



CENTRAL ARKANSAS LIBRARY SYSTEM

Impact Evaluation
& Analysis

08.2020

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EXECUTIVE SUMMARY

The Central Arkansas Library System (CALs) was formed in 1975 when the Little Rock Public Library’s Board of Trustees and the Trustees of the Pulaski-Perry Regional Library agreed to merge. Since that time, the system has grown into a network of 13 branch libraries, in addition to the Main Library in downtown Little Rock. With a collection of more than one million items, CALs has the largest research collection in Central Arkansas and serves a population of more than 400,000.

Boyette Strategic Advisors (Boyette) was engaged to conduct an impact evaluation and analysis of CALs and its programs for the 10-year period from 2010 through 2019. Clearly, the impact of a library system goes well beyond the quantifiable data associated with expenditures and employment. To fully understand the impact, this study explores the educational and community development values, as well as the community engagement opportunities offered by CALs.

The evaluation of the CALs impact was measured for the Little Rock Metropolitan Statistical Area (MSA), which includes Pulaski, Faulkner, Saline, Lonoke, Perry, and Grant counties. In addition to examination of quantifiable data, Boyette also conducted a series of stakeholder interviews with the CALs staff, as well as patrons and partners who have worked with CALs over the last 10 years. Those interviews provide a qualitative look at the impact of the Central Arkansas Library System well beyond what is measurable. Following is a high-level overview of the economic impact of CALs on the Little Rock MSA from 2010 to 2019. The total impact of CALs employment, operational expenses, capital investment, and retail sales over the last 10 years is just over

“CALs is coordinated, creative, and consistent. Education is evolving, and you need a library that will evolve with the times. That’s what we have seen with CALs.”

The Honorable Frank Scott
Mayor
City of Little Rock

\$1 billion, with a state and local tax impact of almost \$31 million.

By the Numbers	
Little Rock-North Little Rock-Conway Metropolitan Area (Little Rock MSA)	
Total Impact (Includes Employment, Expenditures, Capital Investment, & Retail Sales)	\$1,001,756,309
Contribution to Little Rock MSA Economy	\$485,938,062
Total Payroll	\$305,007,561
Total State & Local Taxes	\$30,946,455

Key Findings

Following are key findings of this impact analysis:

- A total 10-year impact of \$1.001 billion in the Little Rock MSA, including a state and local tax impact of nearly \$31 million.
- The impact on the Gross Regional Product for the MSA is almost \$486 million over 10 years.
- CALS capital investment has supported 575 jobs since 2010.
- Volunteers have donated a total of almost 106,000 hours, which is valued at \$2.03 million.
- CALS has received more than \$6 million in donations, grants, and in-kind contributions during the report period.
- CALS' partnership in federal feeding programs provided more than 240,000 meals to children in need from 2014 to 2019. Since the COVID-19 pandemic caused schools to close in March 2020, an additional 130,000 meals have been distributed.
- More than 1.3 million people have attended meetings in CALS facilities from 2010 through 2019.
- Approximately 238,000 people were CALS cardholders in 2019, with more than 14,000 of those issued to non-residents.
- The CALS art collection has received gifts valued at \$1.1 million since 2010, with additional works purchased for approximately \$200,000.
- CALS festivals such as Six Bridges Book Festival and Arkansas Sounds Concert Series attracted more than 215,000 attendees.
- Almost two million additional people attended other programs and educational events ranging from storytime with children to Entrepreneurship 101.



METHODOLOGY

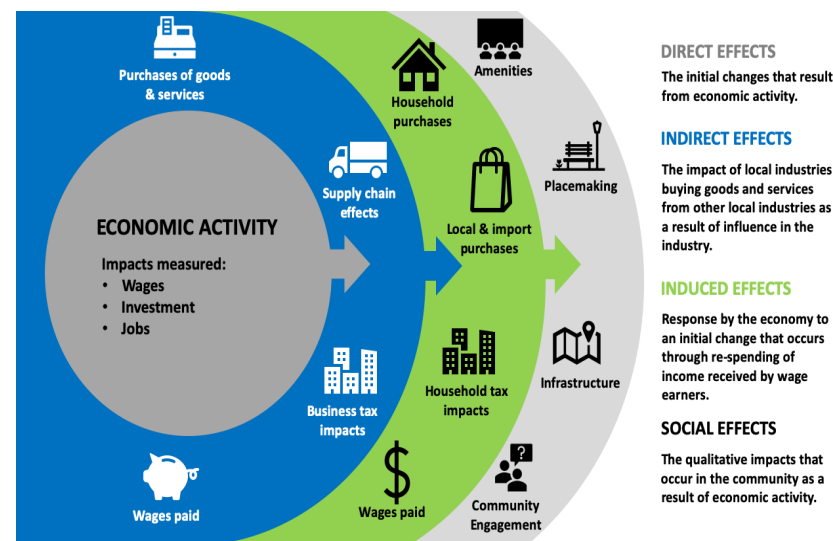
This study includes a review of the value and benefits the Central Arkansas Library System has on the Little Rock Metropolitan Statistical Area (MSA). Impacts, beyond the quantifiable economic impact, to be discussed in this report will include Community Engagement, Special Events, the Library Collection, Educational Programs, and Marketing/Communications.

The economic impact measures the effect of the Central Arkansas Library System’s employment, expenditures, capital investment, restaurant sales, and sales from the Galleries at Library Square on the Little Rock MSA. The economic impact was estimated using the IMPLAN input-output model.

The economic impact is measured in direct effect, which gauges the change in final demand of directly impacted industries; indirect effect, which captures business-to-business spending; and induced effect, which represents increased household spending.

An input-output model was used to estimate inter-industry spending from purchaser to producer to determine the economy-wide impact. The impact values include payroll generated; contribution to the gross regional product (GRP); tax impact; and the total impact, which includes the initial investment.

A Social Accounting Matrix model was used to measure spending of households, governments, and inventory and export transactions. The model estimated inter-industry spending from purchaser to producer to determine the economy-wide impact. The impact values include payroll generated; contribution to the gross regional product (GRP) of the Little Rock MSA; tax impact; and total output, which includes the initial investment. Data used in the model is 2018, and all funds are adjusted for inflation/deflation. All dollar values are presented in 2020 values.



