

HAMBURG PUBLIC LIBRARY



# LONG RANGE PLAN

2023-2027



CONNECTING OUR DIVERSE COMMUNITY WITH RESOURCES  
THAT ENRICH, ENLIGHTEN, AND ENTERTAIN.

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# Why does the Hamburg Public Library need a Long Range Plan?

Long-range plans provide libraries with direction and a vision for the future. A well-written plan ensures that programming and services meet the current and future needs of the community in order to secure funding and justify the need for additional library resources.

([https://www.nmstatelibrary.org/docs/development/planning/long\\_range\\_plan\\_workbook04.pdf](https://www.nmstatelibrary.org/docs/development/planning/long_range_plan_workbook04.pdf))

Every library needs a long-range plan as a formal document to:

- Provide information about the community and library to use in decision-making;
- Clarify for board, staff, and community the role of the library in the community;
- Evaluate the usefulness and quality of specific services and activities;
- Assist in preparing for change (dropping old services or adding new ones);
- Establish priorities for the allocation of resources;
- Document the need for sustainable funding.

(<https://www.nysl.nysed.gov/libdev/helpful/standard02.htm>)

The Plan was originally updated every three (3) years, but it was decided to extend it to five (5) years to allow for better planning and to give the library additional time to achieve its goals. This decision was based primarily due to the recent Covid-19 pandemic where the Plan was adopted in February 2020 and was quickly outdated by the end of March of that year. The additional time will allow the Hamburg Public Library to get back on track in the event of a similar crisis.



# Committee Members

Brian R. Hoth - Director

Ashley Cassidy, Librarian – Hamburg Public Library

Laura Cunningham, Senior Library Clerk – Hamburg Public Library

Stephanie Molnar, Librarian/Branch Manager – Lake Shore Public Library

Wendy Horth

Tricia Miller

Khushboo Salian

Zenia Munger

The Long Range Planning Committee is made up of library staff and members of the community.





# Mission Statement

The Hamburg Public Library, which includes the Hamburg and Lake Shore libraries, is a member of the Buffalo & Erie County Public Library system.

## Mission

Connecting our diverse community with resources that enrich, enlighten, and entertain.



# Staff Makeup

The Hamburg Public Library is made up of 21 full and part time staff including six professional librarians. Director Brian Hoth oversees both the Hamburg and Lake Shore Libraries.



# Board of Trustees

Michelle Parker – President  
Cate Lee – Vice-President  
Dr. Holly Schreiber – Treasurer  
Sheree Hillman – Secretary  
Anita Metzger – Trustee



# History of the Hamburg Public Library

The Hamburg Public Library has a long and rich history dating back to 1897 when the 19th Century Club began a library with 1000 books in a store. Later that year a provisional charter was granted with a permanent charter issued in 1901 to what was then known as the Hamburg Free Library. In 1915 a new library was constructed on Center Street with a grant from the Andrew Carnegie Foundation. William Kronenberg, a prominent businessman in Hamburg, donated the lot. In 1948 the Hamburg Free Library became a member of the Erie County Public Library System. Then in 1964 the Hamburg Free Library merged with the Blasdell Free Library to become, which is known today as, the Hamburg Public Library.

In 1965 construction began on two new buildings, a new Hamburg Library at its current location on Buffalo Street in the village and the new Lake Shore Public Library located in the Cloverbank area on Lake Shore Road in the Town of Hamburg. Both buildings were dedicated in 1966 approximately one month apart. A permanent charter was granted in 1970.

Due to a County budget crisis, the Blasdell Library shuttered its doors in 2006 leaving Hamburg with two libraries.

In 2014 the Hamburg Library expanded its footprint to the delight and excitement of the community. A dedication ceremony was held later that year.

In 2018 the Hamburg Library opened a Reading Garden providing a lovely outdoor space to read, reflect, or to just enjoy the outdoors. This was made possible by a grant from then Assemblyman Sean Ryan. It is used quite extensively through the spring, summer, and early fall.

