

TRACY MEMORIAL LIBRARY

In 2022, Tracy Library has made a full return to services provided before the pandemic and we are now looking to the future with new ideas for 2023. The past year has given us a chance to welcome back patrons we have missed, and also to welcome new patrons we are seeing for the first time. As we made our way through the pandemic, we listened closely to the community. With many new members on our team, we have renewed our focus on meeting community needs, providing access for all, and providing quality service to everyone who visits the Library.

PATRONS

Patronage has been steadily returning since the start of the pandemic in 2020. We saw more than twice as many visitors to the Library in 2022 than in the previous year. We have also seen a 16% increase in the total number of borrowers (patrons) this year. We issued 320 new library cards in 2022, which is on par with pre-pandemic averages.

- Number of Library Patrons by Type, 2022**

Resident Adults	1,316
Resident Youth	167
Non-Resident Adults	202
Non-Resident Youth	81
Total Patrons	1,766

- 1,259 patrons (71.3% of total) used their library card to check out physical items from the library in 2022. More than 400 patrons used their library card to checkout ebooks and audiobooks in 2022.
- 1,483 New London residents (1,316 adults and 167 youth) had valid Tracy Memorial Library cards at the end of 2022.
- There were 283 non-resident accounts at the end of 2022. 109 households were subject to a non-resident fee. The remaining 174 were exempt from the non-resident fee, including those in the following categories: children in the Kearsarge Regional School District (74), Colby-Sawyer College (15), and Town of New London employees (10).
- Community members visited the Library 32,500 times in 2022, whether to come into the Library or to pick up holds using our “Porch Pickup” service.

MATERIALS & CIRCULATION

The Library saw a 4% increase in circulation compared with 2021, and a 45% increase over 2020. While we are still working to return to pre-pandemic levels of use, we have reached 72% of pre-pandemic circulation.

- Type and Number of Materials Owned, 2022**

Youth (board books, picture books, easy readers, chapter books)	14,040
Adult Fiction (mystery, fantasy, graphic novels)	10,877
Adult Nonfiction (biography, parenting, travel)	7,642
Videos (entertainment, TV series, documentaries, visual lectures)	4,349
Audios (books on CD, audio lectures)	2,380
Teen (fiction, nonfiction, graphic novels)	1,499
Magazines	525
Total Materials	41,312

- Value of Collection.** The Library owned over 41,000 items available for borrowing in 2021, valued at \$925,186.
- Type and Number of Materials Borrowed (Circulation), 2022.**

Adult Fiction	14,969
Youth	14,018
Downloadable Books & Movies	14,005
Videos	6,082
Adult Nonfiction	3,682
Audios	1,220
Miscellaneous	1,006
Magazines	865
Interlibrary Loan	808
Teen	552
Total Circulation	57,207

- **Top Circulating Titles in 2022.**

Fiction: *The Lincoln Highway*. by Amor Towles.

Nonfiction: *Between the Mountain and the Sky*. by Maggie Doyne.

Youth Book: *Norman Didn't Do It!* by Ryan T. Higgins

Movie: *Belfast*.

Magazine: *People*.

DIGITAL RESOURCES

Digital resources are available 24/7 from our website <https://tracylibrary.org/> and have continued to gain popularity. In 2022, over 700 patrons accessed our downloadable resources for the first time. The majority of our informational, educational, and catalog resources are funded by Friends of Tracy Library. Digital resource usage increased 6% this year.

- **Downloadable eBooks, Audiobooks, Movies, and Magazines**

- **OverDrive.** Our patrons have access to more than 10,000 audiobook and 14,000 eBook titles as well as magazines through our membership in the New Hampshire Downloadable Books Consortium.
- **Hoopla.** stream or download eBooks, audiobooks, movies, TV shows and music.
- **Kanopy.** Stream films, Great Courses and children's programs.

