

2021



ANNUAL REPORT



TRAVERSE AREA
DISTRICT
LIBRARY



2021 - Finding the New Normal

Since we write these reports after audits are complete, it's always a bittersweet trip down memory lane for me. In 2021 the Main Library building was closed to the public in January and February due to high COVID19 positivity rates - but we did a VERY brisk curbside delivery business. Once we reopened in March we still planned many events outside so everyone could feel comfortable participating in larger numbers. Together we found ways to continue the joy and inspiration of reading, learning, and trying new things.

In spite of COVID, there were many HUGE highlights! Patrons continued to realize how much libraries add to their lives - in addition to books, craft kits and other new items were big hits. In May we moved closer to a long-held staff dream of reviving a community bookmobile - thanks to a grant from Rotary Charities Assets for Thriving Communities program. While the wait for the vehicle is proving to be longer than expected (due to supply chain issues) it will be a wonderful new tool for us. I continue to be amazed by our TADL crew, it's wonderful to witness how they challenge themselves in using and expanding our resources to respond to the ever-changing needs of our community.

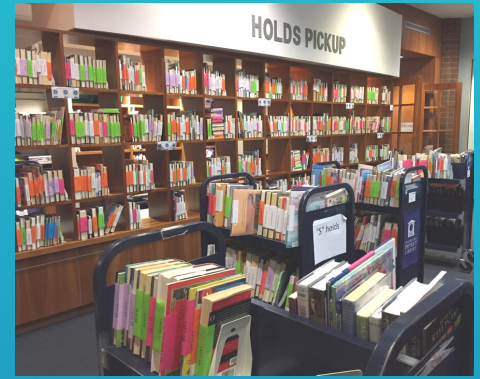
Michele P. Howard
Library Director

January - February 28

Due to a high community positivity rate the Main Library building was closed to the public, with the exception of a small front area for computer use (by appointment). Our brisk curbside service continued, and the holds area expanded accordingly - taking up most of the first floor, including the HOT shelves area! We also reviewed a draft of our new three-year strategic plan (adopted in June.)

March 1

On March 1 the Main Library reset and fully opened the building once again.



Spring & Summer

Many wonderful things started to happen throughout the spring and summer. Rotary Charities fully funded our grant application to help bring a bookmobile to our community, and we received notice of our first NEA Big Read grant. This grant launched planning for a community program revolving around Joy Harjo's *An American Sunrise*, and the companion children's title, *Fry Bread* by Kevin Noble Maillard. Happily, the community embraced the return of our Summer Reading Club! Many elements moved outside, including a regular Summer Reading Clubhouse on the front lawn twice a week. Tails & Tales wrapped up with a fantastic finale party in Hull Park (pictured below).



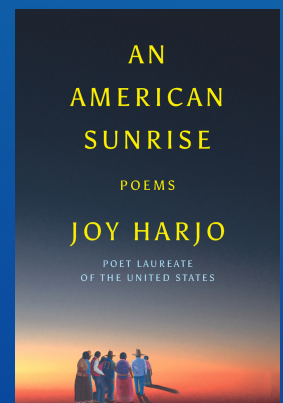
Fall & Winter

Recognizing the library as a community hub, TCLP installed four EV chargers in our southernmost lot at no cost to TADL. The Cherry Capital Cycling Club also donated a new Fix-It station, which we happily installed near our front entrance. On United Way Day of Caring a group of volunteers arrived to help us clean up the front lawns for winter.



As fall moved into winter our NEA Big Read program intensified, with events (collaborations with Denmos Museum), book discussions, and more. In partnership with Habitat for Humanity we delivered welcome bags of books to new homeowners on their move-in day.

TADL has many fall traditions we look forward to each year - including our inter-departmental pumpkin decorating contest! We also welcomed the return of other local traditions - and took part in the downtown Light Parade.





286,317

Visitors
(Main Library, East Bay,
& Kingsley)

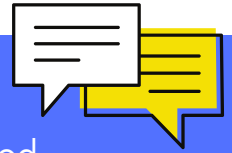


62,761

Cardholders
(District-Wide)

25,130

Questions Answered
(Main Library Adult Services
Reference Desk)



829,088

Items Circulated
(District-Wide)



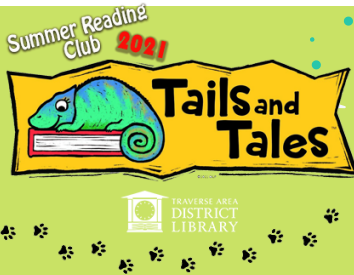
398,200

Items Available to Circulate
(Lending & Reference)



