

Bradley Beach Free Public Library Strategic Plan 2025-2028

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The Bradley Beach Free Public Library

The Bradley Beach Free Public Library was established in 1913 by the Woman's Improvement League of Bradley Beach. They worked tirelessly to promote and build a municipal library until 1927, when the Library was opened at the location where it still operates, on the corner of Hammond and Fourth: two blocks from the Elementary School and walking distance from anywhere in town. Throughout its history this "great little library" has been an important center of the community. The Library was added to the New Jersey Register of Historic Places as an example of a well-preserved early twentieth century library instigated by a women's club.

The Library is dedicated to providing outstanding, friendly, personal customer service and access to resources for all patrons. The collection contains nearly 27,000 items including books, movies, magazines, and newspapers as well as non-traditional library items such as museum passes, educational kits, iPads, and more. Patrons are also able to access various electronic items such as e-books and audiobooks and streaming videos. The Library has over 4,000 members who make nearly 45,000 visits and resulting in nearly 30,000 transactions of library materials each year.

The Library hosts a variety of programs for patrons of all ages. In 2023 over 2,500 people attended 354 library programs.

Profile of the Borough of Bradley Beach:

- **History and Geography:**

Bradley Beach was established in 1893 after separating from Neptune Township. It spans less than one square mile, with a permanent population of approximately 4,300 and over 25,000 summer visitors. The borough is situated south of Ocean Grove and north of Avon, bordered by lakes that separate it from these neighboring towns. The following statistics are from the 2020 Census and the 2022 American Communities Survey

- **Demographics (Census):**

- Population: 4,282 residents in 1,923 households.
- Age distribution:
 - 14.8% are under 18.
 - 85.2% are 18 or older, with 24.5% over 65.
- Ethnicity: 20% identify as Hispanic or Latino.
- Income (ACS):
 - Median household income: \$89,967.
 - Median family income: \$101,635.
 - Families below the poverty line: Approximately 5%.

- **Education:**

The Bradley Beach School District serves around 200 pre-kindergarten to eighth-grade students. High school students can attend nearby schools, including:

- Neptune High School.
- Red Bank Regional Academies.
- Monmouth County Vocational School District.

This profile highlights Bradley Beach's rich history, seasonal influx of visitors, diverse community, and accessible educational opportunities.

Bradley Beach Free Public Library Vision and Mission Statements

Vision: The Bradley Beach Free Public Library (BBPL) is a vibrant community center. The library focuses on encouraging reading across all ages and mediums, ensuring accessibility for everyone, offering diverse materials (e.g., books, movies, audio, magazines, newspapers, and electronic resources), and fostering educational, cultural, and personal growth through inclusive programs.

Mission: The mission of the Bradley Beach Free Public Library is to provide exceptional, friendly, customer service and resources to a wide demographic, from youth through senior adults. We are committed to enhancing the quality of life by meeting the evolving information, educational, recreational and cultural needs of the Bradley Beach community.

Principles and Strategic Goals for the Bradley Beach Free Public Library

Guiding Principles:

1. **Accessibility:** Ensure the Library is welcoming and physically accessible.
 2. **Historical Celebration:** Embrace and honor the history of Bradley Beach.
 3. **Cultural Hub:** Serve as a strong cultural resource for the community.
 4. **Community Support:** Collaborate with borough, school, business, and community groups.
 5. **Education and Enrichment:** Support lifelong learning and personal development through equitable access to resources.
 6. **Policy Excellence:** Uphold current policies and procedures.
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Library Goals (2025-2028):

Goal 1: Serve the Community and Attract New Patrons

- Align collections and programs with the diverse needs of patrons:
 - Assess community needs and interests.
 - Evaluate the collection to ensure it remains inclusive, relevant, and equitable.
- Leverage new and existing technologies for access to non-traditional materials.
- Foster information literacy through collections and programs.

Goal 2: Solidify and Maintain the Library Building

- Develop plans in compliance with local codes and NJ Historic Preservation standards.
- Proactively maintain the building's structural integrity.

Goal 3: Maintain and Strengthen Community Partnerships

- Grow library patronage by continued collaboration and engagement with:
 - The Borough of Bradley Beach.
 - Friends of the Bradley Beach Library.
 - Bradley Beach Elementary School.
 - Bradley Beach Business and Community Alliance (BBBCA).
 - Mayor's Wellness Campaign (MWC).
 - Identify and develop new partnerships to expand outreach to the broader community.
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These principles and goals underscore the Library's dedication to being a vital, inclusive, and dynamic resource for Bradley Beach. They aim to ensure sustainability, community connection, and an enduring education and cultural enrichment commitment.

Local and National Relevant Organizations and Initiatives

Below are some relevant organizations and initiatives The Bradley Beach Free Public Library utilizes to stay informed.

The American Library Association

The New Jersey State Library

New Jersey Library Trustees Association

LibraryLinkNJ – The New Jersey Library Cooperative

The Institute of Museum and Library Services

Bradley Beach Strategic Plan

Monmouth County Strategic Plan

Monmouth NJ 250 – America’s 250th Anniversary (2026)

Sources

Bureau, U. S. C. (n.d.-a). *American Community Survey. 2022 - American Community Survey 5-Year Estimates Data Profiles.*
<https://data.census.gov/table/ACSDP5Y2022.DP05?g=060XX00US3402506970>

Bureau, U. S. C. (n.d.). *Bradley Beach borough, Monmouth County, New Jersey.*
Explore census data.
https://data.census.gov/profile/Bradley_Beach_borough,_Monmouth_County,_New_Jersey?g=060XX00US3402506970#populations-and-people