



**EVERYONE'S BUSINESS: A CASE
STUDY OF MARKHAM PUBLIC
LIBRARY'S BUSINESS HUB**



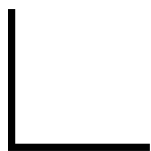
AGENDA

- Community Librarianship
- The Space
- The Membership and Logistics
- Programs and Value-Adds
- Challenges
- 2019 and Beyond

COMMUNITY LIBRARIANSHIP



This role...



BACKGROUND

- Evelyn starts at MPL in July 2016 with plans already in place for the Business Hub
 - Envisioned as a space called Biz Inc. with 24/7 access
- Reassessing and starting from scratch
- Getting to know the ecosystem and entrepreneurs through surveys and focus groups

BACKGROUND

What we wanted to find out:

- What kind of entrepreneur would want to use our space
 - What types of spaces they are using now?
 - What amenities are essential for running their business?
 - What additional opportunities would be valuable?
 - If the library had X service, would you use it?
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- How are people using your space?
 - What is seemingly important to their clients?

BACKGROUND

The results:

- Networking was the highest priority
- Cowork to avoid distractions at home
- Needing that professional image
- People worked 9-5
- Businesses with storefronts didn't see a need for library services
- We can't be everything to everyone



ACTIVITY

- Does your library system have a role similar to MPL's Community Librarian?
- How do you currently interact with your library's business community?

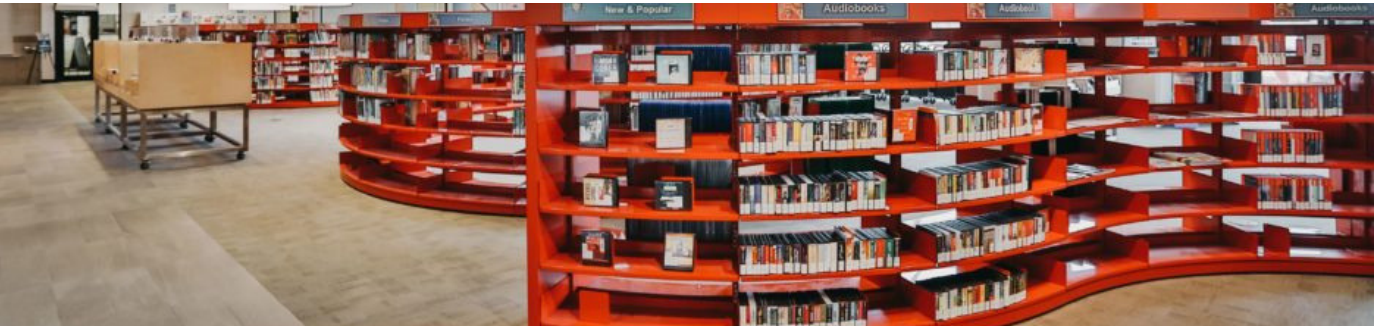


THE LOCATION

AANIIN LIBRARY

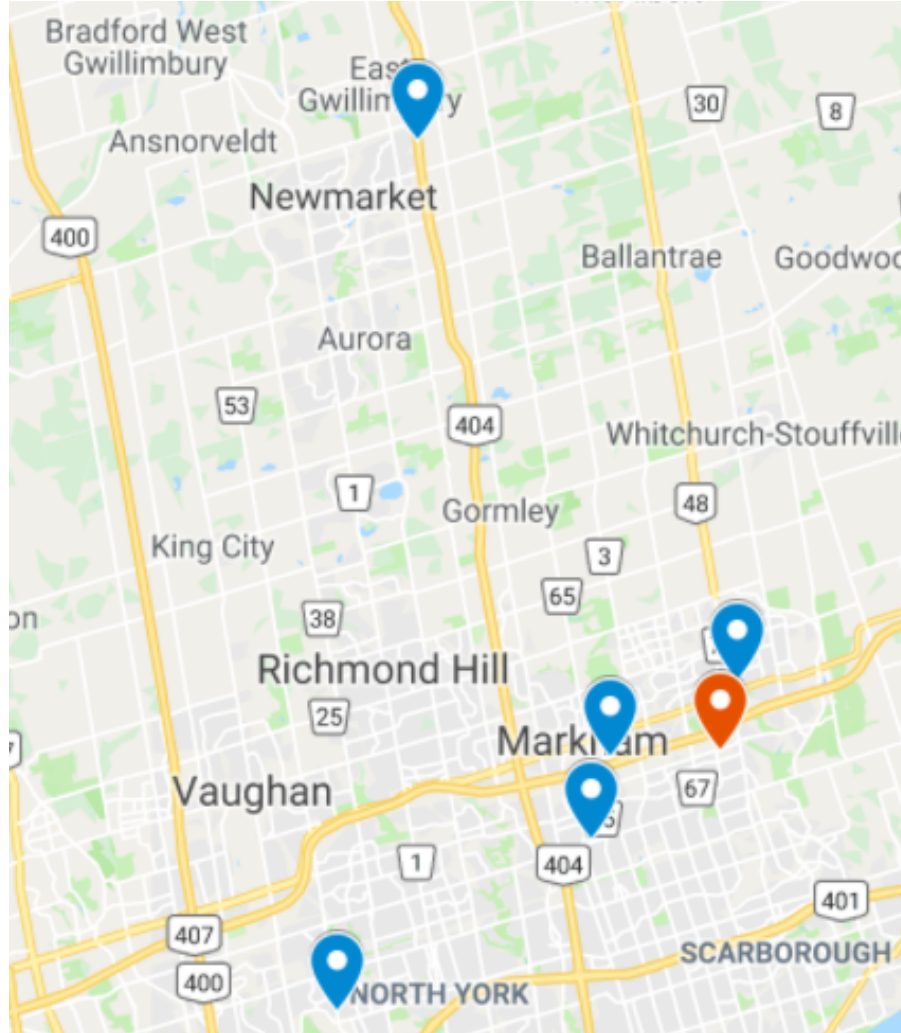
Markham Public Library's Aaniin branch opened in December of 2017. The branch is located in the south eastern part of Markham and is generally seen as a higher needs area.