The evaluation of social and cultural contributions of the Central Arkansas Library System includes impact in the following categories, as applicable:

- Community Engagement
- Economic Development
- Economic Impact
- Media Coverage

In each of these areas, contributing factors to the cultural and social effects of CALS were identified. Qualitative research provides a mechanism for pairing relatable data points with anecdotal accounts to illustrate the overall impact of CALS on Central Arkansas.

This research was completed using a variety of secondary sources, including interviews with CALS staff members, as well as patrons and local officials; a review of media coverage related to CALS; and community engagement and volunteer time that support CALS programs and services.

ECONOMIC IMPACT

The Little Rock MSA has seen a significant benefit from the ongoing operations of the Central Arkansas Library System. CALS employment, expenditures, capital investment, and gallery sales have contributed nearly \$486 million to the Little Rock MSA Gross Domestic Product (GDP). The ongoing operations and expenditures over the last 10 years have had a total economic impact of approximately \$1 billion and generated almost \$31 million in state and local tax revenue.

“The mission of a library is similar to the mission of a museum – lifelong learning, education, a space to gather and expand horizons.”

Victoria Ramirez

*Executive Director
Arkansas Arts Center*

Employment

Over the 10 years covered by this impact analysis, CALS employment has resulted in total payroll of \$256 million in the Little Rock MSA. The total impact of employment exceeds \$829 million, with a state and local tax impact of almost \$24 million. The following table provides additional details about the impact of CALS employment.

10-Year Employment Impact				
Little Rock MSA				
Impact	Payroll	Contribution to GRP	State and Local Tax Impact	Total Impact
Direct	\$115,967,984	\$182,205,798	\$7,893,541	\$426,659,622
Indirect	\$91,868,999	\$135,237,832	\$6,934,011	\$243,349,921
Induced	\$48,443,251	\$89,622,482	\$9,089,729	\$159,280,906
TOTAL	\$256,280,234	\$407,066,112	\$23,917,281	\$829,290,449

Expenditures

The impact of CALS expenditures was also analyzed. For purposes of this analysis, only expenditures made in the state of Arkansas were considered. Over the 10 years examined, CALS expenditures resulted in total employment of more than 650, with an associated payroll of \$23 million in the Little Rock MSA. The 10-year total impact of employment is estimated at \$77.7 million in the Little Rock MSA. The following table provides additional details about the impact of in-state expenditures.

10-Year Expenditure Impact				
Little Rock MSA				
Impact	Payroll	Contribution to GRP	State and Local Tax Impact	Total Impact
Direct	\$13,293,456	\$21,884,791	\$2,416,237	\$46,860,346
Indirect	\$5,471,165	\$8,502,303	\$597,359	\$16,462,763
Induced	\$4,379,382	\$8,101,730	\$821,606	\$14,398,939
TOTAL	\$23,144,004	\$38,488,825	\$3,835,202	\$77,722,048

Capital Investment

The impact of capital investment was also analyzed over the 10-year period in the Little Rock MSA. For purposes of this analysis, only expenditures made in the state of Arkansas were considered.

From 2010 through 2019, CALS capital expenditures supported a total employment of 575 with an associated payroll of more than \$25 million in the Little Rock MSA. State and local tax impact is approximately \$40 million. The following table provides additional details about the impact of in-state capital investment.

10-Year Capital Investment Impact					
Little Rock MSA					
Impact	Jobs Supported	Payroll	Contribution to GRP	State and Local Tax Impact	Total Impact
Direct	341	\$13,482,502	\$18,553,685	\$742,183	\$54,793,707
Indirect	129	\$6,914,523	\$12,410,420	\$1,449,209	\$23,242,186
Induced	105	\$4,730,920	\$8,752,295	\$887,640	\$15,555,036
TOTAL	575	\$25,127,945	\$39,716,400	\$3,079,032	\$93,590,929

The Galleries at Library Square

The Galleries at Library Square provide an opportunity for artists and artisans to showcase their work, while giving patrons an avenue for purchasing unique artwork and gifts. Sales made in the Galleries at Library Square create an economic and tax impact, which was analyzed over the 10-year period. Because the Galleries at Library Square employees are quantified in the

“The library system has done a great job of supporting the arts. The beauty of the buildings and places at the Roberts Library show a real cultural commitment.”

Heather Larkin

President & CEO

Arkansas Community Foundation

overall CALS employment analysis, no employment data is included here. However, the review of the Galleries at Library Square impact does provide an opportunity to see what portion of direct, indirect, and induced payroll is supported by the Galleries at Library Square employment.

Over the 10 years examined, the Galleries at Library Square sales resulted in payroll of \$455,000 in the Little Rock MSA. The 10-year state and local tax impact associated with the Galleries at Library Square sales is nearly \$115,000 in the Little Rock MSA. The total impact of sales in the Little Rock MSA is estimated at almost \$1.2 million. The following table provides additional details about the impact of the Galleries at Library Square retail sales.

10-Year Galleries at Library Square Sales Impact				
Little Rock MSA				
Impact	Payroll	Contribution to GRP	State and Local Tax Impact	Total Impact
Direct	\$295,328	\$384,378	\$90,485	\$612,476
Indirect	\$71,895	\$119,463	\$7,988	\$250,807
Induced	\$88,154	\$162,884	\$16,466	\$289,600
TOTAL	\$455,378	\$666,725	\$114,940	\$1,152,883

COMMUNITY ENGAGEMENT

As a public library, CALS facilities are open to the public, with most services available at no cost to patrons. However, the library system goes well beyond that in engaging with the Central Arkansas community. Volunteers give a tremendous amount of time to CALS, and donors make expanding programming possible. Additionally, CALS partners with a variety of other community organizations to deliver innovative programs and services across the region.

“CALS is a foundational piece of what’s right with the world and our community in supporting young people.”

Michael Poore
Superintendent

Little Rock School District

Volunteers

Over the 10 years examined, CALS has had support from community volunteers valued at more than \$2 million for a total of almost 106,000 hours of work. Annually CALS volunteers average almost 10,600 hours of their time.

