



Tampa-Hillsborough County Public Libraries

The Big Read Tampa - Amy Tan



Annual Report

October 2009 - September 2010

MESSAGE FROM THE DIRECTOR

Now in its 96th year and counting down to the 100th Anniversary of the Tampa-Hillsborough County Public Library, citizen use is booming. Circulation of materials surpassed 10 million items borrowed—a monumental achievement as well as an increase of 6% over 2009! Computer sign-ins increased by 4% to 1.3 million. Customer contacts, now including Hillsborough County InfoLine (formerly Citizen Action Center) increased by 1% to 2,729,203. With strong financial support from the Friends of the Library of Tampa-Hillsborough County, Inc., the number of program sessions increased by 7% to 9,372. Program attendance totaled 205,489 with a 95% rating in positive customer satisfaction with juvenile programming. Foot traffic within our libraries was

visibly higher, and efforts to capture this statistic are underway for 2010-2011.

Further reductions in Library Taxing District revenues resulted in trimming branch service hours by 15% in FY10. These reductions included countywide furlough days. Eleven percent of these hours will be restored in FY11 with no furlough days anticipated. The economic climate remained depressed as library needs by citizens increased. E-Government services, such as filing for unemployment or tax returns, were intensified and existing partnerships re-enforced. Greater use of self checkout, and an increasing trend toward electronic materials and services, helped staff to meet demand. Library space square footage has grown by approximately 38%

since 2001, while the staffing level grew by 3.7% during the same decade—a true efficiency. An annual measure of customer satisfaction indicates a 98% positive rating for 2010.

Our goal is to provide citizens of Hillsborough County with high-quality public library service as efficiently, timely and courteously as possible. Please visit us often, both in person and at our website 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.
Michael M. Sevi
Mary Lou Tuttle

District 2
Robert Argus
Kay O'Rourke
William H. Scheuerle, Ph.D.

District 3
Cori Toler
Alma Hires, Ph.D.
Catherine D. Cottle

District 4
James J. Harkins
James B. Johnson, Jr.
Patricia McClure

TAMPA-HILLSBOROUGH COUNTY PUBLIC LIBRARIES (THPL)

FACILITIES AND STAFFING



Norma and Joseph Robinson Partnership Library @ Sulphur Springs

In February 2010, the third cooperative venture with the Hillsborough County School District opened in the expanded School Media Center of the Sulphur Springs Elementary School.

The Partnership Library houses a browsing collection of materials for all ages as well as additional materials for elementary school age children.

There is a meeting room available for public use and a 24-station computer lab.

In August 2010, the Library was renamed the Norma and Joseph Robinson Partnership Library @ Sulphur Springs.



C. Blythe Andrews, Jr. Public Library

College Hill Branch Library was renamed in honor of the late C. Blythe Andrews, Jr. in August 2010.

FACILITIES:

John F. Germany Public Library (Main):	1
Regional Libraries:	8
Community and Neighborhood Branches:	17
Electronic Libraries:	49
Mobile Units:	2
Technical Services Center:	1
Total:	78

STAFFING:

Full-time Staff Members:	373.28
Volunteer Hours:	56,436



Internet Center

A new Internet Center in the John F. Germany Public Library opened to the public in January 2010. Expanded Internet access services are now located on the third floor of the West building addressing growing demands for e-government and general Internet use.

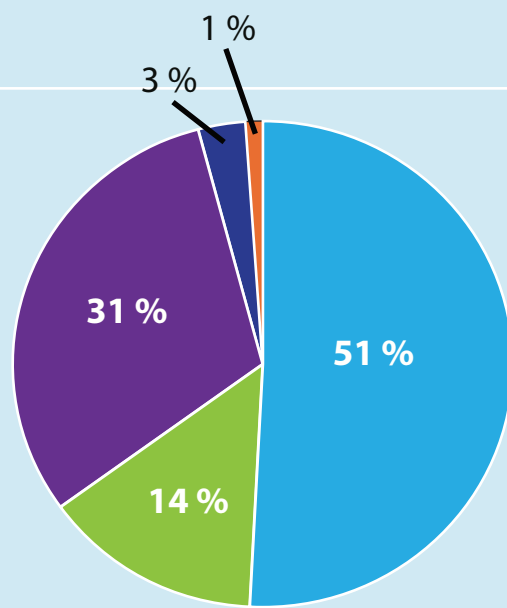
BUDGET

Expenditures:

Personnel:	\$19,473,329
Books and Materials:	5,272,003
Operating Expenses*:	11,790,924
Commissions on Tax Collected:	1,035,045
Interlocal Agreements:	409,380
Total:**	\$37,980,681

* Automation & Support Equipment expenditures of \$150,111 included in Operating Expenses.

