

# Promotional and Community Event Grant Application

## Step 1

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### Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available on this website or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- A completed application and all supporting documents are required to be submitted via this application for consideration by the MDCDC board.
- **Applications must be completed in full, using this form electronically, and received by MDCDC by 5 p.m. on the application deadline indicated on the [Grants page](#) of this website.**
- If you are interested in a preliminary review of your grant request or event idea, please complete and submit the online [Letter of Inquiry](#).

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### Organization Information

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Name	McKinney Public Library
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Federal Tax ID Number	75-6000599
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Incorporation Date	5/30/1928
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Mailing Address	101 E. Hunt Street
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City	McKinney
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State	TX
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Zip Code	75069
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Phone Number	972-547-7323
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Email Address	<a href="mailto:Contact-Library@mckinneytexas.org">Contact-Library@mckinneytexas.org</a>
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Website	mckinneypubliclibrary.org
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Facebook	<a href="https://www.facebook.com/McKinneyLibrary">https://www.facebook.com/McKinneyLibrary</a>
Instagram	<a href="https://www.instagram.com/cityofmckinney/">https://www.instagram.com/cityofmckinney/</a>
Twitter	NA
LinkedIn	NA
Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.	<p>The McKinney Public Library was established in 1928. For nearly 100 years, the library has served the McKinney community through access to knowledge through books, periodicals, and other materials. As our community has evolved, as has the library mission. Our current mission is to serve the community by providing access to materials and experiences that educate, inform, and entertain.</p> <p>As identified in our long range plan (<a href="https://www.mckinneytexas.org/DocumentCenter/View/14476/McKinney-Public-Library-System-Long-Range-Plan-2022-2027?bidId=">https://www.mckinneytexas.org/DocumentCenter/View/14476/McKinney-Public-Library-System-Long-Range-Plan-2022-2027?bidId=</a>) we have multiple goals around community events and their promotions.</p> <p>Event &amp; Programming Goals:</p> <ol style="list-style-type: none"> <li>1. Host six major cultural events per year, with the purpose of reaching new audiences.</li> <li>2. Provide program experiences that are not easily duplicated elsewhere.</li> <li>3. Provide learning outcomes in all programs.</li> <li>4. Host six pilot or prototype programs annually designed to test the limits of available technology to increase accessibility of that technology and to improve virtual experiences.</li> </ol> <p>Combined, these goals combine to drive the library to increase the size, quality, and quantity of programs and special events. Note, these events are free and open to the public. All events connect attendees with an opportunity to learn and experience new things. At a time when entertainment is becoming more and more costly, the library is one of the few remaining places in society that remains free.</p> <p>The library has nearly 60 full- and part-time staff. A portion of those staff are dedicated to the event and programming goals, with other staff focused on improving the customer experience, improving our catalogue, and improving our technology solutions among other goals.</p> <p>In 2023, the McKinney Public Library saw substantial growth with over 11,000 new memberships. We are on track to meet or exceed that number for 2024. Additionally, we welcomed over 39,000 guests to our</p>

programs in 2023. Again, we are on track to meet or exceed this number for 2024.

We have been successful in creating new experiences for our community and providing high quality educational entertainment opportunities for the McKinney community and beyond. As we scale our events, we also seek support to scale the advertising and marketing of the programs.

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Organization Type	Governmental entity
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Noteworthy recognitions or awards in the last two years.	<i>Field not completed.</i>
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### Representative & Contact Information

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#### Representative Completing Application:

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Name	Kate Wilson
Title	Communication & Marketing Specialist
Mailing Address	101 E. Hunt Street
City	McKinney
State	TX
Zip Code	75069
Phone Number	972-547-2158
Email Address	<a href="mailto:kwilson@mckinneytexas.org">kwilson@mckinneytexas.org</a>

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#### Contact for Communications Between MCDC and Organization:

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Name	Kate Wilson
Title	Communication & Marketing Specialist
Mailing Address	101 E. Hunt Street
City	McKinney

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State	TX
Zip Code	75069
Phone Number	972-547-2158
Email Address	<a href="mailto:kwilson@mckinneytexas.org">kwilson@mckinneytexas.org</a>

### Project Information

Funding - Total Amount Requested	<del>9,000</del> —\$8,478 REV
Are matching funds available?	No
Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?	No
Have you received or will funding be requested from other organizations / foundations for this event(s)?	No
Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?	No
Board of Directors	NA

Leadership Staff	Helen Talley, Ed Veal, Gary Landeck, David Daghita, Mari Chen, Stephanie Harrison, Megarn Farve, Kaci Falcon, Spencer Smith
Board of Directors Attachment	<i>Field not completed.</i>
Leadership Staff Attachment	<i>Field not completed.</i>
<b>Promotional / Community Event Information</b>	
Information provided for promotional / community event for which you are seeking funding.	
Date(s) of Event	September 7; October 5; October 18; October 26; November 9; November 26; December 7; December 14; December 31
Ticket Prices	\$0
Describe the target attendee for the event(s)?	Families with young children. Primarily women aged 20-65 with their children and grandchildren.
Is this the first time for this event?	No
If not, what is the history for the event (beginning in what year and how often is event held?)	<p>This application is to support the fall special events at the public library.</p> <p>Library Palooza (Saturday, September 7; 10 a.m. - 12 p.m.) is a new event.</p> <p>Fire Safety Day (Saturday, October 5; 10 a.m. - 12 p.m.) offered in conjunction with the McKinney Fire Department is a repeating event that has been held annually for the past several years.</p> <p>Diwali: Festival of Lights (Friday, October 18; 7 - 9 p.m.) this event is new in it's scope and scale, but a Diwali event has been hosted at the library in the past.</p> <p>Halloween Haunt (Saturday, October 26; 10 a.m. - 1 p.m.) this event repeats annually.</p> <p>Fall Y'all (Saturday, November 9; 10 a.m. - 1 p.m.) this event has been held in the past.</p>

Thanks & Giving (Tuesday, November 26; 10 a.m. - 12 p.m.) this is a new event.

Caroling on the Square(Saturday, December 14; 5 p.m.) this event is an annual event.

Winter Jubilee (Saturday, December 7; 10 a.m. - 1 p.m.) this is a new event.

Noon Years Eve (Tuesday, December 31; 11 a.m. – 12:30 p.m.) this is an annual event.

How will the event showcase McKinney for tourism and / or business development?	<p>For the events that are hosted at the downtown library, events will bring a potential new audience to the downtown corridor, increasing awareness of the proximity of the downtown amenities including shopping and dining.</p> <p>For the events located on the west side of town, visitors will be exposed to the newer developments on the west side of town.</p>
Expected attendance	500+ per event
Expected number or percentage of attendees coming from outside McKinney	20% are expected to attend from outside of McKinney (Collin County residents or out of county residents)
Location(s) of event(s)	Roy & Helen Hall Memorial Library (101 E. Hunt Street) and John & Judy Gay Library (6861 Eldorado Pkwy)
Does the event support a non-profit (other than applicant)?	No
What percentage of revenue will be donated(indicate net or gross)?	0
Provide a detailed narrative	The mission of these events is to provide a rich and educational experience that is not easily duplicated to new audiences, thus exposing

of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.	<p>the audience to the benefits and services of the McKinney Public Library.</p> <p>Events activities are generally planned a minimum of three months in advance and incorporate a vendor or performer that relates to the theme of the event. Events are advertised one month in advance.</p> <p>Our goal is to exceed attendance for like events from previous years.</p>
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### Specific Marketing Plans and Budget

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Provide a detailed marketing plan and budget for the event(s). Plan should also include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.).	<p>Budget per Event: <del>\$1,000</del> \$942 REV</p> <p>Social Media: \$100</p> <ul style="list-style-type: none"> <li>•Paid Promotion: \$100-\$150 to boost posts to specific audiences or geographic areas of interest. Paid media would allow promotion to reach audiences that are not already following the library's page.</li> <li>•Organic Promotion: Event is promoted on social media starting one month prior to the event date. The library currently has nearly 5,000 followers on Facebook.</li> </ul> <p>Print Media: \$792</p> <ul style="list-style-type: none"> <li>•Community Impact ¼ page ad at the contract rate is \$792. This would be used to extend library awareness throughout McKinney, outside of existing email subscribers and Facebook followers.</li> </ul> <p>Newsletters: \$0</p> <ul style="list-style-type: none"> <li>•Library newsletter would include event information at minimum twice. Newsletters are sent out every two weeks. The current email list contains 10,200 emails.</li> <li>•Special events are also included in the City of McKinney newsletter at least one time leading up to the event. This email list currently has 114,500 emails.</li> </ul> <p>Digital Signage: \$0</p> <ul style="list-style-type: none"> <li>•Digital signage is used for events that are held at the Roy &amp; Helen Hall Memorial Library to increase awareness of free events in the downtown area and cross promote downtown as a family friendly place to visit.</li> </ul>
Attach marketing plan	<i>Field not completed.</i>
Total Promotional Budget	<del>\$1,000</del> \$942 REV per event. Nine events total for a total ask of <del>\$9,000</del> \$8478 REV.

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What percentage of the total marketing budget does the grant represent?

100%

Marketing lessons learned from past (what worked and what did not).

We have primarily been utilizing free advertising tools. We have learned to advertise early and be consistent about how we advertise. If we are able to give details in advance, such as performer times, crat types, etc., we find those events are more successful.

Events without special performers or unique experience tend to struggle with registrations. As our goal is to create an experience that is not easily duplicated, we have been investing more heavily in quality performers to ensure that all of our events to have an must-see highlight.

How will you measure success of your event(s) and marketing campaign? (attendance, website hits, social media indicators, etc.)

We measure success of our event through registration numbers. We also survey all event participants and use those scores to evaluate event success.

For marketing, we measure clicks on all digital assets and scans of QR codes with Bitly. This allows us to measure effectiveness of every item we create. We track engagement levels of each Facebook post and work towards increasing engagements with every post.

Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

Please see attachment of graphics that were created for a previous cultural event hosted this spring.

Additional details related to marketing efforts.

*Field not completed.*

Budget

[Grant Application - Library Marketing.pptx](#)

What percentage of Project / Promotional / Community Event funding will be

0%



provided by the applicant?

Are matching funds available? No

What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue 0

Registration Fees 0

Donations Our foundation is currently being set up. Once the foundation becomes active, we may receive some donations, but at this time, \$0 are received through donations.

Other (raffle, auction, etc.) 0

Net Revenue 0

Metrics to Evaluate Success: Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Total registration numbers

Total attendance (estimate)

Facebook engagements per post

Clicks per link on newsletter graphics and article mentions

QR code scans per advertising type

Financial Goals of Promotional / Community Event

Gross Revenue 0

Projected Expenses	0
Net Revenue	0
Other Funding Sources	No other sources of funding currently exist.

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### Financial Status of Applying Organization

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- Provide an overview of the organization's financial status including the projected impact of the event(s) on the organization's mission and goals
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why and attach a copy of the 990 filed with the IRS.

Budget	<a href="#">Library Services24.xlsx</a>
Financial Statements	<a href="#">2024 TX Sales Use Tax Exemption Certificate.pdf</a>
W9	<a href="#">2024 TX Sales Use Tax Exemption Certificate 1.pdf</a>
IRS Determination Letter (if applicable)	<a href="#">2024 TX Sales Use Tax Exemption Certificate 2.pdf</a>
990 Filed with IRS (if applicable)	<i>Field not completed.</i>

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### Presentation to MCDC Board of Directors

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Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the [Grants page](#) of this website. Presentations will be limited to five (5) minutes followed by time for Board questions. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals
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- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

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## Acknowledgements

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If funding is approved by the MCDC board of directors, applicant will assure:

- An application is considered complete when it is submitted on time and when it contains all information in this application.
  - The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
  - All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.
  - MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
  - The organization's officials who have signed the application are authorized by the organization to submit the application.
  - Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.
  - Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
  - Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the online form for Final Report found [here](#) or email Final Report to [info@mckinneycdc.org](mailto:info@mckinneycdc.org). If emailed, Final Report may be in any format. All Final Reports should include: narrative report on the event(s), goals and objectives achieved based on performance metrics outlined in the application, financial data (budget vs. actual expenses and revenues along with explanation for variances, amount donated to charity (if applicable), samples of marketing efforts (images of
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printed materials and ads, screenshots of website and online promotions), and photos and/or video of the event(s).

- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**

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Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
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Chief Executive Officer	Spencer Smith
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Date	5/31/2024
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Representative Completing Application	Kate Wilson
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Date	5/31/2024
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Notes

- *Incomplete applications or those received after the deadline will not be considered.*
  - *A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.*
  - *Final payment of funding awarded will be made upon receipt of final report.*
  - *Please use the [Final Report](#) to report your results. A [PDF version](#) is also available.*
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# McKinney Public Library

Marketing Examples

# Budget

## **Budget Requested per Event: \$1,000**

### **Social Media: \$100**

- Paid Promotion: \$100-\$150 to boost posts to specific audience demographics or geographic areas of interest. Paid media would allow promotion to reach audiences that are not already following the library's page.
- Organic Promotion: Event is promoted on social media starting one month prior to the event date. The library currently has nearly 5,000 followers on Facebook.

### **Print Media: \$792**

- Community Impact ¼ page ad at the contract rate is \$792. This would be used to extend library awareness throughout McKinney and into neighboring communities, outside of existing email subscribers and Facebook followers.

### **Newsletters: \$0**

- Library newsletter would include event information at minimum twice. Newsletters are sent out every two weeks. The current email list contains 10,200 emails.
- Special events are also included in the City of McKinney newsletter at least one time leading up to the event. This email list currently has 114,500 emails.

### **Digital Signage: \$0**

- Digital signage is used for events that are held at the Roy & Helen Hall Memorial Library to increase awareness of free events in the downtown area and cross promote downtown as a family friendly place to visit.

# Marketing Examples

- Graphics have been included from a recent cultural event as an example. Each event has its own graphic treatment dependent upon the theme of the event.

# Social Media Graphics

Used in social media and newsletters.





# Digital Signage

Used inside Apex Centre, downtown McKinney kiosks, or in Parks & Recs facilities if space is available.



# Flyers

Distributed in the library and emailed to vendors and partners for distribution.





# **MCKINNEY PUBLIC LIBRARY SYSTEM STRATEGIC PLAN**

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**2022-2027**





# OUR MISSION

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We serve our community by providing access to materials and experiences that educate, inform, and entertain.

# OUR VISION

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We build relationships and impact lives through discovery, learning, and fun.

# PURPOSE

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- The Texas State Library requires each public library applying for membership in the Texas Library System to have a long-range plan approved by its governing board.
- A well-considered Long Range Plan is vital for guiding the growth of library services and forms a backbone for integrating library policies and goals into an operational vision.
- A Long Range Plan communicates clearly to the public how the library proposes to serve the citizens of McKinney and determines the allocation of available resources, operating as a measuring stick against which we evaluate success over the years.

# GOALS

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The Long Range Plan from 2018 set forward a list of target goals to be accomplished by the end of Fiscal Year 22. Staff accomplished many of the goals set forth in that document, but other goals became irrelevant in the subsequent years or accomplishment was simply beyond staff control. The Library learned from the last plan and took steps to prevent a similar outcome in the future.

The development of this Long Range Plan included an internal requirement that all goals included are designed to be **SMART** Goals to prevent the likelihood that they are not accomplished due to unforeseen externalities.

SMART Goals meet the following criteria:

- They are **S**pecific and well defined.
- They are objectively **M**easurable.
- They are realistically **A**chievable.
- They are **R**elevant to our community.
- They are **T**ime Bound with a target completion date.

Requiring the goals to be **SMART** provides a better-defined measure of success and keeps our focus on goals that fall under the library's span of control to achieve.

The five-year goals in this plan are aligned with the McKinney City Council goals and the library's mission and vision.



# PLAN OUTLINE

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1. Introduction
2. The Library Today
3. Collection Development
4. Library Programming and Marketing
5. Library Services
6. Information Technology

Also included are the following appendices:

- Review and timeline of goals
- Population/Demographics
- Statistics 2005-2020
- Peer Library Comparison, 2011-2020
- Staffing and Organizational Chart
- City Council Goals



This long-range plan was created by library staff, relying on real world experience and expertise in managing libraries and serving the public, to be an executable plan that can be fully realized in five years. Staff is thankful for the feedback and guidance provided by the Library Advisory Board and other City of McKinney departments and staff.





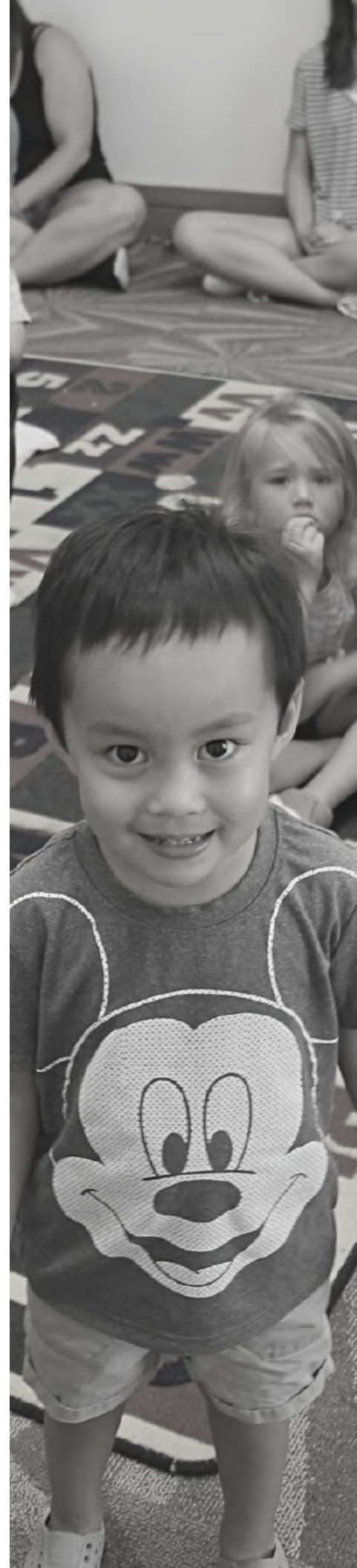
# OMISSION A

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## Staffing

In the previous long range plan there was an section calling for an increase in library staff to keep pace with the growth of McKinney. The development for the targeted staff growth was based on several enumerated factors, including comparison to our peer libraries, population growth, and planned additional facilities.

In the intervening years, the library has seen a growth in library staff of 4.35 full time equivalent employees, roughly a 10% increase in staff hours. Additionally, through intentional reorganization and redistribution of staff, coupled with changes in library workflows and customer service models, the library has found that our current level of staffing is sufficient to serve our users in our existing facilities. All goals included in this plan require no additional staff to accomplish. If the opportunity arises to add new library facilities in McKinney, the library will look at staffing needs on a holistic level at that time. However, a goal for added staff barring that was deemed unnecessary and not in line with a SMART goal requirement, being neither specific or time bound.





# OMISSION B

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## Facilities

The plan written in 2018 called for 2 additional facilities to complement the expanded John and Judy Gay Branch Library and the Roy and Helen Hall Memorial Library. Since the completion of that plan, other potential options have arisen as better solutions for expanding library services beyond the existing facilities. Some of these are included as goals in this plan. Others do not fit in the model of the SMART goal requirement.

However, the library fully supports a plan to relocate the Roy and Helen Hall library to a new building near a completed McKinney City Hall complex as part of a future phase of that development. In addition, the library will continue to advocate for inclusion of library service facilities inside new parks and recreation facilities as part of a continued, successful partnership with the Parks and Recreation Department. The library believes this is a more sustainable method for delivering library services to users throughout the city.





# OMISSION C

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## Budget

In drafting the long range plan in 2018, we included a budget section that planned for a 46% increase in per capita library spending by 2022. This increase was tied to the anticipated addition of 2 new library facilities and the staffing required to manage those facilities and library services. The 2022 library operations budget increased 17.6% over the 2018 budget. As shown in Appendix C, this increase has not corresponded with an increase in per capita expenditures.

Additionally, the financial outlay required to accomplish the goals set forth in this document are difficult to predict. Many will be accomplished by a shift in staff focus and employee hours during the regular course of business while others will require an investment in rapidly changing technologies with unpredictable long-term costs. As an alternative, we have added a symbolic cost estimate to each goal ranging from \$ for programs we anticipate will require little to no costs outside of our regularly planned expenditures to \$\$\$\$ for projects that we anticipate will require a significant investment outside our regular operating budget.

# THE LIBRARY TODAY

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The McKinney Public Library was founded on May 14, 1928, through the efforts of the City Federation of Women's Clubs and other concerned citizens. The first location was at 111 East Virginia Street, over the Duke & Ayres store on the eastside of the downtown square and was supported by a \$1.00 membership fee and community donations. Later, the library moved to the third floor of the Courthouse and in 1938 the library moved to the Crouch Building at 120 West Virginia Street and a Library Board was formed. In April 1947, the library moved to the Fitzgerald residence at 402 W. Louisiana Street. On December 4, 1968, the library moved to the intersection of Chestnut and Anthony streets. At this time, the library became a Department of the City and was fully funded from the city's general fund. On February 14, 1987, the old Bank Texas building, one block north of the square at 220 North Kentucky Street, was renovated to become the McKinney Memorial Public Library. The current building at 101 E. Hunt Street was constructed at a cost of \$7.1 million and had its grand opening on January 19, 2002.

In May 2006, McKinney residents voted to approve \$7.7 million to build a second library west of US 75. The John and Judy Gay Library, located at 6861 W. Eldorado Pkwy, opened in 2009. In November 2015, McKinney voters approved bonds for phase two of its construction, which doubled the size of the facility. In June 2020, the John and Judy Gay Library renovation was completed, and the facility was opened to the public.



# MCKINNEY POPULATION

- There has been a 14.8% increase in population from 2018 to 2022, based on estimates from the North Central Texas Council of Governments and the City of McKinney Planning Department.
- 72.6% of households are single family households.
- An estimated 30.5% of the population is under 20 years of age.
- 25.3% is between the ages of 20 and 39, and another 23.8% is between the ages of 40 and 59.
- An estimated 92.2% of the population over age 25 has at least a high school diploma, with 42.9% having earned a bachelor's degree or higher according to the American Community Survey from the U.S Census Bureau.

## LIBRARY USE

A Review of usage statistics, 2015 – 2019\*, reveals a dramatic increase in usage of the library:

- Total customer service usage is up 16%
- Total circulation transactions are up 24%
- Adult circulation transactions are up 51%
- Reference transactions are up 82%



# PEER COMPARISON LIBRARIES

Allen	Arlington	Carrollton
Frisco	Garland	Grand Prairie
Lewisville	Mesquite	Irving
Denton	Plano	

Comparisons were made in terms of population growth, total circulation, collection holdings, and other data for 2016 – 2020.

- **Population Growth:** McKinney's state assigned population increased 22.27%, only exceeded by Frisco.
- **Total Circulation\*\*:** McKinney circulation dropped 21.06%; Allen, Carrollton, Grand Prairie, and Frisco saw a smaller percentage decline than McKinney.
- **Items per capita:** With a total of 1.16 items per capita in 2020, McKinney ranked 11th among peer libraries, and only Grand Prairie had a smaller number of items per capita.
- **Annual operating expenditures per capita:** McKinney has seen a decrease of 8.38% in its annual operating expenditure per capita. Of the 4 libraries that saw a decrease in per capita expenditures, only Carrollton saw a larger decrease than McKinney.
- **Library Space per capita:** McKinney increased library SF/Capita by 0.019 sf/person, with 0.34 library SF per capita in 2020 ranking 9th least of comparison libraries.

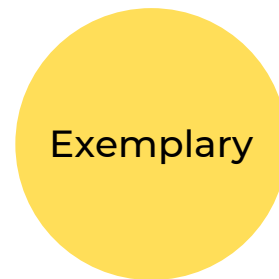
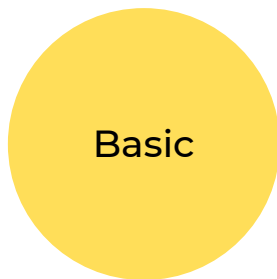
# TEXAS STATE LIBRARY AND ARCHIVES STANDARDS

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The Texas State Library and Archives Commission approved quantitative standards for Public Libraries in 2014. The purpose of the standards are to:

- Promote quality library service to all Texans.
- Raise the expectations of library clientele.
- Provide an authoritative document to which library administrators and supporters may refer when justifying requests for funds.

