in photo: Little Mermaid Red Carpet Event at Celebration Cinema
OUR MISSION

The Muskegon Area District Library connects a diverse community to resources and services that educate, inform, enrich and entertain.

OUR VISION

The Muskegon Area District Library is recognized as a primary resource for literacy and learning; a gathering place for families, cultural and civic life; and a contributor to the community's economic development. We ensure public sharing of digital print materials, and innovative technologies.
Learning Through Play

Children develop crucial early literacy skills through talking, reading, writing, playing, and singing with their caregivers, and MADL helps facilitate these opportunities through installations like Storyville, programs like play and learn, and partnerships with local literacy organizations such as Read Muskegon.

MADL is also proud to be a part of Family Place Libraries, a national network of libraries that transforms libraries into community centers for early literacy & learning, parent education and engagement, family support and community connectivity helping to ensure all children enter school ready and able to learn.

In 2023 MADL had 232 kids register for 1,000 Books Before Kindergarten.

Visits to Storyville increased by 17%

<table>
<thead>
<tr>
<th>Year</th>
<th>Storyville Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>12,348</td>
</tr>
<tr>
<td>2023</td>
<td>14,448</td>
</tr>
</tbody>
</table>

Increase in Family Place program attendance from 2022 to 2023.

<table>
<thead>
<tr>
<th>Year</th>
<th>Program Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>176</td>
</tr>
<tr>
<td>2023</td>
<td>539</td>
</tr>
</tbody>
</table>

in photos: Play and Learn at Egelston Branch
Our service areas that don’t have a physical branch may recognize the MADL Bookmobile. This motorized library helps us bring library service all over the county.

The MADL service area includes all of Muskegon County except for the City of Muskegon and the City of Muskegon school district; Whitehall and the Whitehall school district; and Fruitport Township and the Fruitport Township school district.
In 2023 MADL offered **1,662** PROGRAMS compared to **1,498** in 2022.

**13%**

Overall increase in library visits from 2022 to 2023.

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
<th>Program Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>249,146</td>
<td>-22,331</td>
</tr>
<tr>
<td>2023</td>
<td>280,606</td>
<td>-26,598</td>
</tr>
</tbody>
</table>

in photo: MADL partners with USS Silversides to present Movies on Deck in downtown Muskegon
LIBRARY BUDGET

INCOME

- Millage Revenues
- Penal Fines
- State Aid
- Other

EXPENDITURES

- Salaries & Fringe Benefits
- Operations, Programs, Technology
- Materials & Electronic Services
- Branch Expenditures

LIBRARY SERVICES

Overall circulation increased

5%

688,257

2022

Physical Item Checkouts

Digital Item Checkouts

534,619

153,638

2023

178,420

688,257

+16%

+29%

TOP 5 DIGITAL SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>Checkouts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Libby</td>
<td>85,424</td>
</tr>
<tr>
<td>hoopla</td>
<td>42,433</td>
</tr>
<tr>
<td>freegal</td>
<td>6,332</td>
</tr>
<tr>
<td>Ancestry</td>
<td>6,138</td>
</tr>
<tr>
<td>cloudLibrary</td>
<td>6,004</td>
</tr>
</tbody>
</table>

Internet access from the library decreased by

19%

WiFi Connections

- 2022: 115,387
- 2023: 85,778

- Decrease: 28,447

Computer Sessions

- 2022: 25,313

- 2023: 28,447

+ Increase: 3,134

Operations, Programs, Technology

Materials & Electronic Services

Branch Expenditures

Salaries & Fringe Benefits

State Aid

Penal Fines

Millage Revenues

Other

in photo: Humans of Muskegon at Egelston branch
In October, MADL released its Library of Things: a collection of tools, games, and equipment available for MADL card holders to check out.

MADL’s Library of Things is meant to improve upon the sharing model of the library and support our communities in ever new and creative ways. From metal detectors to VHS converters, MADL is pleased to be able to offer this exciting new collection.

Library of Things is housed in three separate locations (from left to right): Norton Shores Branch; Library for the Visually & Physically Disabled; and North Muskegon Branch.

How much MADL patrons saved by using the library.

= $6,299,202.15

Checked out items: 682,562
Programs: +1,662
Phone calls: +17,533
Reference questions: +47,710
Visits: +260,680
Muskegon Area District Library serves over 100,000 people in Muskegon County with 11 branches, 1 Bookmobile, and 1 Outreach Van. MADL brings resources, services, and events into communities to enrich lives. MADL is a member of the Lakeland Library Cooperative.

For more information, visit MADL.org.

in photo: Paint and Sip at Muskegon Heights Branch
Visits to Storyvilles in 2023 increased to 14,448 from 12,348 in 2022.

Overall increase in library visits from 2022 to 2023.

Internet access from the library decreased by

Overall circulation increased

in photo: Little Mermaid Red Carpet Event at Celebration Cinema