



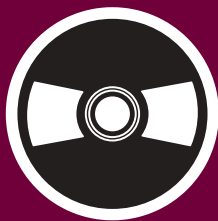
# 2020 ANNUAL REPORT SUMMARY

## GERMANTOWN COMMUNITY LIBRARY



174,757  
Print

+



63,465  
Audio/Visual

+



49,385  
Digital  
+29%

=

287,607

Items Checked Out  
& 5,000+  
New Items  
Added

18,000

Registered  
Library Cards

65,000

Library Visits  
in 2020!

23,000

Service  
Questions  
Asked  
+125%

Digital resources continue  
to grow, while print  
material remains a vital  
library service to the public.

3,700

Public  
Computer  
Logins

7,700

Wireless  
Logins

7,400

Electronic  
Databases  
Retrievals  
+74%

130

Gale  
Courses  
Taken

25,513

People Attended

212

Programs

- 5,000+ In-Person Participants
- 2,000+ Virtual Participants
- 18,000+ Pre-Recorded Views

& 23,000+  
Grab & Go  
Kits Given  
Out



5,500+  
Curbside Pickup  
Appointments



Express Bags  
Requested

500+



# STRONG LIBRARIES = STRONG COMMUNITIES

## GERMANTOWN COMMUNITY LIBRARY



**MAR 13**  
BUILDING  
CLOSES TO  
PUBLIC

**APR 22**  
CURBSIDE  
PICKUP  
AVAILABLE

**MAY 21**  
BUILDING  
OPENS WITH  
LIMITED  
SERVICES

**NOV 1**  
BUILDING  
TEMPORARY  
CLOSES FOR  
2 WEEKS

### ADDITIONAL FACILITY & SERVICES UPDATES:

- Feb: New System Implemented for Spine Labels
- April: Magazine & Newspaper Collection Reorganized
- May: Children's & Adult Music CDs Reorganized
- May: Washington County Library Study Completed
- June: Temporary Welcome Desk Added in the Lobby
- June: Grant for Hearing Hoops Added to Service Desks
- Sept: New Roof on Library Building
- Sept-Nov: Storywalks Displayed in Local Parks

**Thank you for using & supporting the library this past year!**  
**Because of you, we continue to learn, adapt & grow stronger as a community!**



**WE FOUND NEW WAYS  
TO LEARN AT HOME ...**



**... AND STAY CONNECTED WITH  
EACH OTHER THROUGH LIBRARY  
PROGRAMS & SERVICES!**



# GERMANTOWN COMMUNITY LIBRARY NEW SERVICES ADDED IN 2020



500+  
LIBRARY EXPRESS BAGS  
REQUESTED

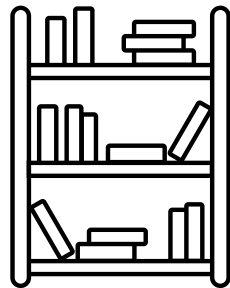


5,500+  
CURBSIDE PICKUP  
APPOINTMENTS MADE

## OTHER SERVICES ADDED...



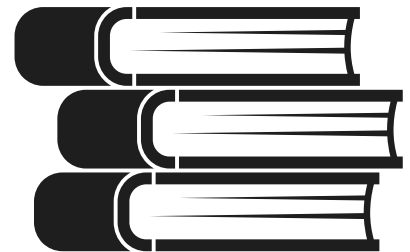
**APRIL 2020**  
Digital Streaming  
Added through  
RB Digital