Volunteer Value			
CALS Volunteers			
	Hours	Per Hour Value ¹	Total Value
2010	9,019	\$16.48	\$148,633
2011	9,192	\$16.77	\$154,150
2012	9,365	\$18.23	\$170,724
2013	9,538	\$18.93	\$180,554
2014	9,711	\$19.31	\$187,519
2015	10,057	\$19.14	\$192,491
2016	10,403	\$19.66	\$204,523
2017	10,749	\$20.01	\$215,087
2018	11,095	\$20.49	\$227,337
2019	16,803	\$20.49*	\$344,293
TOTALS	105,932		\$2,025,311

* The 2019 per hour value of time has not been published for the State of Arkansas; the 2018 value was used for estimating totals for this project.

Donors

Over the 10 years examined, the CALS Foundation received a total of more than \$5.4 million in cash donations, including sponsorships and grants. CALS received grants or more than \$500,000 for a total of \$1.08 million and had more than \$500,000 in in-kind donations during the 10-year period.

Partnerships

CALS partnerships with other community organizations have resulted in impactful and innovative programming for a variety of audiences in the Little Rock MSA.

Be Mighty

CALS began participating in federal meal programs in 2013 to provide free summer and afterschool meals for children and youth 18 and younger. In 2018, CALS launched the Be Mighty campaign in partnership with the City of Little Rock. Be Mighty connects kids and teens to free afterschool, weekend, and

10-Year Contributions to CALS		
Year	Funding Sources	Amount
2010	Cash Donations	\$75,088
	CALS Grants	\$65,100
	In-Kind	\$30,900
2011	Cash Donations	\$149,702
	CALS Grants	\$162,821
	In-Kind	\$40,850
2012	Cash Donations	\$53,769
	CALS Grants	\$18,925
	In-Kind	\$57,375
2013	Cash Donations	\$240,167
	CALS Grants	\$126,827
	In-Kind	\$83,022
2014	Cash Donations	\$1,895,687
	CALS Grants	\$5,000
	In-Kind	\$60,630
2015	Cash Donations	\$1,009,805
	CALS Grants	\$193,699
	In-Kind	\$57,500
2016	Cash Donations	\$400,193
	CALS Grants	\$73,790
	In-Kind	\$49,268
2017	Cash Donations	\$176,566
	CALS Grants	\$135,000
	In-Kind	\$43,750
2018	Cash Donations	\$479,983
	CALS Grants	\$167,400
	In-Kind	\$62,700
2019	Cash Donations	\$924,531
	CALS Grants	\$135,702
	In-Kind	\$51,450
TOTALS	Cash Donations	\$5,405,491
	CALS Grants	\$1,084,804
	In-Kind	\$537,445

summer meal programs. Be Mighty is an excellent example of various partners coming together to combine resources and ensure that children have food when school is out. Ten CALS branches serve as USDA meal sites. Partners, in addition to CALS, include the City of Little Rock, Arkansas Hunger Relief Alliance, Little Rock Public Schools, the Clinton Foundation, World Central Kitchen, and Rock Region Metro. The Be Mighty program and its predecessor federal feeding programs had provided a total of 241,018 meals and snacks from 2014 through 2019.

Be Mighty					
Meals Distributed					
	Lunch	Dinner	Breakfast	Snack	Total Meals Served
2014	7,996	0	0	0	7,996
2015	9,705	16,611	0	9,765	36,081
2016	6,817	25,522	1,921	8,532	42,792
2017	7,689	29,310	3,349	7,151	47,499
2018	4,399	38,481	1,039	3,775	47,694
2019	5,961	51,499	1,496	0	58,956

In 2020, the COVID-19 pandemic resulted in a critical need for meals for children when schools closed in March for the remainder of the school year.

The Be Mighty partners quickly mobilized and provided meals at library branches and schools across the area. This program has provided more than 130,000 meals, in addition to the meals distributed prior to the COVID-19 school closing.

“The way CALS engages children is very impactful. But their partnership with Be Mighty has been invaluable to providing nutritious meals to children in need across the city.”

Kathy Webb
Executive Director
 Arkansas Hunger Relief Alliance

Arkansas Arts Center

The Arkansas Arts Center (AAC) is currently undergoing a two-year major remodeling project at its facility. As a result, AAC needed a place to safely house much of its art collection during the renovation. A partnership with CALS has allowed many of those works to remain available for the public to see by moving them to CALS facilities across Central Arkansas. In addition to the art collection, CALS is also providing facilities for art instruction and children's theater classes while the AAC facilities are under construction.



SPECIAL EVENTS

CALS hosts a wide range of special events at its facilities that have attracted large audiences from across Central Arkansas over the last 10 years. Book and music festivals, film screenings, and lectures are among the types of events hosted at CALS. Speakers have included bestselling authors, Pulitzer Prize winners, National Book Award winners, novelists, historians, investigative journalists, humorists, poets, filmmakers, musicians, sportswriters, and many others.

Other events include a vast array of story times, courses in digital literacy; cosplay and comic cons; cooking and nutrition classes; and workshops on genealogy, job skills, resume writing, origami, meditation, and memoir writing. Special programs include helping homeless people get assistance, collecting oral history interviews from veterans, and libraries from which patrons can borrow tools, toys, telescopes, puzzles, and musical instruments.

Six Bridges Book Festival

The Six Bridges Book Festival includes special performances, activities, and author presentations for children, in addition to impressive events pairing literature and film. The book festival, like many other CALS events, generates both in-kind support, as well as sponsorships and gifts. The festival has brought exceptional authors to Central Arkansas, including Pulitzer Prize and National Book Award winners and others with national and international reputations, such as David Sedaris, Charlaine Harris, Congressman John Lewis, Catherine Coulter, Issa Rae, Rick Bragg, Ree Drummond, Richard Ford, Roy Blount Jr., Kadir Nelson, Mary Roach, James Forman Jr, Jamaica

“CALS goes above and beyond what we all think of in a library. They offer community meeting spaces, performing arts, and places to hold celebrations. They are doing things beyond what we view as traditional services from a library. And that is exceptional.”

