

Wood Library's Annual Report 2020



Wood Library

Where Tradition, Technology & Community
Meet

134 North Main Street, Canandaigua, NY 14424
woodlibrary.org

Director's Message

2020 has challenged us in ways we never expected. An important part of our mission is providing information and services that people need to live their best lives. The pandemic forced us to reimagine library services and experiment with new ways to connect with our patrons.

In 2020, the librarians embraced technology and social media to create and share hundreds of uplifting virtual programs. Funds were redirected for more digital content. We introduced free digital library cards and curbside delivery service. Funds were raised to expand our WiFi capacity to help people connect to the internet whenever they need it from anywhere on our property.

People turned to books and Wood Library for comfort. In response, we created opportunities for them to connect with others and the community.

As people slowly venture back into the library, we worry about those we haven't seen. We are concerned about them and wonder how they are making out. Several come to mind—the volunteers who set up our monthly Café, the 'regulars' who visited the library to read the newspaper or use the computers, patrons who spent hours at the puzzle table, teens who hung out with friends at the library after school, and children who joyfully filled their carts with all their favorite storybooks. It is always a happy day at Wood Library when we see our 'old' friends back in the building!

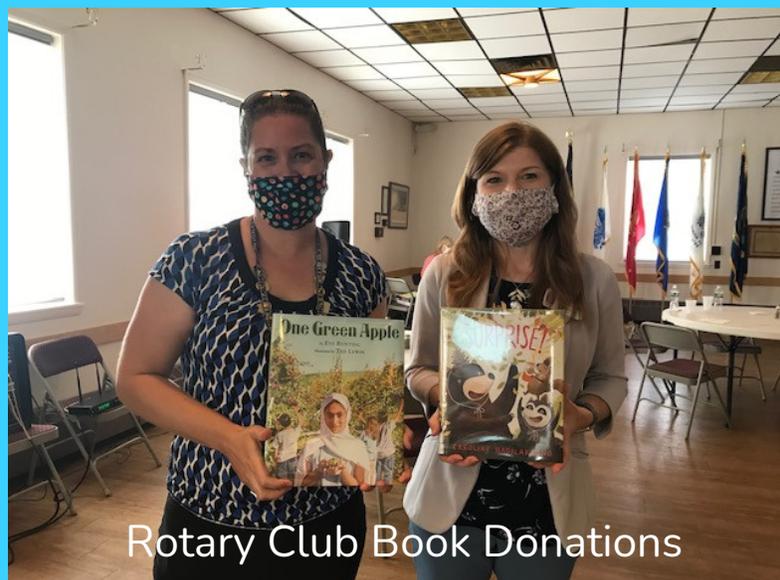
I believe that we have turned a corner and the worst of the pandemic is behind us—but I also think that we must continue to make every effort to meet people where they are and provide the essential services they need and count on to make their lives easier and better. In the coming months, we will continue to prioritize digital services and virtual programs. At the same time, we are planning for a future that includes both in-person and virtual opportunities for learning and collaboration.

As we continue to adapt as an organization and meet the challenges of our time, we have embraced the silver linings. We will continue to offer life-enriching services and programs that bring people comfort and joy in formats that are accessible. We are grateful for the community's support as it allows us to serve our neighbors and help them thrive.

Jenny Goodemote
jgoodemote@pls-net.org



Sesame Street Celebration



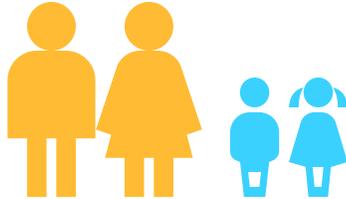
Rotary Club Book Donations



Baker Park StoryWalk

47,695 Visitors

72,948
adult checkouts



42,330 children's
checkouts

115,278 Total Checkouts



11,959
Card Holders



631
Curbside Pickups



143 Digital Library
Cards Issued



49,672
Digital Content
Downloads

812 programs

for children, teens, and adults

5,307 in attendance

Virtual Presence



Reference Questions
662

YouTube Subscribers
172

Recorded Programs
312

Facebook Followers
3,134

of TikTok Videos
85

Emails to 3,384
Subscribers
68

2020 Highlights

The pandemic forced us to close our doors for three months in 2020, but library staff were more determined than ever to continue the mission of the library and carry out the goals in the library's strategic plan. Some highlights include:

New library services introduced like a New Adult Collection and a partnership with the school district to allow students access to Wood Library's OWWL2Go collections without a library card. Partnerships with Cornell Cooperative Extension and local colleges provided new programming topics.