AANIIN LIBRARY



PHOTOS PHOTOGRAPHY BY KAYLA ROCCA FROM TORONTO LIFE MARCH 13 ISSUE

BACKGROUND



**THE BUSINESS HUB - A
DEDICATED BUSINESS SPACE
FOR OUR COMMUNITY TO
WORK, CONNECT AND GROW.**

BUSINESS HUB




ACTIVITY



ACTIVITY

Imagine that you are an entrepreneur visiting your library for the first time as a potential place to work.

- How do you think they would respond to your library?
 - What improvements can be made?
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WHAT WE OFFER



WIFI

MEETING SPACE



MAILBOX



USE OF BUSINESS
ADDRESS

WORK SPACE



VIDEOCONFERENCING
EQUIPMENT

PROMOTING THE SPACE



Space

LOCATED AT AANIN LIBRARY, YOU CAN ENJOY OUR BRAND NEW, SPACIOUS AND BRIGHT FACILITY!

WORK SPACE

GRAB A COMFORTABLE SEAT AND WORK IN A COMMUNAL WORK SPACE WITH LIKE-MINDED PEOPLE. ENJOY THE FRIENDLY YET PRODUCTIVE ATMOSPHERE WITH THE ADDED BONUS OF OPEN COLLABORATION AND NETWORKING OPPORTUNITIES.

MEETING SPACE

BOOK A PRIVATE MEETING SPACE IN ONE OF OUR TWO MEETING ROOMS. ROOMS ARE EQUIPPED WITH A WHITEBOARD, VIDEO & TELECONFERENCING EQUIPMENT WITH LARGE SCREEN.

PROGRAM/WORKSHOP SPACE

LOOKING TO HOST AN EVENT OR FACILITATE A WORKSHOP? BOOK OUR PROGRAM ROOM AT A DISCOUNTED RATE. PROGRAM ROOMS ARE EQUIPPED WITH PROJECTORS AND SCREENS.

Amenities/Benefits



WIFI ACCESS



EXCLUSIVE/FRONT OF THE LINE ACCESS TO EVENTS AND PROGRAMS



VIDEO AND TELECONFERENCING EQUIPMENT



PRINTING SCANNING



EXCLUSIVE/FRONT OF THE LINE ACCESS TO NETWORKING OPPORTUNITIES



INCOMING MAILING SERVICE/USE OF BUSINESS ADDRESS

Resources



ACCESS TO 3D PRINTER, LASER CUTTER AND OTHER TOOLS THAT CAN BE USED FOR PROTOTYPING



BUSINESS COLLECTION, MAGAZINES, AND ONLINE DATABASES



CONNECTIONS TO MENTORS FROM DIFFERENT ORGANIZATIONS AND IN THE COMMUNITY



ACCESS TO MAC DEVICES WITH ADOBE SUITE, GARAGE BAND, AND OTHER MEDIA SOFTWARE, YETI MICS, DSLR CAMERAS, AND OTHER TOOLS THAT CAN BE USED FOR YOUR BUSINESS

BECOMING A MEMBER

- GOOGLE FORM
- FEEDBACK FOR FREE MEMBERSHIP

business hub membership agreement

Markham Public Library's Business Hub provides a shared, community-driven space for small business owners, freelancers, and entrepreneurs. Our goal is to foster an environment that is dedicated to helping our members build and grow their business. Your membership includes:

- Access to WiFi
- Use of meeting room
- Use of videoconferencing room
- Use of hot desks (these co-working desks are located in a public space. You can expect library users and staff to be in the space from time to time)
- Access to space during regular library hours (Monday to Thursday: 9:30 AM-9:00 PM, Friday: 9:30 AM-5:00 PM, Saturday: 9:00 AM-5:00 PM, Sunday: 1:00-5:00 PM)

Guidelines:

Markham Public Library's Business Hub is a shared, collaborative and open workspace. To create a productive and vibrant environment, we are relying on our members to:

- Be friendly! Meeting new people is part of the co-working experience. people can be a great resource to bounce ideas off.
- Be considerate and respectful: With a shared space it's important to be aware of others' needs when it comes to cleanliness, noise, etc.
- Adhere to all policies outlined in our Library Policies and Federal and Provincial legislation.

