

Friends of the NPR Library, Inc.

BUSINESS PLAN

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Executive Summary

The Friends of the New Port Richey Library (FOL) is a nonprofit organization committed to empowering the New Port Richey community by enhancing the library's resources, programs, and services. Through strategic advocacy, innovative fundraising, and community engagement, FOL ensures the library remains a vital hub for lifelong learning, cultural enrichment, and equitable access to information.

Recognizing the unique challenges and opportunities within the New Port Richey demographic—such as gaps in educational attainment and digital access—FOL addresses critical needs through initiatives like the Bookmobile and Little Free Libraries. These efforts directly impact underserved populations and foster a sense of connection across diverse community groups.

With a proven track record of successful partnerships, impactful events, and sustainable financial practices, FOL is poised for continued growth. By building on its strong foundation and embracing new opportunities, the organization remains a cornerstone of education and culture in New Port Richey.

Mission

The mission of the Friends of the New Port Richey Library is to promote and support the library's efforts to provide lifelong learning, foster community engagement, and ensure equitable access to information.

The Friends is formed exclusively for charitable, literary, and educational purposes as specified in Sec. 501(c)(3) of the Internal Revenue Code of 1954, as amended. These purposes are:

- To maintain a membership of persons and businesses (hereinafter referred to as “members”) supportive of the New Port Richey Library.
- To support and cooperate with the Library in developing, maintaining, and enhancing facilities, resources, and services for the public.
- To stimulate the use of the Library's facilities, resources, and services.
- To encourage gifts, endowments, and bequests for the benefit of the Library.

- To focus public attention on the Library.
- To support the freedom to read as expressed in the American Library Association Bill of Rights.

Organizational Overview

The Friends of the New Port Richey Library is governed by a multi-tiered structure designed to ensure accountability, effective leadership, and sustained community impact. This framework allows the organization to manage its operations efficiently, foster collaboration, and meet its mission of supporting the New Port Richey Public Library.

President

The President serves as a facilitator, guiding the strategic vision of the organization while ensuring alignment with its mission and values. The President introduces new campaigns and initiatives to strengthen community engagement and organizational growth. The President's role emphasizes communication, coordination, and fostering a cohesive and forward-thinking organizational culture.

Committees

Committee Chairs hold autonomous leadership over their respective operational areas, such as fundraising, partnerships, or volunteer coordination. They are responsible for designing and executing programs that align with the organization's strategic goals. Committees collaborate with the Executive Board on broader organizational strategy but operate independently in day-to-day decision-making within their functional areas. They participate in all-membership and Directors' meetings to share updates, vote on critical issues, and receive organization-wide announcements.

General Members

General members include volunteers and supporters who assist in the day-to-day activities and events. Their contributions are vital in ensuring the success of programs and maintaining the organization's connection with the community. General members participate in regular meetings to stay informed, provide input on major initiatives, and vote on relevant decisions when required.

Membership

The Friends of the Library offers three tiers of membership, each designed to provide meaningful benefits, support general operating activities, and foster community involvement:

- ***Personal Membership (\$15 per year)***: Opportunities to volunteer, receive a monthly newsletter, and enjoy discounts at Friends events, as well as at the West Pasco Historical Society and West Pasco Art Guild. A simple yet impactful way to support literacy and the New Port Richey Library.
- ***Family Membership (\$25 per year)***: Extends all Personal Membership benefits to the entire household, with additional notifications about family-friendly activities, making it an excellent value for families committed to supporting the library and its mission.
- ***Business Membership (\$100 per year)***: Includes all Personal Membership benefits, plus promotional opportunities like inclusion on the Friends webpage, visibility in promotional materials, and exclusive discounts for board members at Friends events and partner organizations. A meaningful way for businesses to contribute to the community while gaining valuable recognition.

Memberships have stayed affordable for over a century, serving as the primary funding source for general operations. Becoming a member signifies active involvement in the community and grants access to exclusive discounts, events, and recognition at Friends-sponsored initiatives.

Services and Value Provided

Community Events

Organizing and hosting events that strengthen connections within the FOL while engaging the broader community. These events not only celebrate the Friends' mission but also create opportunities for members to network, build camaraderie, and expand the group's visibility and impact.

Little Free Libraries

New Port Richey's Little Free Libraries are continually maintained by dedicated stewards who ensure they remain stocked, clean, and accessible. The FOL source and provide all the books, ensuring the shelves remain stocked to community needs.

Library Program Support

Leveraging business partnerships to provide financial backing for educational and cultural events, workshops, and library-hosted programs. This support helps ensure the library continues to offer diverse and high-quality services to residents.

