



LIBRARY

**2019**  
**BEE CAVE PUBLIC LIBRARY**  
 ANNUAL REPORT



# From the Director

**2019** was a year of exciting changes here at Bee Cave Public Library. Since our earliest days in the trailer, our goal has been to be the best small library we can be given our location, resources, and community needs. We continuously evaluate our collections and services to ensure we are making the best allocation of funds and staff time. In our role as a community center, we offer purposeful programming, emphasizing quality over quantity, re-thinking programs as community needs evolve. We do the same for our collections, weeding out materials that are no longer circulating, increasing our digital holdings to meet growing demand, and adding new materials and formats as they become available.

As the world moves increasingly online, we have looked for ways to meet the community where they are. Beyond our growing digital library, that is always available even when our doors are closed, an increased presence on social media has raised our profile and led people to reach out to us to partner in new ways that benefit all of us. A business owner who donated a gift card as a prize for summer reading learned we have databases that can help with market research. Teens who attended a murder mystery party ended up joining our Teen Advisory Board and making friends with peers from different schools. Organizations that partnered with us for programs gained new followers themselves and the circle of overlapping community members widened.

We look forward to finding new ways to entertain, enlighten, and enliven our growing community as we begin this new decade.

*Barbara Hathaway, Library Director*



## Mission Statement

*The Bee Cave Public Library will provide intellectual, cultural, educational, and recreational resources in a variety of formats. The library will offer an inviting environment, promote lifelong learning, and foster a sense of community.*

# 2019 By the Numbers

## VISIT

**105,884 Annual Visitors**



## ENGAGE

**11,548 Attended Programs**

**316 Programs Offered**

## BORROW

**156,446 Items Circulated**

- 129,955 Physical Items Borrowed
- 26,491 Digital Items Downloaded



## ASK

**6,440 Reference Questions  
Answered**



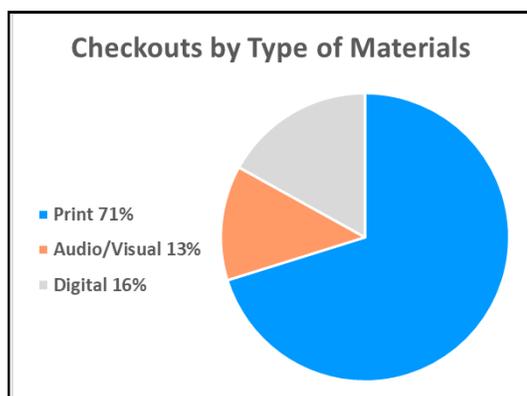
## CONNECT

**2,229 Public Computer Sessions**

# Statistical Overview

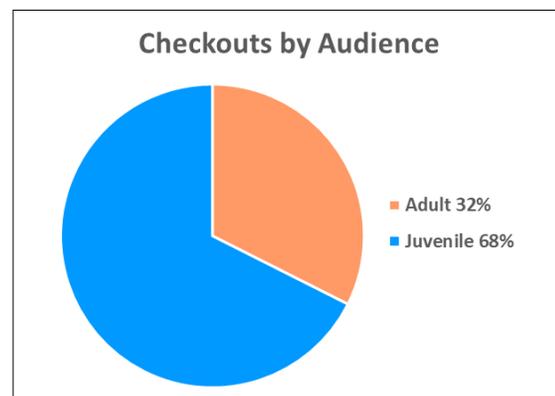
In 2019, the library circulated more than 150,000 items including books, audiobooks, DVDs, ebooks, and eaudio-books. Digital items like ebooks made up 16% of our overall circulation, up from 15% last year. Books and other items for children and young adults accounted for 68% of our overall circulation.

