

MANITOWOC PUBLIC LIBRARY

IMPACT SNAPSHOT

GROWING AND ADAPTING

REBRANDING THE LIBRARY



For many years, Manitowoc Public Library has served as a leader in the adoption and implementation of digital resources and new technologies, so it's been a priority to create an online presence that matches the Library's identity. We are pleased to offer a fully updated, user-friendly website, along with a new logo that matches our institutional energy. This full rebranding process lasted a year, with a rollout in February 2022.



Objectives

- ✓ Easy to navigate
- ✓ Clean & modern
- ✓ Reflective of identity
- ✓ Fresh & exciting

RESILIENT SERVICES

After swiftly adjusting to meet the needs of life in a global pandemic, Manitowoc Public Library focused on increasing resilience of services. Library leadership and staff have built resilience through creative staffing practices, making data-driven decisions, and retaining some of the service models created in 2020: curbside pickup and virtual programming.



GROWING PARTNERSHIPS



In 2022, the Library's partnership with the *Department of Workforce Development* (DWD) has grown to include twice-weekly, onsite employment assistance services, career counseling, and employer recruitment events. With the closure of the Manitowoc Job Center in 2020, this partnership benefits both library users and the DWD, who can continue to serve job seekers right here in Manitowoc.

LIBRARY USE & ENGAGEMENT

SUMMER READING PROGRAM 2022



At a time when families and educators in our community need us the most, the Summer Reading Program helps prevent summer learning loss for area kids and teens. This year's increase in participation in the Summer Reading Program indicated our community is returning to pre-pandemic summer habits and activities.

31,373

**DAYS OF
READING
LOGGED**

2,323

**TOTAL
PARTICIPANTS**



590 ADULTS

319 TEENS

1,414 CHILDREN

**13.8% overall
increase from 2021**

*Total VALUE
of Library
Services in
2021*

ADULT BOOKS

YOUNG ADULT BOOKS

CHILDREN'S BOOKS

AUDIOBOOKS

EBOOKS

NEWSPAPERS

\$6,566,878

MOVIE RENTALS

ADULT PROGRAMS ATTENDED

KID'S PROGRAMS ATTENDED

MEETING ROOM USE

COMPUTER USE

DATABASE SEARCHES

Source: <http://www.ala.org/advocacy/library-value-calculator>

LIBRARY USAGE HIGHLIGHTS

	2021	2022 YTD*	TREND
Annual Library Visits	106,292	73,383	+85.55%
Computer Use Sessions	12,654	6,563	+51.68%
Uses of Public Wi-Fi Internet	26,656	32,480	+370.38%
Material Circulation	298,022	161,535	+19.9%
Circulation of Electronic Materials	48,734	25,213	Steady
Programs	240	149	+47.52%

*January through June year to date

2022 Usage Notes

*14,818 visitors
in June 2022*

*Wi-Fi use
up 370%*

*Circulation trending
up 19% from last year*

EVENT HIGHLIGHTS



Away from Home: American Indian Boarding School Stories Exhibit



“ Thank you for bringing this exhibition to the Library. [...] Only by learning and facing our history can we become better. Exhibition Visitor ”



An Evening with Sarah Vowell

“ We very much enjoyed "An Evening with Sarah Vowell." [...] Please continue to bring brilliant people like Sarah Vowell to Manitowoc. Kim & Gordon ”



