# Table of Contents

» Letter from the Director ........................................................................................................... 1
» Mission & Vision ......................................................................................................................... 2
» Values ........................................................................................................................................ 2
» Library Branches ....................................................................................................................... 3-5
  • Downtown ................................................................................................................................. 3
  • Northgate .................................................................................................................................. 4
  • Eastgate ..................................................................................................................................... 4
  • South Chattanooga ..................................................................................................................... 5
  • Avondale ................................................................................................................................... 5
» Our Numbers ............................................................................................................................... 6-10
  • Our Collections ....................................................................................................................... 6
  • Our Community ....................................................................................................................... 7
  • Our Services ............................................................................................................................ 7-9
  • Our Programs .......................................................................................................................... 9-10
» Library Spotlights .................................................................................................................... 11-15
  • Facility Upgrades .................................................................................................................... 11
  • State Grant ............................................................................................................................... 12
  • Silk & Shades ............................................................................................................................ 12
  • Avondale Branch ..................................................................................................................... 13
  • Pandemic Response ................................................................................................................ 13-14
  • Friends of the Library ............................................................................................................. 14
  • Development Director ........................................................................................................... 15
» Looking Forward ....................................................................................................................... 15-16
  • Here We Grow ......................................................................................................................... 15
  • Americans and the Holocaust ................................................................................................ 16
  • Facility Upgrades .................................................................................................................... 16
» Board of Directors .................................................................................................................... 17
» City and State Support ............................................................................................................... 18
» Community Partners ................................................................................................................ 19-20
Fiscal Year 2020
Chattanooga Public Library
Annual Report

I'm proud to introduce the Chattanooga Public Library’s first Annual Report for Fiscal Year 2020 (July 2019 – June 2020). This report shows the growth and innovation of not only our spaces but also our community. Our programs and services expand when Chattanooga’s needs expand. And we are thriving together!

Before we started FY'20, we did an in-depth look into the Library to learn where we should make improvements. Results from that study showed a need to make accessibility upgrades to our buildings, promote digital equity, and develop more programs that better serve the needs of our community. These recommendations will be implemented in the next few years to improve service to everyone in Chattanooga.

As you scroll through our report, I hope you see the impact the Chattanooga Public Library has on our community. From providing early literacy skills through classes like Baby Bounce, Toddler Time, and Preschool Storytime to being an inclusive and creative space for minds and makers in our Studio and 4th Floor Makerspace, the Library is a place for everyone to grow.

Corinne Hill
Executive Director
MISSION
To be the community's catalyst for lifelong learning.

VISION
An inspired, connected, and engaged Chattanooga.

VALUES
Accessibility, Inclusivity, and Diversity
Communication Building
Education and Intellectual Freedom
Enhancement of the Quality of Life
Innovation and Responsiveness
Programs with a Purpose
OUR LIBRARY BRANCHES
5 Locations

DOWNTOWN LIBRARY
1001 Broad Street

- 56 Staff Members, including bilingual staff
- Serves Downtown Chattanooga's inner city K-12 students, transient nonpatrons, start-up businesses, nonprofits, adult readers, and families
- 4 Floors
- Tool Library
- Seed Exchange
- Shush Café
- Public Computers, Print, Fax, Copy, and Notary Services
- 4th Floor Makerspace
- Recording Studio
- Local History and Genealogy
- U.S. Passports Acceptance Office
- Meeting and Event Spaces
NORTHGATE LIBRARY
278 Northgate Mall Drive

- 10 Staff Members
- Serves North Chattanooga's adult readers and families
- Large circulation of new adult and tween materials
- Public Computers, Print, Fax, and Copy Services
- Children's program room
- Makerspace tools
- Library garden

EASTGATE LIBRARY
5705 Marlin Road

- 9 Staff Members
- Serves Northeast Chattanooga's adult readers and families
- Large circulation of new adult and tween materials
- Public Computers, Print, Fax, and Copy Services
- Children's program room
- Large teen area with Makerspace tools
SOUTH CHATTANOOGA LIBRARY
925 West 39th Street

- 5 Staff Members
- Serves South Chattanooga's K-12 students and families
- Large circulation of children and tween materials
- Public Computers, Print, Fax, and Copy Services
- Children's reading and program area
- Library garden
- Lead poisoning education station

AVONDALE LIBRARY
1305 Dodson Avenue

- 3 Staff Members
- Serves East Chattanooga's seniors and Youth and Family Development Center students
- Large circulation of children and adult materials
- Public Computers, Print, Fax, and Copy Services
- Children's reading area
- 2 tween/teen program rooms
- Free daily coffee and newspapers/magazines for seniors
Check out how we did this year compared to last fiscal year. Please note: The Library closed all branch locations from March 14 – June 30, 2020 to reduce the spread of COVID-19. During this time, only online programs and check-outs occurred, decreasing the number of physical materials circulated and in-person services and programming events.