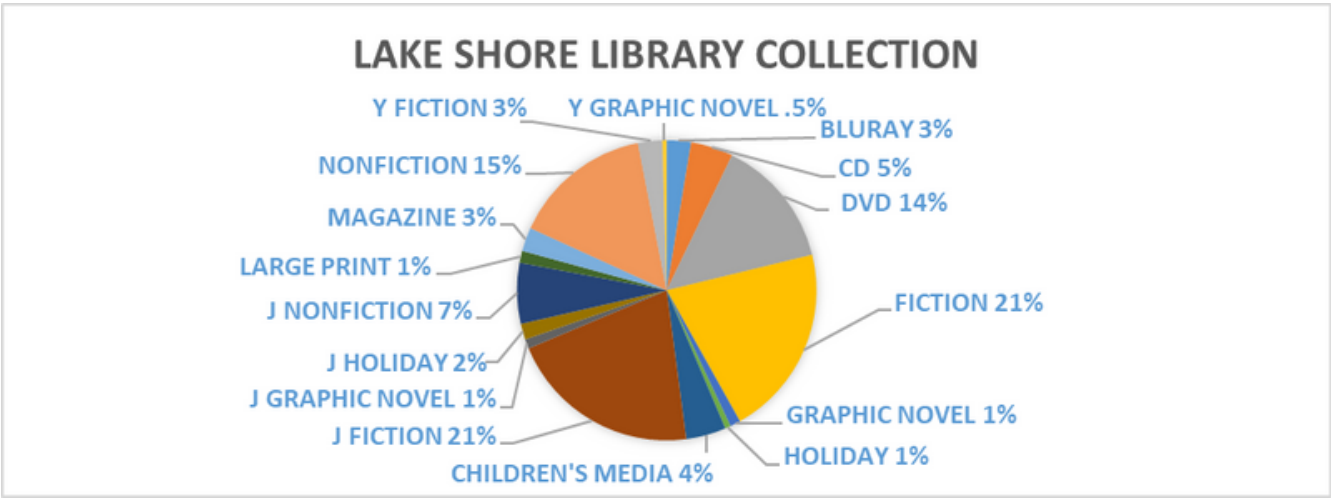
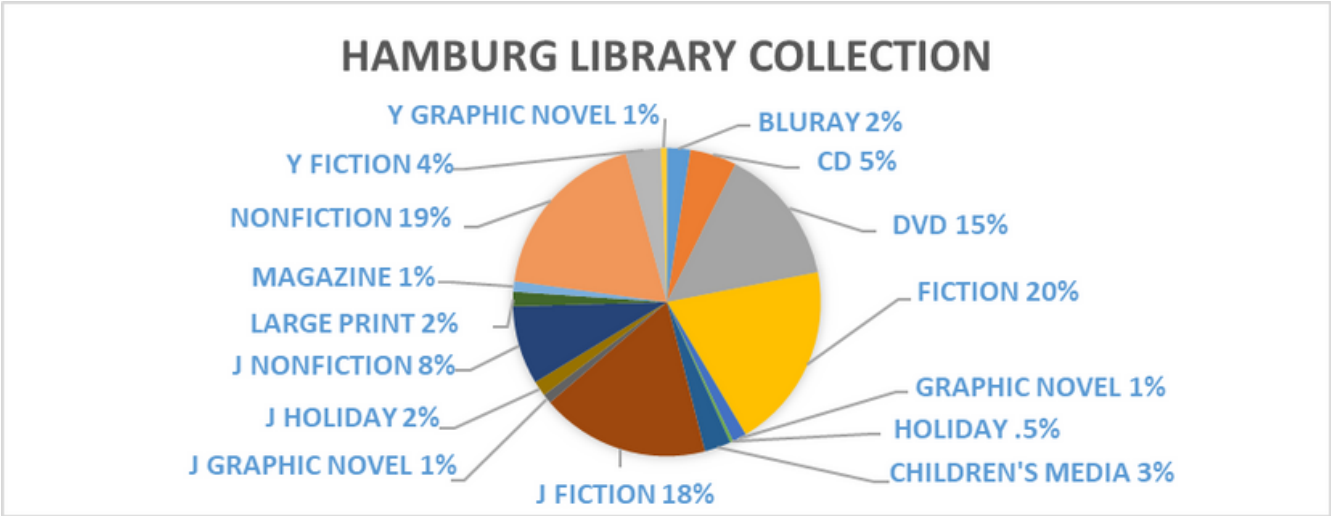
Since reopening our doors in June 2020 after a short closure due to the Covid-19 pandemic, the Hamburg Public Library implemented curbside service as another convenience for our patrons.