First year free offer: To be eligible for this offer, you must agree to provide Markham Public Library with consistent feedback about the services and space provided at the Business Hub. Feedback may happen in the form of surveys, focus groups and communication. Lack of adherence result in loss of privileges.

Please note that Markham Public Library reserves the right to change the terms of use of equipment/space/services at any time.

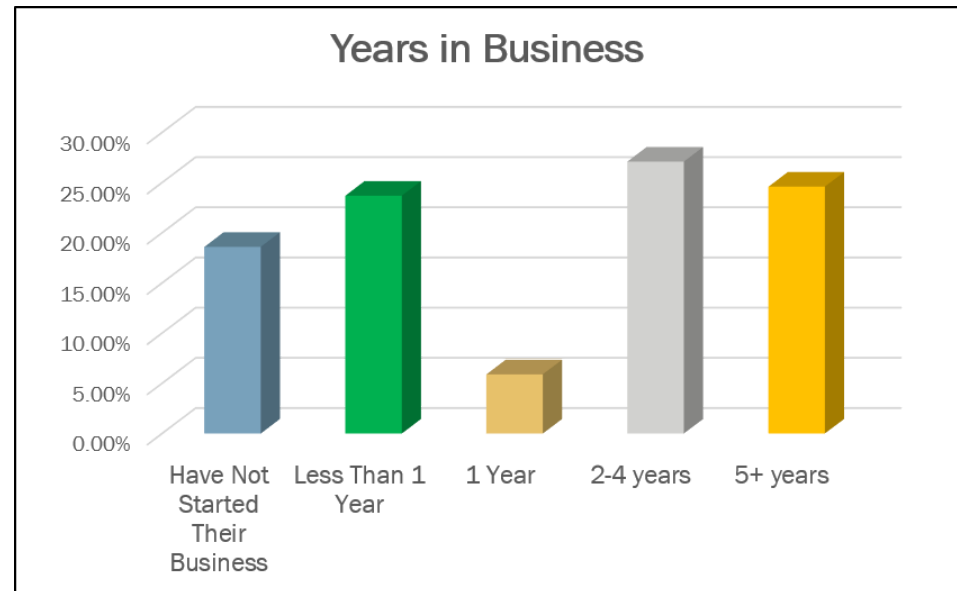
By checking the box for "yes" on our Business Hub Member Sign-Up Form, you acknowledge receipt of, and have read and understood, all of the terms and conditions outlined above regarding your participation in and use of the Business Hub.



2018 TRIAL PERIOD



- 107 MEMBERS
- 46.6% SERVICE BASED
- 28% TECHNOLOGY BASED
- 81.4% WERE BUSINESS OWNERS AND 18.6% HAD NOT STARTED THEIR BUSINESS
- 15 BUSINESS MAILBOXES
- 452 BOOKINGS
- 1919 HOURS BOOKED



PARTNERS, PROGRAMS AND VALUE-ADDS

- OFFICE HOURS WITH LOCAL EXPERTS
- GRANT WRITING WORKSHOP
- BEFORE HOURS NETWORKING
- SOCIAL MEDIA WORKSHOPS



CHALLENGES

- **CONSTRUCTION**
- **CONFLICTING LIBRARY
POLICIES**
- **CONFLICTING WITH
LIBRARY PROGRAMS**
- **SPACE**

2019 AND BEYOND

Proposal A		
Bookable Space:	Meeting Room 1 & 2	\$12.50/Month
Additional Ammenities	Private Mailbox	\$150/Annual

Additional Perks	1-on1 Business Advice 1-on-1 Business Mentorship 1-on-1 Real Estate Guidance Lunch and Learns Professional Networking Events
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2019 AND BEYOND

Proposal B		
Bookable Space:	Meeting Room 1 & 2	\$30.00/Month
	4 Hot Desks	
Additional Ammenities	Private Mailbox	\$150/Annual

Additional Perks	<ul style="list-style-type: none">1-on1 Business Advice1-on-1 Business Mentorship1-on-1 Real Estate GuidanceLunch and LearnsProfessional Networking EventsMaRS Market Intellegence ServicesIP Osgoode15% Discount off Premium Event SpaceFree / Discounted Workshops*Storage for Personal Belongings*Discount City Gym Membership*
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CONCLUSION

ACTIVITY

- GO TO
MENTI.COM
- ENTER 18 42 53

KEEP IN TOUCH!



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MARKHAM PUBLIC LIBRARY