

MUSKEGON AREA DISTRICT LIBRARY

MADL

ANNUAL REPORT
2023



in photo: Little Mermaid Red Carpet Event at Celebration Cinema



RON SUSZEK
Library Director

BOARD OF TRUSTEES

City of Norton Shores

Douglas M. Hughes

Muskegon Charter Township

Jennifer Hodges

City of Muskegon Heights

Lashae Simmons

Ravenna Township

Randy Vanaelst

Moorland Township

Linda Aerts

Holton Township

Andrea Root

Blue Lake Township

Kevin Richards

Muskegon County

Robert Scolnik

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 facilitates these opportunities through installations like Storyville, programs like play and learn, and partnerships with local literacy organizations such as Read Muskegon.

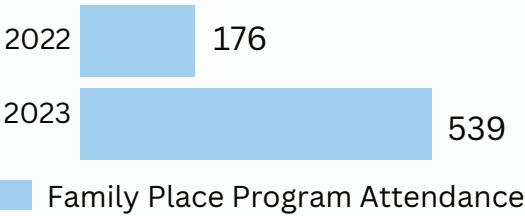
MADL is also proud to be a part of Family Place Libraries, a national network of libraries that transforms libraries into community centers for early literacy & learning, parent education and engagement, family support and community connectivity helping to ensure all children enter school ready and able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



in photos: Play and Learn at Egelston Branch

206%

Increase in Family Place program attendance from 2022 to 2023.