We offer CD players, Chromebooks, and hotspots for our patrons to borrow. In February 2022 the System went fines free to the delight of our patrons.

We partner with many organizations within the community to promote our programs and services. Some of these include: Penn Dixie Fossil Park and Nature Preserve, Hamburg Holidays, Kiwanis Club of Hamburg, the Village of Hamburg Recreation Center, Southtowns Chamber of Commerce, Hamburg Garden Club, and of course, the Friends of the Hamburg Public Library. The Library recently joined the Village Business Advisory Council (VBAC).

# Library Collections

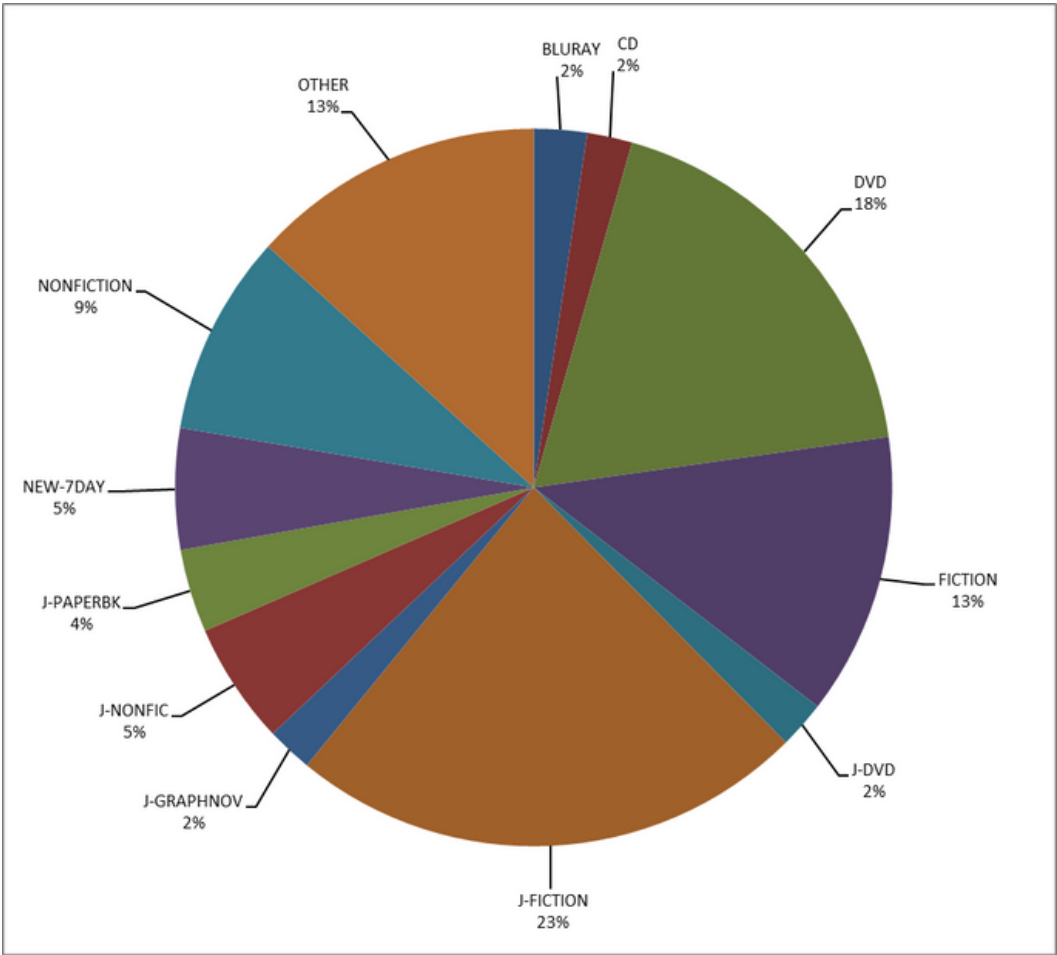
Below is a breakdown of our collections by item type.





