



Tampa-Hillsborough County Public Libraries October 2008 - September 2009

Tampa Bay Rays Baseball Player Fernando Perez -
Town 'N Country Regional Public Library



Annual Report

MESSAGE FROM THE DIRECTOR

As the first decade of the 21st century draws to a close in 2009, Hillsborough County's public library system is busier and stronger than at any time in its history. Circulation of materials reached 9.4 million items—an 8% increase over last year. Library visits by individuals totaled 3.5 million, an increase of approximately 10%. Customer contacts were up by almost 8% to 2.7 million. Program attendance increased approximately 10% over last year. Sincere thanks are due to the Friends of the Library of Tampa-Hillsborough County, Inc. for their continued, generous financial support of public library programming, without which this valued service would not be possible.

Shrinking public tax dollars led to more trimming of service hours, further reductions in staffing (down by 15% in 2009 from 2006). At the same time, more efficiencies were developed: A growing use of self check out; more comprehensive electronic resources; development of 2.0 capabilities in programming and promotion as well as reference. The statistics noted above reflect the current economic environment in which citizens are turning to the library for services as they seek efficiencies and savings within their own budgets.

Point-of-service surveys confirm a continued and steady customer satisfaction rating of 96%. Our goal is to provide our

citizens quality public library services. Please visit us often, both in person and through our Web page, HCPLC.org.

Sincerely,



Joe Stines
Director of Libraries

MISSION

The Hillsborough County Public Library promotes lifelong learning, an informed citizenry, individual intellectual freedom, an enhanced quality of life and broadened horizons for all residents of Hillsborough County through a network of free libraries with open access, a community focus, welcoming environments, a broad range of relevant materials in a variety of formats and highly trained, qualified, customer-focused employees.

LIBRARY BOARD

District 1
James Martin, Jr., Chair
Laura J. Vickers
Christopher P. Rosbough

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Robert "Bob" Argus, Vice Chairman
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TAMPA-HILLSBOROUGH COUNTY PUBLIC LIBRARIES

• THPL (Tampa-Hillsborough County Public Libraries)

FACILITIES AND STAFFING

In December 2008, the new 30,000-square-foot Town 'N Country Regional Library opened with a revitalized collection of materials, children's wing, computer lab, teen room and many meeting rooms. Located in the Town 'N Country Commons, the library shares the complex with a Hillsborough County Senior Center and Head Start facility, and will soon include a redesigned neighborhood park.



Town 'N Country Regional Library

The new Seffner-Mango Branch Library opened in January 2009 with a collection of 75,000 items. The new 15,000-square-foot facility replaces a 6,000-square-foot storefront and houses space for meeting rooms, a children's area, study rooms and a science room for students of all ages.



Seffner-Mango Branch Library

The North Tampa Branch Library closed in April 2008 in preparation for a new facility to be built at the existing location. The new library opened in September 2009 and includes a large community room, teen room, separate children's department, computer lab, and a bookstore operated by the Friends of the North Tampa Branch Library.



North Tampa Branch Library

FACILITIES:

John F. Germany Public Library (Main):	1
Regional Libraries:	8
Community and Neighborhood Branches:	16
Electronic Libraries:	49
Mobile Units:	2
Technical Services Center:	1
Total:	77

STAFFING:

Full-time Staff Members:	366.305
Volunteer Hours:	44,437



Groundbreaking for Walkway

Construction was completed in September 2009 on a covered walkway connecting Booker T. Washington Elementary School and Robert W. Saunders Sr. Library to provide a safer route for the children.

In September 2008, the parking lot at Riverview Branch Library was expanded and re-landscaped.



Riverview Branch Library

Eleven branches currently offer self check out in which patrons are able to check out library materials without staff assistance.



