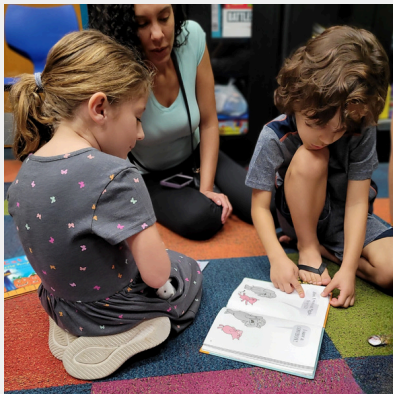


BARBARA S. PONCE PUBLIC LIBRARY

ANNUAL REPORT

2024



Community Meets Here.



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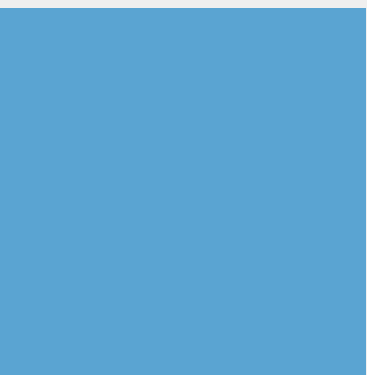
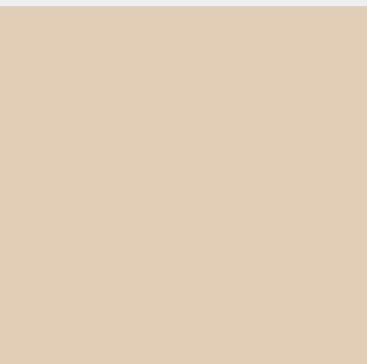


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OVERVIEW

Community Meets Here.

Libraries are often considered a “third space” - a place for people to gather outside of home or work. What makes libraries special however is that they are free thanks to the support of the community.

We strive to make our library welcoming to all citizens. Beyond finding books, our citizens can attend a variety of programs, independently research and read, or spend time in the building with friends or family.

This year we noticed an overall increase in “busyness.” While our program attendance and number of programs has increased, data shows that there are more people coming to the library for a multitude of reasons.

Families and students are occupying our spaces for reading, studying and exams. After our two major hurricanes this year the library was a beacon to provide power, A/C, internet access and connections to disaster relief. The implication of passive programming connects communities too, whether through a simple collaborative puzzle or coloring pages.

We started our 5-star customer service program in 2023 which has led to increased positive comments about service on social media and our suggestion box. Staff take pride in providing excellent service to each and every patron that they help, whether in person or over the phone.



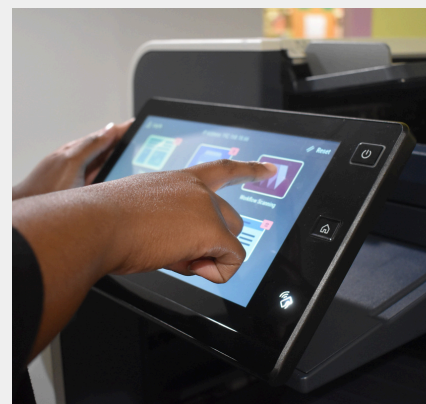
Our patron engagement walks serve two major purposes. First, they take a headcount of all patrons currently in the building for statistical purposes. Not only that, but these walks help staff engage and interact with patrons in the building. These interactions are helpful and meaningful, improving the face of the library via staff engagement, but also decreasing conduct incidents overall.



Our Access team looks for ways to improve the library "feel" to visitors. We improved our furniture space, replaced or repaired damaged items, and this year replaced the meeting room chairs.



We have focused our collection development and programs to further meet the community's needs, resulting in an increase in the percentage of our collection checked out by Pinellas Park citizens, and an increase in citizens attending our adult programs.



STRATEGIC GOALS

We've had a great year in meeting our strategic goals. Notably, we have more citizens of Pinellas Park with library cards than before COVID. This rise has been fueled by an increase in new cards each of the past three years.

Our percentage of youth programming participants who are Pinellas Park residents does vary from year to year, but is affected by the high numbers of programs we had this year.

It is gratifying that the percent of adult programming participants who are Pinellas Park residents has increased each year. We are listening to our citizens and offering programs that they value.

Despite our overall decrease in the percentage of partnership programs, our adult partnerships have increased from 35 to 42%. The increase in programs overall is affecting the partnership percentage - so it's a great thing. More programs, more partners.



