

# 2017



TRAVERSE AREA  
DISTRICT  
LIBRARY

# Annual Report

## FROM THE DIRECTOR:

I am pleased to present our community with this 2017 Annual Report showing some of the highlights of the year from the Traverse Area District Library. This "snapshot" of statistical and financial information also includes a narrative of some of the major accomplishments as well as challenges impacting the future of our library.



Financially, the library remains in excellent shape. We were able to pay off the debt for the Main Library building which will result in lower taxes for our residents. Though taxable values rose enough to trigger a Headlee millage rollback, our tax revenue still increased. Because of new State legislation, we were able to opt out of a Tax Increment Financing district allowing us to retain \$7,000 of what would have been captured in the first year. This amount will continue to grow as taxable values in the district increase. Take a look at the graphical chart that illustrates the complete picture of revenue and expense.

2017 was a notable year for donations as well. We were thrilled to receive a very generous bequest from the estate of William Engle which will be used to complete the Preschool Interactive Learning Area in the Main Library's Youth Services Department. Pour for More, a charitable initiative organized by local breweries, provided another generous donation, and our Funding Future Readers event also raised funds for the project. In addition, we celebrated the many years of volunteerism by Mike McGuire, former TADL Director. We also took possession of two important collections of materials that were donated by the estate of Charles Saunders and from area photographer John Robert Williams. We are so gratified that folks consider us worthy beneficiaries of their treasures.

The year saw the beginning of a new early literacy initiative, new collaborations, collections and special events that brought excitement and strengthened ties to our communities. Youth Services debuted "*1000 Books Before Kindergarten*," to encourage reading to preschoolers. We continue to work with SCORE as a resource partner, and I have joined the board of the National Writers Series. Our Sight & Sound Department added musical instruments that are now available to check out. East Bay and Kingsley branches continue with their crowd pleasing events including the Adams Fly Festival, Fall Ice Cream Social and the Monarch Butterfly release among many others. We truly have something for everyone!

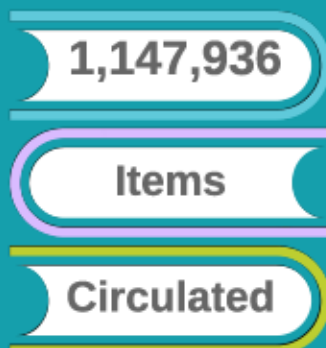
This Annual Report shares details of these and more highlights of the year as well as a list of all of our generous donors. Thank you for being a part of the TADL Family!

Gail A. Parsons  
Director, TADL



**388,041**

Physical items in the lending and reference collections.



**589,791**

Visitors this year at the TADL Main Library, East Bay & Kingsley Branch Libraries.



**183,234**

WiFi log-ins at all six TADL facilities.



**71,161**

Public Computing Sessions at all six TADL facilities.



**26,148**

Program Attendees at the TADL Main Library, East Bay & Kingsley Branch Libraries.



**201,545**

E-books/E-audiobooks, digital magazines, video downloads and other digital resources district-wide.

**68,838**  
library card holders district-wide.



**43,660**

Questions answered at the TADL Main Library, East Bay & Kingsley Branch Libraries.

**2,345**

Summer Reading participants of all ages from infants to adults.



# 2017 By the Numbers



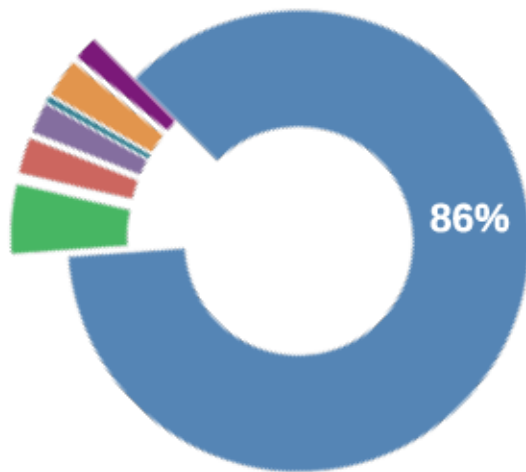
TRAVERSE AREA  
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# 2017 Revenue & Expense

Property taxes received were \$69,611 over budget due primarily to increasing taxable values in Grand Traverse County and unexpectedly higher Personal Property Tax reimbursement from the State of MI.

