

Community Analysis

Jessie J. Edwards Public Library



FIRST REGIONAL LIBRARY

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I. Agency Profile

A. Agency information sheet

Date: April 26 2007
 Branch: Coldwater
 Address: 610 East Central Ave
 Phone: 662-622-5573
 Fax: 662-622-5846
 Email: cold@firstregional.org
 Staff:
 Total number of Staff: 4
 Professional Staff:: 1
 Library Assistants: 1
 Pages: 2
 Full-time Equivalent: (add total number of hours worked by all staff in a week and divide by 40) 1.5

The Building:

Date opened:
 Total square feet: (closest guess if information is not available) 6000 sq. ft.
 Seating capacity: 40
 Square feet in meeting rooms 646 sq. ft.
 Number of meeting rooms:
 Other rooms:

Parking spaces:

Regular: 32
 Handicapped 2

Handicapped Accessibility:

Bathrooms: 2
 Automatic Doors: 2
 Ramp: 1

B. Web page address

System www.firstregional.org
 Branch <http://www.firstregional.org/page4.html>

C. Map of service area (n/a)*insert map***D. Hours of operation**

	<u>Open:</u>	<u>Close:</u>
Sunday	X	X
Monday	10:00	6:00
Tuesday	X	X
Wednesday	12:00	6:00
Thursday	12:00	6:00
Friday	12:00	6:00
Saturday	10:00	2:00
Total Open Hours Per Week		30:00

E. Statistical information**1. Circulation by Dewey 10's**

000	Comp Sci, Knowledge & Sys	13
010	Bibliographies	0
020	Library Science	0
030	Encyclopedias	15
050	Magazines	0
060	Associations, Organizations	1
070	News media, Publishing	0
080	Quotations	1
090	Manuscripts & rare books	0
	TOTAL	30
100	Philosophy	0
110	Metaphysics	0
120	Epistemology	0
130	Parapsychology	15
140	Philosophical schools of thought	0
150	Psychology	31
160	Logic	0

170	Ethics	3
180	Ancient, Medieval & Eastern philosophy	0
190	Modern Western Philosophy	0
	TOTAL	49
200	Religion	1
210	Philosophy of religion	0
220	The Bible	26
230	Christianity	4
240	Christian practice and observance	24
250	Christian pastoral & religious orders	2
260	Christian organization	4
270	History of Christianity	10
280	Christian Denominations	1
290	Other religions	16
	TOTAL	88
300	Social Sciences	38
310	Statistics	0
320	Political Science	16
330	Economics	54
340	Law	16
350	Public Admin & military science	3
360	Social problems & services	64
370	Education	110
380	Commerce, communication & transportation	24
390	Customs, etiquette & folklore	46
	TOTAL	371
400	Language	0
410	Linguistics	2
420	English & Old English	6
430	German	1
440	French	4
450	Italian, Romanian & related	0
460	Spanish & Portuguese	8
470	Latin & Italic languages	0
480	Classical & modern Greek	0
490	Other languages	3
	TOTAL	24

500	Science	14
510	Mathematics	17
520	Astronomy	28
530	Physics	2
540	Chemistry	0
550	Earth sciences & geology	2
560	Fossils & Prehistoric life	15
570	Life Sciences, Biology	6
580	Botany (plants)	1
590	Zoology (animals)	78
	TOTAL	163
600	Technology	4
610	Medicine & health	127
620	Engineering	30
630	Agriculture	73
640	Home & Family management	81
650	Management & Public Relations	47
660	Chemical Engineering	1
670	Manufacturing	0
680	Manufacture for specific uses	7
690	Building & Construction	5
	TOTAL	375
700	Arts	5
710	Landscape & area planning	5
720	Architecture	2
730	Sculpture, ceramics & metalwork	10
740	Drawing & decorative arts	259
750	Painting	10
760	Graphic arts	0
770	Photography & computer arts	4
780	Music	586
790	Sports, games & entertainment	78
	TOTAL	959
800	Literature, rhetoric & criticism	8
810	American literature	59
820	English and Old English literature	17
830	German literature	0
840	French literature	0

