

## **Statewide Library Marketing Initiative**

### **2007 Marketing Planning Grants**

These grants will provide professional onsite consulting services by Metropolitan Group. The consultant will provide advice, direction, and guidance that will enable a local library to develop a general plan or focus on a specific service, program, or issue. Libraries will be expected to later write up a marketing plan for their library and implement the actions identified in the plan with local funding. Emphasis will be on low or no-cost marketing solutions. Consulting services will be provided by Metropolitan Group's strategic communication team led by Laura K. Lee Dellinger, Executive Vice President and Principal.

Five grants for a one-day session and four grants for a half-day session have been awarded. The libraries receiving these grants are:

<b>Grant #</b>	<b>Applicant</b>	<b>Award</b>
07-MP-001	Liberty Lake Municipal Library	Half-day work session
07-MP-002	Lake Washington School District	One-day work session
07-MP-003	Asotin County Library	Half-day work session
07-MP-004	Mid-Columbia Library System	Half-day work session
07-MP-005	Bellingham Public Library	One-day work session
07-MP-006	Whatcom County Library System	One-day work session
07-MP-007	Bellingham Technical College Library	Half-day work session
07-MP-008	Ellensburg Public Library	One-day work session
07-MP-009	University of Washington Tacoma Library	One-day work session