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The Corner's F.A.Q. (Frequently Asked Questions)

1. How big is your Teen Space?

The Corner is 1245 square feet.

2. What does The Corner contain?

- Teen books, manga, and graphic novels
- 15 foot graffiti wall
- Animation software and ReadyAnimator
- 52" flat screen television
- Gaming equipment (Xbox 360, Wii, PS2, Game Cube) and games
- 6 computers with internet
- Comfortable casual furniture (bean bags, wave lounger, gaming chairs)
- Diner booths
- Stage
- Display cases
- Staff desk and computer
- Quiet study room

3. What was your time line?

- October 10, 2008: RFP issued by the SJRLC
- November 14, 2008: RFP due to the SJRLC office
- December 9, 2008: We find out we won one of the two grants to build our teen space
- February 2009: Interviewed and collected quotes from architects
- February – March 2009: Teen Advisory Board (TAB) tours of the space
- Early April 2009: Bach Associates of Haddon Heights named as our architect
- July 6, 2009: Went out to bid for a contractor
- July 24, 2009: Went out to bid a second time for a contractor
- End of July 2009: The Corner's Facebook page is established
- August 24, 2009: Pantarelli Homes qualified as Low Bidder and are named our contractor
- September 22, 2009: First Construction Meeting
- September – October 2009: All ordering, purchase orders, and publicity is done for the Grand Opening of The Corner
- Middle of November 2009: Construction is completed
- December 9, 2009: Grand Opening of The Corner!!

The A+ Teen Space Project was made possible with funding from the Atlantic City Free Public Library, The Camden County Library, The South Jersey Regional Library Cooperative and The New Jersey State Library, which is responsible for the coordination, promotion and funding of the New Jersey Library Network.

4. How much was spent on furnishing The Corner?

We spent approximately \$8,750 on staff desk, shelving, comfy furniture, trash cans, sound system, signage, "The Corner" sign, and bench.

5. How much was spent on Electronics in The Corner?

We spent approximately \$12,500 on our Electronics, which included our Ready Animator, camera, digital camcorder, gaming equipment and games, computers, and television.

6. How much was spent on remodeling?

We spent approximately \$108,000 on our architect and contractor.

7. How much was spent on promotions?

We spent approximately \$4000 on promotions, which included our PR, giveaways for the grand opening, invitations, and staff time.

8. Who were your vendors?

- John Lemmon from ReadyAnimator (www.readyanimator.com)
- Brodart, Gaylord, and Wal-Mart (we bought all of our comfy furniture from Wal-Mart online. They had an amazing selection and the teens love the bean bags and gaming chairs!)
- Boyce Associates (park bench)
- Janway (tattoos and bracelets for Grand Opening)
- Amazon.com (video games)

9. Lastly, who was your most favorite vendor??

- CDW (www.cdw.com): They take Purchase Orders for Gaming Equipment!!!!

****Any questions? Please feel free to contact Jennifer Druce (jdruce@camdencountylibrary.org) or Christen Orbanus (corban@camdencountylibrary.org) about this project.****

See: <http://sirlc.org/teenspace> for more information and <http://njlaconference.ning.com> for photos, discussions and



MARKETING: Get the word out often & use as many different avenues as possible!

- Our newsletter, The System, was used to inform our customers about progress on The Corner. The Corner was in each issue from announcing the grant to showing photos from the Grand Opening.
- Our website featured news about The Corner each time a press release was made public. We also used the website to publicize our Facebook page. Library Flash e-mails to our customers also included the same news.
- We created a Facebook page for The Corner. During planning and construction, it featured progress reports. Now that The Corner is open, we use it to publicize gaming hours and other teen programs. Find our Facebook page at <http://www.facebook.com/cclteens>.
- Our library Flickr page, featured photos of The Corner throughout the construction. It also has lots of photos of the Grand Opening and programs in the space. See the photos at <http://www.flickr.com/photos/camdencountylibrary>.
- Pat Dempsey in our PR Department created themed invitations for the Grand Opening and used similar graphics when creating brochures to publicize the space.
- Youth Services staff contacted local school librarians with information about The Corner, and also talked about The Corner during outreach visits and Back to School nights. They also gave tours of the space “under construction” to our Teen Advisory Board and to the teens at our Teen Lock In.
- We placed “Coming Soon” signs around the construction area and poster sized invitations to the Grand Opening.
- Temporary tattoos publicizing The Corner were given out at the Grand Opening and in the first few weeks of service.
- Our teens were invited to create a short videos publicizing The Corner. These were posted on The Corner’s YouTube page. Watch the videos <http://www.youtube.com/cclteens>.

Local Press

Mark Amorosi in our PR Department sent press releases, as well as called and e-mailed local press contacts. Press contacts were made at each of the benchmarks such as receiving the grant, hiring an architect, hiring the contractor, and planning the grand opening event. He also created a media packet for the press explaining the project and listing the pertinent facts.

Some of the press coverage:

- Voorhees Sun, February 4-10, 2009, “Library to create teen space.”
- Library Hotline, February 9, 2010, Announcement of receiving grant.
- Courier Post, September 28, 2009, “Teen Center Planned for Camco Library.”
- Voorhees Sun, November 4-10, 2010, “Teen Center set to open Dec. 9.”
- Mark Amorosi interviewed by Karin Phillips of KYW News Radio, aired Dec. 7, 2009 along with an online article, “South Jersey Library Provides New Space for Teens.”
- Voorhees Sun, December 9, 2009, “Teen Space Set to Open.”
- Courier Post, December 10, 2009, “Teens Get Their Own Space at Voorhees Library.”
- Philadelphia Inquirer, December 10, 2009, photos from grand opening.
- WPVI, Channel 6 from Philadelphia sent a cameraman to the grand opening.

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