## Annual Circulation by Type of Materials

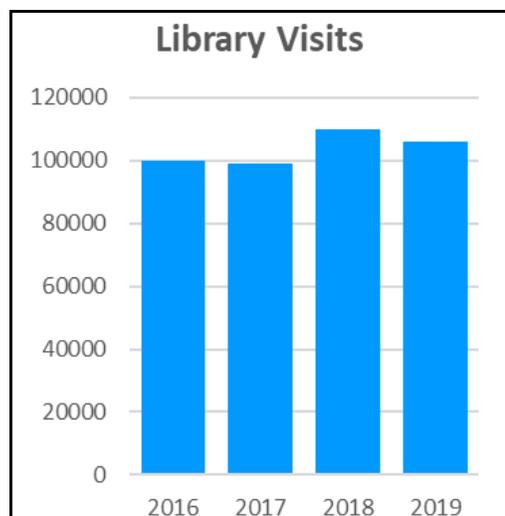


Total Annual Circulation  
156,446 items

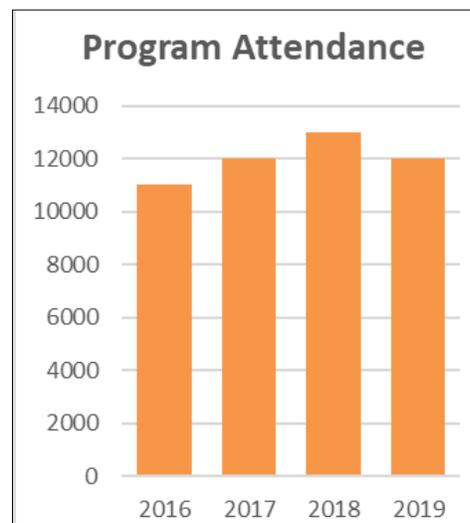
## Annual Circulation by Audience



## Visits and Program Attendance



Nearly 106,000 people visited the library in 2019, with almost 12,000 attending programs.



# Community Outreach

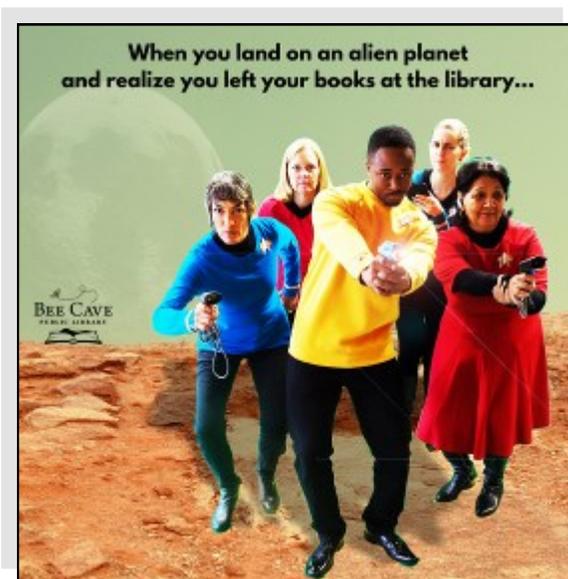
## Award-Winning Social Media Campaign

Bee Cave Public Library was honored to receive the Texas Library Association’s 2019 Branding Iron Award, sweeping all eight categories to win “Best of Show” for our #Celebrarians campaign. The Branding Iron Award honors creative projects and activities in advertising, advocacy, community engagement, digital and print promotions, public relations, rebranding, and special events. The library’s social media campaign used literary and pop culture spoofs to highlight library services.

As community engagement soared, local businesses reached out wanting to partner with us. With everyone on the library staff participating either in front of the camera or behind it, the campaign has also been a valuable tool to build morale among library staff, and has given us an inexpensive way to market library services and raise the profile of the library and our city.



*Technical Services Librarian Megan Fischer and Public Services Manager Cate Sweeney, center, accept the Branding Iron Award on behalf of the library at the TLA general session in April 2019.*



*For our space-themed Summer Reading Program, we pulled in city employees from other departments to help us channel the world of Star Trek to promote “A Universe of Stories.”*



*To the delight of our patrons, library staff donned animal costumes for Halloween and recreated the beloved children’s book, **Barnyard Dance** by Sandra Boynton. The author was among those who complimented us online.*

*Our most popular post, “Library Cats: The Musical,” was shared nearly 100 times around the country and received more than 6,600 views, reaching more than 16,000 people.*



