



Barbara S. Ponce Public Library



2019 Annual Report





Presented to City Council:

Mayor Sandra Bradbury
Vice-Mayor Keith V. Sabiel
Council Member Rick Butler
Council Member Jerry Mullins
Council Member Patricia Johnson

By Board Members:

Patricia Bennett – Chair
Milton W. Wendland – Vice Chair
Katherine Egolf
Shannon Harner
William Holmes
Kevin Quinn
Elithia V. Stanfield



Community Center

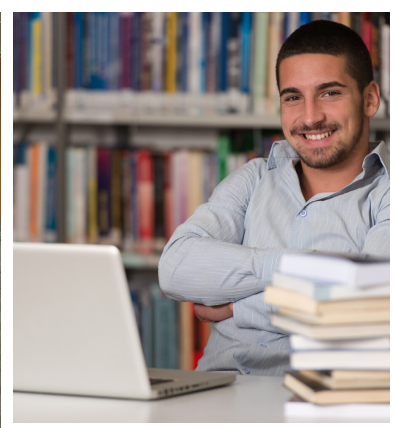
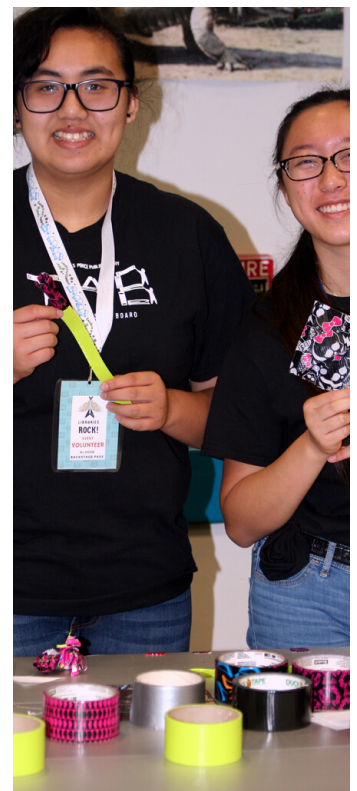


Libraries serve their communities in many ways. Positioned at the complex crossroads of modern information and knowledge sharing, libraries provide information through various delivery methods, allowing library users their preference.

Supporting language literacy stands among the library's highest priorities, as the repercussions of low literacy skills compound negatively low educational attainment for residents can mean hindered economic opportunities, poor health decisions and other life choices (and missed opportunities) that dim a community's vibrancy.

Increasingly, libraries offer hands-on workshops to give residents a way to gain other skills that can carry holistic benefits for the community.

The library also continues the tradition of serving as one of the few gathering places that carries no membership requirement or admission costs. Individuals can make new connections outside of their home or work environment in this "third place" that provides a supportive structure for learning, exploration, and community building.



PARTNERSHIPS

Strengthening community partnerships is a major focus of our Long Range Plan. Reaching out to local, state and national groups that provide services to our communities allows librarians to provide more for our citizens and benefits the library and the partners, too.

Libraries promote community goals by offering space, sharing their efforts with others, and learning more about the people our partners serve. We continue to make strong progress with our community partners, connecting the community to more resources for family and economic success.

The library saw increases in partnership visits over the summer from Girls Inc., Lealman and Asian Neighborhood Family Center (LANFC), our own Broderick, Forbes and Youth Park centers, as well as the Juvenile Welfare Board (JWB) and myON team, a digital book service supported by the school district. The library has become better integrated into these partners' summer plans.

The library's goal to register all of the Girls Inc. participants for library cards was a success! 100 cards were issued and used during the girls' weekly visits.



Community Input

When we created our Long Range plan in 2016, we structured it around the community need to Connect, Learn, Engage, and Enjoy. To assess our progress, we gather continual feedback. Feedback takes many forms—listening and engaging in community events, learning from our partners and from those who don't use library services, observing behaviors and unspoken preferences of library users, and performing needs assessment surveys. The library can then better address community needs through its collection and technology choices, physical spaces, programming efforts, and personnel and volunteer assignments.



Statistical Highlights

General Statistics

Library Visits	255,404
Computer Sessions	103,838
Library Website Hits	106,101
Catalog & Database Use	91,958
Volunteer Hours	4,387

Library Cardholders

44,136

Pinellas Park Residents	27,592
Unincorporated Residents	8,204
Other PPLC-area Residents	8,202
Non-Pinellas Residents	138
Computer Use Only	3,497

The Collection

Books (print)	79,877
CD Items and DVDs	19,729
Serials (print issues)	2,217
Databases	68
Digital Books & Audios	656,559
Streaming Videos	38,568

Select Circulation

Books	191,513
Videos	127,366
Audiobooks & Music	16,458
Magazines	3,671
E-Books Downloads	21,388
Audiobook Downloads	11,906

Staff Assistance

88,635

Research Questions	37,166
Directional Questions	36,825
Technology Questions	12,644

Programs #Events

Participants

Adult	657	5,515
Young Adult	114	969
Children	563	15,001

Expenditures

\$2,045,769

Personnel Costs	\$1,362,593
Technology Infrastructure	\$217,213
General Operations	\$225,910
Bldg Maintenance	\$76,127
New Books and AV	\$106,249
Digital Content	\$19,031
Furnishings	\$16,838
Program Expenditures	\$13,250
Print Subscriptions	\$8,558

Social Media Engagement

Facebook Reach	69,542
Twitter Engagement	11,022

Library Income

\$439,012

PPLC Cooperative funds	\$356,553
Fines and Fees	\$23,611
Copy Machine Fees	\$23,439
Taxable Sales	\$9,255
Gift Funds	\$2,700
City Budget Allocation	\$1,686,891