Key Achievements

The Friends of the Library have made significant contributions to the New Port Richey community, including:

- **Funding Critical Library Projects:** Providing \$50,000 to fund the acquisition and operation of a mobile library vehicle, also known as "The Bookmobile." This initiative expands access to library resources, bringing books, technology, and educational opportunities directly to underserved neighborhoods and communities.
- **Little Free Libraries:** Establishing and maintaining Little Free Libraries throughout New Port Richey. These community-driven book-sharing boxes promote literacy and a love for reading through the "Take a Book, Leave a Book" model. Open 24/7, they provide free access to books for all ages, fostering lifelong learning and community connections.
- **Community Events:** Playing a key role in significant events such as the Library Lovers Ball and the Centennial Masquerade Ball. These events serve as vital fundraising and engagement opportunities, bringing together residents and supporters to foster a deeper connection with the Friends library's mission.

Market Analysis

Demographics of New Port Richey

New Port Richey has experienced steady population growth, with an estimated population of 18,020 in 2024, reflecting a 7.44% increase since the 2020 census. These trends highlight New Port Richey's position as a steadily growing community with increasing demand for services and resources.

New Port Richey has a median age of 53.5, notably higher than Florida's median age of 42.8, reflecting its large retiree population. The city's median household income is \$46,160, significantly below the state median of \$73,311. This disparity suggests a

community with economic challenges, making public resources like libraries crucial for access to education, career development, and social programs.

Household sizes in New Port Richey tend to be smaller, with an average family size of 2.71, compared to the state average of 3.03. This dynamic suggests a need for tailored programming that meets the needs of smaller or retiree households as well as families.

The population is predominantly White (79%), with Hispanic or Latino residents comprising 14%, and smaller percentages of Black, Asian, and mixed-race individuals. These demographics highlight opportunities to develop programs that are culturally diverse and address challenges across all community groups.

Literacy and Educational Needs

Literacy and education are critical areas of need in New Port Richey. Only 15.7% of residents hold a bachelor's degree or higher, compared to 34.9% statewide, indicating a significant gap in educational attainment. This disparity can limit career opportunities and hinder economic growth.

Libraries play a vital role in bridging this gap by providing access to GED preparation, college readiness resources, and vocational training programs. The Friends of the Library amplify this impact by supporting initiatives that expand these services, ensuring that New Port Richey residents have access to the tools they need. The report "Electronic Resources at Academic Libraries in the United States" highlights the increasing utilization of digital tools and online databases in public and academic libraries. This trend underscores libraries' need in supporting diverse learning needs and advancing adult education and literacy (Statista, 2023).

Library Usage and Community Engagement

Nationally, libraries see 393 in-person visits per 100 people annually and circulate 686 items per 100 people. In New Port Richey in Q4 of 2024, the library recorded a door count of 8,766 in July, 8,495 in August, and 7,836 in September, totaling 25,097 visits (New Port Richey Public Library, 2024).

Despite this, underfunding can limit the reach of libraries in communities like New Port Richey. Florida's per capita library operating expenditure of \$6,471 is below many states, such as New York and Illinois, which spend \$11,000 or more. Advocating for increased local investment in libraries could significantly enhance their capacity to serve the community (Statista, 2023).

Gaps in Community Services

New Port Richey faces specific gaps in community services that libraries are well-positioned to address:

- **Digital Access:** Approximately 14% of households lack reliable internet access. Libraries provide essential internet services and digital literacy training for these residents.
- **Early Childhood Literacy:** With only 12.2% of the population under 18, targeting this small but critical group with story times, homework help, and literacy programs can address educational challenges early.
- **Career Development:** Lower educational attainment levels and unemployment rates highlight the need for job-readiness workshops, resume-building sessions, and vocational training.

The Friends' efforts ensure libraries remain accessible and adaptable to the evolving needs of the community, advocating for greater inclusion, education, and connectivity for all residents.

Relevance to Stakeholders

Key stakeholders for the New Port Richey Public Library initiatives include:

- **Local Government:** Providing essential funding and policy support is crucial for expanding library services and facilities to meet the community's growing needs.
- **Schools:** Collaborations with local schools enhance educational outcomes by offering supplemental resources and shared programs that align with academic goals.
- **Nonprofits and Businesses:** Partnerships with nonprofits and businesses create opportunities for joint initiatives, such as workforce development programs, that benefit both the library and the broader community.
- **Residents:** Community members play a vital role by participating in library programs and advocating for increased funding and support to sustain and grow these valuable services.

Competitor and Partner Analysis

Purpose

To understand the position of the Friends of the New Port Richey Library (FOL) in relation to other organizations in the community and identify opportunities for collaboration and differentiation. This analysis helps guide strategic decisions to strengthen partnerships and maximize impact.