Self Check Out

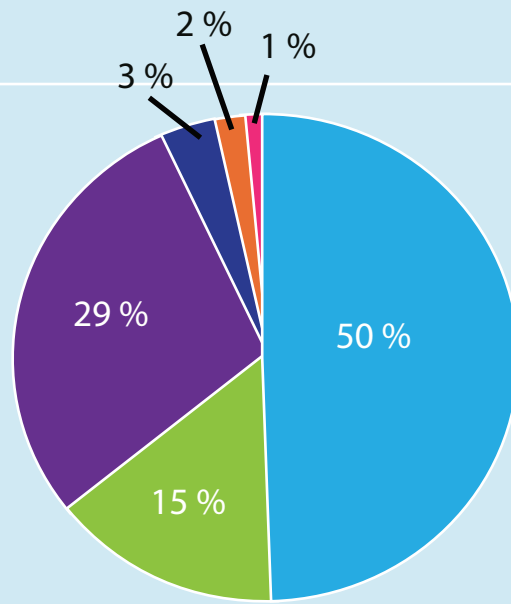
The Town 'N Country Regional and Seffner-Mango libraries re-opened with this efficient technology and there are plans to implement self check out in existing and future branches.

BUDGET

Expenditures:

Personnel:	\$19,847,880
Books and Materials:	5,940,469
Operating Expenses:	11,507,011
Commissions on Tax Collected:	1,193,527
Interlocal Agreements:	628,359
Automation and Support Equipment:	405,124
Total:	\$39,522,370

* Reserves not included in the pie chart: \$6,006,260



Revenues:

Special Library Taxing District:	\$43,406,904
State Funds:	1,072,821
Fines, Fees & Donations:	1,048,905
Total:	\$45,528,630

HILLSBOROUGH COUNTY PUBLIC LIBRARY COOPERATIVE

- Bruton Memorial (Plant City)
- Temple Terrace
- THPL

Our continuing relationship with the members of the Hillsborough County Public Library Cooperative has allowed us to serve our residents effectively through circulation, information and reference, and programming.

CIRCULATION

Adult Materials:	6,356,308
Children's Materials:	3,114,196
Total:	9,470,504

INFORMATION AND REFERENCE

Customer Contacts:	2,702,525
Reference Questions Answered:	438,149
Library Web Page Hits:	3,803,723
Library Visits:	3,585,543
Registered Borrowers:	552,646
Hillsborough County Residents:	45.4 %
Public Computers:	1,235
Users of Public Internet Computers:	1,210,381

PROGRAMMING

Attendance at 3,318 Adult Programs:	35,518
Attendance at 5,423 Children's Programs:	178,537
Total:	214,055

The library hosted 8,741 programs this year. That's nearly 24 programs a day!



Knowledge is POWER



Twilight Ball



Retired Lt. Col. Dr. Hiram Mann

NOTABLE ACCOMPLISHMENTS:

October 2008 - Library Services presented two contests celebrating [Our Hispanic Heritage](#). The children's bookmark contest brought in 995 entries, and the Spanish poetry contest for adults garnered 115 submissions.

October 2008 - Four hundred and thirty-two [Burgert Brothers Cirkut photographs](#), including images of carnival performers at the Florida Fair in 1930, pre-developed Davis Island, and the 1927 New York Yankees baseball team, were added to the Library Services' catalog. The actual Cirkut prints are housed in the History and Genealogy department at the John F. Germany Public Library.

October 2008 - Library Services hosted its annual [Teenz Ink](#) short story writing contest. More than 170 students in grades 6-12 composed short stories.

January 2009 - Library Services joined the Moffitt Cancer Center to present [Knowledge is POWER \(KIP\)](#) at the SouthShore Regional Library, which promoted cancer awareness education and wellness tips. Hundreds of South County residents came out for free health screenings for blood pressure and to enjoy music, fun activities for the kids and seminars such as "Getting the Most from Your Doctor's Visit" and "KIP Kids Fitness."

February 2009 - In celebration of [Black History Month](#), Dr. Hiram Mann, Retired Lt. Col. and original Tuskegee Airman, spoke to large crowds at SouthShore Regional, Jan Kaminis Platt Regional and New Tampa Regional Libraries. Dr. Mann spoke of his experience as part of the group of African-American men trained to be combat fighter pilots by the United States military during the 1940's and brought artifacts from World War II.

February 2009 - More than 100 teens attended the [Twilight Ball](#) on Valentine's Day at the Jimmie B. Keel Regional Library, hosted by the library's Teen Advisory Board. A "Rave Room" was set up with strobe lights, dance music and a chocolate fountain.

