Blair Library Turns 10!

Fayetteville Public Library Annual Report 2014
What will you do with your card?

David Johnson,
FPL Executive Director
I use my card to
download and
checkout music for
listening and
inspiration, and
sometimes for
picking guitar.
It’s an interesting phenomenon when people refer to the 10 year old Blair Library as the “new” library. Perception is everything. Because of our commitment to maintain the building in “opening day” condition, the library does indeed look new. However, because use of the library has soared and because patrons are asking for more and different services, the “new” library has aged and is struggling to meet the community’s needs.

From opening day in October 2004 through the close of 2014, the growth in library use has been remarkable:

- Collection size has grown 56% to 290,827 items.
- Circulation has grown 77% to 1,271,021 items.
- Cardholders have grown 58% to 76,377 people.
- Number of programs offered has risen 191% to 1,772 programs.
- Program attendees have grown 82% to 72,225 attendees.
- Computer sessions have grown 70% to 111,662 sessions.

Across nearly every performance measure, the numbers have shown impressive growth. I’m not sure if this level of community engagement was anticipated when library staff and trustees were planning the new library. What I do know is that Fayetteville is proud of its “crown jewel.”

However, with such unprecedented growth come some rather unintended consequences and the possibility of not meeting our community’s library needs in the future. Daily programming and special events challenge both our operational revenue and physical space. For example, our Walmart Storytime Room has been outgrown, and we now use the larger Walker Community Room for our weekly children’s programs. While we love having more than 100 parents and children regularly attend Baby Bookworms Storytime, the result is the room becomes less available to other sectors of the community. Special event programs that draw crowds of 400 and up require we close down the media/magazine area, move the shelving and material bays, and bring in seating. In 2014, we welcomed Newbery Award-winning author Christopher Paul Curtis, National Book Award winner Jacqueline Woodson, and author, actor and literacy advocate LeVar Burton, drawing more than 1,400 booklovers. We want to continue offering these memorable events to our community while minimizing service disruptions to our patrons.

These are great challenges to have, but costly in terms of financial resources and stretching the capacity of the facility. Within ten years, the library has surpassed original goals set for the year 2020 in regard to circulation, visitors, and cardholders. We realize these accomplishments could not have been reached without the Blair Library.

Sometimes clichés are appropriate. In the case of the Fayetteville Public Library, the words of Kevin Costner’s character Ray Kinsella in the 2002 motion picture “Fields of Dreams” has proven to be true: “If you build it, he will come.” As the data prove, library leaders built a new library, and the community continues to come.

Sincerely,

David Johnson,
Executive Director

Kim Agee,
President Board of Trustees
Fayetteville Public Library

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Expenditures
JANUARY 1, 2014 – DECEMBER 31, 2014
Personnel Services ........................................... $2,614,682
Materials and Supplies .................................. $356,082
Services and Charges ................................... $693,496
Maintenance ................................................ $184,298
Capital Outlay ................................................ $527,126
Total .......................................................... $4,375,684
Use of Reserves .............................................. $351,419

2014 By the Numbers
POPULATION SERVED
Fayetteville ........................................ 78,960
Washington County ............................... 211,411
Library Cardholders .................................. 74,882
Borrowing Cards ...................................... 65,440
FPL I-Cards .............................................. 9,442
Program Attendance ................................... 72,225
Children’s Program Attendance ................. 34,886
Teen Program Attendance ......................... 2,784
Adult Program Attendance ......................... 9,620
Livestream Storytimes .............................. 433
Outreach Program Attendance ................... 24,502
Materials Owned ....................................... 290,827
Materials Borrowed ................................... 1,271,021
Print ......................................................... 1,214,747
eBooks/eResources .................................... 101,910
Computer Users ....................................... 111,662
Volunteers:
Number ...................................................... 208
Hours ......................................................... 13,907
Staff ......................................................... 45.9 FTE

Operating and Materials Revenues
FISCAL YEAR 2014
City of Fayetteville .................................... $2,091,401
Library millage ............................................ $1,316,987
Contributions from FPL Foundation ........... $129,570
Investment Income ..................................... $98,887
State Aid to Public Libraries ....................... $143,858
Fines and Fees ........................................... $130,447
Grant Revenue .......................................... $63,623
Miscellaneous ........................................... $49,492
Grand total ............................................... $4,024,265
<table>
<thead>
<tr>
<th>Measure for Cities 50 – 99,000</th>
<th>FPL 2014</th>
<th>National Average 2014¹</th>
<th>Benchmark Average 2014²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent population with library card³</td>
<td>82.88%</td>
<td>50.81%</td>
<td>70.13%</td>
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<tr>
<td>Reference transactions per capita</td>
<td>1.00</td>
<td>0.98</td>
<td>1.02</td>
</tr>
<tr>
<td>Book/Materials expenditure per capita</td>
<td>$6.49</td>
<td>$4.70</td>
<td>$6.74</td>
</tr>
<tr>
<td>Circulation per capita</td>
<td>16.10</td>
<td>8.96</td>
<td>11.92</td>
</tr>
<tr>
<td>Library holdings per capita⁴</td>
<td>3.68</td>
<td>3.13</td>
<td>3.38</td>
</tr>
<tr>
<td>Registered borrowers per capita</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Collection turnover</td>
<td>4.37</td>
<td>2.37</td>
<td>3.42</td>
</tr>
<tr>
<td>Total holdings</td>
<td>290,827</td>
<td>240,826</td>
<td>328,036</td>
</tr>
<tr>
<td>Total expenditures</td>
<td>$4,375,684</td>
<td>$2,994,806</td>
<td>$4,982,309</td>
</tr>
<tr>
<td>Annual expenditures per capita</td>
<td>$55.42</td>
<td>$41.84</td>
<td>$51.26</td>
</tr>
<tr>
<td>Total operating income</td>
<td>$4,024,265</td>
<td>$2,946,781</td>
<td>$4,931,834</td>
</tr>
<tr>
<td>Population of legal service area</td>
<td>78,960</td>
<td>69,436</td>
<td>97,193</td>
</tr>
<tr>
<td>Full-Time Equivalents</td>
<td>45.9</td>
<td>39.6</td>
<td>63.7</td>
</tr>
</tbody>
</table>