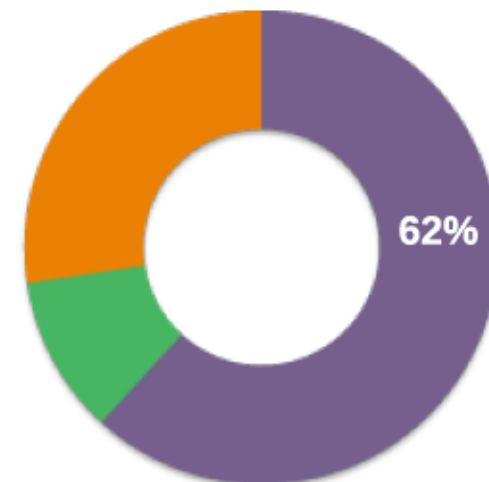
TADL spent \$538,610 on collections, an increase of 14% from 2016. This expenditure is mostly attributable to the continued demand from patrons for digital items.




## TOTAL OPERATING REVENUES: \$5,247,656



	Property Taxes	\$4,532,111
	Penal Fines	\$249,110
	Overdue Fines & Fees	\$127,000
	State Aid	\$107,390
	Interest	\$11,208
	Charges for Services	\$137,280
	Contributions & Other Income	\$83,556

## TOTAL EXPENSES: \$5,004,526



	Personnel Expenses	\$3,094,171
	* Includes extra \$200,000 payment toward unfunded pension liability.	
	Collection: Books, Music, Video, Electronic	\$538,610
	All Other Expenses	\$1,371,745

# 2017 TADL Accomplishments

## Financial

### Main Library Building Evaluation

For many years, each winter season has brought the formation of ice dams and large icicles on the East side of the Main Library. In addition to being a significant public safety concern, the ice also indicates a larger issue with roof ventilation and insulation, that ultimately resulted in water damage to the building.

The TADL Board engaged Intertek to inspect the damaged, sagging soffit as well as the rest of the building envelope to determine the scope of work for improving and replacing our roof and related systems. Spence Brothers construction firm was selected to assist in the evaluation and engineering design for possible remedies, and to develop cost estimates for a range of solutions. While there is no clear solution or cost determined at this time, it is clear that the original roof system and insulation was improperly terminated, resulting in the current thermal variances.

**View complete audits and budget information online:**

[www.tadl.org/finance](http://www.tadl.org/finance)

### Tax Increment Financing Plan

In January 2017, Governor Rick Snyder signed Tax Capture Legislation that exempted libraries from some tax captures under certain conditions such as new Tax Increment Financing (TIF). As a result, the TADL Board of Trustees worked with legal counsel to consider a resolution to exempt our library district (TADL) from TIF2 tax capture, which was then presented to the City of Traverse City and the Downtown Development Authority (DDA) following passage by the board.

After waiting almost a year, discussions on the status of the exemption request finally began in November. The City Commission went into closed session on November 13, and the DDA Board of Directors followed up on November 17 to consider attorney/client information in regard to our resolution and the status of state legislation. Library Director Parsons spoke at both meetings to convey the appropriateness of TADL's exemption from tax capture, which is based on the intent of state legislation and the overwhelming support we received from voters in August, 2016. At the November 20 City Commission meeting, City Manager Marty Colburn indicated that the city would not capture our millage for TIF2 at this time.

We will continue to monitor this situation both in the city and at the state level as legislation is considered to clarify some of the language of the existing law. It was gratifying to learn of the many supporters who expressed their willingness to take action and speak up to ensure that voter intent is considered. Our library is well-loved!

### Headlee Millage Rollback

Due to rising property values in at least half of the townships in Grand Traverse County, the TADL Operating Millage rate was once again rolled back, this time from .9544 to .9467 mils.