Partnerships with individuals and organizations allow the library to expand our presence outside our walls, bringing awareness of library resources and services to a wider audience and offering greater exposure to our partners by introducing them to the library community. Our connections in 2019 included the following:

- **Hill Country Galleria**—social media takeover by the library
- Storywalks® displayed at Hill Country Galleria Central Plaza and Sculpture Park
- Summer Reading sponsors and donors
- **Lady Bird Johnson Wildflower Center** — presented at “What’s for Lunch?”
- **National Museum of the Pacific War** — presented at “What’s for Dessert?”
- **The Hive, Bee Cave Arts Foundation** — presented at “What’s for Lunch?” and hosted Teen Advisory Board service project
- **Foster Village** in Dripping Springs, recipient of Teen Advisory Board’s Little Free Library service project
- **Bee Cave Police Department**—visited Storytime
- **Lake Travis Fire Rescue**—visited storytime; taught First Aid & CPR to teens and tweens
- **Austin Astronomical Society**—hosted annual star-gazing session during Summer Reading Program
- **Lake Travis Chamber of Commerce SpringFest**—Local Author Fair
- Participated in **Lake Travis Independent School District** school career days and science fairs
- **Lake Travis Reads**—cosponsored with **Lake Travis Community Library** and **Spicewood Community Library**
- Hosted bi-annual meeting with librarians from Westbank and Lake Travis Community Libraries
- Hosted annual meeting with librarians from LTISD school libraries and Lake Travis Community Library
- **The Salvation Army** — Holiday “Angel Tree” sponsored by Bee-Tweens
- Taught a class for seniors in online library resources at AGE of Central Texas
- Bi-monthly column in the **Lake Travis View**, occasional article in the **Austin American-Statesman**



*This year’s Teen Advisory Board service project was creating a Little Free Library for the Foster Village in Dripping Springs. The Bee Cave Arts Foundation offered space and supplies to paint the project.*



*Eight local businesses donated to the Friends of the Library as sponsors to support special performers and prizes for the annual Summer Reading Program. More than 20 businesses donated 60 gift cards or in-kind merchandise for prizes as well.*

# Programs

Programming is a core part of the library's mission to promote lifelong learning and foster a sense of community for everyone. Children who attend library programs, for example, meet friends who attend other schools or live in different communities. Teens collaborating on a service project mix with students from other grade levels, and learn valuable leadership skills. Tweens have an opportunity to test out their newly-developing social skills in a safe and fun environment. Adults who attend programs at the library can try out new hobbies or meet others who share their interests. By offering programs across a wide range of interests and ages, the library brings people together to share ideas, learn from each other, and connect with their community.

"I hope you hear this often -- but I really appreciate all that y'all do!! From daily help and wonderful dispositions to all the special events, I have always had a wonderful experience at the library, and love that my daughter enjoys and loves going too!"

-email from a patron

## ADULTS

**55 Programs**

**448 Adults Attended**

Book Club, monthly  
Knitting Club, monthly  
What's for Lunch?\*

- Korean Dancing
- Cookbook Author Addie Broyles
- Wildflower Center
- Ceramics with The Hive
- Genealogy

What's for Dessert?

- Iwo Jima
- Home Brewing
- Author Joe Nick Patoski
- Holiday Stories

Lake Travis Reads

- Author Sarah Bird

Local Author Fair at SpringFest  
Friends of the Library Meetings  
Professional Meetings for Librarians



"What's for Lunch?" attendees enjoy an introduction to traditional Korean dancing.

\*\*"What's for Lunch?" became "What's for Dessert?" in September.

## TEENS

**11 Programs**

**167 Teens Attended**

Teen Advisory Board, monthly  
Escape Room  
Teen Murder Mystery  
Summer Reading Programs

- Teen Service Project
- Teen Reptile Hangout



Teen Advisory Board members joined our social media campaign with their own spoof of the popular TV show, *The Office*.