**AUG 2020**  
Pop-Up Friends of the  
Germantown  
Community Library  
Book Sales Available  
with Monthly Themes



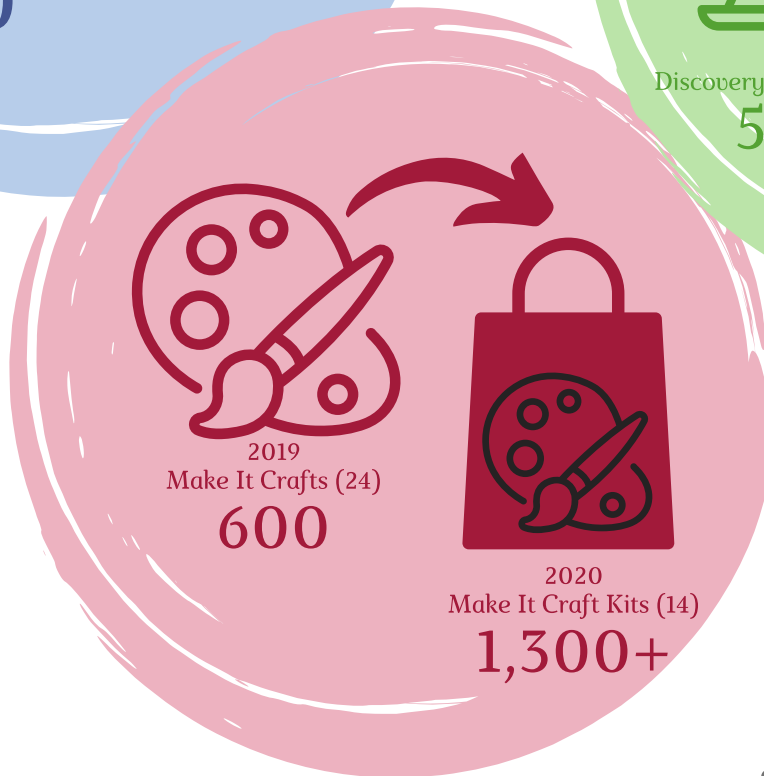
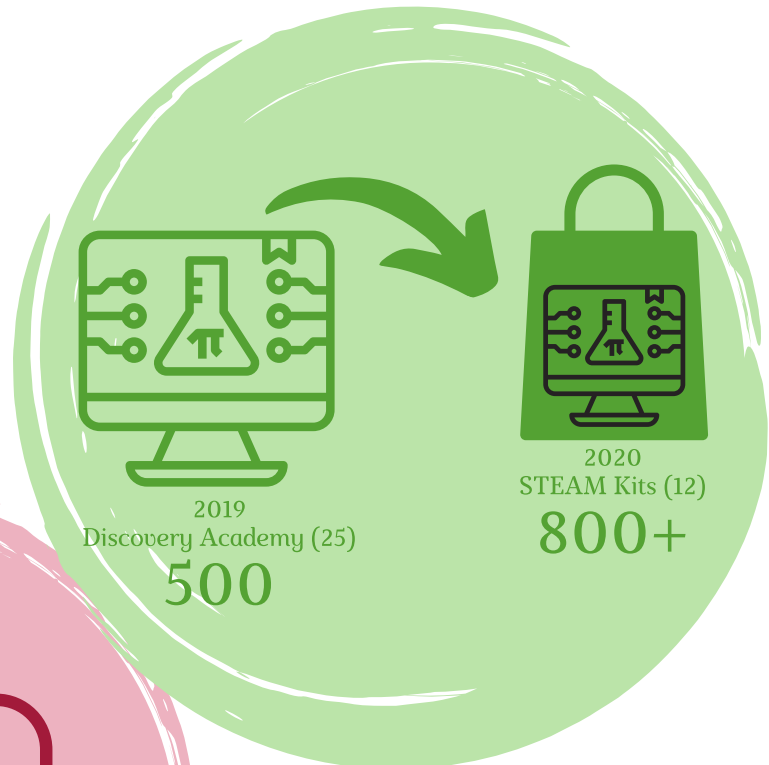
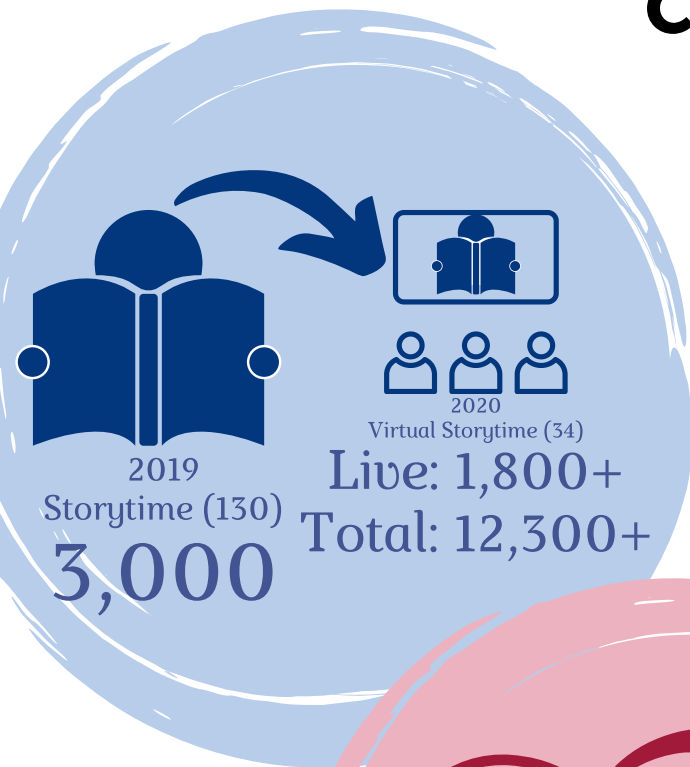
**SEPT 2020**  
Fine Free for Youth  
& Teen Material  
All Other Fines  
\$0.10/item



**NOV 2020**  
Book & DVD Bundles  
Added for Quick &  
Easy Browsing

➔ The year 2020 brought on many changes to the library. The pandemic and closing of our physical building created limitations for the public. While this was a big challenge, it also created an opportunity for us to explore new service options and find innovative ways for patrons to access material. We are excited to be able to continue these new services into the new year.

