Whitefish Bay Public Library
excite your mind.

2017 Annual Report

203,000
Feet through the door

26,000
Reference transactions

24,000
Computer Sessions

35,000
WIFI Sessions

12,000 people connected at **370** programs

343,000 Items checked out in 2016

188,000
Materials for Adults

155,000
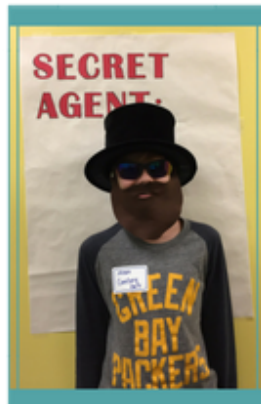Materials for Children

17,000
E-Books

Summer Reading Program

110 Adults
220 Teens
1080 Children
+ _____
1410 Participants

SECRET AGENT:

GREEN BAY PACKERS

A big thank you to Friends of the Whitefish Bay Library and the Library Board for your continued support and commitment!

Honoring our history

The Whitefish Bay Public Library has a strong and treasured history in the community. In 2017, we celebrate our 80th year – having opened on February 14, 1937, in the basement of the old Village Hall. The "old library" served the community from 1955-2002, at the same location on Marlborough Drive. In 2002, the current building opened, having been built over the basement of the old library and expanded northward.

The more things change, the more they stay the same. Our library is more than just a building and books; the library has (and had) many superb and dedicated staff, who bring the library alive for patrons: by leading storytimes, facilitating book clubs, and planning engaging programs for children, teens and adults.
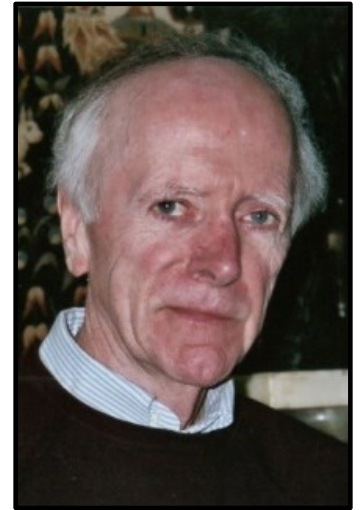
Thanking our community Even more than the building, books, and staff, the library is a gathering place for the community. Many community members have donated their time to help the library be a welcoming and excellent place. Community members also donate books to the library. The group, *Friends of the Whitefish Bay Library*, spend significant time sorting books for our book sales, which generate revenue for enhancements at the library. Library Board of Trustees members contribute their expertise to leading the library.

Appreciating Denis McGuire

In particular, I would like to highlight the contributions of Denis McGuire to the library and to the whole Whitefish Bay community. Denis lived in Whitefish Bay with his wife, Linda, and their sons, Nolan and Darren. Denis passed away in 2012, but Linda continues to live in the community and contribute to the library as a *Friends'* volunteer. Thankfully due to her volunteer work, we were able to answer one of the first questions I encountered as the director in 2014: who designed the library logo?

I had heard the logo was picked in a contest, but could find no details in library files. (This is why it is important to save things!) Thankfully, *Friends* members put me in touch with Linda, who provided me with a copy of the original brochure put out by the "Whitefish Bay Public Library Art Committee," who held a *Village Artists* exhibit in 2003. During this exhibit, they announced the winner of the logo contest. I quickly made a scan of the brochure to add to our archives.

As it turns out, Denis also designed the *Friends of Whitefish Bay Library* logo. With simple and elegant designs, Denis McGuire projected the persona of each institution to the community. We greatly appreciate his contribution to the Whitefish Bay Public Library.

Embracing our future

During the last year, the Whitefish Bay Public Library staff and Board of Trustees worked diligently to develop a Strategic Plan to move confidently and intentionally into our future. To accomplish that, we did the following: Updated our Mission and Vision; Identified Core Strengths; Highlighted Strategic Imperatives; Detailed multiple key initiatives that describe

the actionable path to achieve our aspirations; Defined the timeline required to implement these initiatives; Obtained commitment from individuals to see these ambitious plans through to fruition. Further, we assessed our "brand" and updated it to represent our current personality and vibrant future.

Mission

The Whitefish Bay Public Library, as a cornerstone of the community, is dedicated to connecting people of all ages, inspiring a love of learning and providing easy access to ideas, information and resources.

We proudly present to you:

The Whitefish Bay Public Library.

Established in 1937. Re-established every day.

A library that is just about lending books seems so last century, doesn't it? That's our philosophy at the Whitefish Bay Public Library, anyway.

We believe that everything that we do, we do to make a difference in someone's life.

Creating connections. Building community. Collecting stories.

Sure, we have books, but we're SO much more. We want our library to be a place of discovery and possibility that enriches your life … and we intend to give you the best service you've ever received.

A friendly smile when you walk through our doors? Done. Treating you with the respect you deserve? Done. Offering plenty of ways to learn and interact with our community and entertain yourself? Done. A warm, welcoming space to spend some time? A website that keeps you informed about every fun and inspiring thing we've got going on? Done and done. And don't worry, we still have those serene spaces that you love when you want a bit of quiet.

The Whitefish Bay Public Library has been around since 1937, originally in the basement of the old Village Hall. A continuing theme of our library is how much our community has supported us … we've outgrown two locations in 80 years, at one point stuffing 55,000 items into a building designed to hold only 32,000! We moved into our current location in 2002, and provided much more space for collections, study rooms, public spaces and community gatherings. We're proud of our lovely library and our incredible, talented staff. We're especially proud of our successful history as a part of the Whitefish Bay community. But most importantly, we believe that our future together will be even more exciting. Come be part of it.

Excite Your Mind.