We have reached a new high in the percentage of our checkouts that are Pinellas Park citizens. On top of that, overall circulation has increased, even while print circulation lowered. This is in part to our effort to improve and curate our online platforms that provide ebooks and digital audiobooks for our citizens.

| Strategic Measures | 2021-22 Actual | 2022-23 Actual | 2023-24 Actual |
|---|----------------|----------------|----------------|
| Number of library cards held by Pinellas Park residents | 18,050 | 16,385 | 18,883 |
| Percentage of youth programming participants who are Pinellas Park residents | 42% | 55% | 46% |
| Percentage of adult programming participants who are Pinellas Park residents | 33% | 60% | 66% |
| Percentage of all programs that include a partner agency or a local talent expert, etc. | 29% | 34% | 26.86% |
| Percentage of books and other library materials checked out to Pinellas Park residents | 39% | 42% | 47.37% |





IN DEPTH

Library Income **\$2,334,302**

| | |
|--------------------------|-------------|
| City Budget Allocation | \$1,803,125 |
| County Taxes via PPLC | \$494,645 |
| Copy Machine Fees | \$19,852 |
| Fines and Fees | \$7,944 |
| Taxable Sales | \$6,124 |
| Gift Funds Received FY23 | \$2,612 |

Reserve Funds **\$1,338,924**

| | |
|-----------------------|-----------|
| Gift Fund Balance | \$207,953 |
| Stintson Fund Balance | \$157,111 |
| 2020 Wagner Trust | \$973,860 |

Expenditures **\$2,354,617**

| | |
|---------------------------|-------------|
| Personnel Costs | \$1,232,425 |
| General Operations | \$533,856 |
| Technology Infrastructure | \$203,065 |
| Building Maintenance | \$ 148,732 |
| New Books and AV | \$114,039 |
| Digital Content | \$60,344 |
| Program Expenditures | \$13,242.05 |
| Furnishings | \$12,612 |
| Print Subscriptions | \$6,302 |

General Statistics

| | |
|------------------------|--------|
| Library Visits | 88,337 |
| Computer Sessions | 34,314 |
| Library Website Hits | 61,611 |
| Catalog & Database Use | 69,402 |
| Volunteer Hours | 2,642 |

The Collection

| | |
|------------------------|--------|
| Books (print) | 71,244 |
| CD Items and DVDs | 15,278 |
| Serials (print issues) | 1,290 |
| Databases | 64 |
| Digital Books & Audios | 61,499 |
| Streaming Videos | 3,311 |

Staff Assistance **102,097**

| | |
|-----------------------|--------|
| Research Questions | 38,092 |
| Directional Questions | 50,388 |
| Technology Questions | 13,617 |

Community Use of Library Space

| | |
|------------------------|-------|
| Community Reservations | 2,285 |
| Community Attendance | 4,979 |

Social Media Engagement

| | |
|----------------------|---------|
| Facebook Impressions | 234,441 |
| Instagram Reach | 11,748 |

HIGHLIGHTS

Statistical Highlights 2023-24

Library Cardholders **29,316**

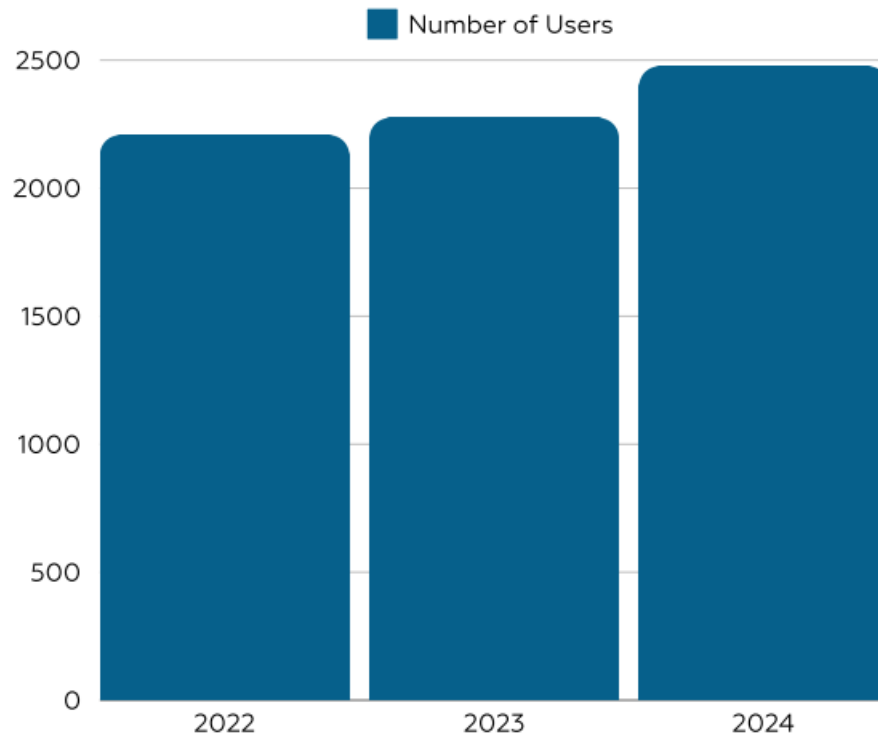
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|----------------------------|--------|
| Pinellas Park Residents | 18,191 |
| Unincorporated Residents | 5,650 |
| Other PPLC-area Residents | 8,033 |
| Non-Pinellas Residents | 132 |
| Computer Use Only - subset | 284 |