First-ever virtual fundraisers, Imagine Your Adventure and Pursapalooza, raised much-needed funds for our operating budget. And, a \$20K increase in Community-Based Funding was approved by 71% of the voters on June 9.

While shut-down, staff were busy attending virtual trainings and staying abreast of the frequent changes in reopening guidance. We successfully reopened to the public on June 29 for curbside pickup with the necessary safety measures in place.

The Librarians



Mary Ferris
Children's Librarian
mferris@pls-net.org



Katie Smith
Teen Services Librarian
ksmith@pls-net.org

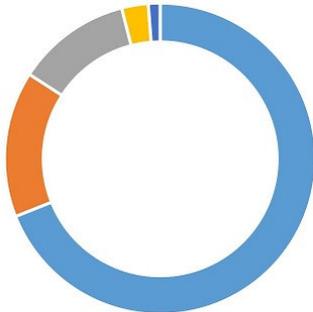


Alexis Lawrence
Adult Services Librarian
alawrence@pls-net.org

Original 2020 Budget

Budgeted Income

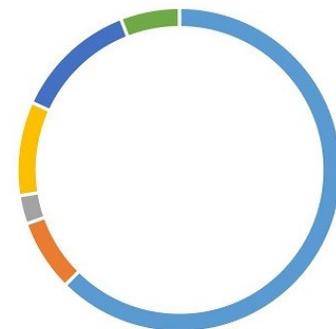
FY2020 Budgeted Income = \$1,015,457



- Community-based funding = \$700,268
- Endowment = \$120,744
- NYS and Ontario County grants = \$12,445
- Donations and fundraising = \$154,000
- Fines, fees, other = \$28,000
- Municipal contracts = 0

Budgeted Expenses

FY2020 Budgeted Expenses = \$1,015,457

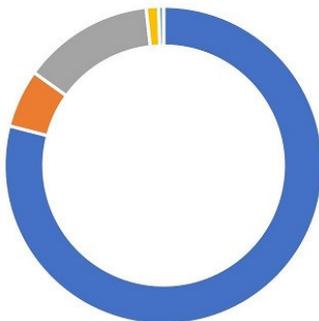


- Salaries and wages = \$634,000
- Online collections = \$28,928
- Programs and operations = \$124,690
- Collections = \$72,838
- Personnel benefits = \$95,201
- Building and maintenance = \$59,800

Revised 2020 Budget - due to COVID-19

Budgeted Income

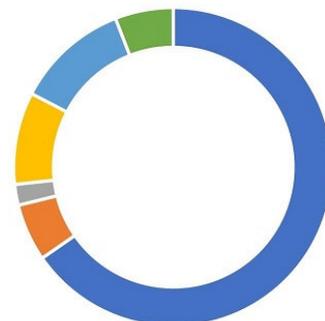
2020 Contingency Budget REVENUE = \$886,317



- Community-based funding = \$700,268
- Endowment = \$118,055
- NYS and Ontario County grants = \$4,519
- Donations and fundraising = \$52,345
- Fines, fees, other = \$11,130
- Municipal contracts = 0

Budgeted Expenses

2020 Contingency Budget EXPENSES = \$886,317



- Salaries and wages = \$579,143
- Online services = \$18,718
- Programs and operations = \$101,816
- Collections = \$51,568
- Personnel benefits = \$82,819
- Building and maintenance = \$52,253

Board of Trustees

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 Leslie Mast, Vice President
 Suzanne O'Connor, Treasurer
 Kathy Shay, Secretary

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 Laurie Riedman
 Andy Thomas
 Heather Whiting
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