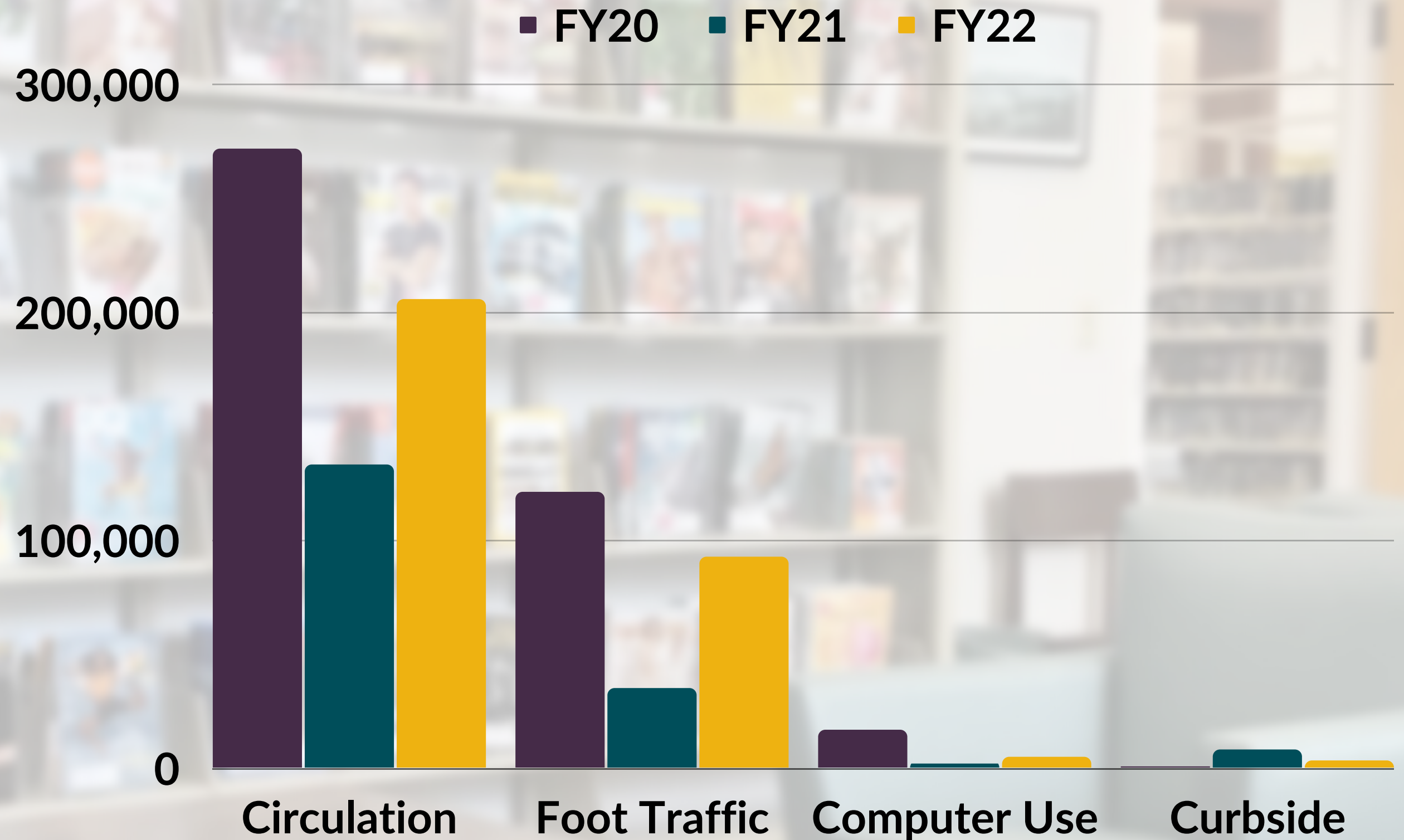




Fiscal Year 2022 Report:

July 1, 2021 - June 30, 2022

Comparison to previous fiscal years:



Accomplishments



- Returned to full operating schedule
- Replaced all public computers
- Completed patron survey and new strategic plan
- Distributed 1,400+ COVID test kits
- Added two telescopes
- Summer reading participation increased 138% over 2021