# GERMANTOWN COMMUNITY LIBRARY PIVOTING PROGRAMMING DURING COVID-19



... **PLUS**  
**23,000+**  
GRAB & GO  
KITS GIVEN OUT

**20,000+**  
LIVE & PRE-RECORDED VIEWS  
ON VIRTUAL PROGRAMS  
**15,000+**  
ONLINE READING  
CHALLENGES COMPLETED

## WHAT WE LEARNED (so far...)

Serving our patrons during a pandemic has been a challenge, but we learned a lot! While we know that Virtual and Grab & Go options cannot fully replace an in-person event, pivoting our programming options during COVID-19 has given the library an opportunity to:

- Get creative!
- Explore new options such as Virtual programs, Grab & Go Kits and Book Walks
- Reach more people in our community
- Give patrons more flexibility to participate when they are not able to attend a program on a specific day or time
- Move our Reading Challenges to an online format



**In 2021 and beyond, we are looking forward to more programming options opening up and finding ways to balance traditional programs while continuing to provide activities that are working well for our community!**



# GERMANTOWN COMMUNITY LIBRARY CIRCULATION BY THE NUMBERS

\*Estimated Amounts to the Nearest \$1,000

## Physical Circulation by Target Age of Material\*



Adult: 116,000

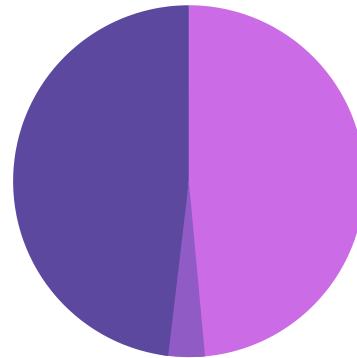


:YA: 8,000



JUV: 115,000

Juvenile  
48.1%



Adult  
48.5%

Young Adult  
3.3%

## Total Circulation by Type of Material\*



Book: 173,000



DVD &  
Blu-Ray: 47,000



Digital: 49,000



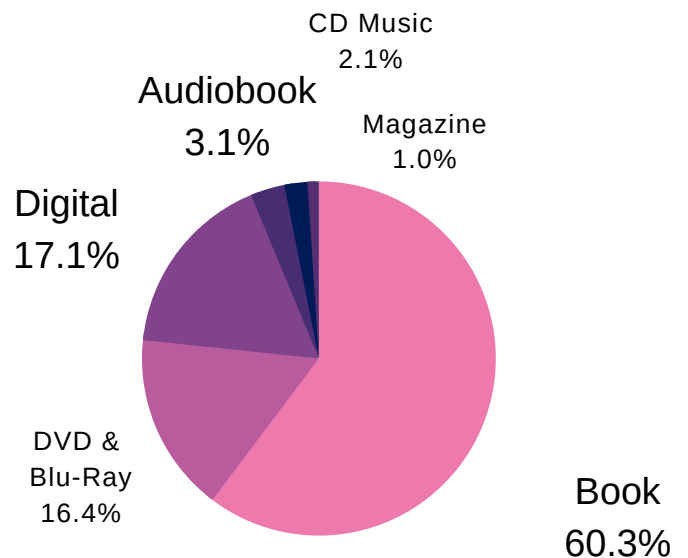
Audiobook &  
Playaway: 9,000



CD Music: 6,000



Magazine: 3,000



# GERMANTOWN COMMUNITY LIBRARY CIRCULATION BY THE NUMBERS

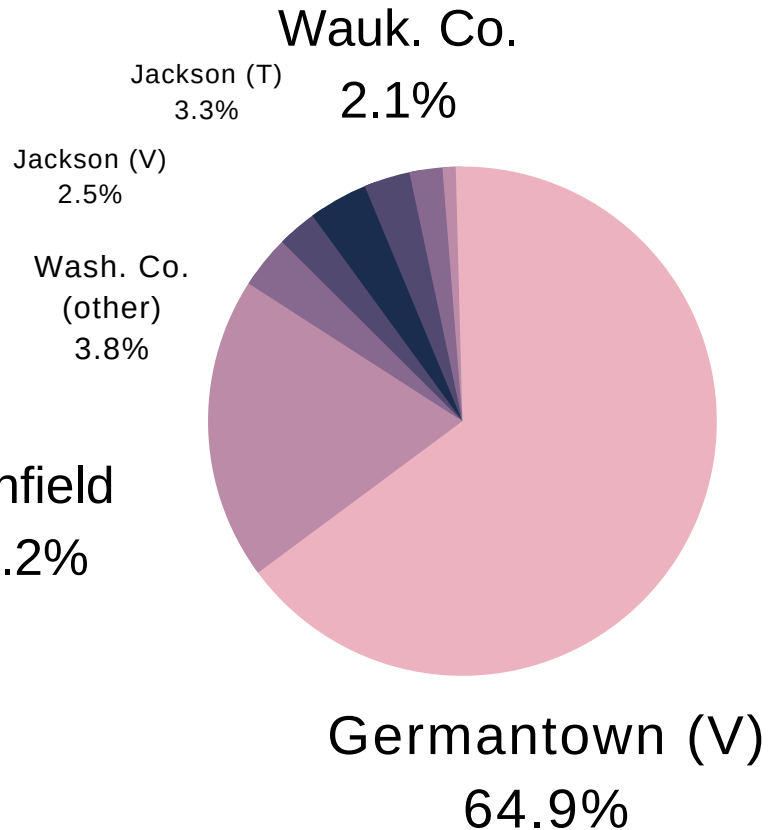
\*Estimated Amounts to the Nearest \$1,000