Michael Poore
Superintendent
Little Rock School District

Six Bridges Book Festival		
Year	Sponsors/Gifts	Attendance
2010	43	8,204
2011	44	7,896
2012	57	7,201
2013	43	8,626
2014	48	13,188*
2015	51	12,210*
2016	53	6,186
2017	50	6,000
2018	60	7,692
2019	65	5,602
TOTALS	514	105,932

* Note that the CALS Used Book Sale was held on the same weekend as the Book Festival in 2013 and 2015, which has inflated attendance numbers in those years

Kincaid, Gilbert King, Isabel Wilkerson, Kevin Young, Rebecca Wells, Ellen Gilchrist, Dorie Greenspan, Peter S. Beagle, and Jericho Brown.

Festival sessions are held at CALS buildings, but also at dozens of partner sites around Little Rock. In addition to the cultural impact of the Six Bridges Book Festival, it also creates an economic impact resulting from attendees visiting local restaurants and some who stay overnight in area hotels.

Ron Robinson Theater Events

The Ron Robinson Theater at Library Square is host to programs such as film screenings, musical performances, lectures, and children's activities. The theater has a state-of-the-art cinema projection system and a high-quality audio system with a digital mixing console.

In addition to CALS events at the Ron Robinson Theater, it is also home to FilmLand, hosted annually by the Arkansas Cinema Society. The event features the screening of feature films and television shows, combined with in-depth conversations with filmmakers. In addition, the event includes a selection of Arkansas films either made by an Arkansan or made in Arkansas.

The theater is one of the venues for the Six Bridges Book Festival hosted by CALS and also the location for Terror Tuesdays, featuring classic horror films. Rocky Horror Picture Show is also shown periodically at the theater and includes props for attendees to participate in the interactive screening.

FilmLand is only one example of other organizations utilizing the theater space for events. Following is a brief summary of those events:

“CALS has done a good job in diversifying to attract people and showcase the programs they to emphasize that the core program of books and resources is still there, but there are many other important programs that impact our community.”

Kathy Webb

Executive Director

Arkansas Hunger Relief Alliance

- 48-Hour Film Project: an annual film competition in which teams of filmmakers are assigned a genre, a character, a prop, and a line of dialogue, and have 48 hours to create a short film containing those elements.
- ACANSA events: ACANSA, a visual and performing arts festival, hosts concerts and performances, in addition to the festival's annual awards ceremony.

“Art is the heart of a thriving community. Our art offerings need to grow, and CALS is stepping up to be the place to make that happen in Central Arkansas.”

Kathryn Tucker
Executive Director
Arkansas Cinema Society

- ACS Filmland: the Arkansas Cinema Society annual film festival, which started 2017.
- Arkansas Food Hall of Fame: the Department of Arkansas Heritage uses the theater as the venue for its annual Food Hall of Fame ceremony
- Fly Fishing Film Tour: an annual touring event that features a collection of documentary films from the sport's top filmmakers. Each segment is an excerpt from each filmmaker's newest project.
- MountainFilm on Tour: a film festival that travels around the globe featuring a collection of culturally rich, adventure-packed, and enlightening documentary short films selected from the best-loved films from the annual festival in Telluride, Colorado.
- Museum of Discovery: the museum brings its school field trips to the theater for an interactive theater-style presentation.

Arkansas Sounds Concert Series

Beginning in 2012, CALS became host to the Arkansas Sounds Concert Series. Initially, the concerts were held in various venues in the River Market area, including the Main Library, the Riverfest Amphitheater, the River Market Pavilions, and area restaurants. The Ron Robinson Theater became host to the concerts in 2014. Some events require a purchased ticket, while most are free of charge.

Arkansas Sounds also provides entertainment for Second Friday Art Night, which features galleries across the downtown area of Little Rock each month. The events have featured both local and regional performers, in addition to tributes to well-known Arkansas musicians such as Levon Helm and Glen Campbell. In 2015, the Arkansas Sounds Concert Series expanded to include a series known as Sounds in the Stacks, which provides live music at branch libraries across the CALS system. This one-hour concert program was fully funded by program sponsor PianoKraft until May 2018. The PianoKraft contribution included an \$80,000 grand piano for each branch library, in addition to \$150 payments to each musician who participated in the series.

The table to the right provides an overview of total attendance for the Arkansas Sounds Concert Series by year, as well as any revenue generated by ticket sales.

CALS Speaker Series

Originally known as the Distinguished Lecture series, the CALS Speaker Series annually attracts more than 3,400 guests based on an average attendance of 110. The event focuses on the following topics:

- Public Affairs and Literacy
- Journalism and Press Freedom
- Ethics in Public Life
- Politics and Public Service
- Women’s Involvement in Politics and Public Policy

Arkansas Sounds Concert Series			
Year	Event	Attendance	Ticket Revenue
2012	Festival	11,345	\$5,000
	2 nd Friday Art Night	1,942	N/A
2013	Festival	7,603	\$0
	2 nd Friday Art Night	2,248	N/A
2014	Festival	6,489	\$25,725
	2 nd Friday Art Night	3,016	N/A
2015	Festival	7,578	\$21,510
	2 nd Friday Art Night	3,351	N/A
	Sounds in the Stacks	84	N/A
2016	Festival	7,547	\$23,805
	2 nd Friday Art Night	3,172	N/A
	Sounds in the Stacks	362	N/A
2017	Festival	12,813	\$25,195
	2 nd Friday Art Night	5,216	N/A
	Sounds in the Stacks	512	N/A
2018	Festival	12,928	\$13,560
	2 nd Friday Art Night	6,238	N/A
	Sounds in the Stacks	668	N/A
2019	Festival	12,453	\$62,190
	2 nd Friday Art Night	7,010	N/A
	Sounds in the Stacks	789	N/A
TOTALS		113,364	\$176,985

Over the years, the series has featured speakers such as former President Bill Clinton, journalist Jonathan Karl, and author Julia Reed, in addition to local and regional leaders, including Walter Hussman, publisher of the Arkansas Democrat-Gazette, and former CALS executive director Bobby L. Roberts.

“CALS offers clean, well-equipped spaces that are available to everyone in the community.”