March 2009 - More than 120 teens attended Library Services' [2nd Annual Teen Tech Week Tournament](#) at the Town 'N Country Regional Library. Teens participated in a series of eight qualifier events at different libraries to win a chance to compete in the Battle of the Bands-style *Rock Band 2* Tournament.

March 2009 - Patrons were entertained by musicians Michael Ross and David Pate while poets Philip F. Deaver, Peter Meinke, Gianna Russo and Helen Pruitt Wallace read their original works during the annual [Poetry & Jazz](#) event held at Brandon Regional Library.

April 2009 - An audience of more than 1,200 was entertained by award-winning storyteller and author Donald Davis at the 29th Annual [Storytelling Festival](#). Creative Arts Theater of the City of Tampa Parks & Recreation Department; Hillsborough County Parks, Recreation and Conservation Department; Friends of the Library of Tampa-Hillsborough County, Inc.; and the Arts Council of Hillsborough County joined Library Services to present puppet shows, balladeers, book characters and multi-lingual stories.

April 2009 - During [National Library Week](#), four libraries hosted open houses, programs and other events, with support from Friends groups, to celebrate how "Worlds Connect @ Your Library." Over 250 patrons participated in National Library Week festivities.

May 2009 - Best-selling author Michael Sampson helped the library celebrate [Children's Book Week](#) with appearances at SouthShore Regional, Upper Tampa Bay Regional and 78th Street Community Libraries. Sampson read several of his children's books, including *Caddie the Golf Dog*; and shared stories about the creation of his books, such as *Star of the Circus* and *Chicka Chicka, 1, 2, 3*, which he co-authored.



Todd Parr



PAWS For Reading



Dora the Explorer



Walking with Dinosaurs

NOTABLE ACCOMPLISHMENTS (CONTINUED):

May 2009 - Several libraries hosted the “[We Love You Todd Parr](#)” program in honor of Children’s Book Week. More than 235 people listened to Todd Parr, bestselling children’s book author of over 30 picture books including *The I LOVE YOU Book* and *It’s Okay to Be Different*, as he read from some of his favorite books, gave drawing demonstrations, and even read his not-yet-published *The EARTH Book*.

May 2009 - Eighty-one children celebrated [National Pet Week](#) by taking part in the PAWS for Reading program. The program encourages children to read by providing a furry, non-judgmental listener who won’t laugh at them if they make a mistake or stumble over a word.

May 2009 - Library Services received a \$5,000 [literacy grant](#) from the Dollar General Literacy Foundation and a collection of 5,000 donated books from General Mills Spoonful of Stories promotion for having an outstanding Reading is Fundamental (RIF) program. The books were distributed to children in 13 Hillsborough County schools.

June 2009 - The [Tampa Bay Rays](#) helped kick off summer reading at Town ‘N Country Regional Library to get kids excited about reading during the summer. Rays baseball player Fernando Perez read *Curious George Goes to the Ballpark* and answered questions from the crowd of more than 125. Raymond, the Rays mascot, also entertained the children. More than 53,000 children and teens attended library summer reading programs.

June 2009 - International bestselling author [Lisa Unger](#) visited the Jimmie B. Keel Regional Library to share her early career publishing experiences in New York, discuss her unique writing style, promote her new book *Die For You*, and answer questions from the audience.

June 2009 - Nearly 100 teens took part in this year’s [Wizard Rock](#), a collection of bands inspired by the Harry Potter books and films. Teens danced to their favorite songs by the Whomping Willows and Remus Lupins, and engaged in a broad discussion of Horcruxes with the members of PotterCast.

August 2009 - In partnership with the Tampa Bay Performing Arts Center, more than 250 young children were entertained by [Dora the Explorer](#) at the Jan Kaminis Platt Regional Library. The actress that portrays Dora the Explorer in the live stage show, “Dora the Explorer Live! Search for the City of Lost Toys,” read the children a story and sang the “Backpack Song.”

September 2009 - More than 230 patrons came face to face with a realistic, life-size baby T-Rex dinosaur from the upcoming Arena Spectacular, *Walking with Dinosaurs*, at the New Tampa Regional Library, in partnership with the Tampa Bay Performing Arts Center.



Board of County Commissioners



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Tampa-Hillsborough County Public Libraries are a member of the Tampa Bay Library Consortium and the Hillsborough County Public Library Cooperative.