



MILL VALLEY  
PUBLIC LIBRARY

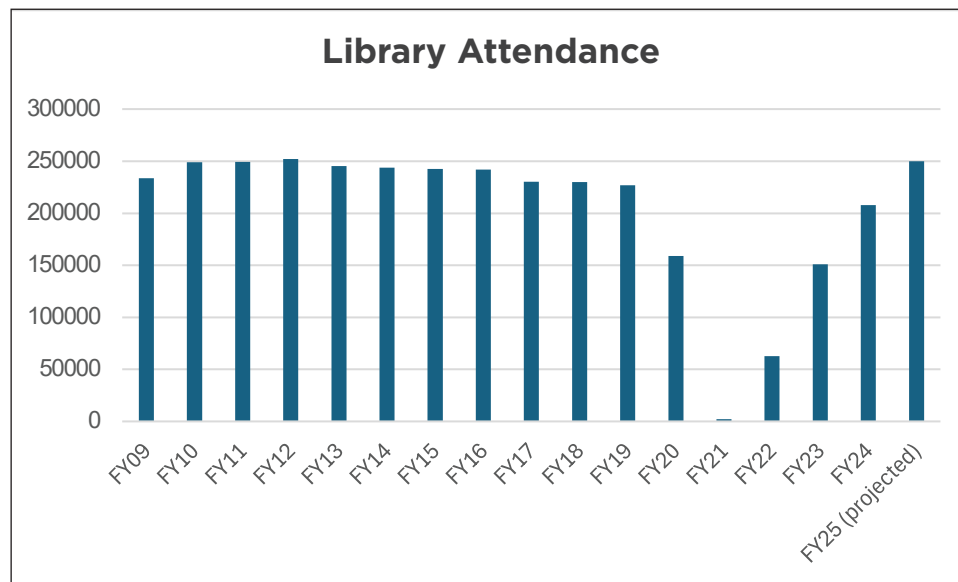
**Mill Valley Library Foundation &  
Friends of the Mill Valley Library  
Funding Report 2023-2024**

## ABOUT THE SUPPORT GROUPS

Since its founding in 1983, the **Mill Valley Library Foundation** has built an endowment of over \$5 million through a combination of annual giving, legacy giving and investment income, to provide support to the Library in perpetuity. Annual grants from the endowment, totaling over \$1.15 million since 2011, are used to provide critical financial support for the Library's award-winning programs, events, and other services beyond what the City's budget provides. The non-profit volunteer organization is dedicated to supporting a modern library that is an educational, cultural, and literary center for all members of our community, now and in the future.

Since its inception in 1967, the **Friends of the Mill Valley Library** have contributed over \$2.4 million to the Library through membership dues and book sales. Revenue generated supports library programming, collection, services, and special projects beyond what the City's budget provides and helps assure the Library's continuing excellence. The Friends is a 100% volunteer organization that hosts quarterly in-person book sales, an annual member appreciation event, and promotes community activism in support of the Library.

## DAILY VISITORS



The Library hosted its first post-pandemic *After Hours* in March 2023, after a three-year gap. There were 14,728 visitors to the Library that month. A year and a half later, visitors reached 21,264 in August 2024. Daily visitors, which continue to trend upward, are projected to reach or exceed 250K in the current fiscal year, versus the highest attendance pre-pandemic going back to FY 11/12, of 252,224. This increase is also seen in other areas from program attendance and the use of the collection to the demand for specialized services and unique offerings.

# COLLECTION (DIGITAL & PHYSICAL): \$190,330.78

Most of the physical collection is supported with City funds. The Friends fund the magazine and audiobook collection and supplement the adult book budget. *The Zip Books* program continues to be popular. We received an \$8,000 grant from the California State Library and spent all those funds.

Looking forward: We are expanding our *Library of Things*. We recently added GoSun solar charging panels and soon will add fixit kits and backpacks with park passes (and anything else you may need for a hike).