## Physical Circulation by Municipality\*

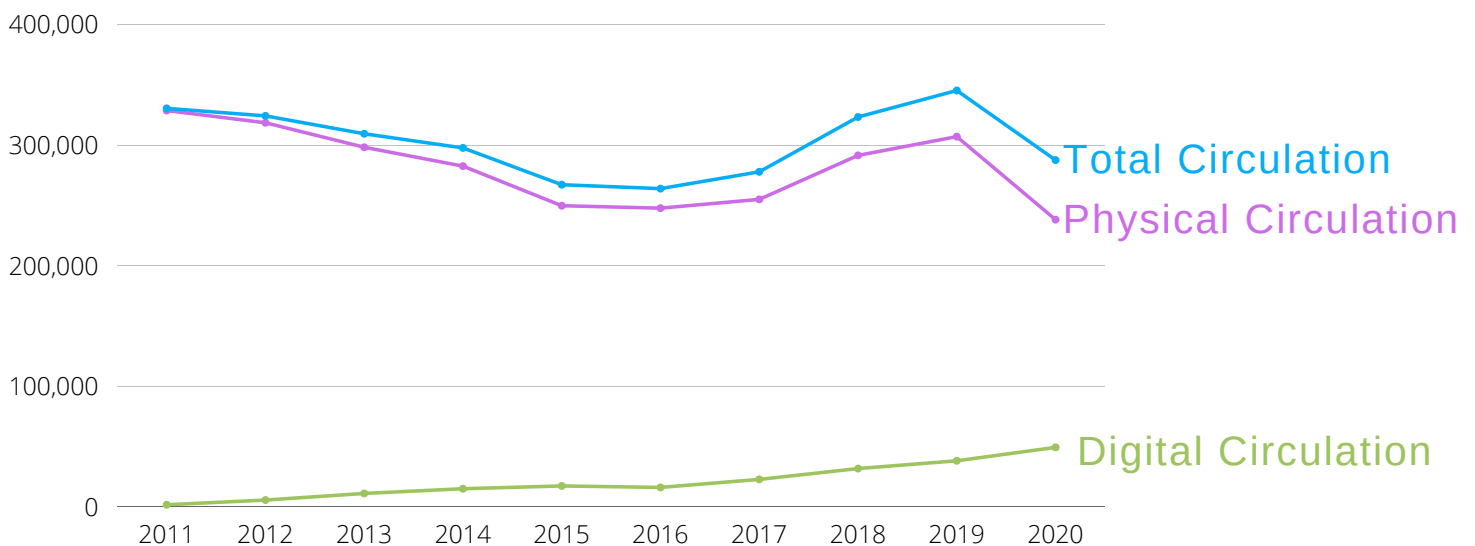
Germantown (V): 155,000  
 Richfield: 46,000  
 Jackson (T): 8,000  
 Jackson (V): 6,000  
 Wash. Co. (Other): 9,000  
 Ozaukee Co.: 7,000  
 Wauk. Co.: 5,000  
 Milw. Co.: 2,000  
 Other: < 1,000

