



BRACEBRIDGE LIBRARY

STRATEGIC PLAN

2023 - 2026

REVISED JANUARY 2025



INTRODUCTION

From our CEO & Board Chair

The Bracebridge Library is more than a library—it is a vibrant hub of learning, creativity, and connection, powered by our dedicated staff and the unwavering support of our community. The past three years have brought incredible growth, culminating in the opening of the Coulson Family Bracebridge Library, a testament to innovation and accessibility.

This progress would not have been possible without our passionate staff, our committed Library Board, the support of the Town of Bracebridge and the engagement of our community. Your enthusiasm, feedback, and support continue to shape our services and strengthen our impact.

This revised strategic plan reflects our commitment to evolving with Bracebridge's needs, ensuring we remain dynamic, inclusive, and forward-thinking. With your support, the Bracebridge Library will continue to be Anything but the Ordinary

The Bracebridge Library Board is an active and engaged group of individuals, and we are collectively worked on a number of key initiatives this term. Chief among them was supporting our CEO Crystal and her staff in moving our Library to its new home from the beloved Carnegie Building during the summer of 2024. Since then, we have seen exponential growth in every aspect of library use... including some new showcased capabilities such as room rentals, makerspace, training lab and recording studio facilities plus a dedicated local history room. The innovative programming has kept pace and the participation in these offerings continues to exceed all expectations.

Our strategic plan utilized the rebranding of our Library amid the many exciting plans as we opened our new facility in the Fall of 2024. We distilled our vision and mission to key pillars, each with concrete action plans. The board-driven accompanying work plans have tangible and measurable deliverables to provide support and confirmation of our strategic plan and will enable our Library to be... in short... Anything but the Ordinary.

Crystal Bergstrom

Crystal Bergstrom
CEO & Chief Librarian

Barbara Hutchinson

Barbara Hutchinson
Board Chair

Our Vision & Mission



Vision:

An engaged, informed, inclusive and inspired community that is anything but the ordinary.

Mission:

To enrich, empower and inspire our community.

STRATEGIC PILLARS



Innovation, Lifelong Learning & Inspiration

The library is committed to fostering innovation, lifelong learning, and intellectual freedom by providing access to evolving technologies, professional development, and inclusive educational opportunities.



Excellence in Service & Accountability

The library is dedicated to excellence in service and accountability through responsible financial stewardship, policy reviews, and a commitment to environmental sustainability.



Partnerships & Collaboration

The library fosters meaningful partnerships and collaboration by supporting local economic and community initiatives, providing a space for connection, and ensuring access to diverse resources.

Innovation, Lifelong Learning & Inspiration

- Support digital literacy by providing education and access to technologies that improve library service.
- Commit to evolving, innovating and improving in response to shifting cultural, technological, and economic landscapes.

- Promote and support professional development for library staff and board members.
- Develop a culture of lifelong learning in the community by offering programs and services for all demographics.
- Promote intellectual freedom.
- Provide access points to information and knowledge in multiple formats.

Excellence in Service & Accountability

- 👤 Share and advance Bracebridge's commitment to environmental sustainability.
- 👤 Board to maintain responsible financial stewardship.
- 👤 Board commits to the regular review all policies and procedures.
- 👤 Commit to the health and safety of staff and patrons.
- 👤 Gather and be responsive to feedback from all members of the community.
- 👤 Deliver seamless customer service in physical and virtual environments.



Partnerships & Collaboration

Support and strengthen integral partners within the economic engine of our community.

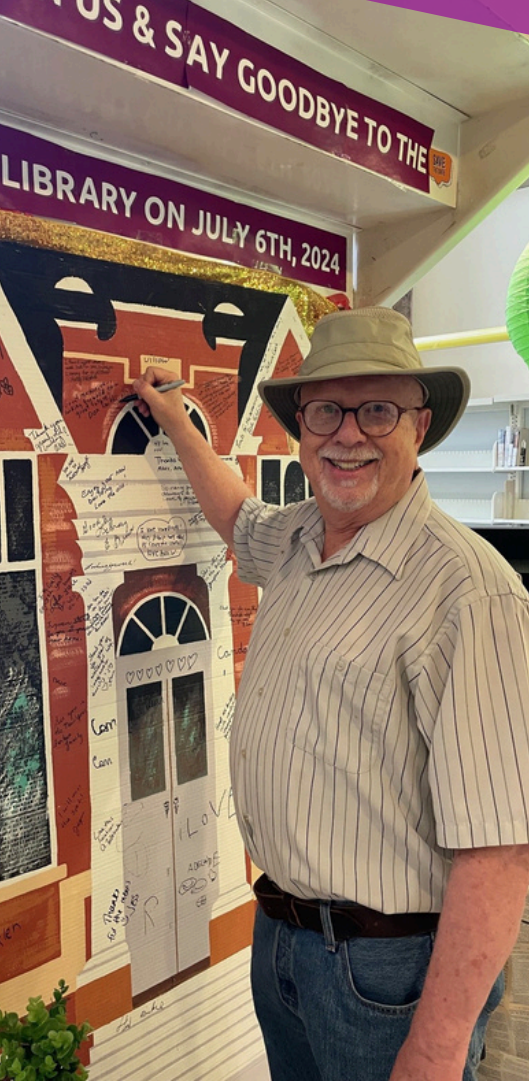
Provide a space where people can connect to ideas, community resources and each other.

Collaborate and partner to make a positive difference in our community.

Share knowledge and resources ensuring intellectual freedom.

Provide a collection of resources that is relevant, well maintained and responsive to community needs and interests.





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