

## Highlights

- Summer event coordination and promotion ongoing, including new and annual marketing efforts. Event attendance in August didn't meet the same levels as July, but strong attendance at kids' events was consistent throughout the month.
- Personnel – coordinated hiring process for two open positions.
- Facilities – continued efforts to progress facility improvement projects.
- Initiated budget and capital plan efforts for 2026.

## Areas of Focus

- Building Plans – Sought proposal for concept study for the 39<sup>th</sup> Street. For Board review in September.
- Personnel
  - Search for a new PT Youth Services Assistant ongoing.
  - Initiated search for a new PT Library Assistant – Key Holder.
  - Coordinated facility coverage and scheduling.
- Marketing – Preparing marketing for fall/off season - new and annual publications, signage, advertising, and related items.

## Strategic Goals

### *Strengthening Community Connection (Library & History Center use and facilities, Collections, and Digital Resources)*

- Library & HC Use
  - Borrowing reached a 7-year high, driven by digital growth and steady use of popular print collections.
  - Patron base continues to expand, especially among non-resident homeowners.
  - August events moderated after a record 2024 but remain well-attended and YTD attendance is up.
  - Onsite engagement continues to shift down from in-person library visits, while growth in digital/web access continues.
  - History Center visits saw substantial growth in summer 2025 – an increase to 2,175 from 1,395 in 2024.
- Selection of Current History Center Projects
  - Coordination for fall and winter events underway, including the addition of a presentation by Tom McCann for his new book, *The Guards*.
  - Paper Peddler Trivia Night was held in late August at the Rock N' Chair. This event continues to be a popular summer tradition.
  - Avalon Garden Club collaboration underway.
  - Oral History efforts continue with a new recording with Fred and Karen Edelstein.
- Bookable Spaces – 203 reservations were made for the library's study spaces in August, almost on par with July – 50% over August 2024.
- Technology Services – Increase in onsite Wi-Fi use, and growth in onsite printing vs. same time in 2024 continued into August, following the patterns in June and July.

### *Cultivating Culture in the Community (Marketing, Community & Staff Engagement, and Events)*

- Summer Events – Rain proved a challenge for August events, particularly Thursdays, but attendance at children's events remained strong throughout the month. Popular events included Thursdays at Surfside – Yacht Rock Gold and Kids' Monday Funday activities.
- Summer Reading Program
  - Total Participants – 268
  - Minutes Read – 148,011, Books Read – 4444 (participants are given the option of minutes or books when logging reading)
  - 8% increase over 2024 participation

## AVALON LIBRARY & HISTORY CENTER REPORT – August 2025

- Resource Promotion – History Center – Along with traditional marketing efforts (postcard mailer, digital ads, banners & signage in town, plane banners, library marketing, and social media), the library launched a special initiative for summer 2025 to drive new users to the museum. The goal was to increase visitation by at least 20% over summer (June, July, August) 2024. Efforts included a giveaway, added library and community signage, and talking points for library staff. In 2024, the museum saw 1,395 visitors in summer vs 2,175 in summer 2025, a 55% increase!