

More than information.



# Transformation.



THE  
PUBLIC  
LIBRARY  
of Cincinnati  
and  
Hamilton County

2010 REPORT TO THE COMMUNITY

*Team. Heart.  
Legend.  
Victory.*



**2010 BOARD OF  
LIBRARY TRUSTEES:**

*President*

Tara L. Khoury

*Vice President*

William J. Moran

*Secretary*

Robert G. Hendon

Deliaan A. Gettler

*Term expired 9-30-10*

Elizabeth H. LaMacchia

Paul G. Sittenfeld

Ross A. Wright

Allen G. Zaring

*Appointed 12-15-10*

*Trustees Emeriti*

Charles D. Lindberg

Bailey W. Turner

*Executive Director*

Kimber L. Fender

*Fiscal Officer*

Patricia Schoettker

# Turning a new page. 5 major goals for a thriving future

Our Library had an outstanding year in 2010. It is evident that in these challenging economic times, our Public Library is more valuable to residents of Hamilton County than ever before as proven by a considerable increase in several key numbers: customer visits, new cardholders, e-books downloaded and use of free programs. We connect our citizens real-time to a world of ideas and information and ensure that this is a personal and local experience.

To meet the demands of the future, our Library has developed a strategic plan that includes five major goals:

- Advance the use of digital content
- Excel in customer service
- Be the first choice for information and research
- Support literacy and lifelong learning
- Achieve financial security

Throughout the years, our Library has developed a reputation for excellence. The continued innovation and diligent stewardship portrayed in this report are leading indicators that we will ensure this tradition of excellence for all future generations.



## Mission

Connecting people with the world of ideas and information.

## Vision

It is the Library's vision to:

- Excel in customer service
- Be the first choice for information
- Anticipate and meet changing needs
- Assure equitable access to the Library's resources and services
- Be a dynamic and central force in the community

## Values

- Open Access
- Customer Focus
- Excellence
- Growth and Innovation
- Good Stewardship



# One of the busiest. One of the best. Only library in top 10 of all major ratings

We continue to be awarded for our success in achieving excellence. Our library is the only library in the country to be ranked in the top 10 on all library ratings. Among them:

- 4-star rating from *Library Journal*
- Ranked among 2010's top 10 best public libraries in its population category by Hennen's American Public Library Ratings
- Listed in top 10 for collection size by American Library Association study
- 10th busiest public library in the U.S. as proven by 2009 circulation records
- Deemed "Best Use of Public Funds" by *CityBeat* in its 2010 Best of Cincinnati issue

Exquisite  
parent  
dragon  
misty  
witch  
dark  
white  
castle  
sleep  
woods  
prince  
soft  
wand  
sea



A trip to the library.  
A journey to anywhere.

# 6.5 million visits

## **PUBLIC LIBRARY USAGE**

Circulation	16,311,136
Visits	6,450,715
Reference Service	1,799,954
Programs Presented	14,247
Program Attendance	323,196

## **WEB SERVICES**

Catalog Searches	47,249,553
Database Uses	1,758,017
Web Pages Accessed	16,038,897
Total Online Resource Use	65,046,467



55%

increase in  
downloadables



## Great e-xpectations.

While the digital revolution continues to gain momentum, our Library has made e-books and audio books available for a wide array of mobile devices. In fact, the most significant number increase in 2010 was the use of downloadables, a trend we expect to continue. Borrowed downloadables at our Library surpassed the number of items borrowed from seven of our branches.



Careers.  
Research.  
Creativity.  
Social networking.

Changing technologies.  
Changing lives.

# 65 million uses of online resources

Our Library offers a variety of innovative services available to meet today's ever-changing needs in a technology-based world. We deliver important content to people on their own schedules.

- **KnowItNow** enables area residents to chat online with a librarian 24/7, helping drive our Library's website traffic up to include nearly 65 million catalog, database and general Internet searches
- A **Bill and Melinda Gates Foundation Opportunity Online Hardware Grant** provided upgraded and additional computers to 17 of our branches. Library funds and additional gifts upgraded computers at the remaining 23 branches allowing customers access to everything from job applications to social networking



Inspirational  
stories aren't  
only found  
on our  
shelves.



# Over 100 community partnerships, Over 200 community programs

A key resource for continuous learning for all ages, our Library partners with numerous organizations to offer free programs. To name a few:

- Our partnership with **United Way Success by Six** is among a wide range of outreach and in-house programs for children and their caregivers that encourage pre-literacy skills necessary for entering kindergarten
- **Homework Central** and the online **Live Homework Help** make one-on-one assistance available for children after school and during school-term breaks when children need it most
- Our library has become a home office for many, offering an extensive collection of tools and materials as they job hunt, transition and explore new opportunities
- Through a partnership with **Hamilton County Department of Job and Family Services** applications for assistance are accepted at all 41 Library locations

Where enrichment begins.

**\$1.9 million**  
in private donations

**2010 REVENUES**

Public Library Fund	\$36,702,540	61.4%
Tax Levy	\$19,691,088	33.0%
Fines & Fees	\$1,950,189	3.3%
Miscellaneous Income*	\$789,433	1.3%
Contributions & Gifts	\$268,005	0.4%
Restricted Grants	\$186,800	0.3%
Earnings on Investments	\$148,086	0.2%

---

**TOTAL REVENUES**                      \$59,736,141

**2010 EXPENSES**

Salaries & Benefits	\$35,416,026	63.9%
Library Materials	\$8,255,040	14.9%
Purchased & Contracted Services	\$7,860,899	14.2%
Supplies	\$1,647,128	3.0%
Capital Improvements	\$1,217,190	2.2%
Furniture & Equipment	\$1,068,826	1.9%

---

**TOTAL EXPENDITURES**                \$55,465,109

\*Property rentals, e-rate telecommunication discounts, refunds, passport and shopping bag sales, sale of services and property



State Funding for our Library continued to decline in 2010. The \$36.7 million we received was \$2.4 million less than in 2009 and \$16.4 million less than a decade ago. As the new Ohio legislature addresses serious state budget shortfalls, public library funding is at risk for even further reduction. Therefore, we are thankful for the support of the nearly 400 donors who aided the Library this year, giving more than \$1.9 million. Among the most significant donations:

- \$1 million from the Joseph S. Stern Jr. Family Fund of the Greater Cincinnati Foundation will become the cornerstone for a permanent endowment fund
- The historic Parkview Manor from Michael L. Dever will become the new Clifton Branch Library

**For information on donation opportunities, please contact the Development Office at (513) 369-4591; for the full list of donors, please visit <http://foundation.cincinnati.library.org/>**

FOR A LIST OF LIBRARY HOURS AND LOCATIONS,  
PLEASE VISIT [WWW.CINCINNATILIBRARY.ORG](http://WWW.CINCINNATILIBRARY.ORG)



THE  
PUBLIC  
LIBRARY  
of Cincinnati  
and  
Hamilton County