Hmong American Day & Exhibit Opening

Touch the Trucks 2022



1,700+ Attendees



Flair in the Air: An Aerial Extravaganza



600+ Attendees



1,100+ Attendees

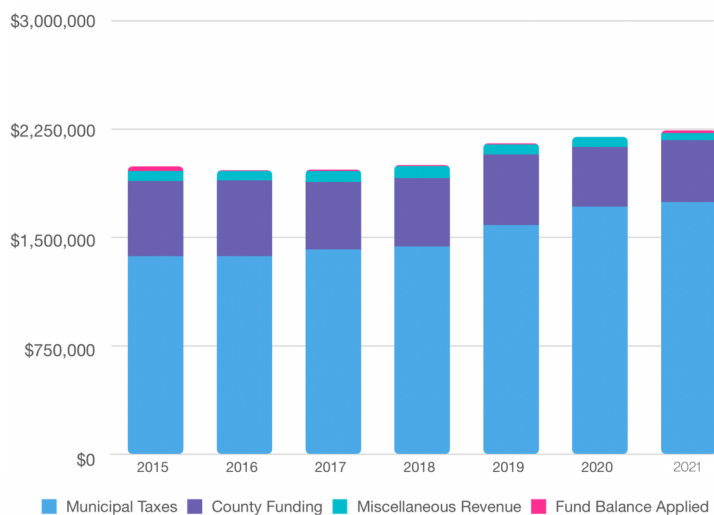
Trunk or Treat 2021

“ Our library should always be for everybody in our community. So happy that the Manitowoc Public Library supports all of us. Mary ”

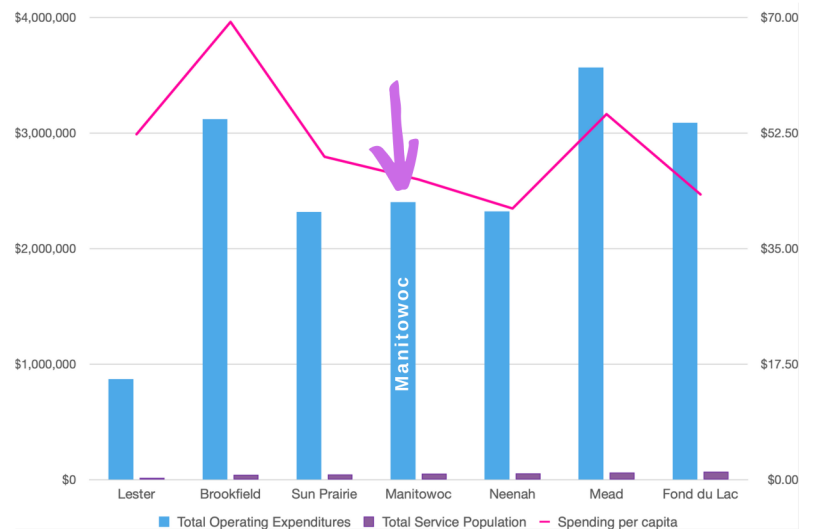
FINANCIAL OVERVIEW

EXPENSES & REVENUE

Library Expenses (Actual) 2015 - 2021

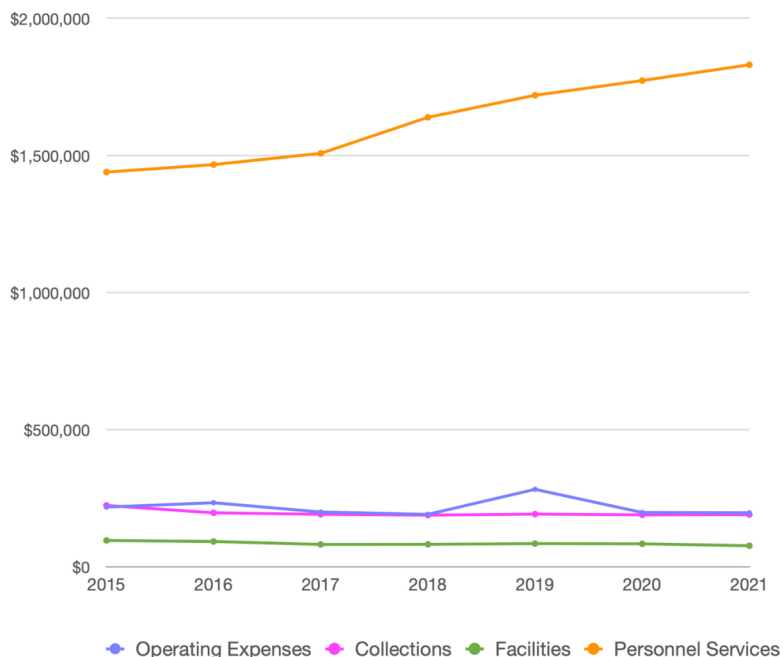


Expense Comparison to Similar Libraries



EXPENSES BREAKDOWN

Library Expenses 2015 - 2021



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

Professional Services
Staff Development
Computer Equipment
Furniture & Furnishings
Summer Intern
Libraries Build Strong Communities

2021 EXPENSES
NOT COVERED
IN OPERATING
BUDGET

\$93,573



manitowoc
public library

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