**= 239,000**

Richfield  
19.2%



## Circulation Trends 2011 - 2020



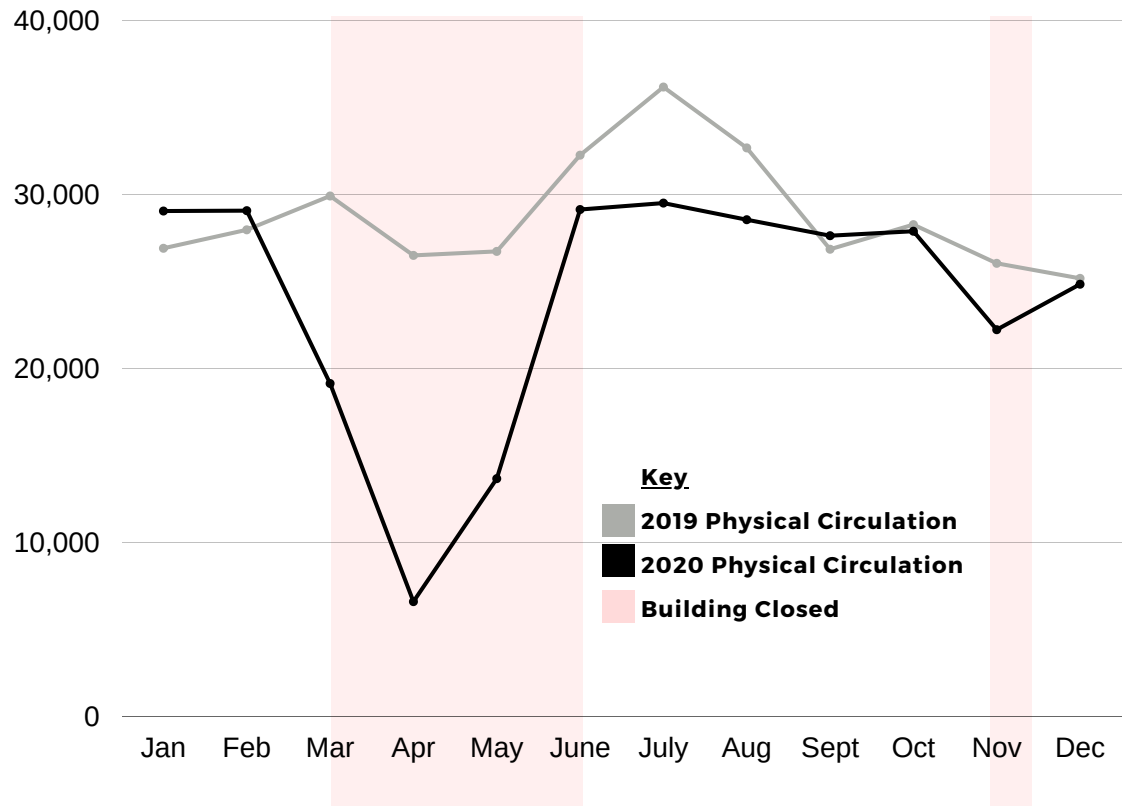
GERMANTOWN COMMUNITY LIBRARY  
**TOTAL CIRCULATION (PHYSICAL + DIGITAL)**  
 2019 - 2020