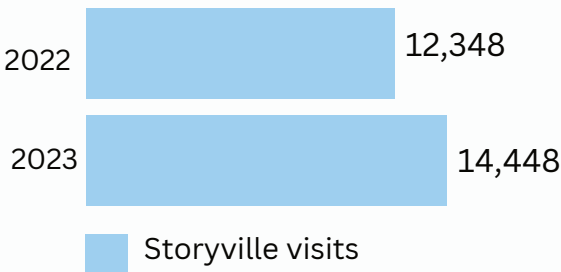
In 2023 MADL had

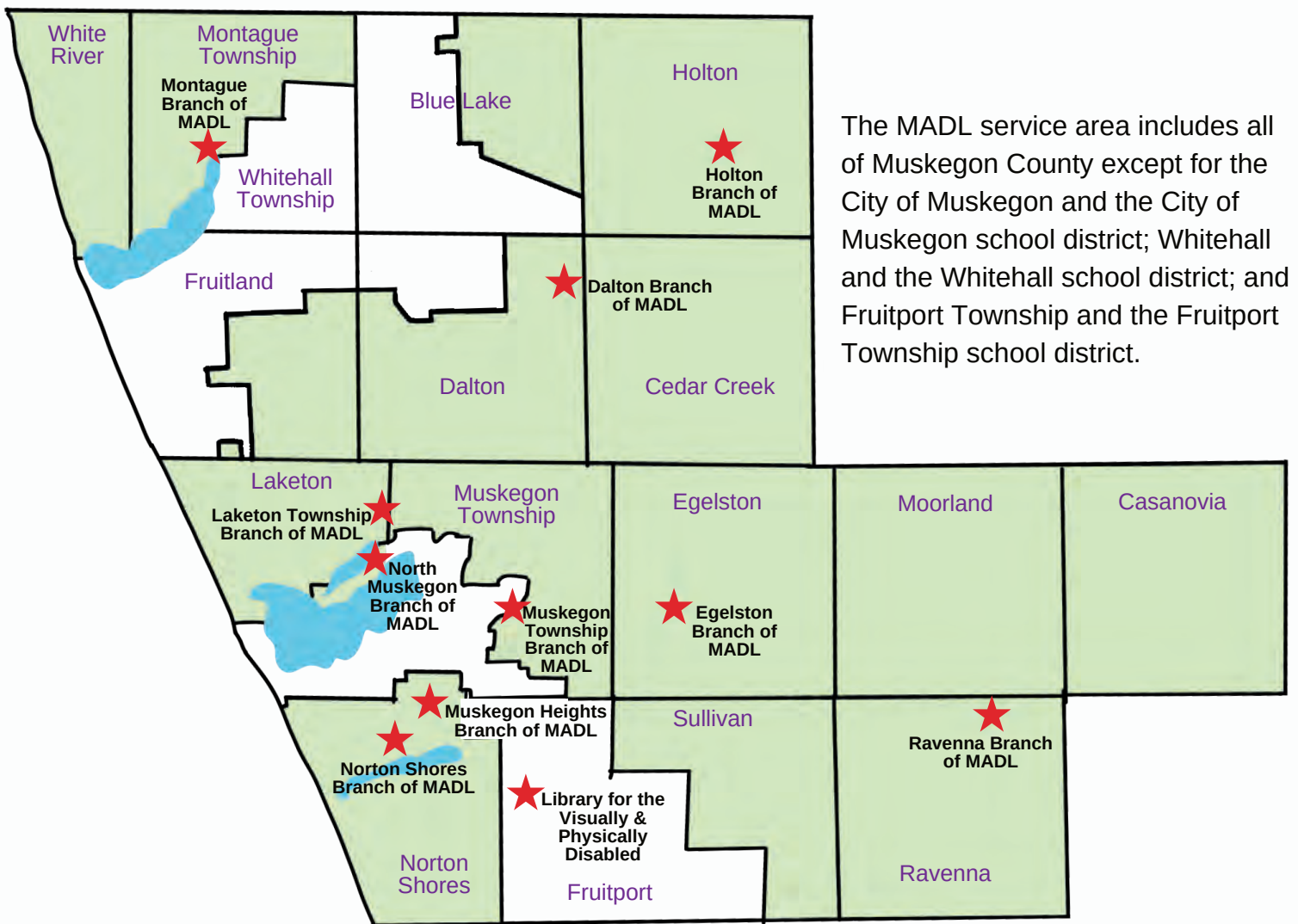
232 KIDS

*register for 1,000 Books
Before Kindergarten.*

Visits to Storyville increased by

17%





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.

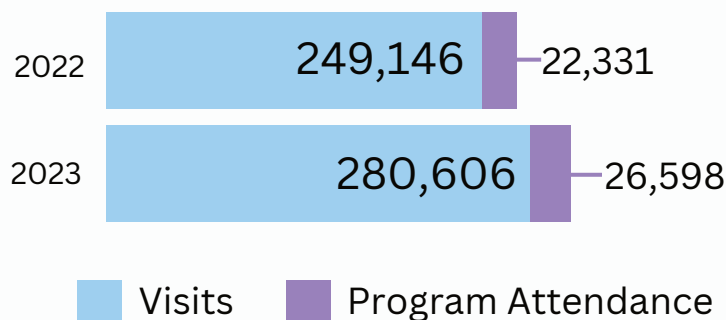
BRINGING THE LIBRARY TO MUSKEGON COUNTY

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.

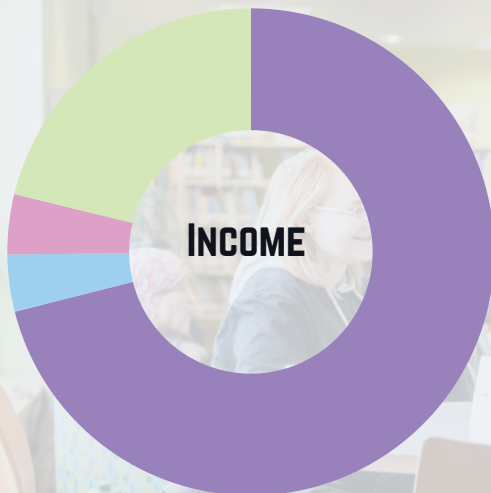


In 2023 MADL offered
1,662
PROGRAMS
compared to 1,498 in 2022.

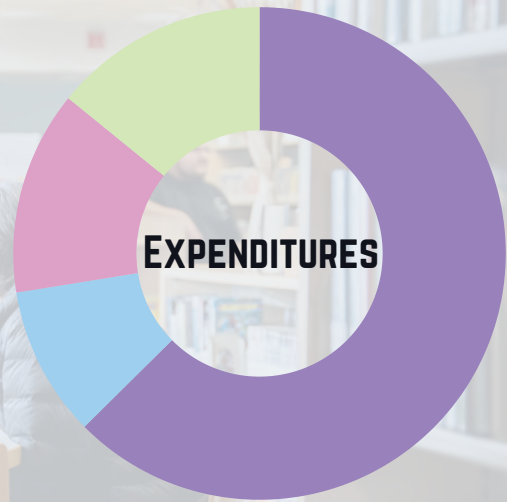
13%
*Overall increase in library visits
from 2022 to 2023.*



LIBRARY BUDGET



■ Millage Revenues
■ Penal Fines
■ State Aid
■ Other

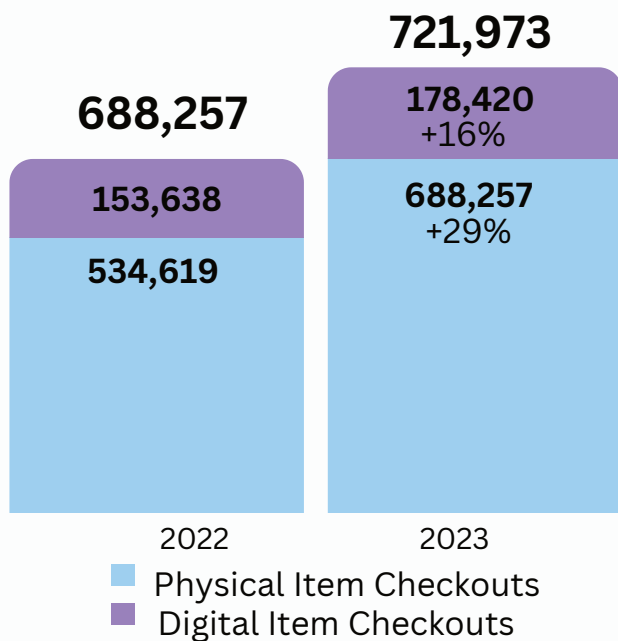


■ Salaries & Fringe Benefits
■ Operations, Programs, Technology
■ Materials & Electronic Services
■ Branch Expenditures