¹ Public Library Association (2015). Library data retrieved January 26, 2015 from Public Library Data Service (PLDS) Interactive Online Database.
² Benchmark Libraries: Ames, Iowa; Bentonville, Arkansas; Bloomington, Illinois; Boulder, Colorado; Central Arkansas, Little Rock, Arkansas; Champaign, Illinois; Columbia, Missouri; Denton, Texas; Lawrence, Kansas; Manhattan, Kansas; Rogers, Arkansas; Springdale, Arkansas; Stillwater, Oklahoma; Urbana, Illinois.
³ Cardholders may live outside Fayetteville city limits. ⁴ Holdings = Collection Size

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**What will you do with your card?**

Karen McDonald, Fayetteville Resident

I love the children’s library and all of the programs that encourage young readers. The library is a destination for all ages.

Hannah Lee, Fayetteville Resident

I feel FPL is our community centerpiece. It is a beautiful building that provides space to visit with others, enjoy a coffee and the Ozark view.
2014 Highlights
Calendar

March: Newbery Award-winning children's author, Christopher Paul Curtis, spoke with over 500 Fayetteville school students about hard work, respecting yourself and developing as a writer. He read from his book, *Bud, Not Buddy*.

May: The library participated in Arkansas Heritage month with a weekend festival, "Flavors of the Ozarks", highlighting Ozarks regional cooking and food traditions. The program was funded by a grant from the Department of Arkansas Heritage.

Summer: FPL Summer programming kicked off with the largest outdoor party the library had seen complete with snow cones, bounce houses, and science experiments. Over 4,900 adults, kids and teens participated in the "Summer Reading Club", the most ever. Activities for all ages included a special performance and workshops with singer-songwriter, Joe Crookston.

October: The Blair Library celebrated its 10th anniversary with a month of award-winning author talks. The second annual True Lit Festival welcomed keynote speaker, children's and young adult author, Jacqueline Woodson. The FPL Author Series presented "An Evening with LeVar Burton" an intimate conversation with the literacy advocate, actor, writer, and director. The month wrapped up with "One Book, One Community" featuring author Karl Marlantes.

December: The library concluded two years of family and individual financial programming, "Saving Money Makes Cents". The special programming was made possible by a grant from the FINRA Investor Education Foundation through Smart investor®your library®, a partnership with the American Library Association.
Volunteers at the Fayetteville Public Library

Daniyal Ahmad
Zeynup Altindis
Maria Altmann
Lois Alward
Yasir Ameer
Jan Anderson
Pete Anderson
Katharine Arthurs
Safin Attwal
Judy Avery
Claudia Bailey
Hannah Baker
Mike Belmont
Regina Belmont
Janice Berry
Katie Bewley
Mimi Blackwood
Marcia Bockelman
Debbie Bohenna
Cathy Boyd
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Barbara Brannan
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Joel Bunch
Marilyn Burdette
Jennifer Cale
Samantha Carlton
Lamar Cole
Cheri Coley
Jeff Collins
Sandy Conklin
Marcia Comors
Raven Cook
Joe Copeland
Adam Coston
Mary Cotton
Caylin Craig
Carm Crouch
Gayla Crow
Jim Curry
Megan Davidian
Bobbi Davis
Gwyneth Deshommes
Samantha Dick
Shelby Dodson
Samantha Doss
Bethany Draper
Steven Du
Bianna Duncan
Georgena Duncan
Emily Dunn
Rebekah Eddy
Courtney Edwards
Bia Edwards
RoAnne Elliott
Christian Fabrizio-Akers
Carole Falkner
Julie Feinstein
Cora Ferguson
Diane Ferguson
Matthew Fey
William Fogleman
Luke Fowler
Hannah Frala
Nick Fry
Julio Fuentes
Zander Fuller
Bradley Garrett
Mort Gitelman
Janet Gorman
Bethany Green
Kate Guendling
Nancy Guinn
Morgan Gurel
Elise Gusman
Tom Gusman
Bobbie Hackler
Anna Hall
Rachel Hall
Bradley Hammond
Bud Hanks
David Hansen
Rafael Haros
Emma Harris
Jessica Harris
Karen Harris
Maggie Harris
Robert Harris
Beth Anne Harrison
Piper Hart
Ralph Harvey
Morgan Hefflin
Linda Henderson
Sally Hennis
Nomr Holm
Kristen Hoover
Joyce Jackson
Tasila Jahangir
Pat Jahoda
Terry Jay
Suzie Jenkins
Merissa Jennings
Jack Jiang
Ben Johnson
Jennifer Johnstone
Mikiko Joiner
Sondra Jones
Catherine Kabasia-Sello
Hannah Karnbach
Ryan Kim
Marsha Kim Huh
Cathy Knopp
Jill Knoch
Cortland Knox
Teresa Kolb
Sarah Kueter
Jake Lamkins
Carole Lane
Nan Lawler
Mollie Laws
Robert Lea
Stephanie Lenogue
Jasmin Leon
Elin Lepp
Barbara Lewis
Emma Lewis
Annee Littell
Austin Liu
Sarah Livengood
Will Loder
Josh Lowry
Tina Lusby
Winnie MacDonald
Samah Mahmoud
Cindy Mac
Mona Mardanbigi