This is the second rollback since August, 2016, when Grand Traverse County voters supported the renewal of the TADL Operating Millage (at .9548 mils) with a 75.5% approval.

While a rollback reduces the tax rate levied, the total tax receipts collected still increased overall due to the increased taxable value of properties. The net result was a benefit to the TADL budget.

### Library Building Debt Payoff

To celebrate the final payment of the \$8.34 million bond for the construction of the Main Library on Woodmere, we held a community "mortgage burning" party on Thursday, June 22, 2017.

In 1996, voters approved the facilities bond not to exceed \$8.5 million, and the library opened to the public on January 10, 1999.

Attendees of the event ranged from current to former board members, the mayor, members of the committee who worked so hard to pass our bond millage back in 1996, the Friends of the Library, staff and many others. There were quite a few very positive comments regarding the direction the library has been heading, which is a testament to our excellent staff and a tribute to all of those whose endeavors made this library a reality.

### **1000 Books Before Kindergarten Celebration during Reading Month**

Five months after kicking off the *1000 Books Before Kindergarten* program, TADL already had two families that completed the challenge!

March was "Reading Month" and the Youth Services Department hosted our first *1000 Books Before Kindergarten* Celebration, where families enjoyed games, stories, crafts, and snacks to celebrate reaching 30,000 books read. Children completing the 1000 Books challenge received a special backpack, while the parent received a tote bag to help carry books to and from the library!

### **Monarch Butterfly Release Program @ Kingsley Branch**

In August, KBL held their annual Monarch butterfly release program. This event helps to educate the community about the annual migration of the insects, and to bolster the declining population of the Monarch. The Children's Garden at Kingsley Branch Library is now a certified and registered official Monarch Waystation.

### **Director Parsons Joins Board of National Writers Series**

Gail Parsons was invited to join the board of the Traverse City National Writers Series in 2017.

TADL has an existing collaborative relationship with NWS and the Battle of the Books program. Both TADL and NWS promote reading and learning about your favorite authors. This opportunity provides another avenue for library community outreach.

### **Sight & Sound Department Adds Musical Instruments**

The Sight and Sound Department at the Main Library has added musical instruments to the lending collection.

Patrons may check out acoustic guitars, a banjo, ukuleles, with other instruments to be added soon. Instruments may be checked out for one week at a time, and are already extremely popular.

### **Funding Future Readers Event**

To celebrate the 2016 Operating Millage renewal, the upcoming Mortgage Burning, and recent renovations to the Youth Services Department, the library held a celebratory event in early April.

Attendees of the event toured the Youth Services area and were treated to a view of the plans for a future Preschool Interactive Learning Area. The library also awarded the 2016 Volunteer of the Year Award to Mike McGuire, in recognition of his tireless dedication to sort through donated books to find rare and valuable editions.

The event featured both live and silent auctions and raised over \$7,000 to dedicate to the Preschool Interactive Learning Area while also promoting a sense of goodwill and community support for TADL.

### **Collaborative Partner Organizations:**

Norte Youth Cycling  
TART Trails  
National Writers Series  
Traverse City Children's Book Festival  
Grand Traverse Astronomical Society  
Grand Traverse Area Historical Society

## **2017 TADL Accomplishments**

### **Collection, Collaborations, and Programs**

### **SCORE Recognizes TADL as a Resource Partner**

Traverse Area District Library is proud to collaborate with SCORE small business mentors who support community access to resources for their small business success.

SCORE Traverse City offers a network of over 45 enthusiastic business volunteers providing free mentoring to assist individuals with their dream of starting a new business. SCORE also provides monthly community workshops at the TADL Main Library's McGuire Community Room, where entrepreneurs of all levels can grow their skills and understanding of marketing and other topics.

TADL was presented a Resource Partner award by the Traverse City chapter of SCORE, in recognition of our collaboration and support of small business mentoring.

Born to Read  
Great Start Collaborative  
Battle of the Books  
Dennos Museum  
SCORE

# 2017 TADL

## Donation Highlights

### William Engle Estate

Mr. William Engle, a long-time volunteer at our libraries, passed away in August, 2016. TADL was named as a beneficiary in his will. This year we received a check in excess of \$40,000 which we will use toward the completion of the work in our Youth Services Preschool Interactive Learning Area at the Main Library.