The levels of service have been defined as:



## MCKINNEY & STATE STANDARDS:

- 2020 Circulation per capita: McKinney is in the Enhanced level at 6.13. This falls below the exemplary level of 8.25. (2019 circulation per capita of 9.76 is Exemplary.)
- 2020 Collection Items per capita: McKinney's Items per capita is 1.16. This falls below the Enhanced level of 1.52.
- 2020 Materials expenditure per capita: McKinney, at \$2.08, falls slightly below the Enhanced Level of \$2.36.
- 2020 Collection Turnover Rate: McKinney has a turnover rate of 5.29. This exceeds the State Exemplary Level of 4.75.




# ACCOMPLISHMENTS


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- John and Judy Gay Library expansion and renovation opened in June 2020.
- Meeting room and study room spaces can be reserved online in advance of a visit.
- Staff developed internal solutions for self-checkout machines, allowing greater use for less cost.
- Library materials are offered in over a dozen languages.
- The library has an independent social media presence for marketing.
- Library locations include digital signage for public information sharing.
- The library increased eBook and digital audiobook availability to over 300,000 items.
- The library implemented a discovery layer to facilitate better discovery of library materials.

**Virtual Author Talk:**



**Hafsah  
Faizal**  
Monday, Feb. 8  
7 pm





**zoom**  
with the library

McKinneyPublicLibrary.org





# CHALLENGES

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Continued, rapid growth of the library's service population has been a nearly omnipresent obstacle on the path to achieving library goals and maintaining State Library standards. To maintain or improve the level of library services for a growing population while funding a library budget that does not grow proportionally with the population is difficult. Staff has worked diligently to become more efficient and will continue to work to find innovative and effective ways to accomplish library goals in such a manner.

As that population continues to grow and the demand for materials and services follows, we must constantly evaluate the efficacy of current models of operation. Sometimes we discover economies of scale that result in consistent or improved services, but often maintenance of one service or resources needed to accomplish one goal require eliminating other services or falling short of other goals as the growing population user base requires more resources and time to maintain service levels. For example, increasing the number of pre-pandemic library circulation transactions at a rate exceeding the population growth rate is a sign of success, but there is also a very real challenge in maintaining such growth with the same resources.

The areas of population growth and planned future development are also distanced from our existing library facilities and library infrastructure, meaning most recent and future residents of McKinney will have a greater burden in accessing library services.

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There is also a shift in the way people use the library. The move from physical to digital media has been hastened by the pandemic, with use of eBooks and digital Audiobooks growing at rates previously unseen in McKinney. Many of these users rarely enter a physical location but remain heavy users of library services. Digital materials are often more expensive than physical materials and many have use restrictions that cap the potential ROI compared to a physical item. The challenges of providing services to a growing group of “more expensive” users with whom we have minimal contact puts a burden on the library budget and hinders ability to measure success beyond simple output metrics.

At the same time, our public computer terminals are used less and less each year, while our Wi-Fi and printing services see a growth in use. This has implications for the use of library space, furniture, and software currently dedicated to public computers and shelf space required for physical materials.

The Roy and Helen Hall Memorial Library's lack of surrounding residential neighborhoods and other environmental factors have contributed to a disappointing post pandemic recovery in public use. The successful expansion of the John and Judy Gay Branch Library has exacerbated this, users preferring to visit the new facility. With the City of Anna set to establish a library of their own, and the number of users from Anna who frequent the downtown library, we can expect Roy and Helen Hall to continue to face declining usage with our current model of services.

These challenges were kept in mind while developing this strategic plan.







# SOURCES

Unless otherwise noted, information used in this plan can be found in the accompanying appendix and was derived from the 2019 American Community Survey from the Census Bureau (<https://data.census.gov/cedsci/>) and The Texas State Library and Archives Commission Annual Reports (<https://www.tsl.texas.gov/ldn/statistics>).

McKinney Public Library information is derived from in house data sources.



*\* Due to pandemic closures, statistics from fiscal year 2020 are not used. FY20 saw a 27% reduction in overall library use.*

*\*\* Decrease in materials circulation is related to the pandemic closures and the modification in check out periods.*



# COLLECTION DEVELOPMENT

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The McKinney Public Library System's collection aims to encourage recreational reading, build literacy skills, provide culturally diverse materials, and fulfill informational interests of the community through a variety of formats and media. The library creates goals and guidelines to help refine and adjust the collection to ensure we accomplish those aims. This document seeks to inform the library's efforts moving forward in three broad categories, with specific goals collected under each of the categories.

The McKinney Public Library System continues to use a data-driven approach, both collection centered and community centered, to inform the curation process. The focus of this plan's collection development goals are: **1)** Improving discoverability through a refining of collections, material types, and the curation of physical and digital displays; **2)** Growing and adapting the library collection to better reflect McKinney's cosmopolitan nature; and **3)** Enhancing the selection of materials by leveraging industry leading predictive analytics and revamped processes to streamline materials selection while improving access to materials that are not included in the library's collection.

These goals emphasize the McKinney Public Library System's mission to provide access to materials and experiences that educate, inform, and entertain.

# 1) ENHANCE AND ORGANIZE COLLECTIONS BASED UPON CUSTOMER NEEDS AND INFORMATION SEEKING BEHAVIORS

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- Increase circulation of picture book special collections by 25% by FY 2024.
  - Create a plan to evaluate and update existing materials within picture book special collections (favorite characters, ABC, etc.) annually by October 2022- \$.
  - Identify and create 3 additional picture book special collections to better facilitate browsing and discovery by October 2023- \$.
- Increase circulation of juvenile biographies and nonfiction by 20% by FY 2026.
  - Create a plan to reclassify and arrange the Juvenile fiction, biography and nonfiction collections to better co-locate materials, facilitating an enhanced browsing and serendipitous discovery experience by October 2023- \$.
- Evaluate usage and scope of Adult Fiction genres (mystery, romance, inspirational, etc.) and propose adjustments and changes annually- first proposal due September 2023- \$.
- Create a formal schedule and plan for the creation and maintenance of staff curated virtual lists, digital displays, and physical materials displays that highlight specific topics, cultures, programs, celebrations, and collections by September 2022- \$.







## **2) CURATE A COLLECTION THAT MATCHES THE NEEDS OF THE DIVERSE POPULATION IN PRESENT DAY MCKINNEY**

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- Increase the usage of foreign language materials by 25% by FY 2024
  - Create a data driven plan for improved distribution of foreign language materials between library locations by January 2023- \$.
- Create a foreign language collection plan that will identify at least 1 new potential foreign language collection by October 2023- \$.

## **3) LEVERAGE DATA AND PREDICTIVE ANALYTICS TO IMPROVE MATERIALS SELECTION AND COLLECTION CURATION**

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- Improve the average circulation of materials to 10 checkouts per year by FY 2026.
  - Leverage predictive analytics during selection to improve purchasing choices with the goal of reducing the number of new items that do not check out within the first year by 60%- \$.
  - Analyze usage data annually to reallocate the materials budget from underperforming subject areas and formats to fill needs in higher demand areas- \$.



# PROGRAMMING AND MARKETING

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The McKinney Public Library System is committed to providing a wide variety of quality library programming that is both representative of our community and responsive to their needs. In an era where the avenues for learning, creativity, and entertainment are ubiquitous and the cost for entry is all but nonexistent, it is incumbent upon the library to focus on providing a value that is not easily found from other providers.

McKinney Public Library System programming directly supports our mission to serve our community by providing access to experiences that educate, inform, and entertain. These programs aim to eliminate physical, social, and financial barriers to impact lives through discovery, learning, and fun.

Library staff undergoes continuous learning and improvement processes to ensure expertise in the content and execution of traditional library programming while simultaneously maintaining our reputation as a sought-after community partner to aid in the recruitment of appropriate partner expertise needed for more specialized content.

This programming and marketing plan emphasizes growth in the variety of programs, the number of library partnerships and community participation with programs, staff training for improved program planning and performance, and strategic marketing of all library programs and services.

# 1) EVENTS AND PROGRAMMING

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McKinney Public Library System develops programs that have lasting impact and complement one another with overlapping objectives. In addition to regularly occurring programs, the library will host major events to attract new audiences and stretch the community's perception of the library. The library programs will represent and celebrate all cultures in our community. Library programs will also take advantage of the location of Roy and Helen Hall Memorial Library to coordinate closely with the downtown Cultural District. Outreach efforts support the library's other programming, with the added goal of building relationships with segments of the community that underutilize library services.

Goals for events and programming are:

- Host 6 major cultural events per year. These events require partnerships with outside departments and organizations, aiming to reach new audiences and exceed community expectations for library programs- **\$\$**.
- All programs provide experiences that are not easily duplicated elsewhere- **\$\$**.
- All programs have stated learning outcomes that inform performance evaluation- **\$**.
- At least 6 programs per year are identified as pilot or prototype programs designed to test the limits of available technology, to increase accessibility, and to improve virtual experiences- **\$\$**.
- All programming is supplemented with virtual and physical resources for those who want to learn more and/or are unable to attend in-person sessions- **\$\$**.







## 2) PARTICIPATION, PARTNERSHIPS, AND RELATIONSHIPS

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McKinney Public Library System designs programming and events to meet the needs and desires of the community. The library builds relationships with residents, partner organizations, and other city departments in an ongoing effort to enhance the quality of life in McKinney through library services and programs.

Goals for community participation, partnerships, and relationships are:

- Create a comprehensive and data driven Outreach Services Strategic Plan by October 2023, synthesizing information from other departments and organizations to identify and connect with underserved segments of the community- \$.
- Develop an improved volunteer program by the end of September 2023 that will provide an objective measure of value provided to the community through volunteering, as well as identifying benefits to those community members who give their time and energy to volunteering at the library- \$.
- Host a minimum of 4 town hall style library programming and services feedback meetings by the end of FY26 to gain a broader spectrum of community feedback and discover new potential partnership opportunities- \$\$.
- Establish transparent deliverables with each partner organization, holding the library accountable to being a valued community partner- \$.
- Host an average of 1 program per month in partnership with a local organization, city department, or residents with a specialized focus on Collin County information - \$.

### 3) STAFF DEVELOPMENT

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McKinney Public Library System has curated a work culture of innovation, teamwork, and experimentation. The library staff value creative problem solving and ambitious goal setting as they strive to improve and expand the understanding and delivery of library services in the community. Staff are encouraged to take initiative in problem solving, develop passions that can be shared with others, and to grow and surpass their own expectations.

Goals for staff development are:

- All staff attend at least 2 training sessions per year to develop subject matter expertise in an area of personal interest that can be made relevant to the community- **\$\$**.
- All staff receive quarterly training on planning, presentation, and performance skills to create more effective events and programs- **\$**.
- A system of community feedback is implemented across all program performances, the results of which are made transparent and incorporated into future programming and evaluation by June 2023- **\$\$**.
- All staff participate in at least 1 outreach event with a partner organization annually- **\$**.





A woman with dark hair and glasses is smiling, wearing a white NASA spacesuit. The suit features the NASA logo on the chest and an American flag patch on the shoulder. She is also wearing a white helmet with a clear visor.

## 4) MARKETING

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McKinney Public Library's return on investment is structured such that the value increases as use increases. It follows, then, that to maximize the community's return on investment in library services, we need to maximize the use of library services. To do this, the library must focus on marketing and communication with the public to increase awareness of services and programs, educating the community on the many ways the McKinney Public Library System can meet their needs. Marketing also helps build and strengthen trust and the relationship between the institution of the library, the people that are committed to providing excellence in library services, and the community they serve.

Goals for library marketing are:

- In partnership with City of McKinney Communications and Marketing Department, create a comprehensive library marketing plan by October 2024, including an objective metric on Marketing ROI- \$.
- Formally evaluate social media strategy, platforms, content, etc., annually- \$.
- Annually audit and evaluate current library marketing and communication tools, including newsletters, catalog lists, etc., and identify the appropriate use of each tool, eliminating duplication as needed- \$.
- Develop "McKinney Public Library System" brand standards for all internal and external marketing and communications by October 2024- \$\$.

# LIBRARY SERVICES

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The McKinney Public Library System provides a broad spectrum of library services. In addition to the more traditional services of book and media lending and library programs, the library also currently offers:

- Internet and computer access.
- Research and reference services.
- Access to eBooks, Digital Audiobooks, and Digital Magazine and Newspaper Subscriptions.
- Document printing, scanning, and faxing.
- Computer and Technology Assistance.
- Study and Meeting Room access.
- Genealogy and local history resources.
- Online educational materials, including professional certification and academic practice exams.
- Readers' Advisory services.
- Business, medical, and research databases.
- Auto repair databases.
- Art and museum exhibits.
- Volunteer Opportunities.
- Educational and STEM kits.
- Provides research and reference services for other city departments and projects.
- Partners with other city departments to address community needs, such as homelessness.
- Partnering with the county to provide voting locations.
- Various other services through organizational partnerships.