Jo Marr
Rebecca Martell
April Martin
Ann Mas
Rachel McCann
Ashley McCollum
Gerald McCallum
Sapirse Mekeethen
LaNita McKinney
Naomi Michael
Pam Miller
Reva Mills
Laura Minton
Lorenzo Miravite Jr.
Connie Monticello
Russ Moody
Barbara Moore
David Moore
Jane Morton
Agnes Nagy
Amy Nitz
Tabby Novotny
Sean O’Dell
Meagan Olsen
Lorna Outcault
Abby Parker
Jonathan Petree
Sarah Peyer-Nelson
Glenn Pickel
Donnie Porter
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Debbie Santeford
Tim Schatzman
Lee Seok
Kinzie Shepherd
Ethel Simpson

What will you do with your card?

Tom & Eloise Gusman - Retirees and FPL Volunteers
We love attending Mountain St. music performances,
researching our genealogy, exploring foreign languages,
and, of course, volunteering.

www.faylib.org
What will you do with your card?

Tori Barron - Student
I have been coming to FPL since I was seven. I use my card to check out books and movies. By taking creative writing classes with Ms. Alyson, I discovered I love to write. I often use the free Wi-Fi and computers to stay connected with friends.

FAYETTEVILLE PUBLIC LIBRARY

www.faylib.org | (479) 856-7000

Emily Skillestad
Eric Small
Nancy Smith
Wendy Smith
Kiia Stacy
Hannah Stellplug
Caroline Sites
Pam Stockland
Jayde Stratton
Willow Stratton
Pat Taff
Aaron Tan
Brittany Tavernaro
Megan Thomas
Sandy Thompson
Sue Thompson
Will Toler
Kim Torres
MarrianeTullis
Christina Twardowski
Karla Van Brunt
Molly Vazquez
Thomas Vidal
Giselle Vieira
Pablo Villacres

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Heather Artripe
Arts Live
Jama Best
Michael Boyd

Bricks4Kidz
Larry Cathay
Chinese Association of NWA
Chinese Students and Scholars Association
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Delta Sigma Theta
Dramatic Book Club
Eta Sigma Phi
Fayetteville High School National Honor Society
Michael Felix
Andrew Ford
Girl Scouts
Jackie Golden
Haas Hall
Sally Hennis
Jeremy Hess
Elizabeth Hill
JB Hogan
Kate Janowska
Jill Kaplan
Kyle Kellams
Little Giggles
Little Gym of Rogers
Chris Love
Xian Lu
Paula Mariadughter
Becca Martin
Bruce McCain
Office of International Students and Scholars
Leslie Oelsner
Karen Parker
Casey Prock-Blakeman
Richard Redfearn
Katie Rievert
Elizabeth Shackelford
Carin Schoppmeyer
Dr. Patrick Stewart
Temple Shalom
Spencer Tiry
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Trike Theatre
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U of A EFNEP
U of A German Club
Sam Von Bose
Crystal Widger
Xtreme Achievers

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Santa portrayed by FPL Friends Lifetime member, Jake Lamkins.

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Ann Marie Ziegler

Happy Holidays from Fayetteville Public Library!
What will you do with your card?

Denise Garner
Founder/President
Feed Fayetteville
Feed Communities
Edible Ozarkansas

I am always on the go so checking out ebooks fits perfectly into my lifestyle. With my card, a new book is only a click away.

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Emily Williams
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George and Rosemary Faucette

In Honor of Dr. and Mrs. James Dunn:
Eric Dunn

What will you do with your card?

Vicki Butler, Fayetteville Montessori
School Founder & Director

I have always loved to surround myself with children’s books. As an educator, I am passionate about FPL because I know the difference the library makes in my students’ lives. The True Lit festival is an opportunity to help children connect to literature and the library in a meaningful way.