### OUR COLLECTIONS

Our collections contain all physical and digital materials available for checkout, including books, DVDs, tools, audiobooks, ebooks, and streaming entertainment. The COVID-19 closure decreased our physical circulations but increased our digital circulations.

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Physical Materials Owned</strong></td>
<td>217,190</td>
<td>209,615</td>
</tr>
<tr>
<td><strong>Physical Materials Circulated</strong></td>
<td>1,000,107</td>
<td>782,815</td>
</tr>
<tr>
<td><strong>Digital Materials Owned</strong></td>
<td>556,231</td>
<td>562,465</td>
</tr>
<tr>
<td><strong>Digital Materials Circulated</strong></td>
<td>136,214</td>
<td>176,438</td>
</tr>
<tr>
<td><strong>Total Materials Owned</strong></td>
<td>773,421</td>
<td>772,080</td>
</tr>
<tr>
<td><strong>Total Materials Circulated</strong></td>
<td>1,136,321</td>
<td>959,253</td>
</tr>
</tbody>
</table>
**OUR COMMUNITY**

Our community is you, our borrowers, our students, and our volunteers. This year, the number of borrowers increased significantly, while the number of volunteers decreased while our branches were closed to the public due to COVID-19.

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Borrowers</strong></td>
<td>90,005</td>
<td>95,115</td>
</tr>
<tr>
<td><strong>Adult Borrowers</strong></td>
<td>52,142</td>
<td>57,086</td>
</tr>
<tr>
<td><strong>Juvenile Borrowers</strong></td>
<td>37,863</td>
<td>38,029</td>
</tr>
<tr>
<td><strong>HCDE Students with Cards</strong></td>
<td>35,782</td>
<td>35,416</td>
</tr>
<tr>
<td><strong>HCDE Circulations</strong></td>
<td>121,012</td>
<td>86,781</td>
</tr>
<tr>
<td><strong># of Volunteer Hours</strong></td>
<td>3,944</td>
<td>1,571</td>
</tr>
</tbody>
</table>

**OUR SERVICES**

We were unable to offer in-person services or event spaces during our closure for COVID-19, but we did participate in more outreach activities this year with schools, nonprofits, and government organizations.

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Notarizations</strong></td>
<td>1,571</td>
<td>1,046</td>
</tr>
<tr>
<td>Service</td>
<td>Value</td>
<td>Service</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>--------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>Passport Applications</td>
<td>2,729</td>
<td>Passport Applications</td>
</tr>
<tr>
<td>Public Computer Sessions</td>
<td>95,159</td>
<td>Public Computer Sessions</td>
</tr>
<tr>
<td>Public Computer Minutes Used</td>
<td>4,917,696</td>
<td>Public Computer Minutes Used</td>
</tr>
<tr>
<td>Web Users</td>
<td>476,817</td>
<td>Web Users</td>
</tr>
<tr>
<td>Web Sessions</td>
<td>811,564</td>
<td>Web Sessions</td>
</tr>
<tr>
<td>Meetings/Events Hosted</td>
<td>260</td>
<td>Meetings/Events Hosted</td>
</tr>
<tr>
<td>Outreach Events</td>
<td>109</td>
<td>Outreach Events</td>
</tr>
<tr>
<td>Visitors - Eastgate</td>
<td>94,548</td>
<td>Visitors - Eastgate</td>
</tr>
<tr>
<td>Visitors - Downtown</td>
<td>208,190</td>
<td>Visitors - Downtown</td>
</tr>
<tr>
<td>Visitors - Northgate</td>
<td>99,803</td>
<td>Visitors - Northgate</td>
</tr>
<tr>
<td>Visitors - South</td>
<td>31,329</td>
<td>Visitors - South</td>
</tr>
<tr>
<td>Visitors - Avondale</td>
<td>0</td>
<td>Visitors - Avondale</td>
</tr>
</tbody>
</table>
## OUR PROGRAMS

Our programming events support Hamilton County Schools’ curriculum and promote literacy, technology, science, lifeskills, art, music, and inclusivity. The COVID-19 closure did reduce the number of in-person programs, but our digital programs reached new, bigger audiences.

