

STRENGTHENING LIBRARIES AS COMMUNITY & ENTREPRENEURIAL HUBS

Susan Benton, President and CEO, Urban Libraries Council

Wendell M. Davis, County Manager, Durham, NC

Tammy Baggett, Library Director, Durham, NC

October 21, 2019

DURHAM AT A GLANCE

- Durham is a County in North Carolina with over 300,000 residents. The City of Durham is the fourth most populous in the state with a population of 274,291 according to recent estimates.
- Durham is most-known for its role within the “Research Triangle” of North Carolina, which also includes the cities of Raleigh and Chapel Hill. Durham is home to Duke University and is a diverse community that is known for its cultural events, schools and institutions, sports, music and the arts.
- The city has a land area of over 108 square miles, with a population density of 2,100 people per square mile.
- Over 22% of the population is under the age of 18.
- Over 33% are in the 25 to 44 age range, while just 8.9% are aged 65 or older.
- The median age for the city is 32.1 years.
- There is a higher ratio of females to males living in Durham, with 86.9 males for every 100 females.
- Population estimates according to 2014 data show that Durham is the second fastest-growing city in North Carolina. It is the 46th fastest-growing in the country.

<http://worldpopulationreview.com/us-cities/durham-population/>



ECONOMIC GROWTH

The Chamber is the premier conduit for business connections and economic growth in Durham County. With unparalleled access to talent and a strong appetite for entrepreneurship, Durham has undergone an economic evolution, having successfully transformed from tobacco and textile products to a thriving technology and research economy.

www.durhamchamber.org



ENTREPRENEURIAL BOOM

Durham is amid an entrepreneurial boom. Entrepreneurs and startups are attracting national attention from the public sector, Silicon Valley investors, and talented individuals worldwide.

From its beginnings in tobacco and textiles to Black Wall Street and the Research Triangle Park, Durham is a community of entrepreneurs who value creative ideas, asking “What if?” and bringing talented people together to answer that very question.

www.durhamchamber.org

ENTREPRENEUR OPPORTUNITIES

There are so many people and so many companies that continue to drive and build Durham's world-famous tech hub.

This is just one slice of how the Durham Chamber played a role and some of the successful marketing programs that helped to create opportunities for tech entrepreneurs.

Since 2013, Google for Entrepreneurs has partnered with American Underground in Durham after recognizing the organization and the city as one of the key tech hubs in the United States.

www.durhamchamber.org

DURHAM COUNTY LIBRARY

AT A GLANCE

Vision: Inspiring Lives, Transforming Durham

Mission: Encourage Discovery, Connect the Community, Lead in Literacy

Strategic Goals:

Literacy & Lifelong Learning

Bridging the Digital Divide

Workforce Development & School Readiness

Capturing the Culture of Durham

Accountable, Efficient & Visionary Libraries



DURHAM COUNTY LIBRARY AT A GLANCE

- Main Library
- Four Regional Locations
 - East Regional
 - North Regional
 - South Regional
 - Southwest Regional
- Community Library
 - Stanford L. Warren Library
- Neighborhood Library
 - Bragtown Library
- Various Outreach Efforts

#ICMA2019

DURHAM COUNTY LIBRARY AS AN INCUBATOR HUB

- This Cohort was formed and sponsored by the Urban Libraries Council and the Kauffman Foundation with a focus on ensuring that all potential entrepreneurs, particularly women, people of color and immigrants have access to the support needed to succeed.
- Durham County Library applied to be a part of the ULC Cohort. Our application was chosen among approximately 80 applications.
- The Cohort's goal was to allow library systems of all sizes to come together to learn from each other through sharing of evidence-based best practices, challenges, and other experiences.
- Our goal in applying to the cohort was to gain valuable information to support business programming and the business-focused space in the renovated library





“There is great value in providing resources for the start-ups. We are committed to making a difference and working within this space meets a growing need in our community.”

~Tammy Baggett

#ICMA2019



Incubator Hub

1

WHO

Skilled staff to cultivate relationships with the entrepreneurial community

2

WHAT

Art of the One Page Business Plan

Budgeting Your Business

The Entrepreneur Mindset – 6 Week Certification Program

3

HOW

Build library reputation as an incubator hub

#ICMA2019

Incubator Hub

Access to technology;
printers, Wi-fi, computers,
3D printing

Access to business specific
databases, resources &
1-on-1 librarian assistance

Workshops designed to
address specific questions
faced by start-ups:

Tax
Marketing
Funding

Reaching the growing
entrepreneurial community
in Durham by providing free
co-working space

#ICMA2019

RALEIGH/DURHAM AVERAGE MONTHLY COSTS

\$250

Virtual Office

Use of an address and access to business functions, such as phone answering and conference room rental, without physically occupying the space.

\$300

Membership

Touchdown desk on fixed monthly or annual fee, includes the cost of desk space, access to pay-per-use services and networking events.

\$350

Coworking

Access to a desk in a shared area, but not dedicated. Availability is not guaranteed. Resources and services are pooled, both for efficiency and to encourage collaboration.

\$450

Dedicated Desk

An assigned desk in a shared area but is often located in close proximity to the coworking space. Includes lockable filing cabinet or locker.

\$575*

Serviced Office

Exclusive access to defined and secure office(s) or demised suite, often with 24/7 keyed access and some signage such as lobby directory.

*per person, in 2-person, 120 sf window office, 12 month term

TO SPEC*

Managed Space

Similar to direct space, a branded, turnkey, and customized workplace solution leased and managed by a third-party from buildout to ongoing daily management.

*solution for 10+ people and commitment term of 12 months or longer

**MARKET
COMPARISON**
Average Class A Rental Rate



RALEIGH/DURHAM

39%

BELOW THE
NATIONAL AVERAGE

60%

-2/3 OF ALL CURRENT COWORKING
SF HAS COME INTO EXISTENCE
SINCE 2016

Source: Cushman & Wakefield Research

#ICMA2019

The background of the slide is a grayscale photograph of a city skyline. A prominent skyscraper with a pointed top is on the left. In the foreground, a river flows, and a bridge or walkway spans across it. The sky is overcast.

INCUBATOR HUB GOALS & OUTCOMES

- Establish transformed Main Library as a hub for business & development
- Foster a co-working environment that is highly utilized & sought after by all community members
- Utilize technology & co-working concepts to provide a location where community members can create and prototype business products and models.

#ICMA2019



INCUBATOR HUB AT MAIN LIBRARY EARLY SPRING 2020

#ICMA2019

THANK YOU

Questions?

ICMA | conference