** Reserves not included in the pie chart: \$1,842,954



Revenues:

Special Library Taxing District:	\$37,795,211
State Funds:	910,388
Federal Funds:	24,500
Fines, Fees & Donations:	1,093,536
Total:	\$39,823,635

HILLSBOROUGH COUNTY PUBLIC LIBRARY COOPERATIVE (HCPLC)

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

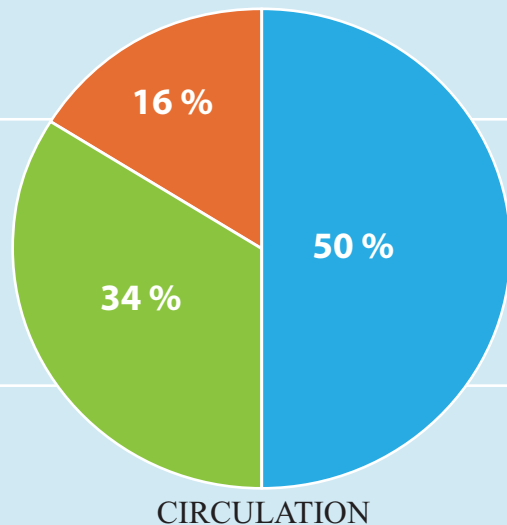
Our continuing relationship with the members of the Hillsborough County Public Library Cooperative has allowed us to serve our residents effectively through circulation, information and reference, and programming.

PROGRAMMING

Attendance at 3,683 Adult Programs:	40,631
Attendance at 5,689 Children's Programs:	164,858
Total:	205,489

CIRCULATION

Adult Materials:	5,034,477
Children's Materials:	3,372,948
Virtual (e-Books & e-Periodicals):	1,630,549
Total:	10,037,974



INFORMATION AND REFERENCE

Customer Contacts:	2,729,203
Reference Questions Answered:	422,878
Library Web Page Hits:	7,694,513
Library Visits:	3,779,386
Registered Borrowers:	575,651
Hillsborough County Residents:	46.18 %
Public Computers:	1,323
Users of Public Internet Computers:	1,260,948

The library hosted 9,372 programs this year. That's nearly 26 programs a day!



Rod MacDonald



Herbert H. Jones, Tuskegee Airman



New Glee Ball

NOTABLE ACCOMPLISHMENTS:

October 2009 - Teen author [Rick Yancey](#) helped Library Services celebrate Teen Read Week with appearances at Bloomingdale Regional Public Library, North Tampa Branch Library and SouthShore Regional Library. Yancey shared stories with 280 teens about his book *"The Extraordinary Adventures of Alfred Kropp"* as well as his new book *"The Monstrumologist."*

October 2009 - Library Services presented two contests celebrating [Our Hispanic Heritage](#). The children's bookmark contest brought in 618 entries, and the Spanish poetry contest for adults garnered 115 submissions.

October 2009- More than 170 students in grades 6-12 composed short stories for the annual [Teenz Ink](#) short story writing contest.

January 2010 - Library Services hosted *"Pride and Passion: The African-American Baseball Experience,"* a traveling exhibit that examines the challenges faced by African-American baseball players seeking equal opportunities beginning in the post-Civil War era. Featured guests included Negro Leagues experts Dr. Lawrence Hogan and Dr. Robert Cvornyek, acclaimed author/illustrator Kadir Nelson, Sharon Robinson, daughter of Jackie Robinson, and former Negro League players.

January 2010 - SouthShore Regional Library held its first [Teen Talent Show](#) with over 130 in attendance. There were 15 five-minute acts which included singing, dancing and piano playing.

January 2010 - A crowd of 75 people were entertained by American folk singer/songwriter [Rod MacDonald](#) at Jimmie B. Keel Regional Library.

February 2010 - In celebration of Black History Month, renowned Aeronautics Pioneer and Historian, [Herbert H. Jones](#), spoke to crowds at Bloomingdale Regional, Lutz Branch, Seminole Heights Branch, and Town 'N Country Regional Libraries. Jones shared his memories of being a Tuskegee Airman and breaking barriers for African-American pilots during turbulent times.