GoSun Solar Charger recently added to our Library of Things

## PHYSICAL COLLECTION: \$142,182.25

### ADULT BOOKS: \$100,205.50

FRIENDS: \$34,057.26

DONATION: \$260.00

CITY: \$57,777.01

ZIP BOOK GRANT: \$8,111.23

### CHILDREN'S BOOKS: \$26,075.92

DONATION: \$30.47

CITY: \$26,045.45

### MAGAZINES: \$9,973.68

FRIENDS: \$7,971.63

DONATION: \$24.43

CITY: \$1,977.62

### AUDIOVISUAL (AUDIOBOOKS, DVD, CD): \$5,927.15

FRIENDS: \$378.89

CITY: \$5,548.26

# COLLECTION (DIGITAL & PHYSICAL): \$190,330.78

The Friends and the Foundation both support databases and eContent. Databases include Kanopy, Hoopla, Consumer Reports, JSTOR, Britannica, Heritage Quest, and the OED. Fun fact: the most popular streaming videos on Kanopy are BBC programs. The most popular show was season 2 of Blue Lights. eContent continues to increase in popularity, especially the magazine collection. Our eContent is part of the MARINet shared collection made available through the Libby app.

Looking forward: The MARINet consortium will no longer pay for the LinkedIn Learning classes. We were able to get a good price for the database through Califa (nonprofit library membership consortium) and the Friends and Foundation will support that purchase for the next few years.

## DIGITAL CONTENT: \$48,148.53

<b>ECONTENT (eBOOKS AND eAUDIOBOOKS): \$21,864.72</b>
<b>FRIENDS: \$7,713.89</b>
<b>FOUNDATION: \$13,633.87</b>
<b>CITY: \$516.96</b>
<b>DATABASES: \$26,283.81</b>
<b>FRIENDS: \$13,325.48</b>
<b>FOUNDATION: \$9,035.41</b>
<b>CITY: \$3,922.92</b>

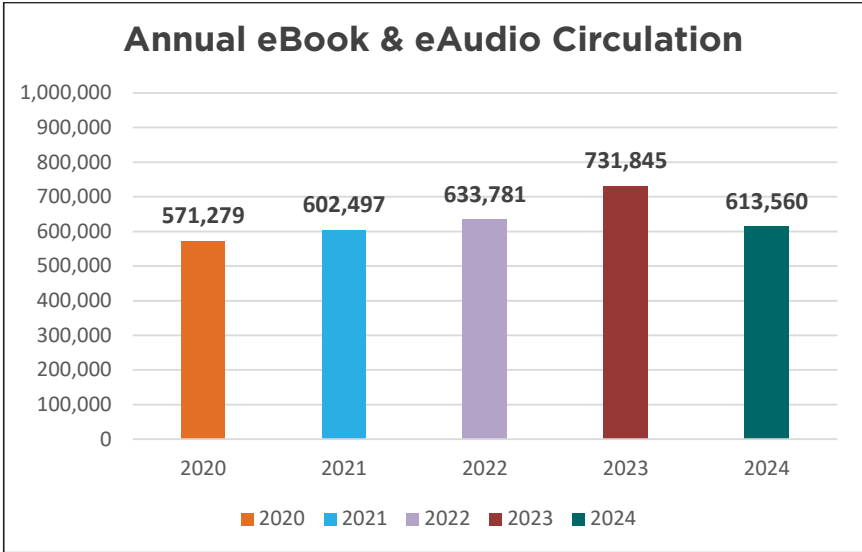


Chart shows checkout of eContent continues to increase each year.