OverDrive	
Audiobooks	5,827
eBooks	4,005
Magazines	468
Hoopla	2,952
Kanopy	753
Total Downloadable Content Accessed	14,005

- **Informational & Educational Resources**

- **Consumer Reports.** Online access to this popular consumer research resource. Users can search for product ratings, reviews, and recommendations to help with purchase decisions.
- **The New York Times.** Digital access to the New York Times.
- **CreativeBug.** Learn how to paint, knit, crochet, sew, screen print and more with online video arts and crafts workshops. (Access ended in May 2022)
- **Genealogy.** Databases for researching family histories: **HeritageQuest** and **Ancestry.com** (in library use only).
- **Mango Languages.** An interactive learning system teaches practical conversation skills for popular languages.
- **Britannica Reference Center.** Access to encyclopedias, dictionaries, world data and multimedia.
- **EBSCO Databases (Explora).** Search and view the many newspaper articles, magazines, and scholarly journals.

Ancestry	132
Britannica	195
ConsumerReports	1,931
CreativeBug	75
EBSCO	1,384
HeritageQuest	149
Mango Languages	139
New York Times	114
Total Informational & Educational Content Accessed	4,119

- **Catalog Resources:**

- **Aspen Catalog.** Through our online catalog, search our collection (digital and physical) in one place; view new items and themed lists with title suggestions. Access our catalog via any mobile device; review checkouts, renew materials, and place holds online; and access a copy of your digital library card on your mobile device to present when you check out items in the library.

- **NoveList Select.** This enhances our online catalog so you can connect to books, find other books in a series, discover read-alike titles, and read reviews.

SERVICES

By the end of the year, Tracy Library had returned to full services, which had been reduced in 2020-2021 due to the pandemic.

- **Museum Passes:** The Library circulated passes to 6 museums in 2022, including the Currier Museum of Art, the Fells, the New Hampshire Historical Society, and the Mt. Kearsarge Indian Museum. The most popular museum pass was for the VINS Nature Center, which circulated 37 times. These passes are funded by donors, and by the Friends of Tracy Library.
- **Meeting Room:** The Meeting Room holds up to 66 people and can be reserved for use by community groups during library hours. With approval, meetings may extend after the Library has closed.
- **Porch Pickup.** We have continued this valuable service which was established during the pandemic. Patrons place holds by requesting them in our online catalog, or they can call or email us. Once the hold is in, the patron can call us to request a time for pickup. Items are placed in a shopping bag. When patrons arrive for their pickup time, they walk up to the pickup cart under the main entry porch, grab their already checked-out items, and go on their way! We had 110 porch pickup requests in 2022.
- **Open Hours.** The Library returned to its regular hours in January 2022. With a total of 42 hours each week, the Library is open five days a week, including Tuesday and Thursday evenings and Saturdays.
- **Wi-Fi Hotspot.** The hotspot provides internet access subject to the availability of the cellular network. This may be beneficial for patrons on vacation, or who don't have internet access at home, or for conducting business in a location with no available Wi-Fi. The Library purchased a new Hotspot in November, which circulated 6 times in 2022.
- **Interlibrary Loan.** On behalf of our patrons, we borrowed 808 items from other libraries, and we loaned 1,083 items to other libraries in 2022.
- **Homebound Delivery.** The Library provides weekly delivery service for New London residents who cannot visit the Library. We served 6 Homebound Delivery patrons in 2022.

PROGRAMS

- **Youth.** In 2022, the Youth Services Department was pleased to see 1,514 people participated in 80 different programs and activities. We distributed 564 "Take and Make" craft bags at the end of our story time programs. We had 64 youth participate in our Summer Reading Program, which is a 50% increase over last year. We continued to offer a variety of engaging programs and services for youth and families:
 - After-school LEGO Club
 - After-school Game Day
 - Back-to-School Scavenger Hunt
 - Holiday Party
 - Indoor story time
 - Virtual Summer Reading Program with the theme of Oceans of Possibilities
 - Outdoor story time in the Garden at Tracy Library and at Elkins Beach
 - Outdoor story time at the preschool
 - Outdoor pop up craft days under the tent
 - Take and Make craft bags
 - Book Bike deliveries
- **Adult.** We continued to offer our monthly Council on Aging book discussions which returned to in-person meetings in March with an average of 8 members in attendance at each meeting. Our Adult Summer Reading Bingo game was enjoyed by 30 participants.