<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Events</strong></td>
<td>3,144</td>
<td>2,816</td>
</tr>
<tr>
<td><strong>Total Attendees</strong></td>
<td>64,739</td>
<td>56,925</td>
</tr>
<tr>
<td><strong>Digital Events</strong></td>
<td>0</td>
<td>324</td>
</tr>
<tr>
<td><strong>Digital Attendees</strong></td>
<td>0</td>
<td>16,147</td>
</tr>
<tr>
<td><strong>Child (0-4) Events</strong></td>
<td>1,876</td>
<td>1,521</td>
</tr>
<tr>
<td><strong>Child Attendees</strong></td>
<td>43,562</td>
<td>33,577</td>
</tr>
<tr>
<td><strong>Tween &amp; Teen Events</strong></td>
<td>292</td>
<td>373</td>
</tr>
<tr>
<td><strong>Tween &amp; Teen Attendees</strong></td>
<td>4,296</td>
<td>6,276</td>
</tr>
<tr>
<td></td>
<td>Event Count</td>
<td>Attendees Count</td>
</tr>
<tr>
<td>----------------------</td>
<td>-------------</td>
<td>-----------------</td>
</tr>
<tr>
<td><strong>Adult Events</strong></td>
<td>707</td>
<td>658</td>
</tr>
<tr>
<td><strong>Adult Attendees</strong></td>
<td>9,358</td>
<td>7,248</td>
</tr>
<tr>
<td><strong>All Ages Events</strong></td>
<td>269</td>
<td>264</td>
</tr>
<tr>
<td><strong>All Ages Attendees</strong></td>
<td>7,523</td>
<td>9,824</td>
</tr>
</tbody>
</table>
Our upgrade journey started way back in 2012 with the appointment of Corinne Hill as Executive Director and the election of Mayor Andy Berke. First step, the Main Branch Downtown got a facelift with power-washing, landscaping, and fountain repair.

In 2013, the Library converted the 12,000 ft² 4th Floor from a storage area into a 21st century Makerspace.

From 2015 – 2018, the Library made environmental upgrades with asbestos removal and new LED lighting infrastructure.

During FY20, the Library completed Phase 1 of its HVAC replacement project at the Main Branch Downtown, starting with a new roof.

In September 2019, the Library upgraded staff and public-access computers thanks to TN Secretary of State Tre Hargett, who presented us with a $20,000 technology grant that was nearly double the previous year's funding.

Photo by Brent Moore
SPOTLIGHT: STATE GRANT

In late June 2019, Tennessee Secretary of State Tre Hargett and our local state representatives presented the Library with a $100,000 grant.

5,113 new physical books were purchased to replace old copies and fill in gaps where our collections were weak.

451 audio and e-books were purchased to build up a nice foundation in our digital collection, which we had not been able to afford before the grant. Without this funding, we would not have had the materials in place to serve our community in a digital environment when COVID-19 forced us to close our branches.

SPOTLIGHT: SILK & SHADES

The Library launched its first artist-in-residence program in 2019 with funding from Lyndhurst Foundation.

Artist Claire Vassort hosted free silk painting art classes for adults and children, and over 200 people attended the demonstrations and classes from April – July 2019.

The 1st Floor installation opened October 2019 with a reception for the public, and will remain up until Summer 2021.
SPOTLIGHT: AVONDALE BRANCH

The new location opened in November 2019 in the new Avondale Youth & Family Development Center.

It features a computer lab, 3D printer, vinyl cutter, children’s area, classroom spaces, and 2,000 books.

We serve the local senior population with free coffee and daily newspapers and magazines.

This location’s staff include a bilingual speaker and notaries.

SPOTLIGHT: PANDEMIC RESPONSE

The Library closed to the public in March 2020 to slow the spread of COVID-19. Staff delivered Library services virtually from home, with a new online card process, email and phone communication, and online programming.

We suspended fines and extended due dates and non-resident card memberships for 4 months, and we started Curbside Pickup Service at all locations in June 2020.

Staff used sewing lab equipment and 3D printers to create over 800 fabric masks and 40 face shield parts for area hospitals, the Mayor’s office, The Kidney Center, Hospice of Chattanooga, Patton Towers, The Bethlehem Center, and Library staff.
49,496 digital items circulated through hoopla, RBDigital, and OverDrive while physical materials checkout was unavailable from March 14 – June 12, 2020.

We offered 324 video and virtual meet-up programs from March 20 – June 30, 2020 and launched a virtual Make. Play. Read. Learn. summer learning program for children, tweens/teens, and adults.