Competitor Analysis

In the nonprofit landscape, any organization seeking donations, volunteer time, or public attention can be seen as a competitor. However, competition does not imply antagonism; rather, it highlights the need to target specific audiences and events effectively. Key competitors in New Port Richey include:

- **Local Nonprofits:** Organizations such as animal shelters, food banks, and cultural institutions draw from the same pool of donors and volunteers. While their missions differ, these groups share the goal of community enrichment.
- **Recreational and Social Groups:** Sports leagues, hobby clubs, and other interest-based organizations also vie for community members' time and resources.
- **Faith-Based Organizations:** Churches and faith groups often provide overlapping services, including community events and charitable activities.

The FOL must differentiate itself by emphasizing its unique focus. Tailored outreach efforts and a strong value proposition can attract donors and volunteers who align with FOL's mission.

Partner Analysis

Collaboration is essential for the FOL to extend its reach and amplify its impact. FOL has built relationships with key partners, including:

- **City of New Port Richey and the New Port Richey Public Library:** As core stakeholders, they provide operational support, infrastructure, and alignment with citywide goals.
- **West Pasco Historical Society:** Offers opportunities to co-host educational and historical programs.
- **West Pasco Art Guild:** Supports arts-based initiatives and creative community projects.

- **NPR Main Street:** Facilitates events that drive foot traffic and awareness for community activities.
- **Richey Suncoast Theatre:** Collaborates on cultural programming, drawing shared audiences to literary and performance arts.

These partnerships offer opportunities to:

- Cross-promote events to broader audiences.
- Share resources and expertise to reduce costs.
- Develop joint grant applications for community projects.

Unique Value Proposition

The Friends of the New Port Richey Library stands apart by directly supporting the library, a cornerstone of education, literacy, and access to information. Unlike other nonprofits, FOL focuses on:

- Providing resources and programming that directly benefit all age groups.
- Addressing critical gaps in digital literacy and community connectivity.
- Offering exclusive membership benefits, such as discounts and special events.

SWOT Analysis: Friends of the New Port Richey Library

Strengths

- **Established Community Presence:** The FOL has a strong reputation and is well-integrated into the New Port Richey community through decades of consistent support for the library and cultural initiatives. Financial contributions, such as the \$50,000 investment in the Bookmobile, serve as tangible proof of the organization's effectiveness and impact. These accomplishments reinforce the group's position as a trusted and essential resource in advancing literacy and community engagement.
- **Key Partnerships:** Collaborations with organizations like the West Pasco Historical Society, West Pasco Art Guild, and NPR Main Street enhance programming and expand reach. These partnerships not only provide mutual support for events and initiatives but also strengthen community bonds by pooling resources, sharing expertise, and amplifying collective impact.

- ***Independent Library Operations:*** The New Port Richey Public Library operates independently, without being part of a larger library cooperative or school system. This independence ensures that all resources are directly allocated to the community, enabling tailored programs and more effective service delivery. The FOL capitalizes on this unique position to enhance the library's role as a dedicated and responsive community resource.

Weaknesses

- ***Dependence on Membership Revenue:*** Membership fees are the primary source of funding, limiting diversification of revenue streams. While these fees provide stability, an over-reliance on this single source of income poses risks, especially during economic downturns or membership attrition. Exploring additional funding avenues, such as grants or sponsorships, could mitigate this dependency.
- ***Resource Constraints:*** The organization operates with limited staff and relies heavily on volunteers, which can restrict scalability and responsiveness to community needs. This dependence on a small pool of committed individuals underscores the necessity for structured volunteer recruitment and retention programs to ensure sustainability.
- ***Event Saturation:*** Hosting similar events repeatedly may reduce excitement and engagement over time, requiring innovation in programming. Diversifying the types of events could reinvigorate interest and draw new audiences.

Opportunities

- ***Expanded Memberships Value for Business and Individuals:*** For businesses, initiatives such as event sponsorships, promotional opportunities, and exclusive recognition benefits can strengthen ties with the community. For individuals, expanding member benefits could include greater access to library-hosted workshops, personalized invitations to exclusive events, and enhanced discount programs, making membership a sought-after status symbol for active community involvement.
- ***Formalized Organizational Structure and Plan:*** Establishing a clear and formalized organizational structure can improve operational efficiency and provide a roadmap for sustainable growth. By demonstrating a professional and well-organized framework, the group can attract greater community and donor trust, positioning itself for expanded partnerships and funding opportunities.

- **Community Growth:** The steady population increase in New Port Richey offers a larger audience for membership drives and program participation. This growth presents an opportunity to engage with new residents through tailored outreach and to emphasize the value of Friends memberships as a way to become part of the community. Outreach efforts that include welcome packets for new residents or collaborative programs with local businesses can further establish the FOL as an integral part of the city's growth.