Library Services plan attempts to highlight general targets for further development and implementation of new and expanded services.





# 1) INCREASED ACCESS

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McKinney Public Library System is currently open to the public for 64 hours per week across 7 days at 2 locations. The library offers 24-hour book returns at both locations and at an offsite location. Additionally, the library's digital services of eBooks, digital magazines, databases, etc., are available 24 hours a day, 365 days a year.

Goals for increasing library access are:

- Provide an option for pick up and check out of reserved materials outside of library operating hours by June 2023- **\$\$\$**.
- Create a comprehensive and data driven Outreach Services Strategic Plan by October 2023 that synthesizes information from other city departments and partner organizations with library data to identify underserved segments of the community to provide better access to library services- **\$**.





## 2) EXPANDED ADULT EDUCATION SERVICES

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McKinney Public Library System has a history of successful adult education programs, from author talks to technology classes. However, these are typically provided in person at a library facility, during operating hours, and are seen as individual programs and not a connected service.

Goals for expanded adult education services include:

- Addition of online continuing education options, including services that offer in-depth, technical online courses culminating in a certificate of completion by January 2023- **\$\$\$**.
- Leverage community partnerships and local expertise to provide weekly in person, high quality adult focused continuing education courses and seminars on a variety of topics at both library locations by September 2023- **\$\$**.
- The library will partner with community organizations to establish and host an adult literacy initiative, adult GED preparation classes, and English as a Second Language Classes by September 2024- **\$\$**.
- Develop and maintain standards of in-house adult education programs and classes where all McKinney Public Library System adult education programs and classes are eligible for third party CEU accreditation by January 2025- **\$\$\$**.



### 3) EXPANDED TUTORING AND SCHOOLWORK ASSISTANCE SERVICES

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McKinney Public Library System is a popular location for tutoring services with professional tutoring services making use of library tables and resources. The library also offers online supplemental materials for general high school subjects, but the scope of these resources is limited and one size fits all. The library would like to expand our services in this area to better serve our community.

Goals for expanded tutoring and schoolwork assistance services are:

- Establish an all-volunteer service, capable of providing 1000 hours of 1 on 1 or small group tutoring annually, to provide a cost-free solution for students in need of additional education assistance by August 2024- **\$\$**.
- Provide an online tutoring service that can provide 1 on 1 tutoring online, assisting those students in need of tutoring assistance, but unable to attend a session in person at a library facility by January 2025- **\$\$\$**.



## 4) IMPROVED AND EXPANDED MATERIALS DELIVERY SERVICES

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McKinney Public Library currently delivers materials on demand between library locations with an average delivery time under 24 hours. This process is labor intensive and is also limited in delivery to the 2 existing library facilities.

Goals for improved and expanded materials delivery services are:

- Establish a house-bound delivery service for library users who are incapable of visiting a physical library location due to disability or illness by June 2025- **\$\$**.
- Provide an option for pick up and check out of reserved materials in satellite areas outside of existing library facilities by June 2024- **\$\$\$**.
- Investigate automated, fixed route materials delivery between libraries to shorten transit time and reduce staff time needed to transport materials, with a plan presented by January 2027- **\$\$\$\$**.





## 5) EXPANDED LOCAL BUSINESS AND ENTREPRENEURIAL SERVICES

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McKinney Public Library System currently offers access to several online and print resources for small business and users in need of entrepreneurial information and guidance. However, these resources are not gathered in a central location and are not geared to provide specific advice or mentorship to those in need.

Goals for expanded local business and entrepreneurial services are:

- Create a comprehensive list of all library business resources for increased discoverability by May 2023- \$.
- Partner with an outside organization, such as SCORE or the Chamber of Commerce, to provide small business workshops, seminars, or mentorship appointments by September 2023- \$\$.



# INFORMATION TECHNOLOGY

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The McKinney Public Library System is committed to providing robust, up-to-date technology for all patrons at library facilities, programs, and events throughout the city. Library technology services include existing resources such as the library catalog, databases, digital content such as e-Books, as well as emerging technologies which support the library's mission.

The information technology goals in this plan focus on: **1)** Providing technological solutions to improve the customer experience; **2)** Addressing the community's technology needs; and **3)** Highlighting and celebrating McKinney's local heritage and history through the library's digital tools.

This section of the plan shall be reviewed and updated each September on an annual basis.







# 1) IMPROVED CUSTOMER EXPERIENCE

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- Expand the use of digital signage and mobile friendly access points throughout the library locations to facilitate browsing by October 2023- **\$\$**.
- Provide improved wayfinding solutions using technology such as augmented reality or robotic guides by October 2026- **\$\$\$**.
- Improve and expand access to computer reservation, print, fax, scanning, and payment stations to accommodate increased demand by May 2024- **\$\$\$**.
- Create a detailed and sustainable plan for ongoing staff technology training to improve customer support for all library technologies by January 2023- **\$**.
- Implement a self-service, cashless payment system for library users by May 2024- **\$\$**.
- Replace all public use PCs with public use laptops to improve the patron experience and patron privacy by December 2025- **\$\$\$**.



## 2) ADDRESSING COMMUNITY NEEDS

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- Expand non-English language access to the library website and catalog services, informed by the materials collection foreign language plan, by November 2024- **\$\$**.
- Implement a technological solution that would allow for library service access outside of the library staff's hours of operation by October 2024- **\$\$\$**.
- Implement a technological solution that would allow for library service access outside of library operated facilities by January 2025- **\$\$**.
- Provide an increased focus on technology in library programs, providing library customers access to at least 4 unique, cutting-edge technology showcase events by May 2025- **\$\$\$**.



### 3) HIGHLIGHT AND CELEBRATE MCKINNEY'S LOCAL HERITAGE AND HISTORY

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- Create 4 additional digital local history exhibits by May 2023- **\$\$**.
  - Target items currently in the local history collection for digitization.
  - Invite the community to provide public contributions to expand digital exhibits.
  - Partner with outside groups to highlight non-library local heritage projects.



**HOMECOMING:**  
*A McKinney Tradition*

Explore McKinney's homecoming history with a display of images from yearbooks and newspaper articles.  
Available Nov. 1

[McKinneyPublicLibrary.org/Homecoming](http://McKinneyPublicLibrary.org/Homecoming)



Due Date	Goal	Expense
9/30/2022	Create a formal schedule and plan for the creation and maintenance of staff curated virtual lists, digital displays, and physical materials displays that highlight specific topics, cultures, programs, celebrations, and collections	\$
10/1/2022	Create a plan to evaluate and update existing materials within picture book special collections annually.	\$
1/1/2023	Addition of online continuing education options, including services that offer in depth, technical online courses culminating in a certificate of	\$\$\$
1/30/2023	Create a detailed and sustainable plan for ongoing staff technology training to improve customer support for all library technologies.	\$
1/31/2023	Create a data driven plan for improved distribution of foreign language materials between library locations.	\$
5/1/2023	Create a comprehensive list of all library business resources for increased discoverability.	\$
5/1/2023	Create 4 additional digital local history exhibits.	\$\$
6/1/2023	A system of community feedback is implemented uniformly across all program performances, the results of which are made transparent and incorporated into future programming and evaluation.	\$\$
6/1/2023	Provide an option for pick up and check out of reserved materials outside of	\$\$\$
9/1/2023	Develop and improved volunteer program that will provide an objective measure of value provided to the community though volunteering, as well as identifying benefits to those community members who give their time	\$
9/1/2023	Leverage community partnerships and local expertise to provide weekly in person, in depth, adult focused continuing education courses and seminars on a variety of topics at both library locations.	\$\$
9/1/2023	Partner with an outside organization, such as SCORE or the Chamber of Commerce, to provide small business workshops, seminars, or mentorship appointments.	\$\$
9/30/2023	Evaluate usage and scope of Adult Fiction genres (mystery, romance, inspirational, etc.) and propose adjustments and changes.	\$
10/1/2023	Identify and create 3 additional picture book special collections to better facilitate browsing and discovery.	\$
10/1/2023	Create a plan to reclassify and arrange the Juvenile fiction, biography and nonfiction collections to better co-locate materials, facilitating an enhanced browsing and serendipitous discovery experience	\$
10/1/2023	Create a foreign language collection plan that will identify at least 1 new potential foreign language collection.	\$
10/1/2023	Analyze usage data annually to reallocate the materials budget from underperforming subject areas and formats to fill needs in higher demand	\$

10/1/2023	Expand the use of digital signage and mobile friendly access points throughout the library locations to facilitate browsing.	\$\$
10/31/2023	Create a comprehensive and data driven Outreach Services Strategic Plan that synthesizes information from other city departments and partner organizations with library data to identify underserved segments of the	\$
5/1/2024	Improve and expand access to computer reservation, print, fax, scanning, and payment stations to accommodate increased demand.	\$\$\$
5/1/2024	Implement a self-service, cashless payment system for library users.	\$\$
6/1/2024	Provide an option for pick up and check out of reserved materials in satellite	\$\$\$
8/1/2024	Establish an all-volunteer service, capable of providing 1000 hours of 1 on 1 or small group tutoring annually, to provide a cost-free solution for students in need of additional education assistance	\$\$
9/15/2024	The library will partner with community organizations to establish and host a Second Language Classes and adult literacy initiative, adult GED preparation classes, and English as	\$\$
10/1/2024	Develop "McKinney Public Library System" brand standards for all internal	\$\$
10/1/2024	Implement a technological solution that would allow for library service access outside of the library staff's hours of operation.	\$\$\$
11/1/2024	Expand non-English language access to the library website and catalog services, informed by the materials collection foreign language plan.	\$\$
1/1/2025	Provide an online tutoring service that can provide 1 on 1 tutoring online, assisting those students in need of tutoring assistance, but unable to attend a session in person at a library facility.	\$\$\$
1/30/2025	Develop and maintain standards of in-house adult education programs and classes where all McKinney Public Library System adult education programs and classes are eligible for third party CEU accreditation.	\$\$\$
1/30/2025	Implement a technological solution that would allow for library service access outside of library operated facilities.	\$\$
5/1/2025	Provide an increased focus on technology in library programs, providing library customers access to at least 4 unique, cutting-edge technology	\$\$\$
6/1/2025	Establish a house-bound delivery service for library users who are incapable	\$\$
12/1/2025	Replace all public use PCs with public use laptops to improve the patron experience and patron privacy.	\$\$\$
10/1/2026	Leverage predictive analytics during selection to improve purchasing choices with the goal of reducing the number of new items that do not	\$

10/1/2026	Host a minimum of 4 town hall style library programming and services feedback meeting to gain a broader spectrum of community feedback and discover new potential partnership opportunities.	\$\$
10/1/2026	Provide improved wayfinding solutions using technology such as augmented	\$\$\$
1/1/2027	Propose a plan for feasible automated, fixed route materials delivery between libraries to shorten transit time and reduce staff time needed to transport materials.	\$\$\$\$
10/1/2024	In partnership with City of McKinney Communications and Marketing Department, create a comprehensive library marketing plan, including an objective metric on Marketing ROI.	\$
Annually	Host six major cultural events per year. These events will require partnerships with outside departments and community organizations with an aim to reach new audiences and exceed community expectations for	\$\$
Annually	At least 6 programs per year are identified as pilot or prototype programs designed to test the limits of available technology, to increase accessibility, and to improve virtual experiences.	\$\$
Annually	All library staff attend at least 2 training sessions per year to develop subject	\$\$
Annually	Formally evaluate social media strategy, platforms, content, etc.	\$
Annually	Audit and evaluate current library marketing and communication tools, including newsletters, catalog lists, etc., and identify the appropriate use of each tool, eliminating duplication as needed.	\$
Monthly	All programs provide experiences that are not easily duplicated elsewhere.	\$\$
Monthly	All programs have stated learning outcomes that inform performance evaluation.	\$
Monthly	All programs align with City Council Goals.	\$
Monthly	All programming is supplemented with virtual and physical resources for those who want to learn more and/or are unable to attend in-person sessions.	\$\$
Monthly	Establish transparent deliverables with each partner organization to hold the	\$
Monthly	Host an average of 1 program per month in partnership with a local community organization, city department, or community residents with a specialized focus on Collin County information.	\$
Quarterly	All library staff receive quarterly training on planning, presentation, and performance skills to create more effective events and programs.	\$