Select Circulation

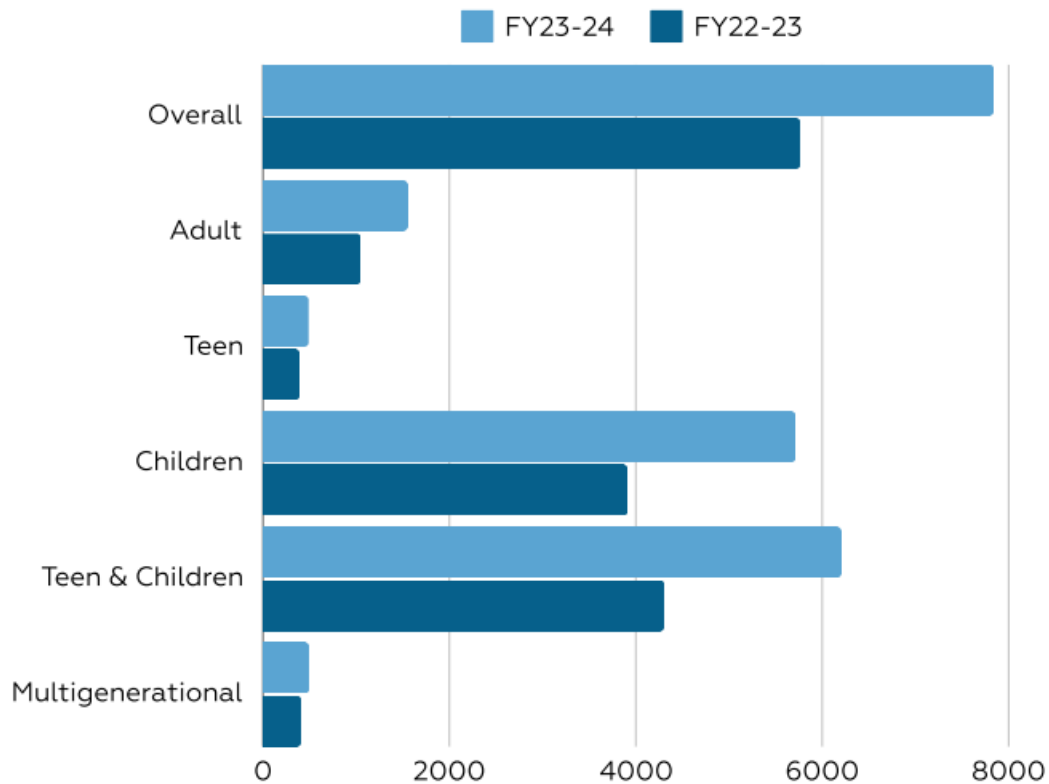
| | |
|---------------------|---------|
| Books | 161,746 |
| Videos | 50,617 |
| Audiobooks & Music | 9,174 |
| Magazines | 1,062 |
| E-Books Downloads | 38,586 |
| Audiobook Downloads | 38,721 |

| Programs | # of Events | Participants |
|-------------------|--------------------|---------------------|
| Adult | 213 | 1,639 |
| Young Adult | 53 | 447 |
| Children/All Ages | 279 | 6,887 |

New Library Cards Created by Year



Program Attendance



THE FUTURE

Looking ahead, 2025 will bring significant growth in both our facilities and innovative practices. Both the lobby and restrooms will be renovated, updating design and fixtures to give patrons a fresher experience. These renovations are funded by a generous endowment from Frank Wagner.

While we have printing solutions available to patrons, we are looking to improve the user experience. Soon you will be able to print via mobile phone or website and pay with a credit card at the terminal itself, eliminating the minimum payment currently in place. These upgrades to printing will increase revenue, improve service, and allow staff to focus on other areas of need rather than printing assistance.

CivicRec, the new software to be shared by both Library and Recreation, will streamline the programming experience for patrons and staff alike. The software will usher in online sign-ups, automatic reminders for attendees, digital waivers, receipts, and much more.



The library and the arts

2025 will usher in a greater commitment to the arts at the library.

As renovations are being done at Park Station, the Pinellas Art Society will be housed at the library. This will bolster the strong partnership between our two organizations as we have displayed rotating pieces from the Art Society for years. They also will be able to offer more arts programs in partnership with the library.

This year we will be replacing our outdoor sculpture "Passe" with "Obeliral", a work by artist George Retkes.

In addition to these improvements, the Library will be the site of a large mural covering much of the front wall. Twenty artists submitted their portfolios for both the Library and Teen Center.





**THANK
YOU**