At a Glance: Circulation & Collections

205,559

Items Checked Out*

15,652

Physical Items Added

123,000

Physical Items

1,275,000

Digital Items

***When factoring in automated renewals: 344,006**

Circulation

FY 2021

132,989

FY 2022

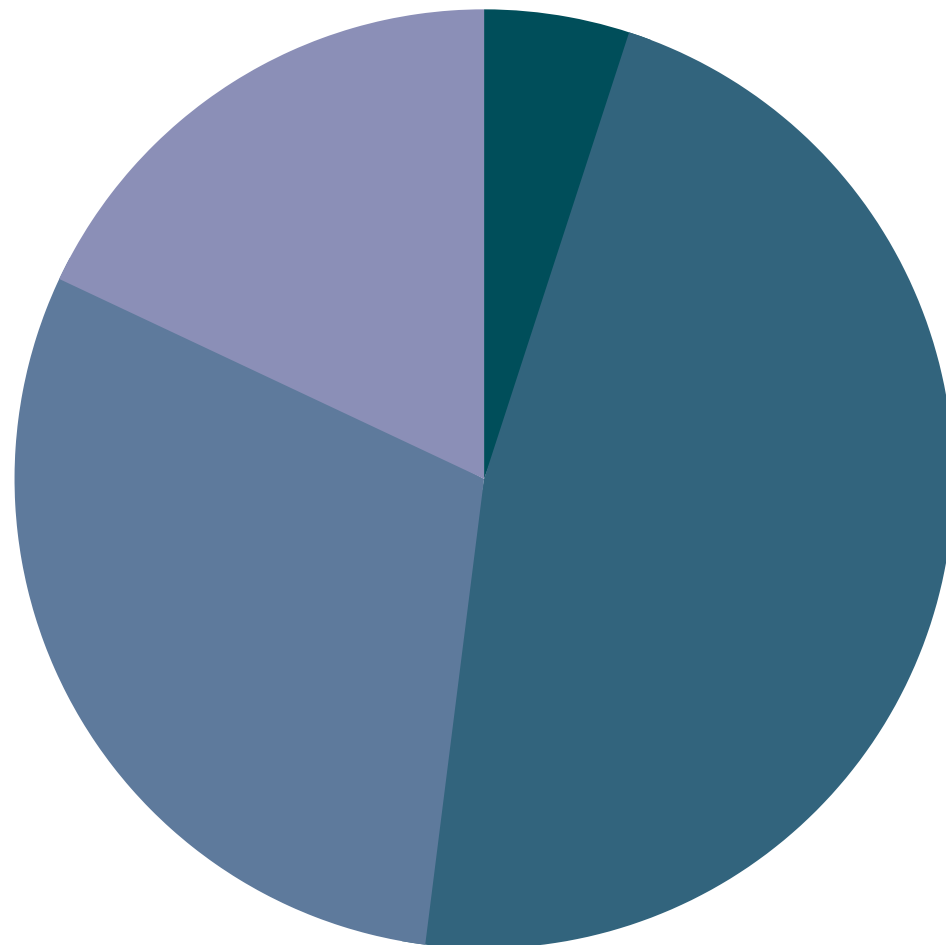
205,559

Digital Materials
18%

Teen Materials
5%

Children's Materials
30%

Adult Materials
47%



Digital circulation has increased 39% since pre-pandemic years.

We provide free eBooks, audiobooks, movies, TV, music, and comics through the Libby and Hoopla apps.