Dillon Hupp
Executive Director
ACANSA

External Meetings

In addition to CALS-sponsored events, libraries throughout the system offer meeting space for external businesses and organizations. Annually, the meeting space is host to between 5,000 and 7,000 groups, with total annual attendance averaging nearly 135,000.

External Meetings		
Year	Groups	Attendance
2010	5,447	110,077
2011	5,977	105,086
2012	6,058	136,639
2013	6,055	117,183
2014	6,800	165,931
2015	6,334	121,224
2016	6,197	145,151
2017	6,085	127,928
2018	6,786	171,292
2019	7,107	145,192
TOTALS	62,846	1,345,703

CALS Speaker Series	
Year	Speaker
2010	Alan Stypeck
	Nicholas A. Basbanes
	Bobby L. Roberts
2011	Frederick Lane
	John M. O'Hara
	Donna Woolfolk Cross
2012	Henry Petroski
	Douglas Blackmon
	Miriam Dean-Otting
2013	Jeff Deck
	Thomas Patterson
	Lilly Ledbetter
2014	Susan Ericksen
	Jeremy Schaap
	Charles Kimball
2015	John Waters
	Jonathan Karl
	Sanders/Darrow Debate
2016	Kate Andersen Brower
	Julia Reed
	Eli Evans
2017	Rabia Chaudry
	Donald A. Ritchie
	Rex Nelson
2018	Sebastian Junger/James Fallows
	James Moses/Mark Bauman
	Susan Orlean
2019	Walter Hussman
	Richard Hughes
	Page Harrington
	Bill Clinton

“CALs is very responsive to the needs of our community. They not only offer things you expect from a library, but there are surprises, too. You can check out a fishing rod, a telescope, musical instruments, and tools from CALs It’s a gift to have that kind of resource in our community.”

Karama Neal
President

Southern Bancorp Community Partners

THE LIBRARY COLLECTION

The Central Arkansas Library System includes 14 libraries in Little Rock, as well as Pulaski and Perry counties. It serves a local population of more than 400,000 and is the largest public library system in the state of Arkansas.

The CALs collection goes well beyond books and research materials and includes an expansive art collection, as well.

Collection

To meet the needs of its customers, CALs has more than one million items in its collection, which is the largest research collection in Central Arkansas. In addition to books for all ages, CALs has a large digital library of books, music, films, and podcasts. Beyond the “typical” library holdings, CALs also offers patrons access to toys, tools, musical instruments, fishing poles, and telescopes.

To the left is an overview of components of the collection.

CALs Collection	
Resource Type	Quantity
Adult Books	512,270
Juvenile Books	304,800
Books Sub-Total	817,070
Books on CD	20,954
Music CDs	8,462
DVDs	109,494
eBooks	67,270
Digital Audiobooks	55,814
Other	1,907

Library Usage

Residents of Pulaski and Perry counties have free access to the resources available at CALS facilities simply by obtaining a library card. Additionally, residents of North Little Rock and those outside the two-county region may obtain a library card and utilize CALS resources for a small annual fee. In 2019, more than 238,000 people were CALS cardholders, with more than 14,000 of those issued to non-residents. The following table shows the number of cardholders by year for 2010 – 2019.

CALS Cardholders		
Year	Total Cardholders	Non-resident Cardholders
2010	164,691	2,411
2011	186,410	2,894
2012	195,044	3,425
2013	201,784	4,128
2014	198,684	4,896
2015	196,674	5,808
2016	195,283	7,982
2017	190,288	10,183
2018	220,352	12,483
2019	238,069	14,575

Patrons holding library cards can borrow a wide variety of books, ebooks, audiobooks, music, and videos from the CALS Main Library and its branches across the area. Beginning in 2013, CALS began providing digital music, videos, and podcasts. Additionally, each branch library, in addition to the Main Library, offer patrons the use of public computers. Following is a summary of the various types of materials and the quantities accessed by year:

CALS Collection Loans						
Year	Books	eBooks	Physical Audiobooks	Digital Audiobooks	Music CDs	DVDs/Videos
2010	1,697,490	3,693	108,473	14,387	6,301	480,845
2011	1,723,599	34,586	111,121	20,233	7,837	573,139
2012	1,641,201	95,376	109,150	28,207	8,210	617,854
2013	1,632,117	150,926	103,453	50,580	11,544	744,861
2014	1,494,505	190,472	94,689	73,967	17,540	785,799
2015	1,417,905	220,969	86,645	103,037	18,907	754,908
2016	1,336,745	258,129	74,884	140,600	25,969	749,695
2017	1,253,775	284,268	64,857	173,834	26,637	660,862
2018	1,217,974	326,986	54,364	222,537	22,988	604,569
2019	1,200,767	355,452	45,842	271,135	22,070	581,506

Year	Songs	Videos	Podcasts	Computer Log-ins
2010	N/A	N/A	N/A	314,924
2011	N/A	N/A	N/A	322,825
2012	N/A	N/A	N/A	336,481
2013	34,822	N/A	N/A	358,409
2014	80,841	6,411	N/A	346,674
2015	100,133	5,951	N/A	318,885
2016	102,956	5,939	N/A	275,279
2017	96,434	5,736	10,179	249,043
2018	158,595	5,296	5,953	245,794
2019	219,320	6,428	N/A	242,718

Art Collection

The Central Arkansas Library System has a significant art collection, in addition to reading and digital materials. The Galleries at Library Square, located in the Bobby L. Roberts Library of Arkansas History and Art, include five art galleries and a retail gallery featuring works by Arkansas artists, as well as exhibit art related to Arkansas. The galleries feature rotating exhibits, including works from the CALS permanent collection. Exhibits are also hosted in other locations throughout the system. The art collection is comprised of more than 1,500 pieces, including works from artists such as Thomas Hart Benton, Carrol Cloar, Adrian Brewer, Louis Freund, and Henry Sugimoto.