Threats

- **Competing Nonprofits:** Other nonprofits, churches, and community organizations vie for the same pool of donors and volunteers, making it challenging to stand out. By emphasizing its unique mission and partnerships, the FOL can carve out a distinct identity that resonates with its target audience.
- **Economic Downturns:** Local economic instability could reduce donations, memberships, and volunteer availability.
- **Volunteer Fatigue:** Heavy reliance on volunteers could lead to burnout and reduced participation over time. Establishing recognition programs, flexible scheduling, and professional development opportunities for volunteers can improve retention and morale.

Financial Plan

The Friends of the New Port Richey Library ensure financial stability through community support and efficient management. Our commitment to transparency and prudent fiscal practices allows us to maximize the impact of every dollar received.

How We Manage Our Finances

- **Regular Audits:** Every three years, a professional audit ensures our financial records are accurate and transparent.
- **Clear Record-Keeping:** All financial activities follow structured protocols detailed in our bylaws.

Why this matters: These practices ensure transparency, accountability, and efficient use of resources. They build trust with the community and allow more funds to support library programs.

Where Our Money Comes From (2024 Highlights)

- **Donations:** Community contributions reached \$4,160.36.
- **Memberships:** Members contributed \$1,254.26:
 - o Business: \$587.52
 - o Family: \$314.11
 - o Individual: \$352.63
- **Fundraising Events:**
 - o Masquerade Ball: Net income of \$29,377.20 from gross revenue of \$48,865.38.
 - o Rummage Sale: \$1,171.58
 - o Handbag Raffle: \$1,099.20

Why this matters: A diversified revenue stream demonstrates the organization's resilience and ability to engage the community. By balancing donations, memberships, and events, the Friends remain financially stable and adaptable to changing circumstances.

Our Financial Goals

- **Increase Membership Revenue:** Cover operating costs entirely through membership income.
- **Optimize Fundraising:** The Friends plan to replicate successful events like the Masquerade Ball, which generated significant net income, and introduce additional smaller-scale fundraisers to diversify revenue streams.
- **Boost Donations:** Strengthening community outreach will help grow contributions, engaging more donors to ensure a stable financial base for supporting library programs and initiatives.
- **Build Reserves:** Maintain liquidity for unforeseen expenses and future opportunities.

Why this matters: These goals focus on sustainability and growth, ensuring the Friends can continue to support the library's mission without interruptions. A solid financial foundation enables innovation and long-term planning.

Financial Projections

Looking ahead, the Friends of the New Port Richey Library are setting realistic financial goals based on past performance and community engagement:

- **1-Year Projection (2025):**
 - **Revenue Growth:** Increase total revenue from donations and memberships to \$7,500, representing a 38.5% increase from the 2024 total of \$5,414.
 - **Operational Expense Stability:** Maintain yearly operating costs between \$1,250-\$1,750 until 2028.
 - **Establish Savings Reserve and Plan:** Begin building a financial reserve, with a target of \$5,000 by 2028, to provide a buffer for unforeseen expenses or strategic initiatives.
- **3-Year Projection (2028):**
 - **Membership Revenue Allocations:** Ensure that business memberships fully fund operational costs, which are projected to increase to \$2,000 by 2028. Family and individual memberships to support a new fund.
 - **Audit Year Strategy:** Finalize the \$5,000 savings reserve during the audit year, ensuring a solid financial foundation. Use the audit insights to assess long-term financial strategies and refine allocation plans.
 - **Preparing for Growth:** Invest in capacity-building initiatives, such as upgrading technology systems, enhancing volunteer training programs, and developing strategic partnerships. These preparations will position the organization to effectively manage increased operational demands as the library expands its services and community outreach.

These projections are rooted in historical financial trends and current performance data, ensuring achievable and impactful growth. By aligning with these projections, the Friends can strengthen their financial foundation and expand their support for the New Port Richey Public Library.

Conclusion

The Friends of the New Port Richey Library (FOL) is dedicated to transforming lives by providing equitable access to resources, fostering lifelong learning, and empowering the community. With a clear vision of bridging educational and digital gaps, FOL has established itself as an indispensable advocate for the New Port Richey Public Library and the broader community it serves.

As New Port Richey continues to grow, FOL is uniquely positioned to address the increasing demand for library services, expand community engagement, and support initiatives that create lasting impact. The organization's robust financial planning, proven ability to execute innovative programs like the Bookmobile, and commitment to

partnerships underscore its readiness to seize this market opportunity with confidence and precision.

We invite you to join us in this mission, whether through investment, partnership, or active involvement in our initiatives. Your support will not only strengthen the library's role as a cornerstone of culture and education but also help shape a thriving, connected community.

The Friends of the New Port Richey Library stands ready to make an even greater difference, backed by a proven track record, a clear strategy, and unwavering community support.

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