## Overdrive Circulation by Format

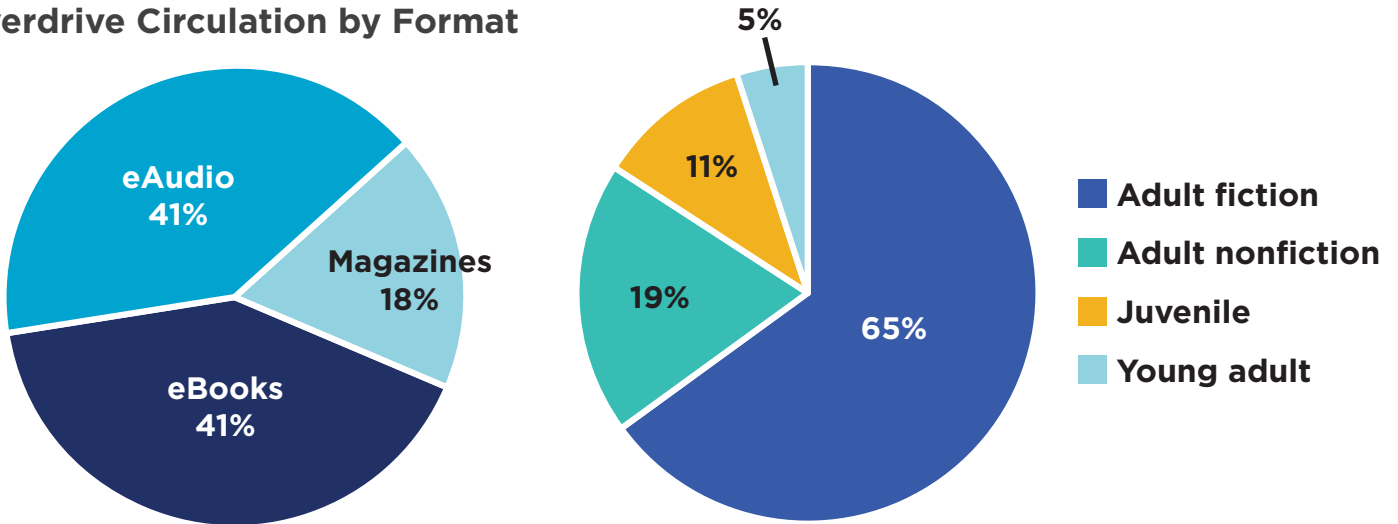


Chart shows similar popularity between eAudio and eBooks and an increase in Magazine circulation.

## ADULT PROGRAMMING: \$69,456.86

*After Hours* events, funded by the Foundation included two musical performances: *Vignettes: An Evening of Original Chamber Music*, with local composer Andrew Vickers and the return of the Queer Chorus of San Francisco to kick off Pride Month. Other events in this cycle included a live recording of the Salt & Spine podcast on the *State of California Cuisine*, celebrity poet Ross Gay, sociologist Eric Klinenberg, and climate change author and journalist, Jeff Goodell. Repeating events included the Annual *Poetry World Series* with emcee Daniel Handler, three Naked Truth live storytelling events, and two *Record Listening* nights. Funding covers part-time staffing for the events, the costs of storytellers, performers, invited guests, rentals, supplies and beverages. Many patrons are effusive in expressing their appreciation for the *After Hours* events, which continue to be very popular. They are seen as a place where you can feel a strong sense of community and are increasingly drawing a more diverse audience.

The Foundation also funded more than a dozen workshops and events that support writers, covering both the writing process and getting your work published. Examples include *Creative Nonfiction Writing* and *Fiction Writing* workshops as well as *Acquiring an Agent*, a two-part series on *Developing the Perfect Elevator Pitch*, and *Three Paths to Publishing*.

Foundation funding covered a new series of adult programs intended to mix creativity with practicality. The first of them, *Calendar Club*, sought to combine the love of all things organizational with community building. This monthly meetup brought in all types who are interested in planning, calendaring, and generally improving their lives through improved organization and structure. A monthly *Adult Arts & Crafts* series encourages adults to unplug and get their hands dirty with like-minded people. Classes range from wool felting to cyanotype printing and more. Participants range in age, race, and ethnicity.

The Friends supported approximately 20 in-person author talks, almost all in conversation with other writers or experts. These offerings support an active and growing community of readers as well as writers. This successful series, which includes well-known authors such as Anne Lamont, Lisa Ko, Amanda Montell and Claire Ptak, is gaining in visibility, which in turn helps the Library attract authors on book tours to speak at the Mill Valley Library. Friends also fund a virtual author talk series through a subscription to the Library Speakers Consortium, which features about four talks a month.

