

MANITOWOC PUBLIC LIBRARY

IMPACT SNAPSHOT

ENVISIONING THE FUTURE



In 2025, Manitowoc Public Library completed a months-long process to create a strategic plan that will shape future library spaces and services. Hundreds of community members and stakeholders engaged in this process, including regular users and non-users of the Library, to inspire clear strategic directions over the next five years. Several important themes emerged during the data and information gathering phase; the planning team used these strategic themes to create a framework of goals and measurable objectives. - *Karin Adams, Executive Director*

STRATEGIC
THEMES



STAFF



BUILDING &
LOCATION



VALUE
& ROLE



CORE
SERVICES

STRATEGIC PLAN GOALS AND OBJECTIVES: 2025-2030

Expanding Our Library Community

Utilizing a strategic communications and outreach plan, we connect with potential users, deepen relationships with current users, and widely share our impact.



Strategic Collaborations

Deliberate partnerships with community-based organizations, local agencies, schools, and others mean library resources and services support community priorities and complement the work of our partners.



Multipurpose Community Spaces

Our spaces are welcoming and functional through intentional upgrades and reconfigurations.



Learning and Growth

Library programming, collections, and staff will support educational, recreational, and cultural needs.



STORIES AND HIGHLIGHTS



Jim Gill Performance



181,831
LIBRARY VISITORS



15,854
ACTIVE CARDHOLDERS



Pinch Pot Monsters



Wings of Wonder



21,660
PROGRAM ATTENDEES



3,212
VOLUNTEER HOURS



Thank you for having such cool programs for kids and for being a beacon of acceptance in our community.
- Library Patron -



Paint the Library



Flute Cocktail Performance



Kitty Party



4-H Cooking and Reading

Thank you for such a great event! My kids loved it and are looking forward to the next one.
- Bryanna -





An Evening with Michael Perry

Thank you to Michael Perry for coming to our community, and a big thank you to the Library Foundation for bringing him to Manitowoc.
- Linda -



Courtesy of Tina Prigge

Homebound Services

It's an incredible service that has allowed me to keep reading.
- Tina -

 **5,374**
BOOKS DELIVERED TO THE HOMEBOUND

Pigeon-Palooza

What an incredible event! My kids had an absolutely amazing time. Well done!
- Katreena -



Murder Mystery Foundation Fundraiser

Literacy Awards Banquet



40 ONE-TO-ONE LITERACY TUTOR/LEARNER PAIRS
4 CONVERSATION CIRCLES

 **318,557** PHYSICAL ITEMS CHECKED OUT
 **65,371** DIGITAL BOOKS CHECKED OUT
 **12,687** COMPUTER USE SESSIONS
 **3,050** STUDY ROOM USES



Go Wild!

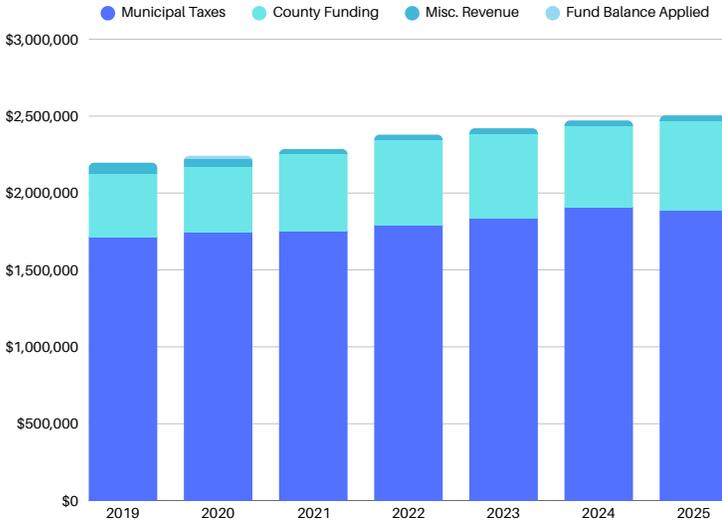


Touch the Trucks

FINANCIAL OVERVIEW

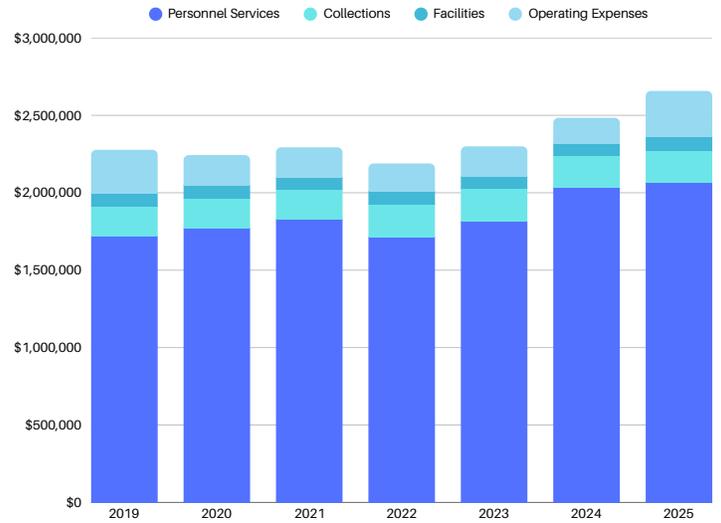
OPERATING REVENUE

Library Revenue (Actual) 2019 - 2025

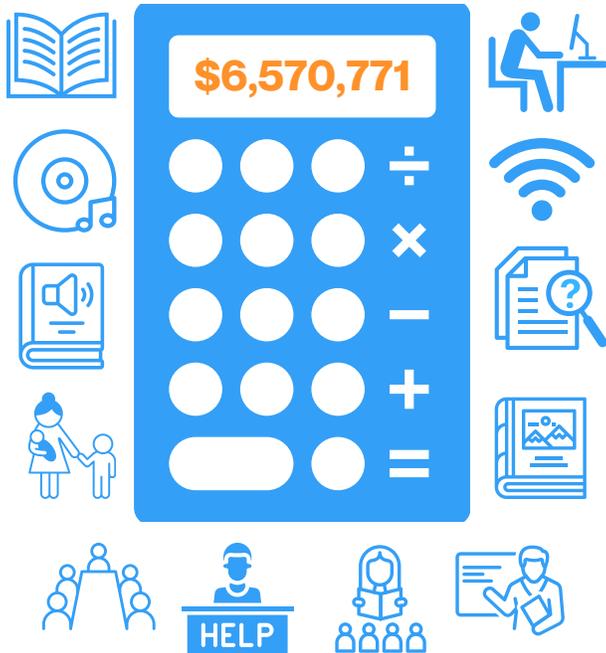


OPERATING EXPENSES

Library Expenses 2019 - 2025



VALUE OF SERVICES



Electronic Databases
 Programming & Promotion
 Summer Reading Program
 Educational Supplies
 Other Contractual Services

Professional Services
 Staff Development
 Computer Equipment
 Furniture & Furnishings
 Summer Intern

\$111,858

2025 EXPENSES
NOT COVERED
 IN OPERATING BUDGET
 & SUPPORTED BY

- MANITOWOC PUBLIC LIBRARY FOUNDATION
- FRIENDS OF MANITOWOC PUBLIC LIBRARY

Represents books, magazines, movies, music, and adventure passes borrowed, programs attended, computers used, meeting rooms used, and research provided in 2025.
 Generated using <https://ilovelibraries.org/what-libraries-do/calculator/>