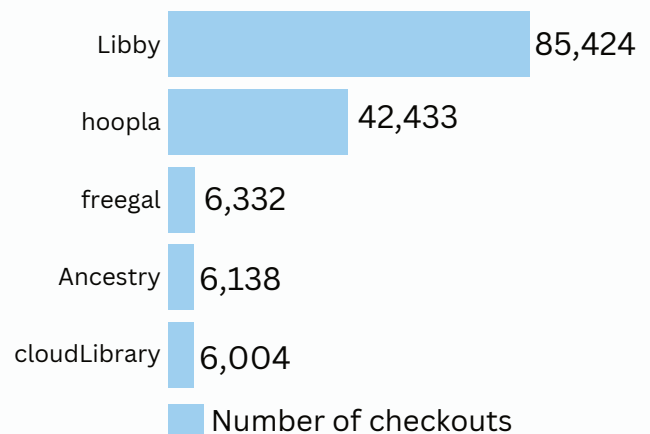
LIBRARY SERVICES

Overall circulation increased

5%

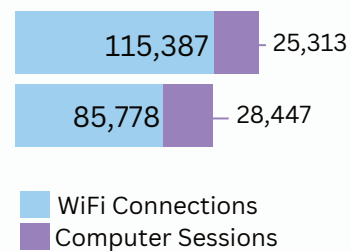


TOP 5 DIGITAL SERVICES



Internet access from the library decreased by

19%



LIBRARY OF THINGS

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.

682,562

Checked out items

+1,662

Programs

+17,533

Phone calls

+47,710

Reference questions

+260,680

Visits

=\$6,299,202.15

How much MADL patrons saved by using the library.



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.

MUSKEGON AREA
DISTRICT LIBRARY
MADL.org

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.

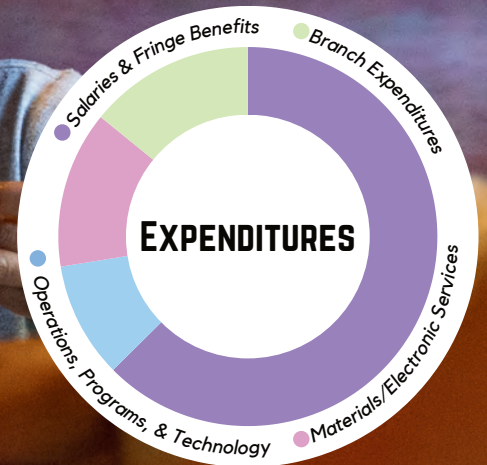
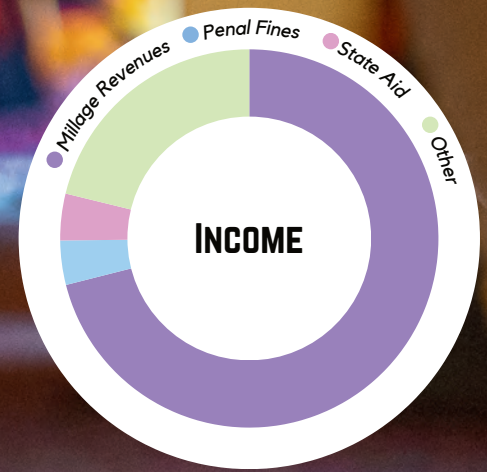
For more information, visit MADL.org.



in photo: Paint and Sip at Muskegon Heights Branch

MADL

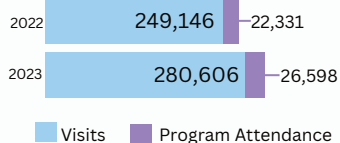
ANNUAL REPORT 2023



Visits to Storyvilles in
2023 increased to
14,448
from 12,348 in 2022

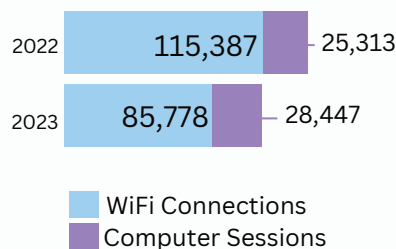
13%

Overall increase in library visits
from 2022 to 2023.



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Overall circulation increased

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