### The Population of McKinney, Texas

<b>Population</b> (based on an average increase rate of 5.16%)	
2019 ACS	199,177
<b>Estimates as of July 15, 2021</b>	
2020 Estimate	209,724
2021 Estimate	220,829
2022 Estimate	232,522
2023 Estimate	244,835
2024 Estimate	257,800
2025 Estimate	271,451

<b>Median Age</b>	
Total Median Age	37.2
Male Median Age	36.3
Female Median Age	37.8

<b>Households</b>	
2010 Census	44,353
2019 ACS	62,576
10 Year Change	+18,223 (+141.09%)
Average Household Size	2.89
Average Family Size	3.36

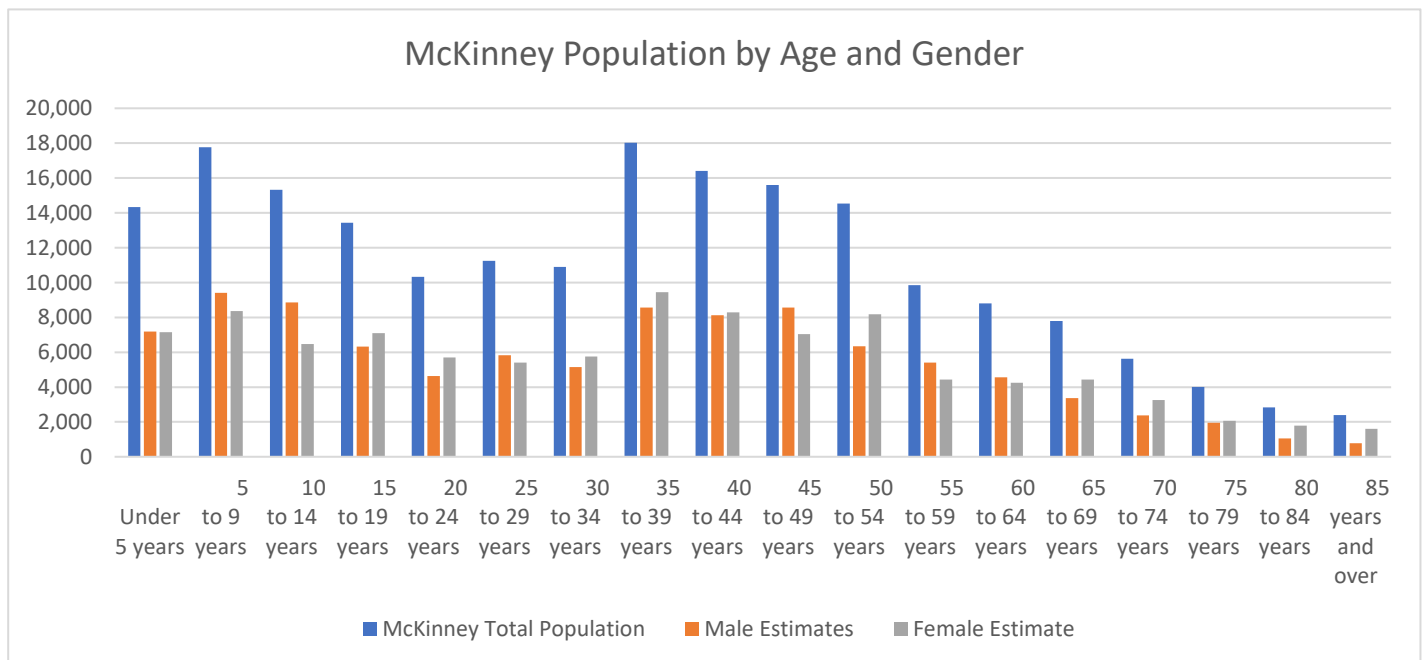
<b>Total Population by Age</b>		
Under 5 years	14,334	7.2%
5 to 9 years	17,772	8.9%
10 to 14 years	15,326	7.7%
15 to 19 years	13,426	6.7%
20 to 24 years	10,320	5.2%
25 to 29 years	11,243	5.60%
30 to 34 years	10,897	5.50%
35 to 39 years	18,020	9.00%
40 to 44 years	16,402	8.20%
45 to 49 years	15,606	7.80%
50 to 54 years	14,532	7.30%
55 to 59 years	9,841	4.90%
60 to 64 years	8,809	4.40%
65 to 69 years	7,787	3.90%
70 to 74 years	5,624	2.80%
75 to 79 years	4,018	2.00%
80 to 84 years	2,832	1.40%
85 years and over	2,385	1.20%

**NOTE: the following data was obtained from the 2019 American Community Survey (ACS) via the U.S. Census Bureau.**

Detailed Gender Breakdown- Male Population		
Under 5 years	7,178	7.30%
5 to 9 years	9,415	9.60%
10 to 14 years	8,854	9.00%
15 to 19 years	6,325	6.40%
20 to 24 years	4,627	4.70%
25 to 29 years	5,830	5.90%
30 to 34 years	5,145	5.20%
35 to 39 years	8,570	8.70%
40 to 44 years	8,115	8.20%
45 to 49 years	8,564	8.70%
50 to 54 years	6,344	6.40%
55 to 59 years	5,408	5.50%
60 to 64 years	4,566	4.60%
65 to 69 years	3,360	3.40%
70 to 74 years	2,373	2.40%
75 to 79 years	1,957	2.00%
80 to 84 years	1,053	1.10%
85 years and over	784	0.80%

Detailed Gender Breakdown- Female Population		
Under 5 years	7,156	7.10%
5 to 9 years	8,357	8.30%
10 to 14 years	6,472	6.40%
15 to 19 years	7,101	7.10%
20 to 24 years	5,693	5.70%
25 to 29 years	5,413	5.40%
30 to 34 years	5,752	5.70%
35 to 39 years	9,450	9.40%
40 to 44 years	8,287	8.20%
45 to 49 years	7,042	7.00%
50 to 54 years	8,188	8.10%
55 to 59 years	4,433	4.40%
60 to 64 years	4,243	4.20%
65 to 69 years	4,427	4.40%
70 to 74 years	3,251	3.20%
75 to 79 years	2,061	2.00%
80 to 84 years	1,779	1.80%
85 years and over	1,601	1.60%

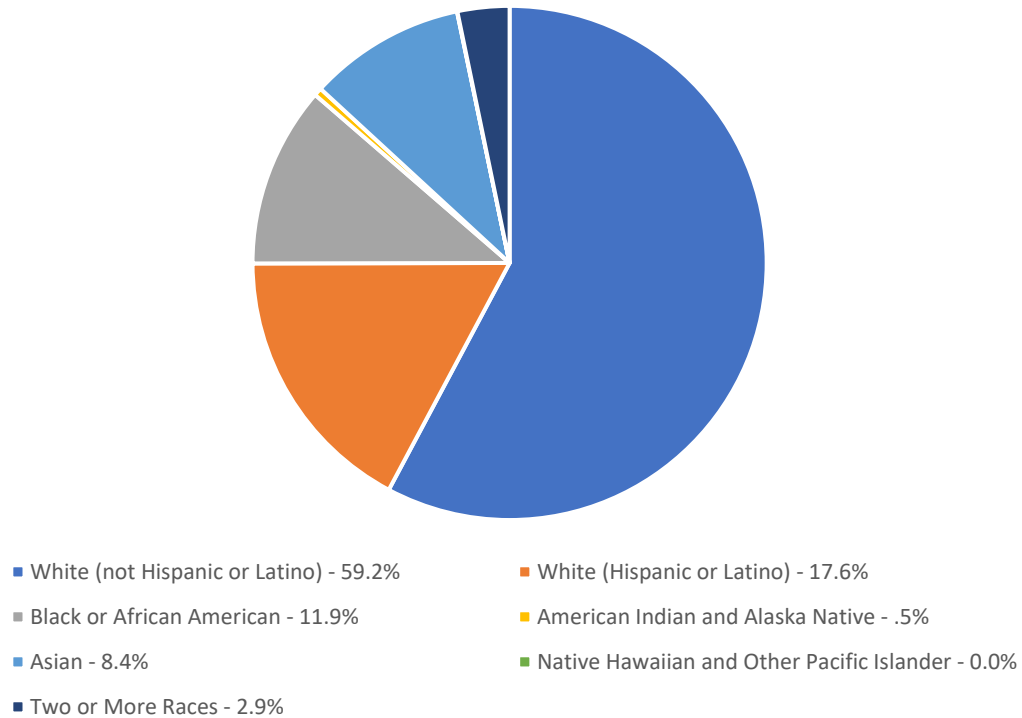
Gender Breakdown		
Men	98,468	49.4%
Women	100,706	50.6%



**NOTE: the following data was obtained from the 2019 American Community Survey (ACS) via the U.S. Census Bureau.**



Race/Ethnicity Breakdown (2019 ACS)



Total Population 199,177		
White (not Hispanic or Latino)	117,912	59.20%
White (Hispanic or Latino)	35,055	17.60%
Black or African American	23,214	11.90%
American Indian and Alaska Native	1,028	0.50%
Asian	20,130	8.40%
Native Hawaiian and Other Pacific Islander	48	0.00%
Two or More Races	6,653	2.90%

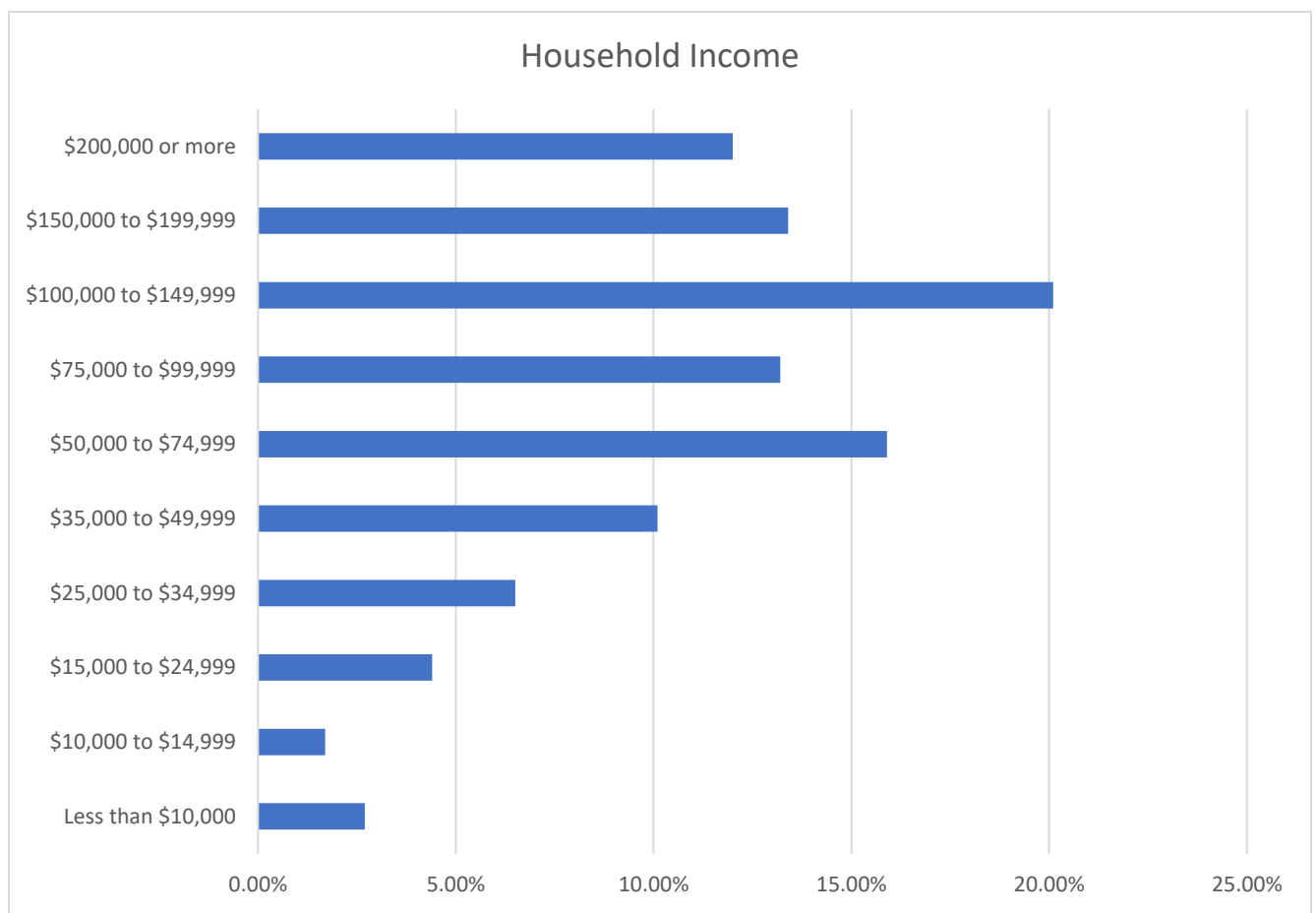
**NOTE: the following data was obtained from the 2019 American Community Survey (ACS) via the U.S. Census Bureau.**