## TWEENS

**11 Programs**

**194 Tweens Attended**

Bee Tweens Club

- Roller Coasters
- Cupcake Wars
- Tie-Dye
- Carnival
- Paper Palooza
- First Aid/Take10 CPR
- CSI: Bee Cave
- Slime Time
- Holiday Party

Summer Reading Programs  
Magic Workshop  
Tween Escape Room

## CHILDREN

**239 Programs**

**10,739 Children & Adults Attended**

Baby Bumblebees Storytime (4 x month)  
Toddler Tales Storytime\*\* (2 x week)  
Preschool Pals Storytime\*\* (2 x week)  
Pop-Up Stories & Play Hour\*\* (2 x week)  
Family Place Parent-Child Workshops (10/yr)  
Seuss on the Loose  
Bee's Birthday  
Chess Club, monthly\*\*\*  
Spring Break Programs

- Trick Roping
- Fort Making

Merry Making Saturday  
Special Saturday Storytimes, seasonal

- Busy, Busy Bee Cave
- Stuffed Animal Sleepover

Summer Reading Programs  
Kick-Off Party & Concert  
Pint Size Polkas  
Magic Tree House Book Party  
Magik Theater  
Story Zoofari  
Lucas Miller Concert  
Honey Goodenough Puppeteer  
Kim Lehman Special Storytime  
Miss Ariel Special Storytime  
Drive-In Movie  
Tiny Tails to You  
Mobile Planetarium  
Carolina Storyteller  
The Telephone Company Concert  
Craft Day Open House  
Star-Gazing Party  
Austin Reptile Show  
Family Game Day  
Dinosaur George  
Wrap-Up Party with Magic Show

\*\*Storytime changed in September to one-hour format twice a week for all ages.

\*\*\*Chess Club was discontinued in September.

# A Family Place Library™

Bee Cave Public Library has been accredited as a Family Place Library™ since 2017, in recognition of our commitment to expanding traditional library services to support young children and their caregivers. In addition to holding a series of parent-child workshops with child development specialists twice a year and curating a collection of parenting books and resources, the library welcomes young children and their families to our space with age-appropriate toys and learning materials in the children's area of the library.

This fall we took our commitment further by revamping our traditional toddler and preschool-aged storytimes into our "Pop-Up Stories & Play Hour." This new come-and-go format for all ages encourages child and caregiver connections with learn-through-play interactions and opportunities for language and early literacy development. Caregivers follow their child's lead to explore areas for imaginative play and materials such as blocks, tunnels, push toys, puppets, and more. Twice during the hour, the Storytime leader gathers the group for stories and songs to promote literacy. Response to the new format has been very favorable with parents and caregivers praising the more relaxed atmosphere and enjoying opportunity for them to connect with each other.



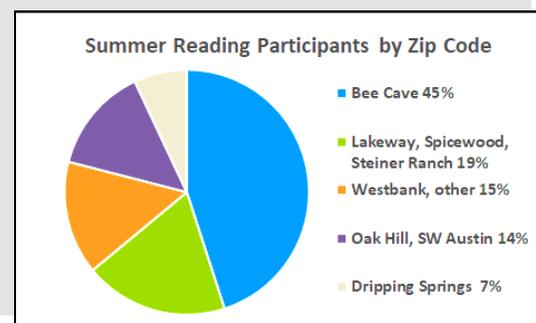
*In addition to our twice-weekly Pop-Up Stories & Play Hour, pictured at left, the library offers a lapsit program for infants called Baby Bumblebees, at right. This interactive program uses songs and books to introduce our youngest patrons to the joys of reading and gives parents and caregivers an opportunity to connect.*



## Summer Reading Program

The annual Summer Reading Program is our busiest time of the year, when daily visits to the library jump from an average of 340 people a day during the school year to more than 700 a day during June and July. This year's theme, "A Universe of Stories," allowed us to have fun with space-themed activities for the 27,000 people who visited the library during the eight weeks of the program. Summer reading programs like ours are designed to help children maintain the literacy and achievement gains they made during the school year and avoid the learning loss known informally as "summer slide."

Our program served nearly a thousand children from all over the area, as well as 172 teens and 427 adults. By tracking the zip codes of families registering for Summer Reading, we learned that 55% of participants live outside of Bee Cave, with many coming from as far away as South Austin and Steiner Ranch to use our library and visit the Hill Country Galleria. We are proud to partner with many local merchants who recognize the wide appeal of our library, donating \$5,000 in sponsorships and more than 60 in-kind items for prizes.