2019:  
**345,570**

2020:  
**287,607**

**-17%  
 in  
 Total  
 Circulation**

- 18% in  
 opening days

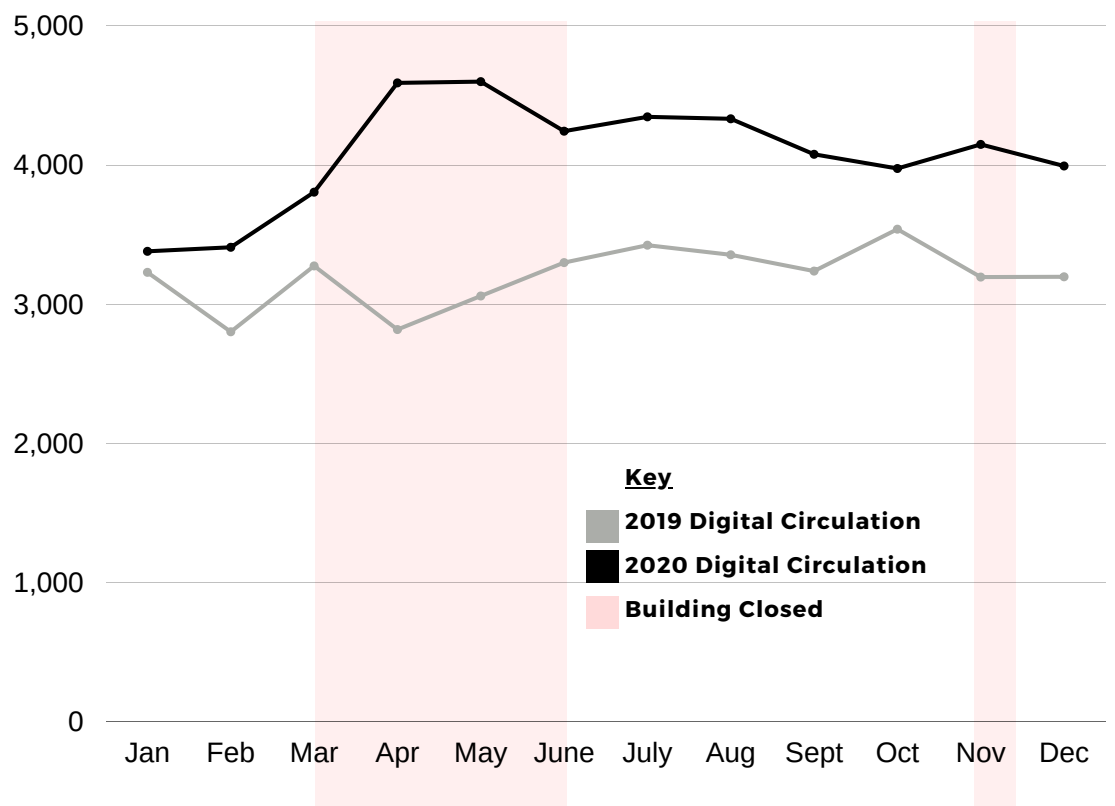


GERMANTOWN COMMUNITY LIBRARY  
**DIGITAL CIRCULATION**  
 2019 - 2020

2019:  
**38,442**

2020:  
**49,385**

**+28%  
 in  
 Digital  
 Circulation**





# GERMANTOWN COMMUNITY LIBRARY OPERATING REVENUE & EXPENDITURES

\*Estimated Amounts to the Nearest \$1,000

## 2020 Operating Revenue

Germantown: \$688,000

General: \$602,000

Building: \$86,000

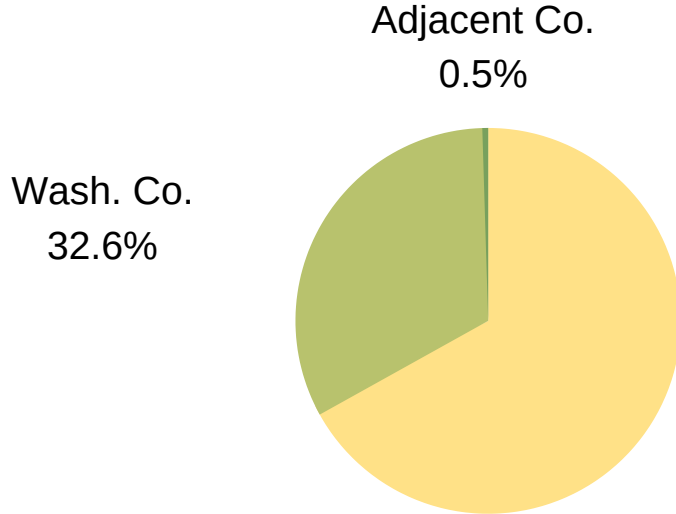
Washington County: \$335,000

2019 Payments: \$16,000

2020 Payments: \$319,000

Adjacent Counties: \$5,000

**= \$1,028,000**



Germantown  
66.9%

## 2020 Expenditures

Salaries/Wages: \$456,000

Benefits: \$123,000

Material: \$105,000

Physical: \$74,000

Audio/Visual: \$22,000

Electronic: \$9,000

Building/Grounds: \$70,000

Building/Utilities: \$64,000

Programming: \$43,000

Computer Services: \$32,000

System Automation: \$22,000

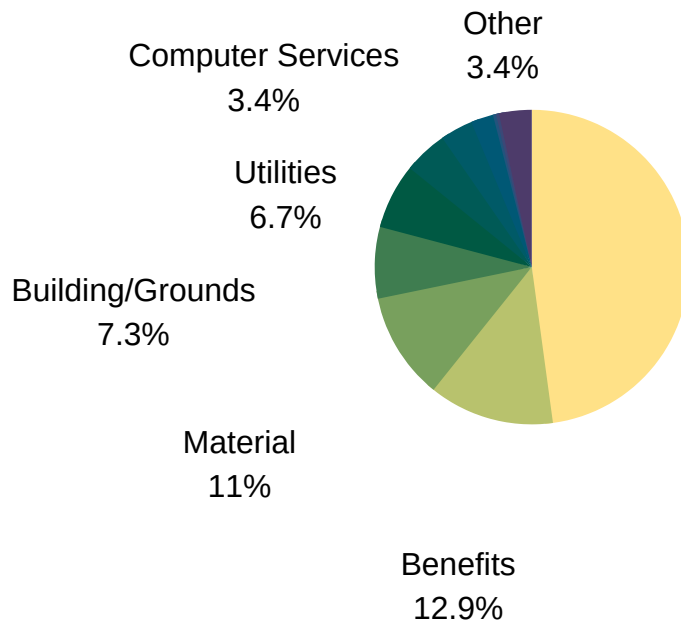
Supplies: \$16,000

Outreach Services: \$3,000

Training: \$3,000

Other: \$32,000

**= \$969,000**



Salaries/Wages  
47.8%

# GERMANTOWN COMMUNITY LIBRARY 2020 PROGRAMMING STATISTICS



Attend in Person

**5,060**

## KIDS

Art Adventures (3): 93  
Book Walks (3): 1,575  
Community: (10): 597  
Family Craft Circle (3): 132  
Special Programs (7): 627  
Storytime (40): 860

**= 3,884**

## TEENS

Advisory Board (1): 3  
Movie (1): 18

**= 21**

## ALL AGES

Community (12): 410  
Book Groups (23): 163  
Friends Meeting (6): 68  
Movie Club (3): 22  
Special Program: (15): 277  
Tech Talk (3): 20  
Make It Craft (6): 179  
Memory Cafe (1): 16