CALS Art Collection		
Year	Value of Gifts	Value of Acquisitions
2010	\$58,035	\$49,274
2011	\$804,700	\$10,532
2012	\$5,625	\$17,804
2013	\$3,000	\$14,075
2014	\$1,000	\$52,073
2015	\$15,000	\$28,636
2016	\$47,450	\$6,971
2017	\$110	\$9,047
2018	\$6,000	\$2,800
2019	\$66,250	\$7,500
TOTALS	\$1,067,420	\$198,712

To the right is a summary of the value of art donations received by CALS over the past 10 years, in addition to art purchases made by CALS. Note that the 2011 donation amount includes objects in the Rosalie Santine Gould/Rohwer collection appraised at \$800,000, while the 2019 donation total includes the JT Sata collection, appraised at \$64,250.

Exhibitions

Pieces from the CALS art collection are exhibited in various CALS facilities throughout the year. Following is an overview of the exhibitions from 2010 through 2019.

CALS Art Exhibitions	
Year	Exhibition Description
2010	Arkansans in the Korean War 1950-1953
	Lincoln: The Constitution and the Civil War
	Arkansas Chapter of American Institute of Architects
	Arkansas League of Artists Juried Exhibition
	Raices: New paintings by local street artist and muralist X3mex
	Mid Southern Watercolorists 40th Annual Juried Exhibition
	Arkansas Mexico 2010 , in collaboration with Mexican Consulate and UA – Little Rock
	Luke Anguhadluc-Inuit Artist in collaboration with Sequoiah Center
	Mifflin Gibbs-Local History goes to School with UA – Little Rock and LRSD
	Arkansas Arts Educators-Student Artwork from around Arkansas
	Paper Trails: Drawings by David Bailin
	Book Arts-Handmade Books
	Making Pictures, Three for a Dime: Maxine Payne
	2011
The Art of Living: Japanese American Creative Experience at Rohwer	
Arkansas In the Dark: An Exhibition of Vintage Movies Posters about Arkansas	
Arkansas Pastel Society’s National Exhibition	
Tom Hardin: Pinhole Photography	
Renee Williams: New Works	
Woodworkers from the Arkansas Arts Center	
Shep Miers: Now & Then	
The Art of Robin Tucker	
Arkansas Art Educators State Youth Art Show 2011	
Book Art: handmade books and journals created by Arkansas artists.	
Crossroads: Rural Healthcare in America	

CALS Art Exhibitions		
Year	Exhibition Description	
	V.I.T.A.L Artist Collective (Visual Images That Affect Lives)	
	Anticipation of the Future: Contemporary American Indian Art , with UA-Little Rock	
	Norwood Creech: Selected Works from the Northeastern Arkansas Delta	
	2012	Woman to Watch – Arkansas , with the National Museum of Women in the Arts
		Connecting Threads , with Studio Art Quilt Associates
		Arkansas Masters: Prints from the CALS Collection
		Rockefeller Elementary celebrates Governor Rockefeller , with UA-Little Rock.
		Making a Place: Jewish Experience in Arkansas
		Arkansas Art Educators State Youth Art Show 2012
Small Town: Portraits of a Disappearing America- Cotton Plant, AR (2009-2011)		
Pattern in Perspective: Recent work by Carly Dahl and Dustyn Bork		
Art from the Rosalie Santine Gould Rohwer Collection		
Invasion or Liberation? The Civil War in Arkansas		
Hope and Despair: FSA Photography in Arkansas during the Great Depression		
Arkansas League of Artists		
Solastalgia , work by Susan Chambers and Louise Halsey		
From the Vault: Works from the CALS Permanent Collection		
2013	Clinton for Arkansas	
	Arkansas Society of Printmakers	
	No I’m Not , He is... , Flying Snake Retrospective by Michael Jukes	
	Get A Simple Landscape , drawings by Jerry Phillips	

CALS Art Exhibitions	
Year	Exhibition Description
	Creative Expressions, with the Arkansas State Hospital
	Arkansas Art Educators State Youth Art Show 2013
	Quapaw Quarter
	The Photography of Barney Sellers
	The Mid-Southern Watercolorists – 43rd Annual Juried Exhibition
	Abstract AR(T)
	Arkansas Women to Watch – 2013
	Reflections in Pastel: Arkansas Pastel Society’s National Juried Exhibition
2014	Drawn in: New Art from the WWII Camps of Rohwer and Jerome
	Southern Voices, with Studio Art Quilt Associates
	Unusual Portraits: new work by Michael Warrick and David O’Brien
	Arkansas Society of Printmakers
	Robert Reep: Detachment
	Arkansas Homemakers: Arkansas Home Demonstration Clubs
	Quapaw Quarter
	Johnny Cash: An Arkansas Icon, with UA-Little Rock
	Echoes of the Ancestors: Native American Objects from the U of A Museum
	ALA artShow: Fifth Annual Juried Exhibition of the Arkansas League of Artists
	Arkansas Art Educators State Youth Art Show 2014
	Of the Soil: Photographs by Geoff Winningham
2015	Reflections on Line & Mass: Paintings & Sculpture by Robyn Horn
	Captured Images: Photographs from the Bruce Jackson Collection
	Arkansas Society of Printmakers
	Human Faces & Landscapes: Paintings by Sui Hoe Khoo
	White River Memoirs
	Arkansas Art Educators State Youth Art Show 2015
	Gene Hatfield: Outside the Lines
	Disparate Acts Redux: Bailin, Criswell, Peters

CALS Art Exhibitions	
Year	Exhibition Description
	Textiles from Rohwer
	EarthWork: Gary Cawood Photography
	Arkansas Pastel Society National Exhibition
	Photographic Arts: 19 th Century African American Studio Photography
2016	Twists & Strands: Exploring the Edges
	Jeanfo: We Belong to Nature
	Culture Shock: Shine your...
	ALA artShow: A Juried Exhibition of the Arkansas League of Artists
	ACANSA ARTS FEST
	Fired Up: Arkansas Wood-Fired Ceramics
	Studio Art Quilt Associates
	David Scott Smith: Poison Flowers
	Contemporary Ceramics
	Little Golden Books
	Richard Leo Johnson: Once Was Lost
	From the Vault: Prints, Paintings, Drawings and Sculpture from the CALS Collection
	Painting 360-Panoramic Paintings, with Hendrix College
2017	The American Dream Deferred: Japanese American Incarceration in WWII Arkansas
	American Red Cross in Arkansas 1917 – 2017
	"Historic Bridges of Arkansas," with Arkansas PBS
	Sammy Peters: “Then and Now”: A survey of paintings from 1962 to the present
	"The Art of Injustice: Paul Faris' Photographs of Japanese Incarceration, Rohwer"
	Jim Nelson: New Works
	Buys, Miller-Bookout and Payne
	Contemporary Photography
	Arkansas Pastel Society
	Modern Ink
	Bruce Jackson: Cummins Prison Farm