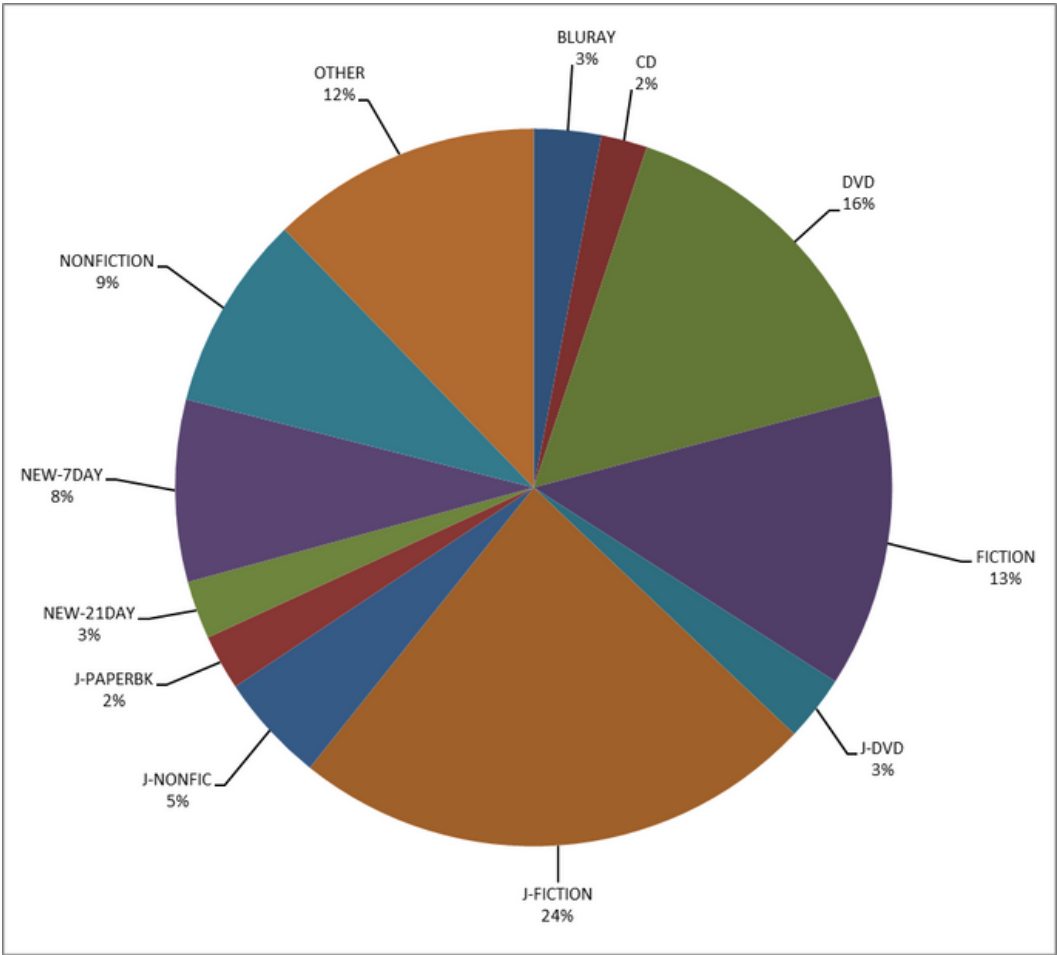
# Circulation of Materials – Hamburg

Below is a breakdown of materials which were circulated in 2021.