Friends supported the relaunch of the Seed Library as well as varied programming including a travel lecture, poetry workshops, and gardening and fermentation classes. Additional programming in poetry and gardening are made possible through collaborations with Marin Master Gardeners and the Marin Poetry Center. Friends fund offerings from the Mill Valley Playwrights Lab including staged readings throughout the year, the popular *10-minute Short Plays Festival*, and writing workshops.

FRIENDS: \$36,395.77

FOUNDATION: \$33,061.09



Anne Lamott in conversation with Peggy Orenstein, May 14, 2024

## CHILDREN'S PROGRAMMING: \$38,534.11

The Foundation supported the *Summer Reading Program* (SRP) for kids which included a wide variety of programming like break dancing with Oakland Originalz, African Village Celebrations, Star Parties with Marin Stargazers, San Rafael's School of Rock, Lunar New Year with Mamahuhu and an author talk with graphic novelist Nidhi Chanani. Foundation funds were also used to support *Pop-Up Storytimes*, which alternate between Hauke and Boyle Park.

Funding also made possible *Full STEAM Ahead*, afterschool programming for early elementary students. The programs cover a wide array of topics from snowflake geometry and nest engineering to the history and tradition of Gee's Bend quilts. The Library partners with a local nonprofit, Social Emotional Education & Development of Self, or SEEDS, to produce some of the programs. Their sessions include significant mindfulness elements (like breathing exercises and meditation) and focus on social emotional growth for both neurodivergent and neurotypical kids.

Friends funding covers the reading logs and flyer printing costs for the SRP, and the printing of bookmarks for the *Annual Bookmark Contest*. The Library's focus this year was on creating dynamic programs and a more accessible Summer Reading Program. Inspired by Nancy Drew and Sherlock Holmes, this year's SRP showcased diverse characters in the flyers and reading logs. *Super Sleuth Summer* offered two different reading challenges so that more reluctant readers felt more encouraged and confident at completing the reading log. Our grand prize winner expressed that he was not a big reader but that this program made reading fun! Our staff also ensured that the free books distributed to everyone who signed up for the summer program included diverse selections to mirror everyone's experiences.

FOUNDATION: \$32,746.39

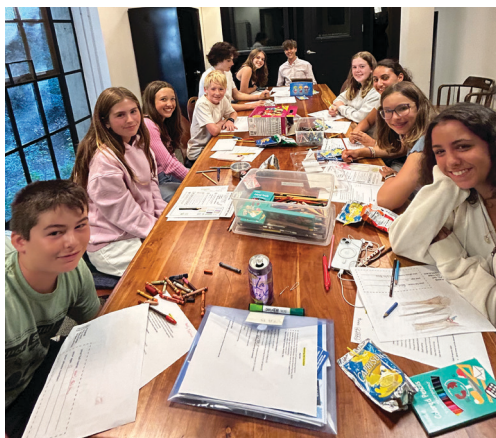
FRIENDS: \$5,787.72



Star Party with Marin Stargazers

## TEEN/TWEEN PROGRAMMING: \$6,400.74

Foundation funding supported teen programming including the *Henna Tattoos* with Rachel Palacio, Tween & Teen Sew Smart Club, *Dungeons & Dragons*, *Books and Bites* and Tween *LEGO Club*. It also supports an active *Teen Advisory Board* of 25+ members that makes recommendations to the Youth Services Librarian, and whose members volunteer and help support programs. Their summer reading shirts and weekly volunteer shirts were funded by the Foundation as well.