**= 1,155**



Live, Virtual

**2,006**

Storytime (also Pre-recorded)  
(34): 1,856

**= 1,856**

Book Groups (10): 82  
Memory Cafe (5): 68

**= 150**



Pre-recorded, Virtual  
(Watch Anytime /  
Anywhere)

**18,447**

Storytime (also Live)  
(34): 12,354

**= 12,354**

Art Show (1): 290

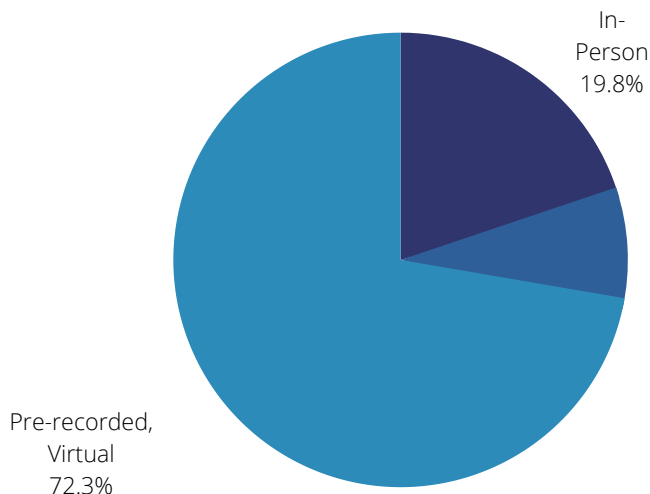
**= 290**

Tech Talk Video (15): 3,275

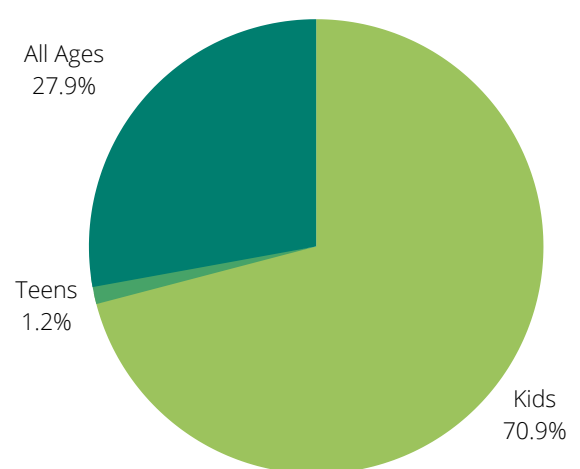
Make It Video (10): 2,528

**= 5,803**

## BY DELIVERY METHOD

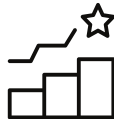


## BY TARGET AGE



# GERMANTOWN COMMUNITY LIBRARY 2020 SELF-DIRECTED ACTIVITIES

Challenges  
(In-Person &  
Virtual)

 **21,688**

## KIDS

Winter: 2,265  
At-Home: 28  
Summer: 10,164  
Fall: 1,073

**= 13,530**

## TEENS

Winter: 340  
At-Home: 12  
Summer: 945  
Fall: 132


**= 1,429**

## ALL AGES

Winter: 2,000  
Wash Co: 1,043  
At-Home: 137  
Virtual Survey: 226  
Summer: 2,526  
Fall: 797

**= 6,729**

Self-Directed

 **9,745**

1000 Books: 142  
AWE Computers: 181  
Coloring Sheets: 5,915  
Baby Bags: 2

**= 6,240**

Graphic Novels: 42


**= 42**

Coloring Sheets: 3,374

Puzzle: 74  
Tech Support: 15

**= 3,463**

Grab & Go Kits  
(Pick Up Kit at  
Library)

 **18,713**

Craft Kit (17): 10,891  
Movie Kit (12): 1,663  
Recipe Kit (4): 870

**= 13,424**

Craft Kit (1): 172

**= 172**

Movie Kit (8): 692  
Recipe Club Kit (4): 333  
Craft Kit (14): 4,092

**= 5,117**

Register &  
Pick Up Kit  
at Library

 **5,034**

Art Kit (4): 305  
Book Walk Bags (3): 1,475  
Special Kit (4): 1,095  
STEAM Kit (12): 849