# Circulation of Materials – Lake Shore

Below is a breakdown of materials which were circulated in 2021.



# Library Users

Below is a year-to-date breakdown of library card holders at both libraries. In 2021 the Hamburg Public Library had 24,025 total library card holders.

## Hamburg

<b>Adult</b>	10,695
<b>Agency</b>	11
<b>E Library Card</b>	61
<b>New Adult</b>	3
<b>Non-Resident</b>	2
<b>Out of County</b>	3
<b>Short Term</b>	4
<b>Board Trustee</b>	5
<b>Staff</b>	16
<b>Total</b>	10,800

<b>Youth</b>	183
<b>Youth-All</b>	2,109
<b>Youth-Internet Only</b>	18
<b>Youth-Video Only</b>	489
<b>Total</b>	2,840

## Lake Shore

<b>Adult</b>	3,351
<b>Agency</b>	3
<b>E Library Card</b>	18
<b>Non-Resident</b>	1
<b>Short Term</b>	1
<b>Board Trustee</b>	1
<b>Staff</b>	6
<b>Total</b>	3,581

<b>Youth</b>	91
<b>Youth-All</b>	683
<b>Youth-Internet Only</b>	18
<b>Youth-Video Only</b>	215
<b>Youth-Out of County</b>	1
<b>Total</b>	978

# Demographics Information

The Hamburg Public Library serves the communities of the Town of Hamburg, the villages of Blasdell and Hamburg, Lake View, and Derby. According to 2020 census figures, the town has a population of just over 60,000 residents. Ninety-two percent of households have in-home computer access with 88 percent having a broadband subscription. Ninety-six percent of residents have a high school education or higher. The average medium income is just over \$68,000. The villages of Hamburg and Blasdell have a population of 9,767 and 2,659 respectively.





# Long Range Plan

The following Goals and Objectives emphasize five (5) key target areas: community and outreach, resources, lifelong learning, personal growth and well-being, adaptability, and space. Each goal will help the Hamburg Public Library, which comprises the Hamburg Library and Lake Shore Branch, to address challenges and opportunities and ensure our long-term viability.

## Goal 1: Community and Outreach

**Strengthen community through collaborative engagement and neighborhood empowerment.**

1. Connect people, neighborhoods and libraries.
  - Make the Hamburg Public Library centers for their communities;
  - Explore and develop alternative models of access and delivery.
2. Use digital communication and social media to engage with the local community and beyond;
  - Bring library resources to places where people live, work and play by providing alternative service options;
    - Continue to provide monthly outreach;
    - Continue to provide family-oriented programs during days, evenings, and weekends;
    - Continue to promote programs and services.
3. Cultivate partnerships to connect community members with information and the library's services.
  - Collaborate with community organizations and schools to support the interests and needs of our patrons in particular working with school librarians, to promote programs to encourage reading year-round;
  - Determine their areas of study throughout the school year and focus attention on those areas ensuring the best availability of resources.
  - Engage with local leaders and elected officials to support community growth and development.
4. Support economic development.
  - Cultivate programs and services that promote local businesses;
  - Assist job seekers by providing employment resources both print and online;
  - Increase the visibility of our libraries working with local businesses, elected officials, and organizations to share our promotional materials;
  - Attend networking events sponsored by the regional and village chambers of commerce.

# Long Range Plan

## Goal 2: Resources

**Maximize lending and use of the collection.**

1. Work to identify organizations that could benefit from the use of a library account (agency card).
  - Have several ongoing displays throughout the library featuring books and materials on specific topics to promote circulation, programs, special events, specific authors, etc.;
2. Foster and enhance access to information and ideas.
  - Develop and provide engaging, inspiring and relevant resources for our community;
  - Provide equal access to all library resources;
  - Awareness of the availability of assistive technology devices;
  - Broaden the scope of the library's collections by identifying non-traditional, loanable items that are of interest to the community and adding these items to circulating collections;
  - Create booklists of new, genre, and recommended reads and share via social media and posters;
  - Expand the collection, building on traditional and electronic resources;
  - Continue to utilize and develop the talents of library staff; support continuing education of staff.
3. Collect, preserve and provide local information, current and historical.