We are so grateful for the dedication that Mr. Engle showed toward our TADL libraries through all of his volunteer hours and appreciate his final gift to the library through his estate planning. His generosity will be appropriately acknowledged in the final preschool area project.

### Charles Saunders Jazz Collection

A very substantial collection of jazz CDs, albums and other items have been bequeathed to TADL by Charles Saunders, a Traverse City native, who had been residing in Baltimore, Maryland. Though it is difficult to get an accurate count of the items because of the volume, the estimates are that there are about 4,800 jazz CDs, 1,000 other CDs, 116 boxed mosaic sets, 500 jazz books, 2,600 vinyl albums and additional DVDs.

In April, Director Parsons, two staff members and another helper, traveled to Baltimore to retrieve the jazz collection. It took seven hours to pack up all of the vinyl, CDs, DVDs, books and a few other items into 86 packing boxes.

We're quite surprised and pleased with the quality, condition and depth of Saunders' collection. His partner and friends were so happy that his collection went where he wanted it to go. Over the next several months, we will be inventorying and evaluating what will go into the collection and what will be used for other purposes.

### Pour for More

Traverse Area District Library was selected as one of twelve area organizations to benefit from the inaugural year of Pour For More.

In addition to receiving a proportionate share (one twelfth) of all funds raised by the benefit "pours," each month one of the twelve beneficiary organizations is featured and given the exclusive opportunity to co-host events at one or more of the

Pour For More venues. TADL was the featured charity during the month of February and held several events at Rare Bird Brew Pub, Earthen Ales, and The Filling Station Microbrewery. These efforts yielded an additional \$500 in funds toward TADL's Preschool Interactive Learning Area project for the Youth Services department.

The beverage-driven philanthropic effort resulted in \$5,100 donated to the Traverse Area District Library.

### Photo Collection Donation

John Robert Williams, well-known Traverse City photographer, has donated his photo collection to TADL. This donation includes all his work from about 1975 until 2001 and is estimated to number around 100,000 photos. This donation is especially exciting because we will be able to add photos to our Local History Collection from the area's more recent history, which was not a time period covered within the collection we acquired from the History Center in 2016.

Mr. Williams will be providing information on the subjects, locations and events in the photos and will be working with staff and volunteers to sort through all of the items to determine what should be added to our collection and then preparing them for preservation.



# 2017 Donors

TADL recognizes the importance of personal gifts and community investment to supplement and enhance the services and materials we are able to provide to library users. Gifts to the library over \$500 are placed on a donor wall for permanent public recognition at the following gifting levels.

Thank you to the following donors.

## Gold Level \$10,000+

The Friends of the Traverse Area District Library  
William C. Engle Trust

## Silver Level \$5,000 - \$9,999

Pour For More

## Bronze Level \$500 - \$4,999

Patricia Ard

Jody Batzer

The History Center of Traverse City

Jordan & Marcy Lindbergh

Roger Mendel

Laura Moreland

Kathleen Pefferly

Dr. Robert Pefferly

Luella M. Rorick

Jean H. Spencer

Jill Vollbrecht

## Supporters

Jennifer Abel

Earthen Ales

Fred Anderson

Gary Andrew

Frances Jean Andrews

Rebecca J. Ballman

Jerry Beasley & Fleda Brown

Valerie Bert

Eric Blakely

Judith Bosma

Sara Boys and Doug Roberts

Edward Brandt

Clyde & Dawn Buchanan

Burritt's Fresh Markets

Don Campbell

Sarah Carr

Bob Carris

Paul Christiansen

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Virginia Coulter

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Timothy Dietlin

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John Faber

Shirley Forton

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Berneda Grine

Katherine Grzesiak

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Elaine Harmon

Pam Harwood

Harry Hepner

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North Paradise Flower Club

Barb Nowinski

Henry Parks, Jr.

Louis Otten

Gail Parsons

Gary Plum

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Renaissance Golf Design, Inc

Lisa Ryan

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