*See Appendix for further details on SRP participation by zip code.*



*More than 4,000 people attended summer programs at the library.*

# Financial Report

## Fiscal Year 2018-19

Original Library Budget	\$720,724
Mid-Year Amended Library Budget	\$733,391
Salaries and Benefits	\$580,924
Maintenance & Operations	\$129,800
Professional Services	\$ 10,000
Capital Outlay	\$ 0
FYE18-19 Amended Library Budget	\$743,491

## Fiscal Year 2019-20

Original Library Budget	\$803,497
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Library staff in FY 2018-19 included 7 full-time, 7 part-time, and 2 seasonal employees, budgeted at 0.25 FTE each, for a total of 11.0 FTEs.

# Volunteers

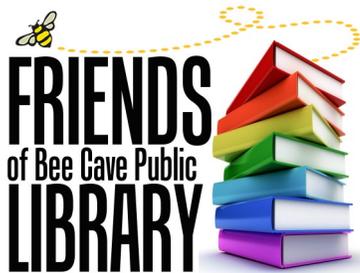
Volunteers are an important part of our operations, doing the majority of daily reshelving of books. They also help with crafts and activities at programs throughout the year.

Volunteers donated 1,417 hours to the library in 2019, which represents 0.7 FTE of staff time.



*Volunteers provide extra hands to help with programs like "Seuss on the Loose" as well as daily re-shelving of materials and other tasks.*

# Friends of the Library



The Friends of Bee Cave Public Library is a 501(c)(3) nonprofit corporation founded in 2006 to support the library through fundraising, volunteering, and advocacy.

The Rolling Sculpture Car Show, which benefits the Friends of the Library each year, was held in late October and raised \$11,000 through paid sponsorships and registration fees. The Friends also received donations from Summer Reading sponsors and partners in the amount of \$5,000, which helped underwrite the costs of special performers and grand prizes awarded to participants in the kids, teen, and adult programs. The Friends hosted a staff appreciation day during National Library Week, and awarded \$4,500 in scholarships to graduating seniors who had volunteered extensively at the library during their high school careers. The Friends also underwrite the speaker fees for our popular adult programs, "What's for Dessert?" and Lake Travis Reads.