**= 3,724**

Make It Kit (14): 1,310

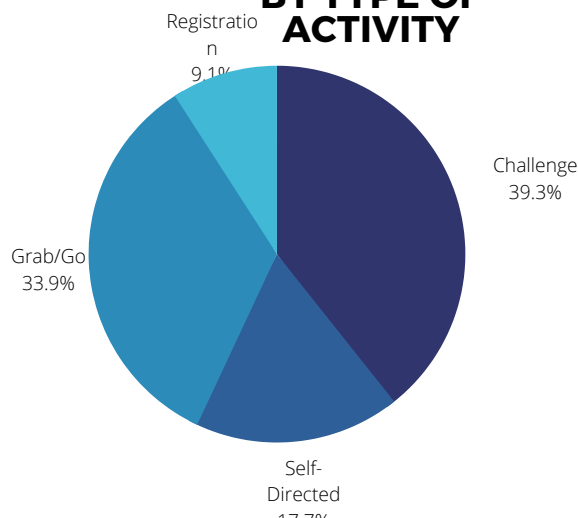
**= 1,310**

Total:  
**36,918**

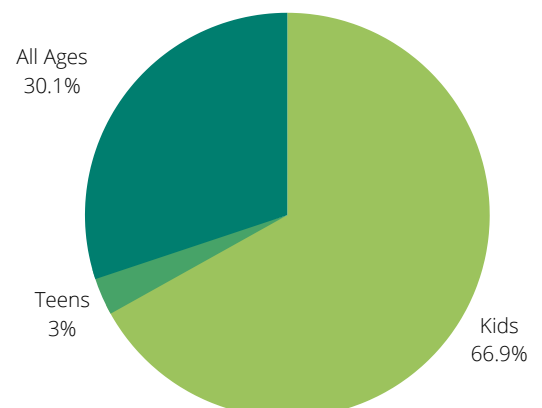
Total:  
**1,643**

Total:  
**16,619**

## BY TYPE OF ACTIVITY



## BY TARGET AGE







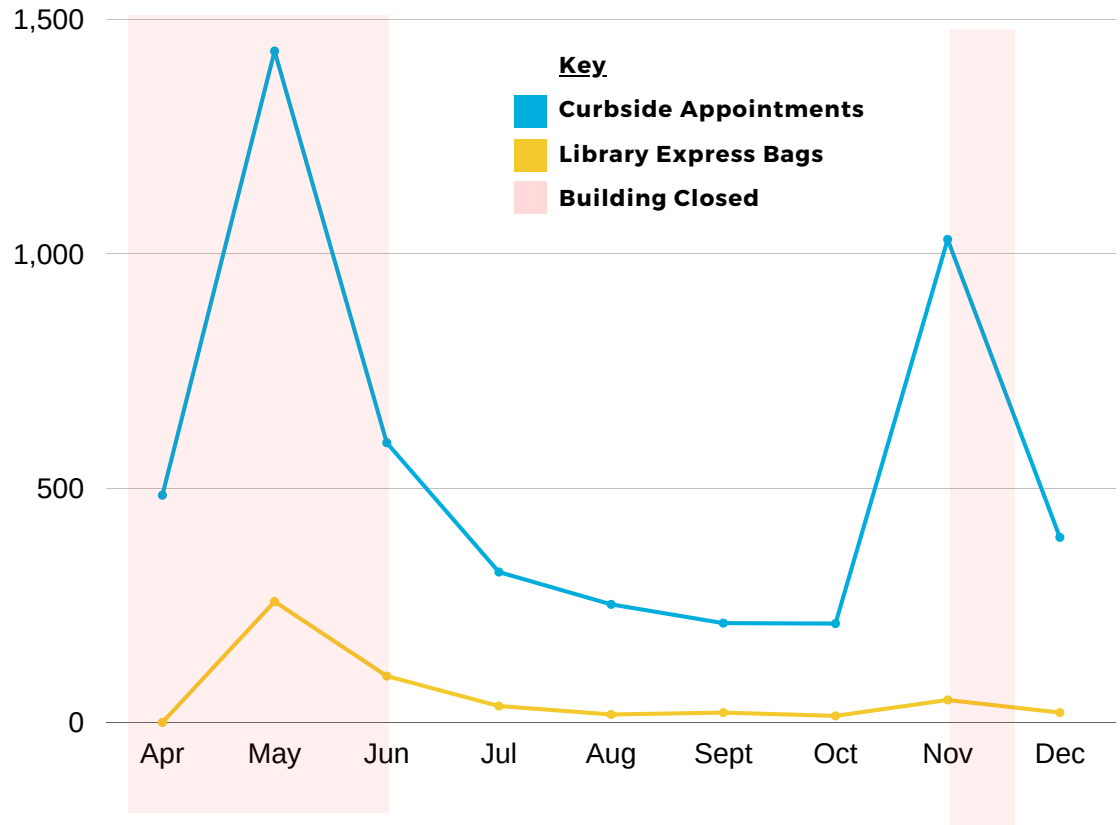
## GERMANTOWN COMMUNITY LIBRARY CURBSIDE PICKUP & EXPRESS BAGS

April - December 2020

**New** Services  
Added in 2020  
to Provide  
**Increased**  
Options for  
Patrons

Curbside Pickup  
Appointments:  
**5,000+**

Library Express  
Bag Requested  
**500+**



## GERMANTOWN COMMUNITY LIBRARY PROGRAM ATTENDANCE 2020

In-Person  
**5,060**  
(- 83% from 2019)

Virtual  
**18,447**  
(not counted in 2019)

Self-Directed  
Activities  
**55,180**  
(+ 123% from 2019)