<b>Detailed Race Breakdown - Asian</b>	<b>Estimate</b>
<b>Total:</b>	<b>15,339</b>
Asian Indian	6,779
Bangladeshi	520
Bhutanese	0
Burmese	70
Cambodian	0
Chinese, except Taiwanese	2,262
Filipino	1,054
Hmong	0
Indonesian	215
Japanese	460
Korean	1,063
Laotian	195
Malaysian	0
Mongolian	0
Nepalese	181
Okinawan	0
Pakistani	516
Sri Lankan	13
Taiwanese	142
Thai	93
Vietnamese	1,570
Other Asian, specified	0
Other Asian, not specified	17
Two or more Asian	189

<b>Detailed Race Breakdown – Hispanic or Latino</b>	<b>Estimate</b>
Total:	32,001
Mexican	25,736
Puerto Rican	1,162
Cuban	895
Dominican (Dominican Republic)	36
Central American:	1,561
Costa Rican	19
Guatemalan	259
Honduran	497
Nicaraguan	133
Panamanian	55
Salvadoran	598
Other Central American	0
South American:	1,589
Argentinean	187
Bolivian	68
Chilean	20
Colombian	499
Ecuadorian	130
Paraguayan	0
Peruvian	126
Uruguayan	88
Venezuelan	471
Other South American	0
Other Hispanic or Latino:	1,022
Spaniard	320
Spanish	305
Spanish American	0
All other Hispanic or Latino	397

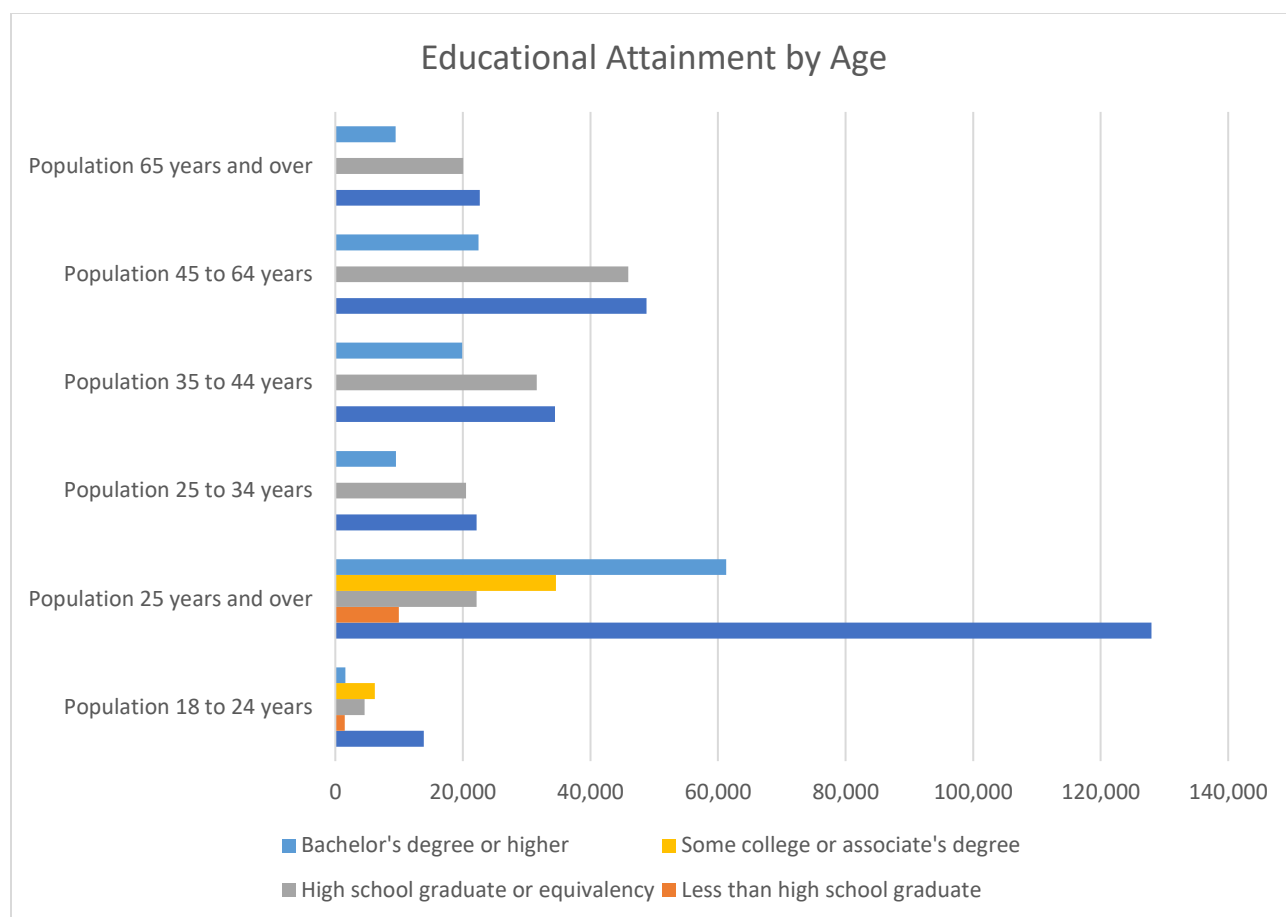
**NOTE: the following data was obtained from the 2019 American Community Survey (ACS) via the U.S. Census Bureau.**

Income (2019 ACS)	Estimate
Total Households	68,458
Less than \$10,000	2.7%
\$10,000 to \$14,999	1.7%
\$15,000 to \$24,999	4.4%
\$25,000 to \$34,999	6.5%
\$35,000 to \$49,999	10.1%
\$50,000 to \$74,999	15.9%
\$75,000 to \$99,999	13.2%
\$100,000 to \$149,999	20.1%
\$150,000 to \$199,999	13.4%
\$200,000 or more	12.0%
Median income (dollars)	89,828
Mean income (dollars)	111,588



Label	Estimate	Estimate
AGE BY EDUCATIONAL ATTAINMENT		
<b>Population 18 to 24 years</b>	13,857	(X)
Less than high school graduate	1,476	10.70%
High school graduate (includes equivalency)	4,615	33.30%
Some college or associate's degree	6,186	44.60%
Bachelor's degree or higher	1,580	11.40%
<b>Population 25 years and over</b>	127,996	(X)
Less than 9th grade	6,324	4.90%
9th to 12th grade, no diploma	3,613	2.80%
High school graduate (includes equivalency)	22,166	17.30%
Some college, no degree	24,058	18.80%
Associate's degree	10,537	8.20%
Bachelor's degree	43,058	33.60%
Graduate or professional degree	18,240	14.30%
High school graduate or higher	118,059	92.20%
Bachelor's degree or higher	61,298	47.90%
<b>Population 25 to 34 years</b>	22,140	(X)
High school graduate or higher	20,492	92.60%
Bachelor's degree or higher	9,496	42.90%
<b>Population 35 to 44 years</b>	34,422	(X)
High school graduate or higher	31,585	91.80%

Bachelor's degree or higher	19,891	57.80%
<b>Population 45 to 64 years</b>	48,788	(X)
High school graduate or higher	45,960	94.20%
Bachelor's degree or higher	22,432	46.00%
<b>Population 65 years and over</b>	22,646	(X)
High school graduate or higher	20,022	88.40%
Bachelor's degree or higher	9,479	41.90%







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<b>McKinney Public Library System</b> Long Range Plan Peer Comparisons 2011-2020
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## Long Range Plan

## Peer Comparisons 2011-2020

State Assigned Population	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	96,214	98,802	101,291	104,035	106,670	111,163	112,310	114,092	103,383	105,623	-5,540	-4.98%	9,409	9.78%
Arlington	365,438	373,698	375,600	379,577	383,204	388,125	392,772	396,394	398,112	398,854	10,729	2.76%	33,416	9.14%
Carrollton	133,187	137,388	149,768	148,062	153,198	158,475	159,170	162,348	164,245	167,447	8,972	5.66%	34,260	25.72%
Denton	113,383	117,187	121,123	123,099	128,205	131,044	133,808	136,268	138,541	141,541	10,497	8.01%	28,158	24.83%
Frisco	136,277	140,545	128,176	136,791	145,035	154,407	163,656	177,286	188,170	200,490	46,083	29.85%	64,213	47.12%
Garland - Nicholson	226,876	231,517	233,564	234,566	235,501	236,897	234,943	238,002	242,507	239,798	2,901	1.22%	12,922	5.70%
Grand Prairie	175,396	179,100	181,824	183,372	185,453	187,809	190,682	193,837	194,614	194,543	6,734	3.59%	19,147	10.92%
Irving	216,290	220,702	225,427	228,653	232,406	236,607	238,289	240,373	242,242	239,798	3,191	1.35%	23,508	10.87%
Lewisville	114,372	118,709	132,137	129,851	136,484	137,346	138,719	141,030	142,421	146,169	8,823	6.42%	31,797	27.80%
McKinney	149,744	153,689	161,838	167,956	177,560	162,898	172,298	181,330	191,645	199,177	36,279	22.27%	49,433	33.01%
Mesquite	139,824	142,674	143,195	143,484	144,416	144,788	143,736	143,949	142,816	140,937	-3,851	-2.66%	1,113	0.80%
Plano	297,074	269,776	272,068	274,409	278,480	283,558	286,057	286,143	288,061	287,677	4,119	1.45%	-9,397	-3.16%

Total Operating Expenditures	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	2,577,843	2,559,940	2,480,632	2,531,588	2,598,024	2,738,695	2,824,998	3,047,321	3,285,166	3,153,969	415,274	15.16%	576,126	22.35%
Arlington	7,524,800	7,556,597	7,615,337	7,650,349	7,745,407	7,777,776	8,423,296	8,925,487	8,579,872	8,298,630	520,854	6.70%	773,830	10.28%
Carrollton	3,624,359	3,566,791	3,406,820	3,499,966	3,590,713	3,746,493	3,217,374	3,325,346	3,274,834	3,140,013	-606,480	-16.19%	-484,346	-13.36%
Denton	4,754,785	4,994,659	5,254,102	5,508,432	5,672,431	5,778,146	5,710,935	5,774,503	5,909,217	5,923,910	145,764	2.52%	1,169,125	24.59%
Frisco	3,275,390	3,568,246	3,234,733	3,706,249	3,813,305	4,038,708	4,322,934	5,188,743	4,882,415	5,025,508	986,800	24.43%	1,750,118	53.43%
Garland - Nicholson	5,031,370	5,077,821	4,919,384	5,153,498	5,159,193	5,364,404	5,732,963	5,732,535	6,248,202	5,844,334	479,930	8.95%	812,964	16.16%
Grand Prairie	2,396,079	2,331,079	2,334,645	2,344,524	2,338,639	2,374,491	2,551,852	2,708,883	2,856,689	2,824,233	449,742	18.94%	428,154	17.87%
Irving	6,200,251	5,882,377	5,808,120	6,185,840	6,538,535	6,896,148	7,004,696	7,054,259	7,209,088	7,117,100	220,952	3.20%	916,849	14.79%
Lewisville	1,770,877	1,795,667	1,903,172	2,031,358	1,974,485	2,116,096	2,403,741	2,650,802	2,789,438	2,712,827	596,731	28.20%	941,950	53.19%
McKinney	2,813,729	2,671,564	2,844,663	2,900,473	3,077,613	3,132,130	3,349,738	3,507,291	3,636,101	3,508,654	376,524	12.02%	694,925	24.70%
Mesquite	2,065,595	1,927,098	1,981,227	1,993,808	2,006,085	1,905,521	2,034,489	2,046,574	2,011,038	2,239,676	334,155	17.54%	174,081	8.43%
Plano	10,325,115	10,248,196	10,209,172	10,826,158	10,686,388	10,816,108	12,091,522	12,248,378	12,566,591	12,281,629	1,465,521	13.55%	1,956,514	18.95%

