



Barbara S. Ponce Public Library



2020 Annual Report



Presented to City Council:

Mayor Sandra Bradbury
Vice Mayor Rick Butler
Council Member Jerry Mullins
Council Member Patti Reed
Council Member Keith V. Sabiel

by Library Board:

Pat Bennett, Chair
Kevin Quinn, Vice Chair
Katie Abrams, Teen Member
Katherine Egolf
Karen Ford
Elijah Grieves, Teen Member
William "Bill" Holmes
Elithia V. Stanfield

A Most Unique Year

When the City closed its buildings to the public on March 18 due to the Coronavirus pandemic, the length of time that services would be impacted was unclear. The library chose to make the best of it. A collection inventory had not been performed in some time, so six weeks of closure to the public allowed time for every item to be inspected. Items that could not be located were replaced and/or removed from the collection.

A physical refreshing of our public spaces was also pursued. As part of the inventory, materials were consolidated and shifted, which allowed for the removal of some shelving units to create wider walkways and more public seating areas. The walls in the library were quite scuffed and overdue for a fresh coat of paint, and this was finally achieved with vibrant color accents added throughout the building.

Though the building was closed, service continued. The library served as meal distribution site for children, averaging 55 meals a day. Summer reading activities went online to our Beanstack app, which facilitated reading tracking. Reading prizes were mailed and made available for curbside pickup. Activity bags were made available for curbside pick-up every week and song and story videos featuring staff were well received on social media, facebook in particular.

The demand for digital content grew, so extra funds were diverted to the countywide Overdrive collection to meet this growing interest. Usage among Pinellas Park cardholders increased 20%, with 50% more audiobooks being downloaded and 10% more e-books borrowed. This increase has been sustained at near this rate even since the building reopened. Tax forms and unemployment applications were made available outside the library for those seeking them; research and materials look-up assistance continued via phone and e-mail.

Preparing for increased physical spacing requirements to resume basic operations on May 4 was relatively easy, with the exception of the public computers. Access was reduced by half, and shorter time limits were implemented to provide access to more users. Hours of service were reduced but still were the most generous offered of all libraries in Pinellas County.

As we move forward to the future and continue planning for library renovations, the lessons learned as a result of Covid reinforces our thoughts to incorporate flexible furniture options that are easy to reconfigure and move around. Expanding the exterior book drop area to offer additional pick-up and staff interaction is now under consideration. Developing staff skills and having in-house equipment that easily supports digital programming offerings is another obvious consideration as some have grown accustomed to pursuing services in that environment.

Looking at the library's overall statistics for the year, the greatest losses were in programming, with an almost 60% reduction in counts due to suspension of in-person gatherings through the remainder of the year. Book borrowing measured about 75% compared to last year's numbers, with video borrowing comparing at 71% and audio borrowing at 83%.

Statistical Highlights

General Statistics

Library Visits	205,404
Computer Sessions	80,413
Library Website Hits	53,968
Catalog & Database Use	60,985
Volunteer Hours	1,501

The Collection

Books (print)	75,877
CD Items and DVDs	18,237
Serials (print issues)	105
Databases	68
Digital Books & Audios	657,472
Streaming Videos	38,641

Staff Assistance

57,588

Research Questions	30,289
Directional Questions	26,258
Technology Questions	10,421

Community Use of Library Spaces

Community Reservations	672
Community Attendance	2,996

Library Income

\$2,149,289

City Budget Allocation	\$1,727,191
County Taxes via PPLC	\$384,462
Fines and Fees	\$18,576
Copy Machine Fees	\$14,375
Taxable Sales	\$4,685
Gift Funds Received FY20	\$2,052
Gift Fund Balance	\$198,368
Stinson Fund Balance	\$151,509
2020 Wagner Trust	\$1,000,000

Library Cardholders

32,594

Pinellas Park Residents	18,825
Unincorporated Residents	6,453
Other PPLC-area Residents	6,020
Non-Pinellas Residents	1,296
Computer Use Only - subset	2,084

Select Circulation

Books	146,463
Videos	90,765
Audiobooks & Music	13,778
Magazines	2,708
E-Books Downloads	23,229
Audiobook Downloads	17,771

Programs #Events

Participants

Adult	119	868
Young Adult	20	296
Children/All Ages	386	8,255

Social Media Engagement

Facebook Reach	103,679
Twitter Engagement	8,166

Expenditures

\$2,143,528

Personnel Costs	\$1,390,798
Technology Infrastructure	\$216,490
General Operations	\$193,420
Bldg Maintenance	\$161,768
New Books and AV	\$101,654
Digital Content	\$46,705
Furnishings	\$16,838
Program Expenditures	\$8,075
Print Subscriptions	\$7,780