



Long Range Plan 2022-2024*



Submitted by:
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Revised – July 2025

Mission Statement

The mission of Safety Harbor Public Library is to inspire lifelong learning and offer individuals of all ages a center for literacy and cultural activity within the community. The library will provide an empowering and caring environment where educational, cultural, and business needs can be successfully met through quality materials, programs, services, and the use of traditional and emerging technologies.

Acknowledgements

- ❖ Library Advisory Committee
 - Elyse Kelly - Chair
 - Michael Moscardini - Vice Chair
 - Karen McKenney -Secretary
 - Mary Gamble
 - Phyliss Lubin
 - Marie Ziegler
- ❖ Friends of the Safety Harbor Library, Safety Harbor Public Library Foundation, and the Chrissie Schull Elmore Library Trust for their contributions and ongoing support of the library
- ❖ The dedicated staff of the Safety Harbor Public Library
- ❖ The residents of Safety Harbor and Pinellas County who utilize our Library services, attend our programs, and are advocates for all libraries. We welcome the opportunity to serve you.

This plan was approved by the Library Advisory Committee (LAC) on August 10, 2021. Input from the Library community included data from a 2021 user survey, with additional input from the LAC and library management. Objectives in this plan will be reviewed annually by the Library Director and LAC to ensure the library remains on track with objectives.

Due to the planned retirement of the current Library Director in 2025, the LAC voted in March 2024 to extend the current 2022-2024 Long Range Plan through September 30, 2025, to allow the incoming director input on the future of the library. The changes in this plan were approved by the LAC on July 9, 2024. Note: The addition of the second story may impact this plan.

*At the July 8, 2025, LAC meeting, the committee voted to extend the current Long-Range Plan through March 31, 2026, to allow the incoming library director sufficient time to survey the community and provide input on the future of the library. A new director has not been named as of this date.

Director's Summary

Our Library continues to evolve every year. Over the past few years, our Children's Wing was updated with new computer carrels and a Sensory Center for youth, the first one in the county, where children can regroup and utilize a safe space to refocus was created. Rocking chairs were added to the Adult Wing along with beautiful stained-glass windows on the west side of the building. A unique mural was added on the Philippe Parkway side of the building in 2023 with the slogan coined by one of our Library Advisory Committee members, *Literacy, Learning, and Enlightenment*. We reached a milestone of 10,000 Tool Library checkouts and are installing a larger exterior shed to store tools. Our StoryWalk in the Art Park behind the library continues to delight readers of all ages with a new book monthly. Thanks to the Friends of the Library, we have a Book Bike, named *Bookin' Betty*, to promote reading throughout our city. Improvements to the Children's Wing are being planned to enhance the space with new artwork and comfortable seating areas.

Every day, staff ensures the library is a hub of activity, promoting literacy and providing cultural experience for all ages, thinking of creative ways to serve our community. The library is place with free Wi-Fi, public computers, e-books, e-audio, and e-magazines, reading programs for all seasons, museum passes, Seed Library, a new Cake Pan collection, and so much more. It's a place where you can get your questions answered. We've graduated 21 students through the Career Online High School programs to date and have nine new United States citizens, thanks to our Citizenship and ESOL classes.

It's a place open to everyone in the community find a good book, meet, study, or simply to find a comfortable place to sit. It's a place where you can learn a new language or attend a concert and where local history is preserved, and yours can be researched online with Ancestry.

Today libraries serve their communities differently and grow as needs of the community change. Construction began on the second-floor meeting room facility in February 2024 and will provide additional space and the ability to host more community programs and simultaneous meeting space for the public. We have plans to create a Maker Space on the first floor when construction is complete. We are excited for our future and what we have in store for you.

Please visit us in person or on our website, <http://www.SafetyHarborLibrary.com> to learn more about us and how we can serve you.

-Lisa Kothe

Library Roles

- Popular Materials Library

The Safety Harbor Public Library is a popular materials library featuring current, high demand, best-selling materials in all formats and genres for all age groups.

- Life Long Learning Center

The Safety Harbor Public Library supports continuing education for adults, educational pursuits for students of all ages, including kindergarten literacy readiness, ESOL, technology education, and high school diplomas.

- Cultural Center & Community Meeting Place

The Safety Harbor Public Library supports our community by offering varied educational and cultural programs for all ages and provides space for community groups to meet.

Core Deliverables

- ❖ Provide quality, diverse cultural, educational, and recreational programming for all ages during convenient timeframes for community attendance, including weekends. Programs include story time for infants through pre-school and seasonal reading programs for all ages.
- ❖ Continue to support and market Home Delivery partnerships with residents, local pre-schools, and assisted living centers.
- ❖ Form mutually beneficial partnerships with local schools and local businesses, including independent bookstores. Reach out and welcome new businesses to the library.
- ❖ Provide programs via partnerships, including AARP tax preparation, ESOL and Citizenship Classes, SHINE, high school diplomas, and other services.
- ❖ Grow and maintain online local history collections for universal sharing of historical documents related to Safety Harbor. Scan additional items from museum and community to preserve for future generations.
- ❖ Prepare children to be ready to read and to learn by kindergarten by providing online and print resources and early literacy programming.
- ❖ Maintain primary host site for the Pinellas Public Library Cooperative's Deaf Literacy Center.