142,444

Wifi Logins



3,467

Tails and Tales Summer Reading
Club Participants logged

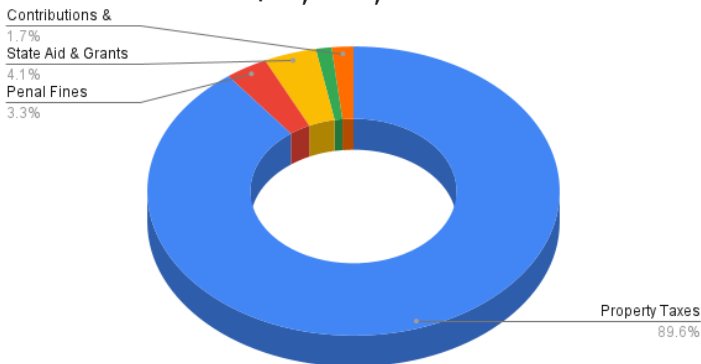
2,301,878 reading minutes!

1 visit from
Roomba the Tortoise



2021 Operating Revenue

\$5,771,007

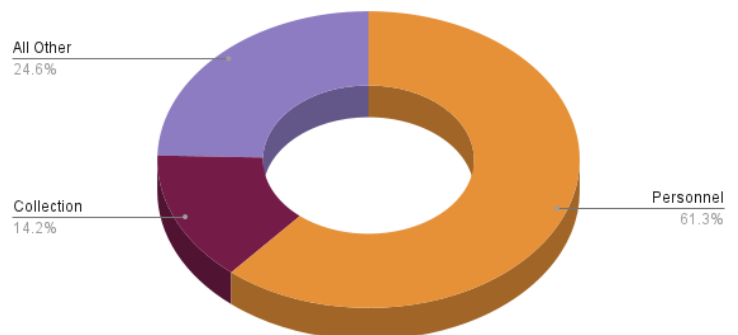


Property Taxes	\$5,771,007
Penal Fines	\$192,102
State Aid & Other Grants	\$237,828
Charges for Services	\$70,943
Investment Income	\$2,050
Contributions (& Other Income)	\$90,580

2021 Audit, Fig. A-4

2021 Operating Expenses

\$5,565,578



Personnel	\$3,409,206
(Includes \$100,000 allocated to unfunded pension balance.)	
Collection	\$789,576
(Books, Music, Video, Digital)	
All Other	\$1,366,796
(Service Charges, Capital Outlay)	

2021 Audit, Fig. A-4

Looking Ahead

If there is one thing the pandemic has taught us is to not be too tied to plans! Regardless, there is much to look forward to in 2022.

We look forward to finally adding the bookmobile to the services we offer. We anxiously await it's arrival, which has been delayed due to supply chain issues. Once we receive the vehicle, we'll need to design the exterior and interior. This is all work our Bookmobile Committee is looking forward to taking on.

After the vehicle is complete, we'll begin outreach to schools, senior facilities and more. Hopefully, we'll even be in the Cherry Festival Parade! In other special event news, we are looking forward to the completion of the NEA grant with an evening with Joy Harjo on April 19, 2022.

With our newly adopted Strategic Plan starting in 2022, you will start to see some changes in service around the library. The major themes identified in the Strategic Plan are: Inclusive Space,

Purposeful Partnerships, Innovative Engagement and Targeted Outreach. Following this outline we hope to enhance our already wonderful community space.

Finally, we'll continue to address some facilities issues in the library. These include building a sign in front of the library, continuing work on the roof project, and other improvements as our Main Library building turns 23 years old.

Cheers to a New Year and opportunity!

DONOR RECOGNITION

Gold Level - \$10,000+

The Friends of TADL Rotary Charities
Grand Traverse Band of Ottawa & Chippewa Indians

Silver Level - \$5,000+

Dr. William A Howard

Patricia Ard

Bonnie Schreiber

Bronze Level - \$500+

Fred Anderson
Emma Davis
Traverse Area Historical
Society

Jim Sluyter
Patricia D Wade
Jill Vollbrecht

TBA Credit Union
Terry Vandercook
Catherine McCullough

Supporters

Amy Gray
Jean Hermann
Sandra Umstead
Scott Morey
Lexa Ferrill
William Henderson
M. Ueno
Megan Brocato
Sarah McCallum
Alana Mc Kinnie

Karen Jones
Dave Pennington
Lexa Ferrill
Jared Gugnitz
Alison Heins
Ann George
Jane Reintges
Janis Kissel
John Faber
Martha Clapp

Sara La Lumia
Cathryn Harold
James Levy
Brian Aurand
Robert Green
Ryan Chenery
Susanna Haberlein
Walter Brueggemann
Lexa Ferrill
Bill Fromm
Kelly Hagan
Joseph Nied
Betsy Davidson

Amy Thompson
Barbara York
Bonnie Alfonso
Camron Gnass
Carol Kuhn
Julius Nagy
Nancy Dow
Susan Quillman
Lexa Ferrill
John Lev
Kathy Hughes
Barbara Papazian



Thank you donors!