



# **Brentwood Public Library Strategic Plan**

Adopted January, 2026

## **Mission Statement**

The mission of the Brentwood Public Library is to provide a place for the community to come together to connect, learn and grow, to encourage enjoyment of reading and lifelong learning, to provide free and open access and expression, and promote knowledge, history and culture.

## **About Us**

Brentwood Public Library is in Brentwood, Missouri, a suburb of St. Louis, with 8,200 residents. The library opened its doors in September 1938 at the site of the former Brentwood City Hall building. It currently resides in the lower level of Brentwood City Hall. The library serves a larger population than Brentwood residents through its membership in the Municipal Library Consortium of St. Louis County and the Missouri Evergreen Consortium. The library also has free borrowing privileges with St. Louis County Library, St. Louis Public Library, St. Charles City-County Library, Jefferson County Library and the multi-county Scenic Regional Library System. Residents of surrounding communities regularly participate in our programs and events and take advantage of additional services, such as passport applications and printing services. In addition, the library serves as a safe space for children and teens after school as well as vulnerable members of the area. In 2024, the library had 73,100 people visit the

library building, and many more came to library programming outside of the library building.

Who we serve now:

Retired adults

Middle-aged adults

Children

Families with young children

Missouri incarcerated adults

Members of the community who are underserved by the library:

Teens

Single adults, adults without children

College students, apartment/condominium residents

Diverse community members (such as those learning English as a Second Language)

### **Expansion Underway**

In 2024, the library purchased a new building at 2201 S. Brentwood Blvd. with voter-approved funds generated through the successful passage of a tax levy. When it opens in 2026, the modern standalone facility will be 15,000 square feet over two floors, doubling its existing size to serve patrons. Once opened, the new library will provide more space for patrons and visitors to meet, study, learn and grow and for a variety of library and community activities.

## **A FIVE-YEAR STRATEGIC PLAN (2026-2030)**

From 2026-2030, the Brentwood Public Library will focus on attaining key goals within four pillars: Community, Stewardship, Programming and Outreach.

### **Pillars of Focus**

#### **1. COMMUNITY**

##### VALUES:

We aim to be open and inclusive to patrons who use library resources and the extended community.

##### GOALS:

- Increase library card holders consisting of residents from Brentwood and surrounding communities.

##### ACTIONS

- Host library card drive. Research residents who don't have cards.
- Identify stakeholders as part of stakeholder research to compile anonymous cardholder data into a report for analysis and future action. This report would include data such as who is using the library and whether they have a card. Staff may conduct a voluntary survey in the library to determine library card holders. Staff may also identify apartment communities, including Brentwood Forest, Hanley

Station Condos, Villas at Brentwood, for potential outreach opportunities.

## **2. STEWARDSHIP**

### VALUES:

- We aim to be responsible with the public funding and facilities entrusted to us and transparent about how it is spent and how we care for it sustainably and economically. We will be responsible with taxpayer funds, be transparent with taxpayer funds and budgets, and be responsible with our resources (building, materials and staff).

### GOALS:

- Demonstrate to Brentwood residents how their taxes are being used, including information on what we promised and what we are delivering.
- Develop facility plan to care and maintain the building and property.
- Enact environmental responsibility through sustainability and energy savings.
- Advocate for public libraries and librarians through partnerships with various organizations, such as the Municipal Library Consortium of St. Louis County and the Missouri Library Association.
- Develop an updated safety plan for the new building.

## ACTIONS

- Publish annual report showing how taxes have been and are being spent starting in 2026.
- Publish periodic updates on construction and opening.
- Partner with Brentwood Historical Society to show collections and build pride in the city and to encourage events involving the Society.
- Research and develop Friends of Brentwood Public Library committee and determine ways for community to get involved:
  - Fundraising activities– donating money or resources (2026-2030)
  - Drive volunteer support
  - Organize Friends of BPL events/programming
  - Use Maplewood Public Library as a model
- Care for and maintain materials and resources.
- Advocate passionately for public libraries and librarians, ensuring their vital role and resources are recognized and supported within the community.
- Maintain and build relationships with elected officials.

### **3. PROGRAMMING**

#### VALUES

We aim to offer programming that serves the full range of members of the community.

#### GOALS

- Bring in more teens, single adults and adults without children.
- Celebrate the new building with opening activities.

#### ACTIONS

- Establish relationships with nonpublic Brentwood schools and homeschooling families.
- Increase focus on teens and adults. Potentially hire a library associate to work with teens.
- Partner with Brentwood School District to encourage middle- and high-school students to visit the library.
- Try new programs: Use increased space for more clubs. This would need a staff member, teacher or patron volunteer to manage.
- Partner with OASIS for older adult activities different from what Parks & Rec offers.
- Building opening activities to include all age groups.
- Partner with Parks & Rec for community activities.

- Volunteerism: Tapping into opportunities to volunteer with the library. Friends of BPL could be volunteers. Staff could develop a way for volunteers to get involved.

#### **4. OUTREACH**

##### VALUES

We aim to go out into the community to share the resources the library offers and to encourage the community to come in. We will ensure everyone is aware of the services the library offers, including serving as a safe and inclusive space and “third place,” or alternative to home and work, providing a sense of belonging, serving as a hub of cultural exchange and providing social support.

##### GOALS

- Ongoing marketing and communications plan, including digital/web presence
  - Library of Things: fishing poles, puzzles, telescope, seeds, etc. (full list, including digital resources like Mango, Creative Bug, to be determined by staff)

##### ACTIONS

- Develop and refine policies for use of community spaces.
- Develop marketing & communications plan for consistent messaging for opening 2201 S. Brentwood and beyond.

- Use increased space for more visual reminders of library activities.
- Partner with community agencies.
- Incorporate library card signup opportunities at Brentwood events.
- Partner with city committees for city events.