CALS Art Exhibitions	
Year	Exhibition Description
2018	Delta Rediscovered: Photography of Dayton Bowers
	Mid-Southern Watercolorists, 48th Annual Juried Exhibition, 2018
	A Legacy of Brewers
	World War I and Arkansas
	Howard Simon: Art and Illustrations, with UA-Little Rock
	Andrew Rogerson: Landscapes
	Take Me to the Movies: Kid’s Film Posters from the Ron Robinson Collection
	2018 Delta des Refusés
	Education in Exile: Student Experience at Rohwer Relocation Center
	A Matter of Mind and Hearts: Portraits of Japanese American Identity
	Amily Miori – Au Pair Don’t Care
	The Arkansas Blues, with ACANSA and the Arkansas Arts Center
	Arkansas League of Artists
	Nepal Maa Dui Barsa Base (Two Years in Nepal): Paintings by Terry Brewer

CALS Art Exhibitions	
Year	Exhibition Description
2019	Made in America: Vintage Film Posters from the Ron Robinson Collection
	Paintings by Charles Henry James: Back to the Garden
	Part to Whole: The Making of Art, the Artist, and the Artists’ Group
	EMBROID—Three Northwest Arkansas Strands
	Patrick McFarlin—Fifty Years of McFarlin Oil: Paintings and Sculpture
	Arkansas Art Educators State Youth Art Show 2019
	Melissa Cowper-Smith; Natural Treatment, 2018-2019
	Arkansas Society of Printmakers: Big Impression Prints
	Carol Corning: Reflections
	“Pass the biscuits!”: The King Biscuit Blues Festival and Arkansas Blues
	The Arkansas Pastel Society: 2019 National Pastel Show

Art Lending

CALS has a significant art collection made up primarily of work by Arkansas artists or works about the state of Arkansas. In addition to pieces of the collection being displayed in CALS facilities and in the Galleries at Library Square, CALS also loans its artwork to organizations across the state for temporary exhibitions. To the right is a list of organizations that have hosted CALS artwork over the last 10 years.

CALS Art Loans
Arkansas Governor’s Mansion
Arkansas State Capitol
Arkansas Economic Development Commission
Arkansas Development Finance Authority
Arkansas Science and Technology Authority
Arkansas Arts Center
Eureka Springs Historical Museum & Cornerstone Bank
Rogers Historic Museum
U.S. Senate
Department of Aviation, Henderson State University

EDUCATIONAL PROGRAMS

Historically, libraries have been a critical part of an educational ecosystem. CALS values its role in education and offers a variety of programs to provide educational opportunities for both children and adults.

Adult Classes

In addition to offering access to public computers in many library facilities, CALS also offers an array of technology classes. Offerings include Computer Essentials; Microsoft Office; Mailchimp; Canva; InDesign; Adobe Creative Cloud Suite; Video Editing; Photography; and Game Development. Additionally, a Digital Library Playlist provides access to previously recorded virtual classes through the CALS YouTube channel.

Attendance for technology classes was tracked beginning in 2013 and have an average annual attendance of approximately 1,200.

Along with classes on personal financial literacy and investment basics, CALS has offered training in such job skills as resume building, interviewing techniques, and entrepreneurship. Entrepreneur Raymond Long used the Business Center at the Williams Library to help start his own company. Other options feature classes to help caregivers caring for those with dementia; fitness classes; genealogy workshops; arts, craft and sewing classes; and book clubs. Additional offerings include Lawyers in the Library with Central Arkansas Legal Services and Issues that Matter, a quarterly series of panel discussions with KUAR and the League of Women Voters of Pulaski County.

As a result of a strategic plan completed in 2019 for CALS, the system is working to establish a comprehensive entrepreneurship program as part of its effort to better serve underserved parts of the Central Arkansas community. Partnerships are currently being

“CALS is solution driven for the city in regard to creating innovation in a traditional construct of a library system. They serve a need to reimagine the spaces, but are still committed to their overall mission of literacy and alternative forms of education.”

The Honorable Frank Scott

Mayor

City of Little Rock

Educational Program Attendance	
Year	Attendance
Technology Classes	
2010	N/A
2011	N/A
2012	N/A
2013	1,858
2014	1,111
2015	1,164
2016	615
2017	869
2018	1,229
2019	1,425

explored to create Rock It! Lab, an entrepreneurial program that removes barriers to business start-ups for underserved people. These barriers often include lack of access to business knowledge, business capital, and opportunities and resources needed to create a new business. Additionally, CALS leadership believe the Rock It! Lab will also be a vitally important component of its diversity and inclusion efforts by providing support for underserved entrepreneurs.

Children & Youth Educational Programs

CALS programming for children and youth spans everything from cooking classes to storytime. Age-appropriate Summer Reading Clubs offer programming and an online reading log to earn rewards; presentations by authors and illustrators; a toy library to stimulate active play; and tech cards to provide access to vast digital resources for research and study. Additional offerings include stop motion animation workshops; Girls who Code and other classes in computer programming; Mini-Tinkerfest (a day-long event featuring STEM activities; 3D printing lessons; themed science demonstrations; and poetry and prose workshops.

Note that the attendance figures provided for Summer Programs are included in the chart above, which represents aggregated total attendance for children and youth programming.