Goals and Objectives - Long Range Plan

Fiscal Year 2022-2025

Goal 1: Adapt to changing technologies, community needs, and internal space redesign

Print circulation is decreasing but remains steady. E-books and online resources are experiencing higher usage, and facility usage and program attendance is trending upward.

Objectives:

- 1.1 Continue to plan and implement second floor addition with city staff and construction management. Note: Construction started February 2024 and is expected to be complete spring 2025.
- 1.2 Plan and budget for future redesign of the circulation desk to improve workflow and increase number of self-check-out stations.
- 1.3 Continue to maintain a welcoming teen area on the first floor with technology, comfortable seating, and décor. Transform Story Time room into Tween Room after 4PM on school days and Saturdays.
- 1.4 Add cost effective digital resources to supplement print and media collections, including e-books, audiobooks, magazines, and streaming video for all age groups. Purchase materials based on community usage, ensuring expenditures support circulation.
- 1.5 Install glass wall and entry door for Children's Wing to enclose area for sound and create comfortable reading nooks and additional AWE workstations.
- 1.6 Partner with Public Art Committee for new art installations in the Art Park behind the library.
- 1.7 Plan and budget for future remodel of first floor public restrooms.

Goal 2: Continue to Strengthen Library's Role in the Community

Collaborate with stakeholders to be a destination of choice and a gathering place for community members through outreach and internal programs.

Objectives:

- 2.1 Reach underserved youth populations with regularly scheduled outreach visits to Daisy Douglas Park, Mattie Williams Neighborhood Family Center after school programs, and other designated locations, offering 3 For Me library cards and to introduce Library services.
- 2.2 Reach out to new residents to introduce Library services through partnerships with the Chamber of Commerce and direct contact with new residents via mail and email after establishing utility service.
- 2.3 Increase percentage of Safety Harbor residents with library cards through outreach and marketing efforts. Currently 62% of residents have library cards. Goal of 80%.

2.4 Bridge the gap between teens and adults to become lifelong library patrons after graduation from high school and college through targeted marketing and programming.

2.5 Develop marketing plan for rental of second floor meeting room revenue and advertise availability for non-profit use.

2.6 Build relationships with local elementary, middle, and private schools and develop annual school outreach plan. Continue partnerships with local pre-schools for Book Box lending program.

2.7 Continue to collaborate with the Friends of the Library and Library Foundation on fundraising efforts for future projects.

Goal 3: Balance Library Collections with Public Needs, Changing Technologies, and the lending of “things”

Purchase relevant print materials and explore innovative services and materials to balance evolving digital and print realms. Add to lending of non-traditional items.

Objectives:

3.1 Continue to expand the Tool Library and lending of relevant items, including WIFI hot spots, seeds, games, cake pans, curated kits, and other items based on community needs.

3.2 Implement small scale Maker Space which may include VHS to DVD conversion, photo and video editing, art creations, and other relevant services in space vacated by Deaf Literacy Center on the first floor.

Goal 4: Be an environmentally conscious library

4.1 Reduce the use of plastics, reduce printing, encourage the use of email check-out receipts and switch to reusable, recyclable, or biodegradable options for library programs.

4.2 Maintain Seed Library to promote gardening in our community.

Goal 5: Promote community literacy by offering technology instruction, tutoring for speakers of other languages, and story times

SHPL will continue promotion of literacy within the community by offering technology classes, story times, high school diplomas, and promote literacy through unique means, including Book Clubs for all ages, StoryWalk and Little Free Libraries.

Objectives:

5.1 Offer computer training and one-on-one classes on various technologies and applications, focusing on underserved adult populations.

5.2 Provide alternative ways to provide services outside library walls, including offsite and City events to reach out to underserved populations.

Goal 6: Attract and retain professional staff to develop customer focused services and programs, development of relevant collections and new technologies to provide a positive library experience

Staff payroll and benefits are the largest library budgetary expense. SHPL will retain professional and trained staff, ensuring increased productivity, quality programs, and long-term visions are met. Celebrate professional milestones of staff.

Objectives:

6.1 Empower staff with an environment of teamwork and culture of continuous improvement to ensure excellent service and programs. Encourage staff to try new programs and ideas.

6.2 Continue to attend training at special interest group (SIG) meetings, webinars, and conferences for opportunities to gain exposure to new ideas and information needed to perform effectively and creatively.

6.3 Budget and hire full-time or part-time Community Services Librarian to enhance functionality for second floor and supplemental service desk coverage and for duties formerly performed by administrative assistant, including meeting room reservations and volunteer coordination.