Materials Expenditures	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	267,998	253,265	261,374	298,107	302,779	298,059	325,504	334,376	346,875	333,052	34,993	11.74%	65,054	24.27%
Arlington	729,572	1,096,491	939,226	937,833	989,171	979,584	886,511	755,304	888,982	622,690	-356,894	-36.43%	-106,882	-14.65%
Carrollton	301,265	320,327	441,049	396,508	425,395	482,178	446,837	469,038	463,973	426,006	-56,172	-11.65%	124,741	41.41%
Denton	617,757	607,179	574,537	572,204	611,998	588,727	594,468	616,433	660,169	512,861	-75,866	-12.89%	-104,896	-16.98%
Frisco	450,000	663,493	580,195	619,307	629,868	674,372	635,301	951,964	812,936	783,227	108,855	16.14%	333,227	74.05%

Garland - Nicholson	970,096	1,367,904	1,060,165	1,151,814	1,174,100	1,296,967	1,283,285	1,139,597	1,182,740	936,822	-360,145	-27.77%	-33,274	-3.43%
Grand Prairie	233,574	188,601	259,401	305,213	308,554	324,218	317,338	348,249	387,963	387,110	62,892	19.40%	153,536	65.73%
Irving	596,327	616,400	681,900	680,008	847,450	898,950	904,875	893,744	919,234	884,093	-14,857	-1.65%	287,766	48.26%
Lewisville	258,338	243,046	264,112	264,362	277,618	328,358	385,656	445,137	509,460	464,197	135,839	41.37%	205,859	79.69%
<b>McKinney</b>	<b>479,679</b>	<b>523,673</b>	<b>514,992</b>	<b>488,185</b>	<b>362,951</b>	<b>437,338</b>	<b>433,312</b>	<b>426,966</b>	<b>449,120</b>	<b>413,517</b>	<b>-23,821</b>	<b>-5.45%</b>	<b>-66,162</b>	<b>-13.79%</b>
Mesquite	230,011	206,970	186,923	221,694	222,278	228,921	228,736	236,106	242,111	142,798	-86,123	-37.62%	-87,213	-37.92%
Plano	1,211,669	1,289,489	1,246,012	1,284,500	1,218,899	1,326,046	1,290,016	1,016,086	1,055,980	1,377,576	51,530	3.89%	165,907	13.69%

Library Space (SF) Per Capita	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	0.55	0.54	0.52	0.51	0.50	0.48	0.47	0.46	0.51	0.50	0.025	5.25%	-0.048	-8.71%
Arlington	0.35	0.34	0.34	0.34	0.33	0.33	0.33	0.36	0.36	0.36	0.030	9.09%	0.010	2.86%
Carrollton	0.59	0.58	0.53	0.53	0.52	0.50	0.50	0.49	0.48	0.47	-0.027	-5.36%	-0.118	-20.04%
Denton	0.69	0.66	0.64	0.63	0.61	0.59	0.58	0.57	0.56	0.55	-0.044	-7.42%	-0.140	-20.31%
Frisco	0.37	0.36	0.39	0.40	0.38	0.32	0.31	0.28	0.27	0.25	-0.074	-22.99%	-0.121	-32.60%
Garland - Nicholson	0.53	0.52	0.52	0.52	0.51	0.50	0.50	0.50	0.50	0.50	0.000	0.00%	-0.030	-5.66%
Grand Prairie	0.30	0.29	0.29	0.29	0.28	0.28	0.28	0.27	0.31	0.31	0.026	9.20%	0.007	2.26%
Irving	0.64	0.63	0.62	0.61	0.47	0.46	0.46	0.45	0.45	0.46	-0.006	-1.33%	-0.184	-28.80%
Lewisville	0.68	0.66	0.59	0.60	0.57	0.57	0.56	0.55	0.55	0.53	-0.034	-6.04%	-0.148	-21.73%
<b>McKinney</b>	<b>0.35</b>	<b>0.34</b>	<b>0.33</b>	<b>0.32</b>	<b>0.30</b>	<b>0.33</b>	<b>0.31</b>	<b>0.29</b>	<b>0.28</b>	<b>0.34</b>	<b>0.019</b>	<b>5.90%</b>	<b>-0.005</b>	<b>-1.55%</b>
Mesquite	0.26	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.26	0.007	2.73%	-0.005	-1.76%
Plano	0.57	0.63	0.62	0.62	0.61	0.60	0.59	0.59	0.59	0.59	-0.009	-1.43%	0.021	3.67%

Expenditures Per Capita	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	26.79	25.91	24.49	24.33	24.36	24.64	25.15	26.71	31.78	29.86	5.22	21.20%	3.07	11.46%
Arlington	20.59	20.22	20.28	20.15	20.21	20.04	21.45	22.52	21.55	20.81	0.77	3.83%	0.22	1.05%
Carrollton	27.21	25.96	22.75	23.64	23.44	23.64	20.21	20.48	19.94	18.75	-4.89	-20.68%	-8.46	-31.08%
Denton	42.34	42.62	43.38	44.75	44.25	44.09	42.68	42.38	42.65	41.85	-2.24	-5.08%	-0.49	-1.15%
Frisco	24.06	25.39	25.24	27.09	26.29	26.16	26.41	29.27	25.95	25.07	-1.09	-4.17%	1.01	4.18%
Garland - Nicholson	22.18	21.93	21.06	21.97	21.91	22.64	24.40	24.09	25.77	24.37	1.73	7.63%	2.19	9.88%
Grand Prairie	13.66	13.02	12.84	12.79	12.61	12.64	13.38	13.98	14.68	14.52	1.87	14.82%	0.86	6.28%
Irving	28.67	26.65	25.76	27.05	28.13	29.15	29.40	29.35	29.76	29.68	0.53	1.83%	1.01	3.52%
Lewisville	15.69	15.13	14.40	15.64	14.47	15.41	17.33	18.80	19.59	18.56	3.15	20.46%	2.87	18.29%
<b>McKinney</b>	<b>18.79</b>	<b>17.38</b>	<b>17.58</b>	<b>17.27</b>	<b>17.33</b>	<b>19.23</b>	<b>19.44</b>	<b>19.34</b>	<b>18.97</b>	<b>17.62</b>	<b>-1.61</b>	<b>-8.38%</b>	<b>-1.17</b>	<b>-6.25%</b>
Mesquite	14.94	13.51	13.84	13.90	13.89	13.16	14.15	14.22	14.08	15.89	2.73	20.75%	0.95	6.37%
Plano	35.17	37.99	37.52	39.45	38.37	38.14	42.27	42.81	43.62	42.69	4.55	11.92%	7.52	21.39%

Expenditures for Materials as Percent of Total	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	10%	10%	11%	12%	12%	11%	12%	11%	11%	11%	-0.32%	-2.97%	0.56%	5.60%
Arlington	10%	15%	12%	12%	13%	13%	11%	8%	10%	8%	-5.09%	-40.42%	-2.50%	-24.96%

Carrollton	8%	9%	13%	11%	12%	13%	14%	14%	14%	14%	0.70%	5.41%	5.57%	69.59%
Denton	13%	12%	11%	10%	11%	10%	10%	11%	11%	9%	-1.53%	-15.03%	-4.34%	-33.40%
Frisco	13%	19%	18%	17%	17%	17%	15%	18%	17%	16%	-1.11%	-6.66%	2.59%	19.88%
Garland - Nicholson	19%	27%	22%	22%	23%	24%	22%	20%	19%	16%	-8.15%	-33.70%	-2.97%	-15.63%
Grand Prairie	10%	8%	11%	13%	13%	14%	12%	13%	14%	14%	0.05%	0.38%	3.71%	37.07%
Irving	10%	10%	12%	11%	13%	13%	13%	13%	13%	12%	-0.61%	-4.71%	2.42%	24.22%
Lewisville	15%	14%	14%	13%	14%	16%	16%	17%	18%	17%	1.59%	10.27%	2.11%	14.07%
<b>McKinney</b>	<b>17%</b>	<b>20%</b>	<b>18%</b>	<b>17%</b>	<b>12%</b>	<b>14%</b>	<b>13%</b>	<b>12%</b>	<b>12%</b>	<b>12%</b>	<b>-2.18%</b>	<b>-15.59%</b>	<b>-5.21%</b>	<b>-30.67%</b>
Mesquite	11%	11%	9%	11%	11%	12%	11%	12%	12%	6%	-5.64%	-46.93%	-4.62%	-42.04%
Plano	12%	13%	12%	12%	11%	12%	11%	8%	8%	11%	-1.04%	-8.51%	-0.78%	-6.53%

Total Circulation	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	794,671	912,246	937,183	984,887	1,027,562	1,096,536	1,145,728	1,179,580	1,466,428	1,040,531	-56,005	-5.11%	245,860	30.94%
Arlington	2,395,397	2,246,128	2,302,277	2,090,581	2,071,658	2,292,266	2,064,233	1,976,944	1,934,201	1,547,584	-744,682	-32.49%	-847,813	-35.39%
Carrollton	746,851	700,947	667,529	630,033	602,349	603,493	643,216	650,873	695,853	558,225	-45,268	-7.50%	-188,626	-25.26%
Denton	1,402,792	1,859,162	1,325,378	1,255,590	1,267,769	1,281,272	1,189,949	1,151,962	1,193,799	880,211	-401,061	-31.30%	-522,581	-37.25%
Frisco	1,266,866	1,593,654	1,346,900	1,410,434	1,788,695	2,425,344	2,322,380	2,493,413	2,658,083	2,006,797	-418,547	-17.26%	739,931	58.41%
Garland - Nicholson	1,549,358	1,569,059	1,524,365	1,516,250	1,398,209	1,290,241	1,169,855	1,102,390	1,114,789	848,917	-441,324	-34.20%	-700,441	-45.21%
Grand Prairie	372,299	336,239	310,831	258,865	297,598	298,798	358,801	342,828	349,789	289,847	-8,951	-3.00%	-82,452	-22.15%
Irving	1,413,919	2,267,128	1,324,410	1,284,678	1,337,988	1,409,960	1,353,157	1,284,003	1,247,069	818,273	-591,687	-41.96%	-595,646	-42.13%
Lewisville	692,066	685,534	637,396	600,175	602,891	612,259	612,781	620,597	622,137	422,042	-190,217	-31.07%	-270,024	-39.02%
<b>McKinney</b>	<b>1,095,739</b>	<b>1,179,539</b>	<b>1,234,275</b>	<b>1,198,400</b>	<b>1,397,687</b>	<b>1,546,902</b>	<b>1,741,330</b>	<b>1,820,255</b>	<b>1,870,119</b>	<b>1,221,067</b>	<b>-325,835</b>	<b>-21.06%</b>	<b>125,328</b>	<b>11.44%</b>
Mesquite	390,645	368,851	345,828	323,257	328,728	300,937	278,132	320,260	342,805	226,782	-74,155	-24.64%	-163,863	-41.95%
Plano	3,444,837	3,909,121	3,880,988	3,844,477	4,239,804	4,754,343	4,710,851	4,799,156	3,915,897	3,471,426	-1,282,917	-26.98%	26,589	0.77%

Total Paid Staff	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	36.18	36.45	36.45	36.6	36.63	37.79	37.79	37.79	37.79	37.79	0.00	0.00%	1.61	4.45%
Arlington	102.6	106.8	101	91.48	103.05	103.08	85.13	82.43	74.975	69.5	-33.58	-32.58%	-33.10	-32.26%
Carrollton	37.75	37.75	37.25	37.75	37.5	36.4	37.45	36.45	35.75	37.6	1.20	3.30%	-0.15	-0.40%
Denton	47.18	48.1	50.5	50.5	50.5	50.5	46.85	48	49	47	-3.50	-6.93%	-0.18	-0.38%
Frisco	43	44.38	43	44.5	44.5	44.5	44.5	49.08	52.6635	51.88	7.38	16.58%	8.88	20.65%
Garland - Nicholson	37	67	67.1	67.1	67.11	67.11	67.11	67.43	67.43	63.63	-3.48	-5.19%	26.63	71.97%
Grand Prairie	28.5	28	29	31.5	33.5	33	34.5	35.5	35.5	34	1.00	3.03%	5.50	19.30%
Irving	142	77	86.5	84	82.5	84.5	85.5	85.5	84	84	-0.50	-0.59%	-58.00	-40.85%
Lewisville	24.83	24.96	24.91	24.34	24.35	25.56	26.79	28.4	29.9	30.3	4.74	18.54%	5.47	22.03%
<b>McKinney</b>	<b>37</b>	<b>34.15</b>	<b>38.8</b>	<b>37.68</b>	<b>40.13</b>	<b>41.5</b>	<b>59</b>	<b>59</b>	<b>49.1</b>	<b>43.73</b>	<b>2.23</b>	<b>5.37%</b>	<b>6.73</b>	<b>18.19%</b>
Mesquite	32.6	32.06	32.05	31.67	31.68	31.88	32.16	32.63	32.625	32.63	0.75	2.35%	0.03	0.09%
Plano	153.91	150.5	150	150	147.25	148.25	133.45	154.96	152.375	147.05	-1.20	-0.81%	-6.86	-4.46%