# Long Range Plan

## Goal 3: Lifelong Learning, Personal Growth, and Well-Being

**Stimulate and inspire learning, growth, and innovation.**

1. Foster an atmosphere of life-long learning for all, encourage a love of reading and promote opportunities for personal development at all levels. Celebrate learning of every kind.
  - Establish the library as a first source for information on daily life, living and learning. Provide supportive programming that targets early childhood, financial, health, digital and social/cultural literacies will better equip children and adult learners with the tools they need to succeed;
  - Prioritize Early Literacy Services to develop lifelong readers and prepare children for school. The library provides programs, services and space designed to ensure children will enter school prepared to read and continue being successful readers throughout their lives;
  - Position the library as a learning lab for creativity. Improve access and exposure to new and innovative technologies. Offer programs, with a particular focus on STEM, that are innovative and foster creativity and exploration. Re-envision programs and services to ensure a dynamic and enriching experience;
2. Advance and strengthen the library's leadership role in the utilization of technology and expansion of digital literacy.
  - Adapt to new and changing technology to address community interests and needs;
  - Improve access and exposure to new and innovative technologies;
  - Be a catalyst for innovation and idea sharing;
  - Maximize opportunities to increase digital proficiency and nurture next generation skills.
3. Encourage staff growth and development.
  - Develop an environment that ensures that the work-life balance of our employees is allowing our staff to maintain a healthy and balanced life;
  - Continue to re-evaluate the current staffing model continually monitoring the need for staffing changes, whether in terms of staff numbers or staff responsibilities and duties;
  - Increase awareness for professional development and new opportunities so that the staff maintains and enhances their skills;
  - Recognize staff opportunities;
  - Continue to encourage staff to bring forth new ideas to provide the Hamburg community with a positive library experience;
  - Invite ideas from the staff through regular meetings.

# Long Range Plan

## Goal 4: Adaptability

**Adapt and evolve to cultivate and maintain a sustainable future.**

1. Take appropriate measures ensuring the safety of the public and staff.
  - Provide support and resources during significant events;
  - Adjust library services to meet changing needs.
2. Promote the value of the library.
  - Strengthen advocacy and our presence in the community;
  - Determine the most effective communication strategy for reaching all members of the community;
3. Ensure fiscal responsibility.
  - Continue to practice due diligence and adopt/revise board policies for financial control;
  - Maintain transparency and accountability;
  - Continue to work with the Friends of the Hamburg Public Library to assist the library in meeting its goals;
  - Explore alternative funding opportunities.
4. Develop an adaptive and responsive culture of service.
  - Respond to patron needs and preferences;
  - Pioneer new services that transform the patron experience;
  - Continue to solicit volunteers.



# Long Range Plan

## Goal 5: Space

**Provide a welcoming and inclusive environment for all to enjoy.**

1. Position our libraries as welcoming places.
  - Provide inviting environments for all members of the community;
  - Provide gathering spaces that encourage positive community interaction;
  - Create engaging and interactive spaces to inspire innovation and imagination.
2. Protect and preserve physical assets/building.
  - Establish a facilities plan;
  - Adopt a facilities maintenance and improvement schedule;
  - Continue to have regular building and grounds evaluation and maintenance;
  - Make every effort to practice environmental stewardship to ensure a sustainable future.
3. Provide equitable and inclusive access.
  - Ensure ADA compliance;
  - Honor intellectual freedom;
  - Embody a culture of respect and recognition;
  - Listen to all voices;
  - Strive for diverse collections, programs, events, and activities.

**Adopted: November 7, 2022**



# For inquiries, contact us.



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