Celebrity bedtime story videos helped the Library reach a larger audience. The first Leslie Jordan video reached over 500,000 people with national media attention.

**SPOTLIGHT: FRIENDS OF THE LIBRARY**

The Friends of the Chattanooga Public Library (FOL) raised a total of $21,401 from 8 book sales during the 2019 calendar year, including $1,382 at its annual meeting and rare book sale in November 2019.

SkyLib, FOL’s bookstore located within the Chattanooga Metropolitan Airport, generated $8,150 in 2019.

FOL also accepted a total of $61,332 in grant funds for the Library.

For 2020-2021, FOL’s strategic plans include rebranding with a new logo, seeking out new publicity opportunities, identifying new community partnerships, promoting diversity in its membership, increasing online sales, and utilizing new donor software.

Want to be a Friend of the Library? Visit their [website](#) to become a member, make a donation, and find out about upcoming events.
SPOTLIGHT: DEVELOPMENT DIRECTOR

Michael Watson joined us in February 2020 as the Library's first Development Director.

A veteran fundraiser who has worked with numerous nonprofits and philanthropists, Michael has extensive experience to fill this new role.

He provides guidance to FOL, builds new partnerships for the Library, seeks out necessary funding, and plays an integral role in the upcoming Americans and the Holocaust exhibition.

LOOKING FORWARD: HERE WE GROW

The Library will launch a Marketing Campaign in FY'21 to grow community awareness about Library services.

Local TV advertising will feature a commercial produced by Humanaut with library resources.

Billboards and print advertising will feature photos and testimonials of real Library patrons produced by the Library's PR team.
LOOKING FORWARD: AMERICANS AND THE HOLOCAUST

A travelling exhibit sponsored by United States Holocaust Memorial Museum and the American Library Association will run at the Main Library downtown from January 4, 2021 – February 10, 2021.
Note: This exhibition is rescheduled to January 2023.

The Chattanooga Public Library was chosen to be one of 50 host libraries out of 250 applicants.

There will be a VIP fundraising event hosted by Friends of the Library.

The Library will also offer 4 education programs for a variety of ages.

LOOKING FORWARD: FACILITY UPGRADES

HVAC Phase II is on track to be completed in October 2020.

The roof above the Library’s 2nd Floor Children’s Department will also be completed during Phase II.

Fundraising will take place during FY20 to upgrade the 3rd Floor patio into a venue.

Technology infrastructure will be upgraded with new routers and switches during FY21.

Accessibility upgrades will begin during FY21 with the addition of automatic sliding doors added to the 10th Street exit of the Main Library and ADA-compliant bathrooms.
CITY & STATE SUPPORT

We couldn't operate without the City of Chattanooga, who provides 99% of our funding, nor the grants we receive from the State of Tennessee. Thank you to our local and state representatives for fostering our innovation and giving us the tools to serve our community, even during a pandemic.

Corrie Hill

<table>
<thead>
<tr>
<th>Chattanooga Mayor Andy Berke</th>
<th>Tennessee Secretary of State Tre Hargett</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chattanooga City Council Member Chip Henderson</td>
<td>Senator Bo Watson</td>
</tr>
<tr>
<td>Chattanooga City Council Member Jerry Mitchell</td>
<td>Senator Todd Gardenhire</td>
</tr>
<tr>
<td>Chattanooga City Council Member Ken Smith</td>
<td>Representative Yusuf Hakeem</td>
</tr>
<tr>
<td>Chattanooga City Council Member Darrin Ledford</td>
<td>Representative Robin Smith</td>
</tr>
<tr>
<td>Chattanooga City Council Member Russell Gilbert</td>
<td>Representative Mike Carter</td>
</tr>
<tr>
<td>Chattanooga City Council Member Carol Bertz</td>
<td>Representative Patsy Hazlewood</td>
</tr>
<tr>
<td>Chattanooga City Council Member Erskine Oglesby, Jr.</td>
<td>Representative Esther Helton</td>
</tr>
<tr>
<td>Chattanooga City Council Member Anthony Byrd</td>
<td></td>
</tr>
<tr>
<td>Chattanooga City Council Member Demetris Coonrod</td>
<td></td>
</tr>
</tbody>
</table>
COMMUNITY PARTNERS

Thank you to all our community partners for sharing our vision of an inspired, connected, and engaged Chattanooga. We look forward to growing with you in 2021 and beyond!

[Signature]

[Logos of various community partners]