FACILITIES

- **Maintenance & Repairs.** Tracy Memorial Library is the most valuable Town-owned building, with 14,000 square feet over three levels. Unlike other Town buildings, the maintenance of the Library is directly charged to our budget and not distributed amongst other departments in various line items. There are many factors that add to maintenance costs: our building is old (original construction dated 1823) with high levels of foot traffic, and it is sited on a slope with ground water. In 2022, we worked to establish timelines for inspections and preventive maintenance, and to begin to address several deferred maintenance projects.

- **Roof:** We continued significant repairs to the slate roof, which were deemed necessary during an inspection in 2021. While performing these repairs, we also added snow rails to help minimize the accumulation of snow at two exits used for emergency and utility purposes.
- **Exterior:** We executed critical repairs to exterior trim and clapboard and replaced several plate glass windows that were cracked. Exterior paint was touched up to both preserve the historic beauty of the building and to protect the building from the elements.
- **Electrical:** Emergency lights were upgraded throughout the building to replace critical battery packs in case of a power outage. Exterior light switches were updated to photosensors (rather than a timer) which both improves reliability and reduces energy usage.
- **Doors:** Several doors were repaired, including one of the automatic doors in our entryway.
- Ongoing maintenance for the Library also includes the following areas: alarm system, cleaning of upholstery and carpet, elevator, generator, IT systems, HVAC, irrigation, lawn care, pest control, snow clearing, and sprinkler inspection.
- **Capital Reserve Fund.** We are returning to our previously scheduled capital improvement plan and have now integrated in projected roof repairs based on our 2021 inspection. In 2022, the Capital Reserve Fund was used to cover the cost of roof repairs (listed above) in the amount of \$57,035. Looking to 2023, the Library hopes to begin work on deferred interior maintenance and repairs, as well as saving money for future roof repairs.

PEOPLE

- **Assistant Director.** Justin Levesque joined the team as Assistant Director in October of 2022. This followed the departure of Jo-Ann Roy, who had worked at Tracy Library for almost 11 years.
- **Circulation Manager.** Beth Condict was promoted to Circulation Manager in February of 2022. Our former Circulation Manager, Missy Carroll, officially retired after 17 years of service at the Library (but still comes back to sub occasionally).
- **Staff.** We welcomed two new Youth Services Assistants to the team in 2022: Michele Donegan and Kathy Bartlett. We also welcomed three new Circulation Assistants: LJ Bridwell, Nicole Swanson, and Cathy Vincevic. Many of our staff have also taken on specialist roles in marketing, cataloging, book processing, programming, and collection development. We said goodbye to Sonia Garre and Megan Hunt Stewart, who both retired from library work to enjoy other pursuits. Our new staff joined Bill Bastille, Ben Cote, Gretchen Crandall, Brian Hobart, Lindsey Walker, and myself, as we all continue our service to the community in 2023.
- **Trustees.** None of the achievements listed in this report would have been possible without Tracy Memorial Library's Board of Trustees. Newly elected members Gerald (Jerry) Coogan and Judy Fox joined Eula Kozma, Marianne McEnrue, Sara Scheuch, Steve Solomon, and Sherry Williams in governing the Library. Marianne McEnrue stepped down in April, and the vacancy was filled by Joanne Palmisano after being appointed by the Board of Selectmen.
- **Volunteers.** We had a dozen dedicated volunteers who have given over 600 hours of time in 2022. Volunteers support our Homebound Delivery program, help with book mending, and with keeping our shelves tidy. We are grateful to all our volunteers for their service, especially in these challenging times.

In the next year, I look forward to continuing to grow the services provided by Tracy Memorial Library to the New London community. I will be working with the Library Board of Trustees to begin a strategic planning process to help guide us into the future. Libraries serve a vital place in any community, and Tracy is no exception. We are a place for reading, for lifelong learning, and for exploring new ideas. We have an opportunity to improve and update our services for the times we are living in, and I am grateful for the chance to be a part of that process.

Respectfully submitted,

Crystal Schimpf

Library Director