850	Italian, Romanian & related literatures	0
860	Spanish & Portuguese literatures	0
870	Latin & Italic literatures	0
880	Classical & modern Greek	1
890	Other Literatures	0
	TOTAL	85
900	History	2
910	Geography and Travel	27
920	Biography & Genealogy	10
930	History of ancient world	4
940	History of Europe	23
950	History of Asia	9
960	History of Africa	1
970	History of North America	62
980	History of South America	0
990	History of other areas	0
	Biography	56
	TOTAL	194
	TOTAL	2,338

2. Circulation by item type

FY 2007	
AC	102
BIOGRAPHY	84
CD	423
CDROM	0
CDSW	72
DVD	1360
E-AUDIO	0
E-BOOK	0
EASY	1257
EASY-RDR	0
EQUIPMENT	0
FICTION	2047
FILM	0
FILMSTRIP	0
GENEALOGY	1
JBIOGRAPHY	60
JFICTION	179
JNONFIC	447
JPAPERBACK	322
LARGE-TYPE	596
MAGAZINES	621
MAP	0
MICROFORM	0
MM-KIT	0
NONFIC	1154
OVERSIZED	0
POSTER	0
PUPPET	9
RECORD	0
REFERENCE	9
STORY_TIME	13
TOY	1
UNKNOWN	0
VF	0
VIDEO	1000
YFICTION	39
YPAPERBACK	67
TOTAL	9863

3. Program statistics

Date Range:	FY 2007
Programs (in library)	51
Attendance (in library)	1,544
Children's programs	48
Attendance at children's programs	1,500
Programs (outside library)	15
Attendance (outside library)	616

4. SLP statistics

Date Range:	June/July 2007	SLP Registrants
Centers		5
Birth-K	Off-Site	112
Grades 1-6		50
Subtotal		162
Birth-K	In-Library	29
Grades 1-9		122
Sub-total		151
Kid total		313
15-18		12
Adult		21
Grand Total		346

5. User Count statistics

Year:	FY 2007	
Adult users {5 days}		239
% of Regional total		1.86
Juvenile users {5 days}		242
% of Regional total		3.19
Total Users {5 days}		481
% of Regional total		2.35
Saturday & Sunday only		31
Total Weekly Circ.		235
% of Regional total		0.94
Total Weekly Ref.Ques.		63
% Regional of total		1.03
YEARLY TOTAL USERS		26624
YEARLY TOTAL CIRC		12220
YEARLY TOTAL QUESTIONS		3259
Average Weekly Users		512

II. Community Overview

A. Ride-Around summation

The Community Ride-Around is design to give a general overview of the community in a one mile radius that the Jessie J. Edwards Public Library provides serves. The Jessie J. Edwards Public Library is located near the Coldwater Elementary School and the Coldwater Middle School. These schools are located east and south-east (the right and the back) of the facility. Located on the same street there are two older model homes for sale. Traveling west from the Library, there is the First Baptist Church and directly across is the Post Office. Further west is the towns of Coldwater were there are businesses that have been part of the town for long amount of time. They are as listed: People's Choice; Lance Appliances; Coldwater Vision Center; Sycamore Bank; Coldwater Pharmacy; and Freds. Also located the square is a restaurant named Copper Kettle which has been the only restaurant that has remained in the square over 35 years. In the square, there is an upholstery shop and a laundry mat that is fairly new to the town. Continuing west, pass the Coldwater Town's Square about ½ miles, is the Coldwater High School which is located on the left and the Clen Moore's Head Start on the right. Traveling south of the Library, there is a railroad track and feed meal. From Coldwater town traveling north, there are two child care centers located on Hwy 51. They are the Children's Development Center and Learning Tree.

Continuing north, there are two antiques shop, a Piggly Wiggly grocery store, and a gas company. Coldwater has an RV parking area exiting off the interstate 55 and a Subway restaurant. Jessie J. Edwards Public Library is located by many neighborhoods which makes the Facility. Many of the patrons, if weather permits, walk to the Library. The Jessie J. Edwards Public Library is one of the fundamental components of the Town of Coldwater.

