



WHITE LAKE COMMUNITY LIBRARY

NUMBERS IN THE TIME OF COVID



2,875 people
have an active account
at our library. They used
their cards to borrow

57,648
items in 2020. That's
20 checkouts
per borrower,
& **1478** checkouts
per week!*

*Not including the 13 weeks the library
was closed by executive order.

25,000 people came through
our doors in just **30** weeks of 2020.

That's more than **165** people per day,
not including those who used curbside service!



12,710 items were downloaded by our
registered cardholders, including ebooks,
audiobooks, magazines, music, movies, TV, and
comics. That's a **50%** increase over 2019!

We shared our items
with other libraries

5,472 times,



and brought in items
for our patrons

5,288 times.

That's nearly the same as in 2019, even though interloan
services were unavailable for 3 months of 2020!



Of the **57,648** items
checked out from our library,
22% were digital
downloads. That's more than
DOUBLE the share of digital
borrows than in 2019.



Through March 13, **588** people
attended **39** library events. After
that, **29** virtual or take & make
events reached **889** people.
That's an average of **22** people
per event. Not bad for a pandemic?



Our website had **46,014** visitors.

That's **885** visits every week!

"Digital Collections" was the
most frequently visited page.

1691 people liked
our Facebook page
at the end of 2020.



That's an increase of
almost **20%**
over 2019, and a **37%**
increase in just 2 years.

There were **45,842** items
on our shelves, plus another
872,940 digital items
available to our patrons.

That's more than
76 titles
for every person
living in our district.





WHITE LAKE COMMUNITY LIBRARY

2020 ANNUAL REPORT COVID EDITION

Director's Message

As I look back on my second year as the library director - and my first year of living in a pandemic - I realize how grateful I am for the flexibility and creativity of the library staff and for the unflagging support of the community throughout this ordeal. Whether the library was open or closed or curbside-only, staff worked hard to serve the community in safe and innovative ways. They quickly reimagined services and provided new ones, including virtual programs, circulating hotspots and even take-home gingerbread house kits.

Through it all, our patrons and the community at large offered encouragement and support. That support was on full display when the library's millage proposal passed in August. The additional funding will make it possible to maintain the building and keep our technology up to date for at least the next ten years. The pandemic is not yet behind us, but I am confident that we will make it through, together, and I look forward to better days in 2021.

Respectfully submitted,

Virginia DeMumbrum

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Director

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2020 Challenges Met

- Required COVID protocols and policies adopted and implemented
- Services rapidly adapted to online and phone options, including issuing cards by phone and removing caps on digital borrowing.
- Virtual programs offered for adults and children
- New library app launched to streamline access to library services and the digital collection, especially for those relying on mobile devices.

Financial Information

Our 2020 general revenue, excluding donations, was \$383,307. The operating millage, levied at 0.6797, supplied 85% of our revenue. Other major sources of income were penal fines, state aid, and a TIFA/LDFA pass-through from the City of Whitehall. The new millage approved in August of 2020 was levied for the first time in December, and that revenue will be used primarily for major building expenses in 2021.

Our largest expense was personnel costs, at 62% of income, and our collection expenses came to 8%, including amounts spent on the digital collection. Both are within the recommended range.

The library had a clean financial audit for 2020. Despite the upheaval of the pandemic, the library's finances remained healthy and the library ended the year with a higher fund balance than anticipated. Monetary donations were up considerably, and included a \$35,000 bequest and a gift to cover the cost of UV scrubbers for the air handling system.