Circulation Per Capita	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	8.26	9.23	9.25	9.47	9.63	9.86	10.20	10.34	14.18	9.85	-0.01	-0.13%	1.59	19.27%
Arlington	6.55	6.01	6.13	5.51	5.41	5.91	5.26	4.99	4.86	3.88	-2.03	-34.30%	-2.67	-40.76%
Carrollton	5.61	5.10	4.46	4.26	3.93	3.81	4.04	4.01	4.24	3.33	-0.47	-12.46%	-2.28	-40.58%
Denton	12.37	15.86	10.94	10.20	9.89	9.78	8.89	8.45	8.62	6.22	-3.56	-36.40%	-6.15	-49.73%
Frisco	9.30	11.34	10.51	10.31	12.33	15.71	14.19	14.06	14.13	10.01	-5.70	-36.28%	0.71	7.63%
Garland - Nicholson	6.83	6.78	6.53	6.49	5.94	5.45	4.98	4.63	4.60	3.54	-1.91	-35.00%	-3.29	-48.17%
Grand Prairie	2.12	1.88	1.71	1.41	1.60	1.59	1.88	1.77	1.80	1.49	-0.10	-6.35%	-0.63	-29.72%
Irving	6.54	10.27	5.88	5.62	5.76	5.96	5.68	5.34	5.15	3.41	-2.55	-42.74%	-3.13	-47.82%
Lewisville	6.05	5.77	4.82	4.62	4.42	4.46	4.42	4.40	4.37	2.89	-1.57	-35.23%	-3.16	-52.28%
<b>McKinney</b>	<b>7.32</b>	<b>7.67</b>	<b>7.63</b>	<b>7.14</b>	<b>7.87</b>	<b>9.50</b>	<b>10.11</b>	<b>10.04</b>	<b>9.76</b>	<b>6.13</b>	<b>-3.37</b>	<b>-35.44%</b>	<b>-1.19</b>	<b>-16.25%</b>
Mesquite	2.79	2.59	2.42	2.25	2.28	2.08	1.94	2.22	2.40	1.61	-0.47	-22.58%	-1.18	-42.33%
Plano	11.60	14.49	14.26	14.01	15.22	16.77	16.47	16.77	13.59	12.07	-4.70	-28.03%	0.47	4.03%

Total Collection	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	122,530	126,442	127,294	132,463	137,867	142,846	147,127	145,496	154,221	151,512	8,666	6.07%	28,982	23.65%
Arlington	575,388	612,223	642,115	659,938	615,595	589,540	573,841	555,688	562,028	549,570	-39,970	-6.78%	-25,818	-4.49%
Carrollton	179,893	188,364	206,613	194,101	197,306	193,251	266,519	296,363	314,760	343,936	150,685	77.97%	164,043	91.19%
Denton	255,093	260,471	251,683	256,750	256,338	260,549	261,628	256,972	249,405	252,578	-7,971	-3.06%	-2,515	-0.99%
Frisco	176,242	178,862	182,592	193,111	198,383	197,775	228,880	223,480	237,642	236,841	39,066	19.75%	60,599	34.38%
Garland - Nicholson	344,842	346,108	342,826	363,784	361,733	361,277	357,672	377,345	412,086	366,532	5,255	1.45%	21,690	6.29%
Grand Prairie	224,293	223,032	224,681	166,721	139,154	149,030	200,112	207,001	161,549	176,650	27,620	18.53%	-47,643	-21.24%
Irving	589,423	572,203	539,307	549,612	688,006	683,093	677,863	600,536	556,196	494,686	-188,407	-27.58%	-94,737	-16.07%
Lewisville	180,420	177,068	207,962	205,565	192,983	176,210	196,341	223,321	240,041	257,575	81,365	46.18%	77,155	42.76%
<b>McKinney</b>	<b>219,710</b>	<b>233,660</b>	<b>232,636</b>	<b>238,028</b>	<b>202,612</b>	<b>218,438</b>	<b>213,221</b>	<b>205,189</b>	<b>221,266</b>	<b>230,720</b>	<b>12,282</b>	<b>5.62%</b>	<b>11,010</b>	<b>5.01%</b>
Mesquite	222,075	222,067	214,405	225,290	237,319	222,843	226,538	222,142	234,461	238,194	15,351	6.89%	16,119	7.26%
Plano	799,343	788,560	790,000	787,984	797,431	792,866	763,702	758,533	734,463	739,184	-53,682	-6.77%	-60,159	-7.53%

Total Collection Per Capita	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 yr Difference (2016-20)	5 yr Percentage Difference	10 yr Difference (2011-20)	10 yr Percentage Difference
Allen	1.27	1.28	1.26	1.27	1.29	1.29	1.31	1.28	1.49	1.43	0.15	11.63%	0.16	12.95%
Arlington	1.57	1.64	1.71	1.74	1.61	1.52	1.46	1.40	1.41	1.38	-0.14	-9.29%	-0.19	-12.24%
Carrollton	1.35	1.37	1.38	1.31	1.29	1.22	1.67	1.83	1.92	2.05	0.83	68.44%	0.70	52.15%
Denton	2.25	2.22	2.08	2.09	2.00	1.99	1.96	1.89	1.80	1.78	-0.20	-10.25%	-0.47	-20.69%
Frisco	1.29	1.27	1.42	1.41	1.37	1.28	1.40	1.26	1.26	1.18	-0.10	-7.77%	-0.11	-8.43%
Garland - Nicholson	1.52	1.49	1.47	1.55	1.54	1.53	1.52	1.59	1.70	1.53	0.00	0.23%	0.01	0.56%
Grand Prairie	1.28	1.25	1.24	0.91	0.75	0.79	1.05	1.07	0.83	0.91	0.11	14.43%	-0.37	-29.06%
Irving	2.73	2.56	2.39	2.40	2.96	2.89	2.84	2.50	2.30	2.06	-0.82	-28.55%	-0.67	-24.43%
Lewisville	1.58	1.49	1.57	1.58	1.41	1.28	1.42	1.58	1.69	1.76	0.48	37.35%	0.18	11.53%
<b>McKinney</b>	<b>1.47</b>	<b>1.52</b>	<b>1.44</b>	<b>1.42</b>	<b>1.14</b>	<b>1.34</b>	<b>1.24</b>	<b>1.13</b>	<b>1.15</b>	<b>1.16</b>	<b>-0.18</b>	<b>-13.62%</b>	<b>-0.31</b>	<b>-21.20%</b>

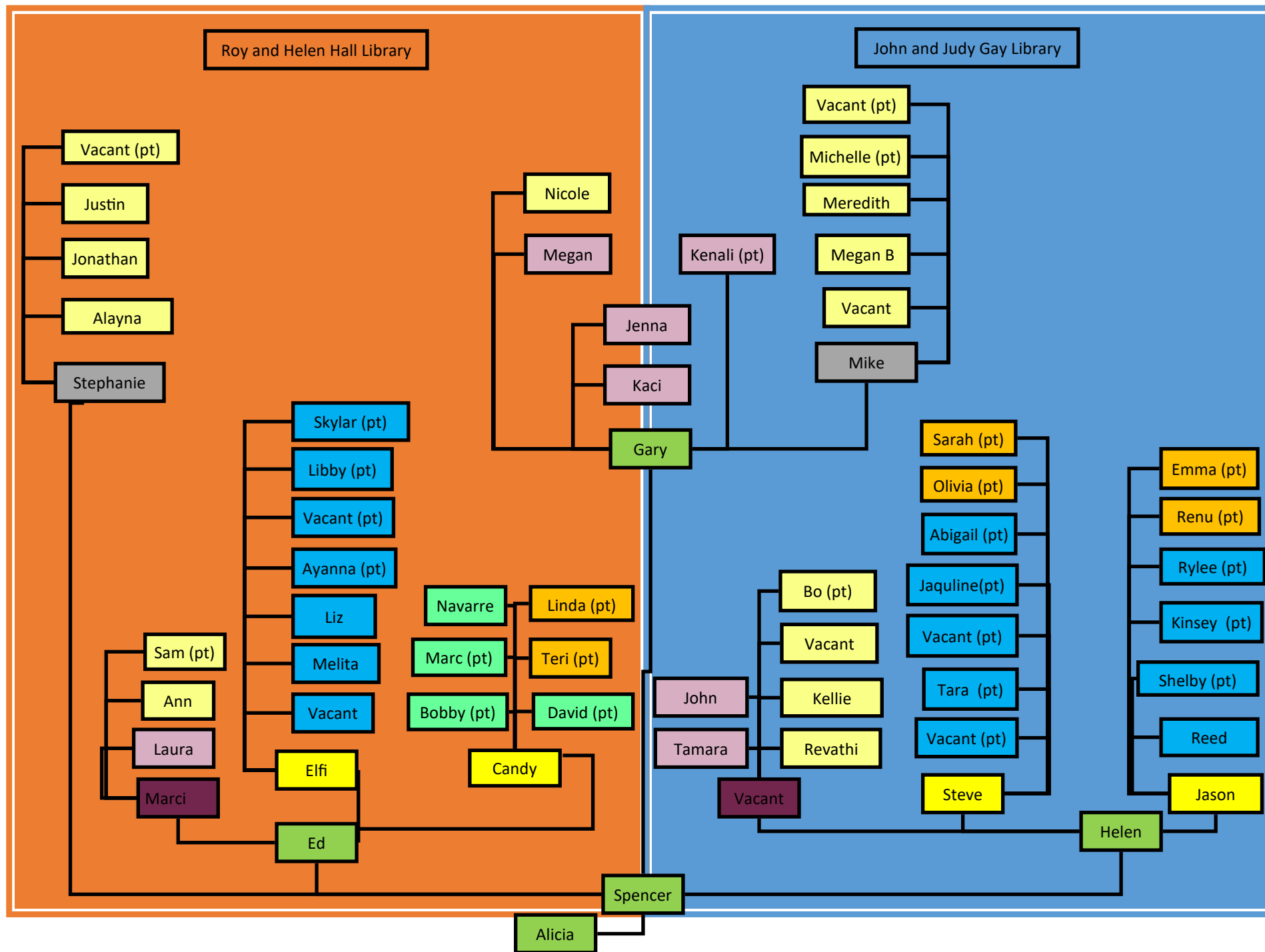
Mesquite	1.59	1.56	1.50	1.57	1.64	1.54	1.58	1.54	1.64	1.69	0.15	9.81%	0.10	6.29%
Plano	2.69	2.92	2.90	2.87	2.86	2.80	2.67	2.65	2.55	2.57	-0.23	-8.11%	-0.12	-4.48%

## 2018 staff levels

	RHH	JJG	Total
Staff			
Director	1		1
Manager	1	2	3
Admin	1		1
Marketing			
Lib Sup	1	1	2
Lib 2	1	1	2
Lib 1	2	3	5
Sen Tech	3	1	4
Tech	7.425	5.475	12.9
assistant	5	2.8	7.8
shelver	0.7	1.05	1.75
courier	0.8		0.8
<b>Totals</b>	<b>23.925</b>	<b>17.325</b>	<b>41.25</b>

## 2022 Staffing Levels

	RHH	JJG	Total
Staff			
Director	1		1
Manager	1	2	3
Admin	1		1
Marketing	1		
Lib Sup	1	1	2
Lib 2	1	1	2
Lib 1	3	3.75	6.75
Sen Tech	2	2	4
Tech	6	7.5	13.5
assistant	4.6	3.6	8.2
shelver	0.7	1.4	2.1
courier	1.05		1.05
<b>Totals</b>	<b>23.35</b>	<b>22.25</b>	<b>45.6</b>
<b>Change</b>	<b>-0.575</b>	<b>4.925</b>	<b>4.35</b>



# **McKINNEY FIRST**

FY22

## **CITY COUNCIL GOALS & STRATEGIES**

(October 1, 2021 – September 30, 2022)



**DIRECTION FOR STRATEGIC &  
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