

Manitowoc Public Library

Connecting • Enriching • Inspiring

Questions? Contact: Kristin Stoeger • Library Director • 920-686-3037 • kstoeger@manitowoc.org

2018 Highlights

Noteworthy Statistics

Registered Users - 13,509 (Resident); 5,624 (Nonresident)

Annual Library Visits - 217,964 (+8.7%)

Uses of Public Wireless Internet - 55,342 (+4.3%)

Total Material Circulation - 462,917

Interlibrary Loans - 45,642 Items Borrowed Out (+12.4%)

Total Circulation of Electronic Materials - 36,808 (+20%)



One-to-One Adult Literacy - Tutors & Volunteers: 77; Volunteered Hours: 2,290, a value of \$56,540*
*Based on National Volunteer Value of \$24.69/hr

Programming

Summer Reading Program

Total - 2,015 Participants (+98%)

- Children: 1,152 Participants (+74%)

- Teen: 206 Participants (+89%)

- Adult: 657 Participants (+165%)

SRP Finale - 2000 Participants (+433%)

Great Decisions Series

- 949 Attendees Over 8 Weeks

Touch the Trucks - 900 Participants

Superhero Saturday - 200 Participants

Chad Lewis Program - 161 Participants

2018 Program Participants Total

Children - 14,113 (369 Programs) (+57%)

Teen - 773 (53 Programs) (+31%)

Adult - 3,877 (236 Programs) (+7.5%)

Total 2018 Program Attendance
18,763 (+42.3%)



2018: Building on Success



Virtual Library Cards: A joint venture between Manitowoc Public Library and Manitowoc Public School District expanded to include a significant number of parochial schools in our community.

Students receive instant access to MPL's digital resources even if they don't have a physical library card!

MPL is once again open seven days a week.

This was made possible through an outstanding collaboration between MPL Board of Trustees, the City Council, and the Mayor of Manitowoc.



National Library Week April 8-14

New collaboration between MPL & Lester Public Library.

Show your library card,
Get Deals at Local Shops, Win Prizes

2018: Building on Success Continued...



Local Artists David Carpenter and Erin LaBonte created and painted a masterpiece inside the library above the entrance. This larger than life mural features famous characters from favorite classic stories in Manitowoc's own Washington Park.

Aerial dances from Cycropia dazzle onlookers at Create Tomorrow, MPL's 2018 Fundraiser. MPL was able to raise over \$35,000 dollars for our first floor redesign. Phase I will complete in 2019.



2019 Goals

- 1 Implement phase one of MPL's new strategic plan as approved by MPL Board of Trustees.
- 2 Focus on data analysis of core services:
 - a. Stabilize physical circulation decline for adult and children materials.
 - b. Increase use of electronic circulation through Overdrive by 1% or 300 additional checkouts annually.
 - c. Explore additional outreach possibilities and increase services to Manitowoc County residents with an end goal to stabilize physical circulation decline.
 - d. Investigate options to identify demographic users of programming and classes at the library; with a specific focus on resident and non-resident access.
 - e. All library staff will become both active and competent promoters of library resources and services through training and individual initiative.
- 3 Investigate and implement various sustainable revenue options as allowable by Chapter 43 of the State Statutes with a goal of \$5,000 additional annually.

LOOKING AHEAD..

MPL received a grant from the West Foundation to fund our "Idea Box," a makerspace for the first floor redesign in 2019.

Additional elements coming: Coffee Cart, Fireplace, material relocations, and more!

BET ON THE LIBRARY

2019 FUNDRAISER

DETAILS: WWW.MANITOWOCLIBRARY.ORG/FUNDRAISER

**SATURDAY,
MARCH 2,
6-10 PM
AT
MANITOWOC
PUBLIC
LIBRARY**

**LIBRARIES BUILD
STRONG COMMUNITIES**

National Library Week April 7-13
Show Your library card, get deals,
win prizes at Manitowoc & Lester Libraries

2019 Summer Reading Program for all ages!



NEW! Picture Book City

A collection of picture books shelved into "neighborhoods" by subject rather than author. "Neighborhoods" are color-coded by theme, making picture books easier to find!

