
- Establish sustainable crafting practices that prevent excessive waste and promote "up-cycling".

How we will measure outcomes:

- Number of patrons who attend programs.
- Surveys conducted at programs, social media, and outreach
  - Utilizing survey data to build community-need / community-oriented programming that has user buy-in.

7.   Please detail your project budget. (Note: Indirect costs are not allowed).

Item	Total Costs	PLP Grant	Other Funding Sources
Equipment (a laser cutter machine, sewing machines, cricut machines)	$9,500		
Supplies	$1,000		
Furniture (Storage Units)	$1,000		
Guest Facilitator(s) Fees	$500		
Totals =	$12,000	$12,000	

8.   Please indicate how the project will be sustained after the grant term is over.

Upon completion of the grant term, the project will be sustained through funding provided by the Library. These funds will enable us to maintain and replace project equipment on an as-needed basis, purchase supplies on a regular basis, and continue to have guest facilitators on a quarterly basis.

We also intend to offer open calls for material drop-off at our library, for example: for those who have extra fabric or clothing that they no longer need, we will utilize these donated materials for sewing projects in an effort to minimize waste.

Complete Only for Category B Grants:

9. Explain what grant was selected to replicate and why.

10. If there are changes or enhancements to the original grant, including budgetary changes, please detail the changes and your rationale for making them.

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