February 2010 - College Hill Branch Library hosted a celebration of the [Belmont Heights Little League](#) legacy. Guest speaker, Coach Billy Reed brought the history of the league to life by sharing stories about the victories and challenges experienced by the young athletes during two world series.

February 2010 - More than 75 teens attended the [New Glee Ball](#) at Jimmie B. Keel Regional Library, hosted by their Teen Advisory Board. Teens enjoyed dancing, singing karaoke, and dining on an assortment of food, including a chocolate fountain.

March 2010 - To celebrate the [100th Anniversary of the Boy Scouts of America](#), the Development Committee of the Friends of the Library sponsored a Burgert Brothers display containing photographs of scouts in action throughout the Tampa Bay area. The display traveled to eight libraries.

April 2010 - During National Poetry Week, poet [John Foster](#), author of *Discovery! A Wordcrafter's Journey*, inspired attendees at the Brandon Regional Library with his readings and shared tips on writing poetry.

April 2010 - Jimmie B. Keel Regional Library organized a cultural triple play in recognition of National Poetry Week with a [Jazz & Poetry](#) performance, an awards ceremony for the [Lit Wit](#) poetry parodies, and the opening of the [Jan Platt Traveling Art Exhibit](#). Seventy guests enjoyed music from the group Trio Vibe, readings from the top three Lit Wit winners and over 25 pieces of art selected from works created by members of the Life Enrichment Center.

April 2010 - An audience of more than 1,200 was entertained by award-winning storytellers and performance artists, Eth-Noh-Tec at the [30th Annual Storytelling Festival](#). The 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 for puppet shows, balladeers, book characters and multi-lingual stories.



PAWS for Reading

Sharon Robinson

Evan Longoria

Literacy Council Assembly

NOTABLE ACCOMPLISHMENTS (CONTINUED):

April 2010 - Fourteen libraries hosted open houses, programs and other events, with support from Friends groups, to celebrate how "Communities Thrive @ Your Library" during [National Library Week](#).

May 2010 - *The Joy Luck Club* by author Amy Tan was the selected title for the [Big Read](#). To kick off the month-long celebration, Tan spoke at the John F. Germany Public Library on the influence libraries have had in her life. Following the kickoff, she met and greeted guests at the Tampa Museum of Art. The following day, more than 430 attendees participated in a dialogue with the author, who shared stories about her life and spoke on her relationship with her mother.

May 2010 - The Citizen Action Center's telephone and email information services were transferred to Library Services as part of a budget efficiency in October 2009. They were merged with the Electronic Reference & Information service to become [Hillsborough County InfoLine](#). The combined service receives approximately 25,000 calls per month from County residents about libraries and a variety of County services.

May 2010 - Fifty-two 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. Through a partnership with Animal Services, the Mobile Adoption Vehicle visited Upper Tampa Bay Regional Library where patrons adopted 3 dogs and 2 cats.

June 2010 - [Tim Dorsey](#), best-selling author and former Tampa Tribune journalist, spoke about his Florida-based mystery novels to a crowd of more than 30 at the Bloomingdale Regional Public Library.

June 2010 - Library Services offered its first [summer reading program for adults](#). Over seven weeks, 188 customers enjoyed programs on water conservation, rain barrels, micro irrigation and documentary film screenings.

August 2010 - In partnership with the Moffitt Cancer Institute, the Library offered [KIP Kidz \(Knowledge is Power\)](#) programs at the Seffner-Mango and North Tampa Branch Libraries that emphasize cancer prevention and health in children. Tampa Bay Rays player, Evan Longoria, was signed up for a library card.

September 2010 - One hundred fifteen tutors, students, and their guests attended the Hillsborough Literacy Council's [Tutor-Student Appreciation Assembly](#). The program celebrated tutors and students for their efforts over the past year and recognized student accomplishments, including graduating from either the Basic Literacy program or the English for Speakers of Other Languages (ESOL) program.

September 2010 - Library Services partnered with the [Tampa Bay History Center](#) for a variety of programs, including book discussions and the Florida Conversations series.

September 2010 - Over 70 people viewed a pollution prevention display at the Seffner-Mango Branch Library, prepared by the Environmental Protection Commission (EPC) of Hillsborough County in honor of Pollution Prevention Week. Library Services received a [proclamation](#) by the Board of County Commissioners for joining the EPC's efforts for P2 Week.

October 2010 - The Upper Tampa Bay Library Foundation presented a check for \$116,819.24 to the Board of County Commissioners on October 6 for the [expansion of Upper Tampa Bay Regional Library](#). The expansion is expected to be completed by October 2013.



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.