Educational Program Attendance		
Year	Attendance	
	Children	Young Adults/Teens
2010	102,134	N/A
2011	114,320	N/A
2012	143,510	N/A
2013	139,528	20,720
2014	153,093	21,401
2015	160,557	30,550
2016	134,299	43,959
2017	121,791	40,256
2018	133,923	54,651
2019	143,506	69,943

Educational Program Attendance		
Year	Programs	Attendance
Summer Programs		
2010	265	10,875
2011	724	27,826
2012	1,089	32,758
2013	1,216	39,106
2014	1,288	47,854
2015	1,360	56,602
2016	1,292	43,851
2017	1,247	31,231
2018	1,673	33,979
2019	2,202	43,678

MARKETING/COMMUNICATIONS

As a public institution and resource, CALS utilizes a variety of marketing and communications strategies to reach various groups of stakeholders and ensure that all patrons are aware of programs and services offered through the library system. The annual marketing budget for CALS has been between \$150,000 and \$200,000 per year for the last several years. The impact of that spending has been estimated in the section of this report measuring the impact of CALS expenditures.

Paid advertising is used to promote CALS events, such as the CALS Lecture Series, as well as opportunities for shopping in the Butler Galleries and River Market Books and Gifts. Educational programs are also promoted through advertising, as well as social media. Below are examples of several advertisements utilized by CALS.

Central Arkansas Library System
Sponsored · 🌐

We're celebrating 110 years serving the people of Central Arkansas. A lot has changed over the years—new buildings, telescope checkout, small business classes, and much more—but what hasn't changed is our commitment to you. Thank you for coming on this journey with us. YOU are the best!

-Love, CALS ❤️
#TheLibraryRewritten

THE LIBRARY, REWRITTEN.
Giving You New Tools to Write Your Own Story

CALS CENTRAL ARKANSAS LIBRARY SYSTEM

2 Comments 6 Shares 9.3K Views

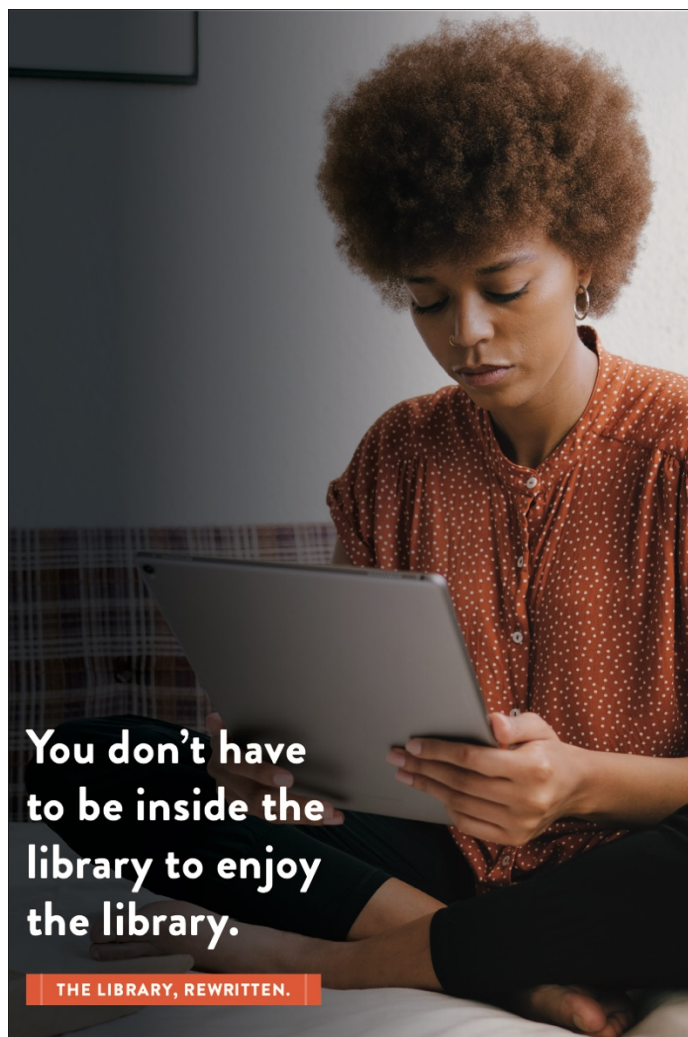
Learn inside and outside of the classroom.

THE LIBRARY, REWRITTEN.

COOKING CLASSES | CONCERT SERIES | TECHNOLOGY CLASSES
SPEAKER SERIES | DIGITAL MUSIC LIBRARY | ART GALLERIES

**CALS OFFERS SO MUCH MORE THAN BOOKS.
GET THE WHOLE STORY AT CALS.ORG/REWRITTEN.**

CALS CENTRAL ARKANSAS LIBRARY SYSTEM



You don't have to be inside the library to enjoy the library.

THE LIBRARY, REWRITTEN.

▲ DOWNLOADABLE BOOKS AND MUSIC

TECHNOLOGY CLASSES | ART GALLERIES
 COOKING CLASSES | CONCERT SERIES
 SPEAKER SERIES | DIGITAL MUSIC LIBRARY



CALS OFFERS SO MUCH MORE THAN BOOKS. GET THE WHOLE STORY AT CALS.ORG.



Banned Books Week
Sept. 23-29, 2018

Get a complete list of events online.

Carrie (R)

Tuesday • Sept. 25 • 7 p.m. • Free
 Ron Robinson Theater • Library Square
 Join us at the prom (6 p.m.) before the movie.
 Black tie optional.

American Psycho (UNRATED)

Wednesday • Sept. 26 • 7 p.m. • Free
 Ron Robinson Theater • Library Square
 Activities prior to the movie include discussion of the psychology of Patrick Bateman (6:15 p.m.) and a mini concert by Randall Shreve (6:45 p.m.).

J.N. Heiskell Distinguished Lecture:

James Fallows

Thursday • Sept. 27 • 6:30 p.m. • Free
 Ron Robinson Theater • Library Square
 Fallows will speak about his book
Our Towns: A 100,000-Mile Journey Into the Heart of America.

Library Square is located at 100 Rock St.

CALS.ORG

No Batteries Required



Butler Center Galleries
401 President Clinton Avenue • 320-5790

River Market Books & Gifts
120 River Market Avenue • 918-3093



Find great gifts on the Main Library campus!

WWW.CALS.ORG

Butler Center Galleries and River Market Books & Gifts
are departments of the Central Arkansas Library System.



ENDNOTES

¹ <https://independentsector.org/wp-content/uploads/2018/04/Value-of-Volunteer-Time-by-State-2001-2018-1.pdf>