At a Glance: Patrons

92,404

Estimated Visitors

7,253

Computer Users

3,022

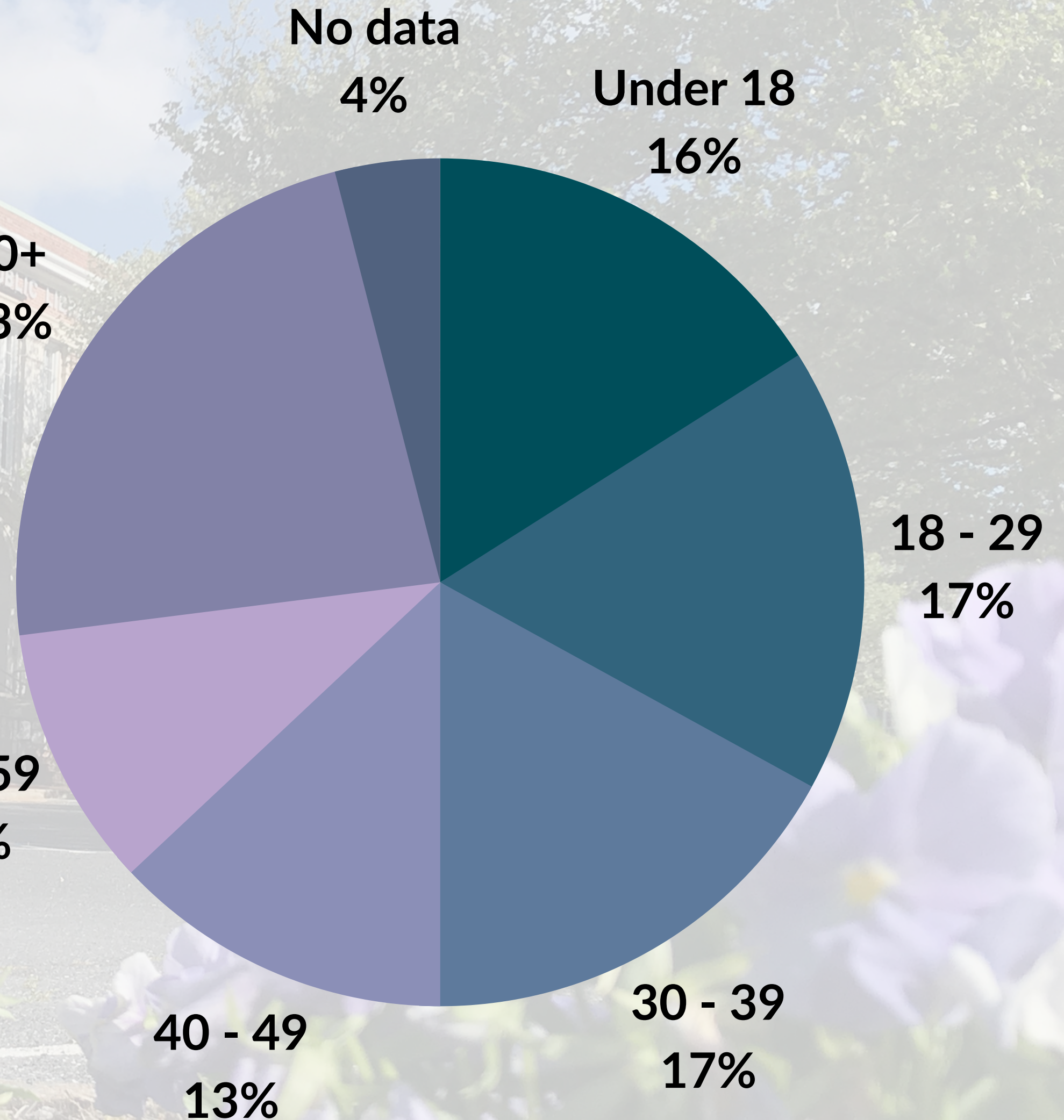
Curbside Pick-ups

20,424

Total Card Holders

Who's using the library?

Breakdown by age



Community & Outreach

653

Events

10,348

Attendees



PARTNERSHIPS

- Parks & Recreation
- Valley Libraries
- VDH
- American Shakespeare Center
- Jones Garden
- Project Grows

OUTREACH

- Farmer's Market
- Local daycare and early childhood learning centers
- Mobile market at Farrier Court
- Public and private schools



EVENTS

- Weekly storytimes
- Winter & summer reading
- Author events
- Book clubs
- Stargazing
- Art programs



CELEBRATING 40
YEARS OF SERVICE

Annual circulation: 15,790
New registered patrons: 44
Total patrons served: 324

Achievements:

- First Virginia organization to partner with the Bureau of Engraving and Printing to distribute iBill Readers
- Largest growth in readership and registered patrons in the nation
- Received \$15,000 multi-year Community Foundation grant
- Co-hosted an online author event



New Strategic Goals



1

Patron Experience

Ensure that patrons walk away from the library feeling positive about their interaction.

2

Community Engagement

Grow library relationships and tell the library's story.

3

Lifelong Learning

Provide collections and other resources that encourage and facilitate continuing educational pursuits.

4

Facility

Provide a building and library infrastructure that meets the changing needs of our community.

5

Staffing & Work Environment

Staunton Public Library is a place where staff and volunteers thrive.

Challenges



Staffing

- COVID effect on staffing levels
- Nine positions turned over
- Lost 23+ years of professional experience



Communications

- No dedicated PR staff
- 5+ staff members contributing
- Inconsistent voice and style
- Difficult to prioritize



Facility

- Aging with maintenance needs
- Insufficient for 21st century community needs
- Outdated and needs TLC

**Operating budget:
\$1.2 million**

Return on Investment:

\$3 million

A conservative estimate based on only original checked-out items using an average cost of \$15 retail.
Now imagine computer use, professional research assistance, events, and more factored in.



Thank you!



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PUBLIC LIBRARY