B. History of the library

Coldwater opened it first public library in April 1951 to serve the 949 people who lived there according to thr 1950 census. The Library was located in the office of the C.O. pate Insurance Office on the land where the present post office is located. The Town of Coldwater provided the shelves for the Library. The operated under the contact between Tate County and First Regional Libraty, headquartered in Hernado. Mrs Mabel Burford was named the first Librarian of the Coldwater Public Library, followed by Mrs. Katerine Bourland who served form April 1953 until September 1976. Mrs McGree served as Head Librarian from October 1976 until the early 1980's. Mrs Viola Brown served as Head Libirian until unexpected death from April 1981 to September 1997. The Library was physically moved to renovated quarters in May 1981to a building that was, at one time, the home of the superintendent of Coldwater School System.

C. History of the community

The current town of suare of Coldwater, Mississippi is located about two miles south of the Coldwater River, hence the name. The orginal town actually began as the village of Elm Grove in 1856. With the coming of the Mississippi-Tenessee railroad in 1858, rows of stores and other businesses developed on both sides of the tracks, along with housesof worship. Coldwater was officially incorportoredd in 1872. At that time, the town was located in Desoto County and was a mile square with the railroad depot at the center. In 1873, Coldwater found itself to be part of the newly formed Tate County.

III. Annual Community Events

Event: Annual Memorial Day
 Date: Last Saturday prior to Memorial Day
 Contact: Jessie J Edwards
 Information:

Event: Back to School Conference
 Date: Saturday before School Starts

IV. Business Services

A. Three largest employers in your community

Name: MPI Inc
 Address: 485 Industrial Dr. P.O. Box 1040 Coldwater, MS
 38618
 Phone #: 662-6222-7221

Name: Metal Tech Fabricators Inc
 Address: 9007 HWY 51 N Coldwater, MS 38618
 Phone #: 662-622-0400

Name: MMC Materials Inc
 Address: 8477 HWY 51 N Greenwood Coldwater, MS 38618
 Phone #: 662-622-0081

B. Health

1. Hospitals

Name: Coldwater Animal Hospital
 Address: 487 Commerce St Coldwater
 Phone #: 662-622-7673

2. Clinics

Name: Patel Pravinchandra P
 Address: 423 Central Ave Coldwater, MS 38618
 Phone #: 662-622-7011

Name: Coldwater Vision Center
 Address: 412 Central Ave Coldwater, MS 38618
 Phone #: 662-622-5173

3. Nursing home / rest homes (n/a)**4. Other health related organizations and services (n/a)****V. Clubs, Organizations and Neighborhood Associations*****A. Youth organizations and centers***

Name: Second Baptist Life Center
 Address: P.O. Box 570 Coldwater, MS 38618
 Phone #: 662-622-5688
 Contact Person: Belinda Sandridge

B. Neighborhood Associations

Name: C.I.C Organization
 Address: P.O. Box 52 Coldwater, MS 38618
 Phone #: 901-870-5260
 Contact Person: Wayne Hayes

C. Civic Organizations (n/a)***D. Clubs – Garden, Country, Hobby (n/a)******E. Fraternal Organizations (n/a)***

F. Housing associations)

Name: Coldwater Estates LTD
Address: 751 Hill Rd
Phone #: 662-622-5406

G. Charitable organizations (*Foundations, etc.*) (n/a)**H. Social agencies** (n/a)**I. Legal Aid** (n/a)**J. Labor unions** (n/a)**K. Veteran's organizations** (n/a)**L. Cultural Organizations and activities** (n/a)

1. Art Societies/Councils (*n/a*)
2. Dramatic Groups (*n/a*)
3. Book clubs/Literary societies (*n/a*)
4. Museums (*n/a*)
5. Symphonies/Opera/Music (*n/a*)
6. Dance (*n/a*)

M. Other (n/a)

VI. Demographics

A. Population

1. Numbers

	2000	2005 (July 1)	2006 (July 1)	% Change 2000/2006	% Change 2000/2005
Tate County	25,370	26,548	26,723	5.3	4.7
Coldwater	1,674	1,649	11,541		-1.5
*Source: U.S. Census Bureau. American FactFinder. Population Estimates.					
**Source for 2006 population for communities is: ESRI Business Information Solutions. Products Reports. Zip Code Lookup					