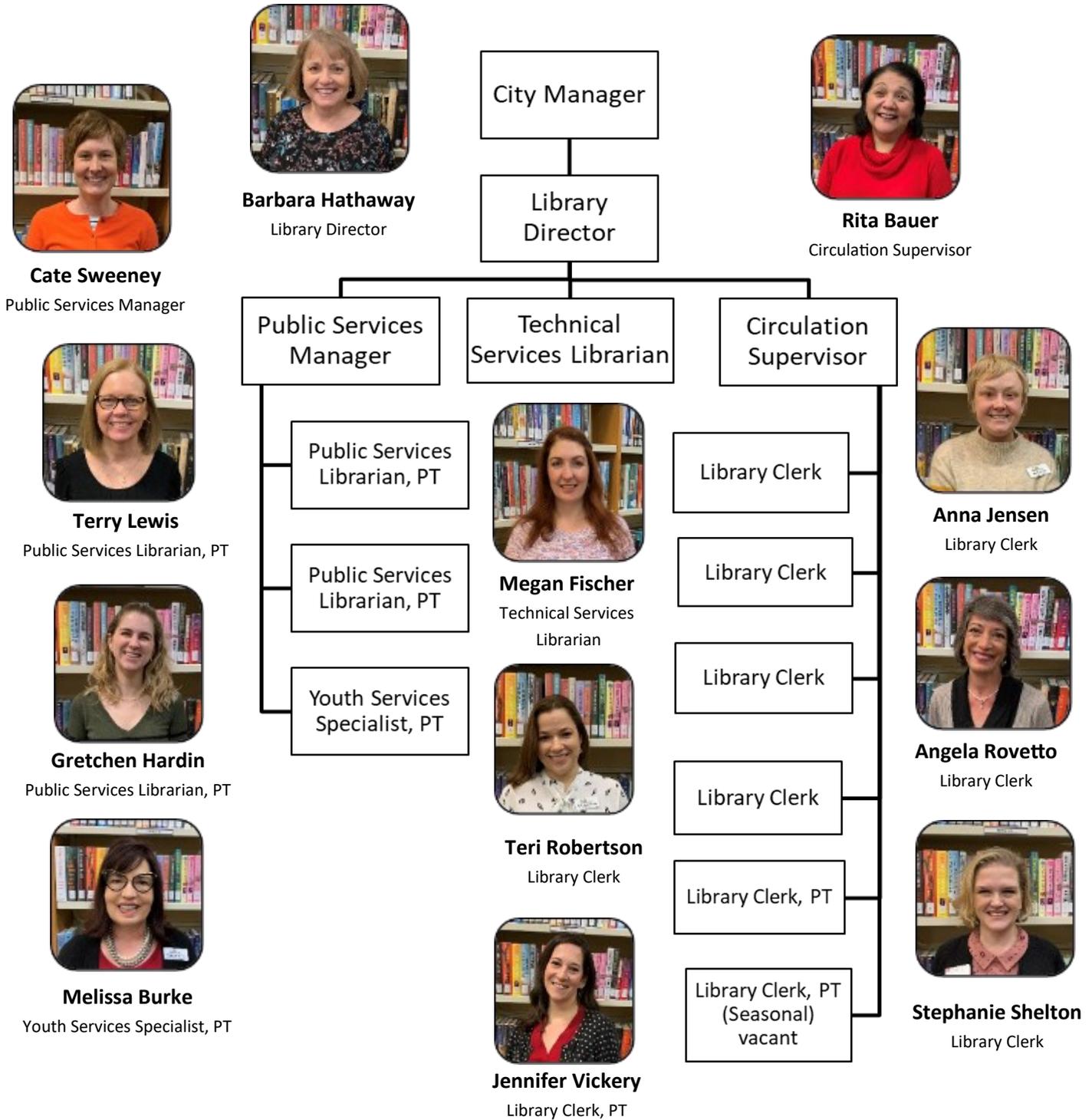
*The Rolling Sculpture Car Show has raised more than \$81,000 for the Friends of the Library since 2008.*



*The Friends awarded \$4,500 in scholarships to teen volunteers in 2019.*



# BEE CAVE PUBLIC LIBRARY 2019 ORGANIZATION CHART



*NOTE: The budget for Fiscal Year 2018-19 included 7 full-time, 7 part-time, and 2 seasonal positions for a total of 11 FTEs. (The two seasonal positions were each budgeted at 500 hours or 0.25 FTE.) At mid-year, a 4<sup>th</sup> full-time clerk position was created by combining a vacant part-time position with an existing part-time position, and Teri Robertson was promoted to full-time library clerk. Jennifer Vickery was hired to fill the remaining regular part-time clerk position in November 2019.*



## Summer Reading Participation by Zip Code 2019

RESIDENCE OF PARTICIPANT	ZIP CODE	KIDS	TEENS	ADULTS	TOTAL	% OF TOTAL
Bee Cave	78738	460	75	180	715	45%
Lakeway	78734	46	5	33	84	5%
Spicewood/ Briarcliff/ West Cypress Hills	78669	87	22	53	162	10%
Steiner Ranch	78732	39	12	15	66	4%
Westbank Library District (Eanes ISD)	78733, 78746	29	5	9	43	2%
Dripping Springs	78620	73	15	32	120	7%
Spanish Oaks, Oak Hill, Hwy 71 & 290	78736, 78737	103	19	48	170	11%
Circle C, Sunset Valley, SW Austin	78739, 78745, 78747-49	38	2	14	54	3%
Barton Creek (AISD)	78735	56	3	17	76	5%
Other	various	58	12	10	148	8%
<b>TOTAL</b>		<b>989</b>	<b>170</b>	<b>425</b>	<b>1,584</b>	<b>100%</b>