

**CULTURAL CONTRIBUTIONS (1900) BUDGET**

UNIT NO. 1900

Department: **Cultural Contributions**FUND: **General — 0001****Strategic Program Area 3: Federated Library System**Service Provision: **Discretionary**

| <b>How We Do It: Program Budget Summary</b> |                    |                    |                    |                    |                           |
|---|--------------------|--------------------|--------------------|--------------------|---------------------------|
| <b>Category</b>                             | <b>2018 Actual</b> | <b>2019 Actual</b> | <b>2020 Budget</b> | <b>2021 Budget</b> | <b>2021/2020 Variance</b> |
| <b>Expenditures</b>                         | \$66,650           | 66,650             | \$66,650           | \$116,650          | \$50,000                  |
| <b>Revenues</b>                             | \$0                | 0                  | \$0                | \$0                | \$ 0                      |
| <b>Tax Levy</b>                             | \$66,650           | \$66,650           | \$66,650           | \$116,650          | \$50,000                  |

| <b>What We Do With It: Activity Data</b> |                    |                    |                    |                    |
|--|--------------------|--------------------|--------------------|--------------------|
| <b>Activity</b>                          | <b>2018 Actual</b> | <b>2019 Actual</b> | <b>2020 Target</b> | <b>2021 Target</b> |
| Library Materials Circulated             | 6,149,770          | 5,906,536          | 6,450,000          | 6,100,000          |
| Active Cardholders *                     | 527,534            | 311,531            | 550,000            | 315,000            |
| Digital Materials Circulated             | 535,134            | 603,433            | 645,000            | 660,000            |
| Items Delivered                          | 1,110,393          | 910,153            | 1,200,000          | 950,000            |
| MCFLS and CountyCat Website Page Views   | 12,053,251         | 12,573,854         | 13,000,000         | 13,150,000         |
| CountyCat Mobile Searches                | 14,840,534         | 12,782,266         | 16,800,000         | 14,000,000         |

\* New method of counting cardholders as required by state counts active cardholders or new cardholders in the past three years

| <b>How Well We Do It: Performance Measures</b> |                    |                    |                    |                    |
|--|--------------------|--------------------|--------------------|--------------------|
| <b>Performance Measure</b>                     | <b>2018 Actual</b> | <b>2019 Actual</b> | <b>2020 Target</b> | <b>2021 Target</b> |
| Active Cardholders as a Percent of Population. | 55.4%              | 33%                | 59%                | 35%                |

**Strategic Overview:**

The Milwaukee County Federated Library System (MCFLS) is overseen by the Department of Public Instruction and serves 15 administratively autonomous and fiscally independent public libraries in Milwaukee County. These public libraries are wholly funded by their municipality and join the MCFLS organization voluntarily. The MCFLS is responsible for supporting all public libraries in the county and coordinating the smooth interaction among members behind the scenes in many facets of the library environment.

The MCFLS supported libraries and county residents in 2020 by engaging its board of trustees and member libraries on a strategic planning process that culminated with the MCFLS 2020-2024 Strategic Plan. A host of new strategic directions emerged from discussions with libraries over the past year, including a need for a better library experience for County residents, a cohesive marketing and advocacy strategy and support to allow members to connect to each other and encourage collaboration.

In December of 2019 the MCFLS released a new CountyCat Mobile app for residents which has gotten strong use with over 15,000 downloads in the first month. The system and member libraries came together to form a marketing and advocacy committee and hope to have a consultant in place to help guide a marketing plan in 2020 and beyond.

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Moving forward, the MCFLS primary concern is how it can support member libraries and community residents readjust and recover from the pandemic. This will take many forms from funding and technical support to guidance on reopening.

## BUDGET SUMMARY

|   | <b>2019<br/>Actual</b> | <b>2020<br/>Budget</b> | <b>2021<br/>Budget</b> |
|---|------------------------|------------------------|------------------------|
| <b><u>Expenditures</u></b>                        |                        |                        |                        |
| Technology, Reference, Interlibrary Loan          | \$1,866,398            | \$ 1,812,892           | \$1,850,000            |
| Continuing Ed and Consulting                      | \$92,509               | 122,166                | \$125,000              |
| Delivery  | \$292,296              | 325,269                | \$325,000              |
| Payment to Members for Non-Res Access             | \$1,087,524            | 1,137,936              | \$1,145,000            |
| Library Services to Youth                         | \$1,505                | 4,003                  | \$4,500                |
| Library Services to Special Users                 | \$7,174                | 7,254                  | \$7,500                |
| Public Information                                | \$37,339               | 65,394                 | \$65,000               |
| Administration                                    | \$369,900              | 341,792                | \$345,000              |
| Electronic Resources                              | \$442,119              | 499,893                | \$510,000              |
| MultiType Initiatives                             | \$7,957                | 8,081                  | \$8,500                |
| Member Office Supplies                            | \$34,334               | 49,500                 | \$50,000               |
| <b>Total Expenditures</b>                         | <b>4,239,055</b>       | <b>4,374,180</b>       | <b>4,435,500</b>       |
| <b><u>Revenues</u></b>                            |                        |                        |                        |
| State Aid to Public Library Systems               | 2,855,318              | 2,855,319              | 2,855,319              |
| Federal LSTA Funding                              | 17,107                 | 11,200                 | 11,200                 |
| Passthrough Contract Income                       | 1,081,184              | 1,163,110              | 1,200,000              |
| Interest Earned from State Aid                    | 19,297                 | 5,000                  | 2,000                  |
| Unexpended Funds-Previous Years                   | 98,584                 | 35,000                 | 30,000                 |
| All Other Sources                                 | 210,643                | 237,901                | 236,981                |
| <b>Milwaukee County Contribution</b>              | <b>66,650</b>          | <b>66,650</b>          | <b>66,650</b>          |
| <b>Total Revenue</b>                              | <b>\$ 4,348,783</b>    | <b>\$ 4,374,180</b>    | <b>\$ 4,402,150</b>    |
| <b>Budget Surplus/(Deficit):</b>                  | <b>109,728</b>         | <b>-</b>               | <b>\$ (33,350)</b>     |
| <b>County Contribution as % of Total Revenue:</b> | <b>1.5%</b>            | <b>2%</b>              | <b>1.5%</b>            |

A one-time allocation of \$50,000 is provided to the Federated Library System to expand digital resource materials. The COVID-19 pandemic has highlighted the need to make more materials available electronically to aid library users who are unable to physically access a system location. This allocation is separate from the annual support provided to the Milwaukee County Federated Library System.