2. Ages

Tate County: Population – Ages (2005 Estimate)		
Ages	Number	Percent
Under 5 years	1,986	7.5
Ages 5-9	1,703	6.4
Ages 10-14	1,839	6.9
Ages 15-19	2,334	8.8
Ages 20-34	5,490	20.7
Ages 35-54	7,242	27.9
Ages 55-64	2,835	10.7
Persons 65 years and older	3,119	11.8
** Source: Census Bureau. Estimates 2005		
MEDIAN AGE BY LOCATION: 2006		
Tate County	35	
Coldwater	32.6	
Senatobia	28.7	
Source: Mississippi Development Authority https://secure.locationone.com/lois/county		

3. Changes / Trends (n/a)

4. Ethnic makeup

ETHNIC MAKEUP: Tate County 2005		
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Ethnic Makeup	2005	Percentage
White	17,952	67.6
Black	8,087	30.5
Native American & Alaska Native	50	0.2
Asian	36	0.1
Hispanic or Latino	345	1.3
Native Hawaiian	18	0.1
Persons of 2 or more races	98	0.4
Ethnic Makeup for Batesville, Como, Crenshaw and Sardis is only available for 2000		

5. Foreign languages spoken (n/a)

6. Education levels

Educational Levels: Tate County 2006		
	Number	Percentage
Less than 9 th Grade	1,252	7.5
9-12 years (no diploma)	2,451	14.7
High School Graduates	5,923	35.5
Some College – No degree	3,373	20.2
Associate Degree	1,274	7.6
Bachelor Degree	1,717	10.3
Graduate Degree	676	4.1
Educational Levels: Age 25+ Communities 2006 (percentage only)		
Location	Associate Degree	Bachelor's Degree
Coldwater	6.4	7.4
Senatobia	7.8	15.7
2000 are the latest statistics available for High School graduates for the above communities		

B. Housing**1. Types of housing in service area**

LOCATION	OWNER OCC. UNITS	RENTER OCC. UNITS	VACANT UNITS	TOTAL HOUSING UNITS	NEW CONST. PERMITS
Coldwater	372	207	81	650	5
Source: Mississippi Development Authority					

2. House sales by Zip Code (n/a)**3. Average cost per square foot for new construction (n/a)****4. Average size of housing**

HOUSING: TATE COUNTY 2006		
INCOME LEVEL	2006	PERCENT 2006
0 - \$34,999	3,992	41.9
\$35,000 - \$49,999	1,576	16.5
\$50,000 - \$74,999	1,859	19.5
\$75,000 +	2,097	22
TOTAL NUMBER OF HOUSEHOLDS:	9,524	
PERSONS BY HOUSEHOLD (2000 data only)	2.75	
MEDIAN HOUSEHOLD INCOME:	\$32,114	

5. Average number living in a single dwelling

LOCATION	# HOUSEHOLDS	AVG. HOUSEHOLD SIZE	MEDIAN HOUSEHOLD INCOME
Coldwater	579	2.77	\$28,883
Source: Mississippi Development Authority			

C. Economic

1. Unemployment rate
2. Average income
3. Percentage of types of jobs

ECONOMIC: Tate County		
Per Capita Income: \$23,745 (2004)		
Average Annual Wage: \$24,263 (2005)		
Unemployment Rate: 6.3% (2007)		
Employment by Industry 2007		
Total Nonagricultural	Manufacturing	Non-Manufacturing
5,910	790	5,120
Source: Mississippi Department of Employment Security. February 2007		

D. Zip Code map (n/a)**VII. Education****A. Public & Private Schools**

Name: Coldwater Elementary /Middle School
Address: Dayton Rd
Phone #: 662-622-5561
Webpage:

Name: Coldwater High School
Address: Arkabutla Rd
Phone #: 662-622-5511
Webpage:

Name: Calvary Baptist School
Address: 8798 Hwy 51 N Coldwater, MS 38618
Phone #: 662-622-5136
Webpage:

Name:	Children's Development Center	
Address:	714 East Service Drive	
Phone #:	662-622-0180	
Webpage:		
Capacity:	90	
Ages served:	2 months- 12 yrs	
Transportation:		
Hours	Open:	Close:
Sunday	x	x
Monday	6:00	5:00
Tuesday	6:00	5:00
Wednesday	6:00	5:00
Thursday	6:00	5:00
Friday	6:00	5:00
Saturday	6:00	5:00

E. Other Libraries (i.e. church, hospital, chamber, etc.) (n/a)

VIII. Government

A. Government Offices

1. City

a) City council

<http://www.firstregional.org/FRLAreaResources.html#Officials>

Name: Cam Walker
 District/Ward: 1
 Address: 340 Hugh Taylor Road Senatobia, Ms 36886
 Phone #: 662-562-5493
 Webpage:

Name: Mike Campbell
 District/Ward: 2
 Address: 2559 Arkabulta Rd Coldwater, Ms 38618
 Phone #: 662-562-9274
 Webpage:

Name: James Sowell
District/Ward: 3
Address: 4101 Palestine Rd Coldwater, Ms 38618
Phone #: 662-233-4497
Webpage:

Name: Ceil Gene Howell
District/Ward: 4
Address: 3805 Looxahoma-Tyro Rd
Phone #: 662-562-8497
Webpage:

Name: Bill Burford
District/Ward: 5
Address: P.O. Box 8
Phone #: 662-233-4180
Webpage:

b) City districts (n/a)

c) Fire stations

Name: Coldwater Fire Station
Address: Second Street
Phone #: 662-622-5541

d) Police stations

Name: Coldwater Police Dept
Address: Second Street
Phone #: 662-622-7241

2. County

a) Board of Supervisors

Name: Mr. Cam Walker
District/Ward: 1
Address: 340 Hugh Taylor Rd Senatobia Ms 38668
Phone #: 662-562-5493
Webpage:

Name: Mike Campbell
District/Ward: 2
Address: 2559 Arkabulta Dam Rd Coldwater Ms 38618
Phone #: 662-562-9274
Webpage:

Name: James Sowell
District/Ward: 3
Address: 4101 Palestine Rd Coldwater Ms 38618
Phone #: 662-233-4497
Webpage:

Name: Cecil Howell
District/Ward: 4
Address: 3805 Looxahoma-Tyro Rd Senatobia Ms 38668
Phone #: 662-562-8497
Webpage:

Name: Bill Burford
District/Ward: 5
Address: P.O. Box 8 Independence Ms 38638
Phone #: 662-233-4180
Webpage:

b) County districts (n/a)

insert map

3. State

a) Senators

Name: H. Nolan Mettetal
District/Ward: 10
Address: P.O. Box 414 Sardis Ms 38666
Phone #: 6662-487-1512
Webpage:

Name: Robert Jackson
District/Ward: 11
Address: 1420 Alex Gates Rd Marks Ms 38646
Phone #: 662- 326-3637

b) Representatives

Name: Larry J. Baker
District/Ward: 8
Address: 2583 Veazy Rd Senatobia Ms 38668
Phone #: 662-562-6707
Webpage:

Name: Clara Henderson Burnett
District/Ward: 9
Address: P.O. Box 1469 Tunica Ms 38676
Phone #: 662-363-1730

c) State districts (n/a)

B. Political party organizations

Name: Democratic Party
Address: 107 Jackson Coldwater Ms 38618
Phone #: 662-622-7311
Contact Person: Vernon Jackson

IX. Media

A. Newspapers (n/a)

B. Radio stations (n/a)

C. Television stations (n/a)

X. Parks & Recreation

A. Parks

Name: Johnson and Ross Park
Address: Corner of Parkway and North Street Coldwater Ms 38618

B. Recreation center (n/a)

C. Major attractions (n/a)

D. City/County sports leagues (n/a)

XI. Religious Groups

A. Churches

Name: New Beginnings Seventh-day Adventist Church
Address: 893 Hill Rd
Phone #: 662-622-0088
Webpage:

Name: First Baptist
Address: Central Ave
Phone #: 662-622-7901
Webpage:

Name: Second Baptist
Address: Forrest Circle
Phone #: 662-622-5688
Webpage:

B. Synagogues (n/a)

C. Mosques (n/a)

XII. Transportation

A. Buses (n/a)

B. Taxis (n/a)

C. Airports (n/a)