Teen Advisory Board Meeting

FOUNDATION: \$5,650.74

DONATION: \$750.00

## HISTORY ROOM: \$62,297.60

Over the past year, Foundation funding has enabled the Library to expand its local history exhibitions in exciting new directions. Staff have curated engaging shows in the library's gallery space, such as *Goodnight Mill Valley: The World of Clement, Edith, and Thacher Hurd*, *Breaking Through: Black History at Tam High, 1910 to the Present*, and *Marin as Muse: Artists in Mill Valley and Environs, 1870-2020*. These exhibitions, which educate and engage visitors, have reached new audiences while highlighting important aspects of Mill Valley's local history. Foundation support has helped bring Mill Valley's rich history to life in powerful ways.

Other funding included a grant through *California Revealed*, for a Community Archiving Workshop. This workshop engaged the public in helping process selections from a recent donation from the O'Hanlon Center for the Arts, featuring slides and 8mm films from artists Ann and Richard O'Hanlon. Through this workshop, we deepened our community's connection to local history, creating a collective experience around archival work.

FOUNDATION: \$1,546.42

GRANT: \$2,237.99

DONATION: \$1,160.40

CITY: \$57,352.79



Opening reception: *Breaking Through: Black History at Tam High, 1910 To The Present*

## TECH TO GO: \$12,866.27

*Tech to Go*, funded by the Foundation, launched in early 2021. The program makes Chromebooks, Wi-Fi hotspots, and device chargers available for patron checkout. Usage is high. Three hotspots are set aside as in-demand, which means patrons cannot put holds on them, increasing availability. Patrons check out hotspots for reasons including reliable connectivity, job seeking, and telehealth. Demand is especially high during power outages and in the summer when patrons go camping and on vacation. Funding covered the Verizon Data Plan and replacement device and battery costs as some reached end of life.

FOUNDATION: \$12,866.27

### CIRCULATION STATISTICS 07/01/22 - 06/30/23

Chromebooks: 210

Hotspots: 682

Device Charger: 100

## STAFF DEVELOPMENT: \$6,031.79

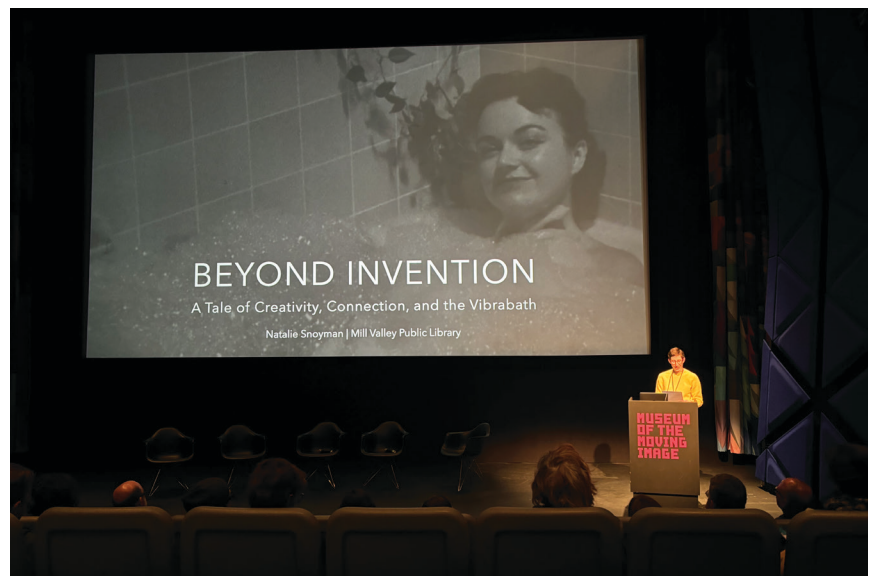
The Friends helped fund an All-Staff Development Day in October 2023. Full time staff made individual presentations about their areas of responsibility. The day was a mix of building skills and expertise, relaying important information, and team building through activities such as a group lunch, fun trivia questions and raffle prizes.

FRIENDS: \$4,751.22

CITY: \$1,280.57

Funding also supported sending the Library's archivist to the Orphan Film Symposium at the Museum of the Moving Image, after a proposal she submitted to the Symposium was accepted. The submission was a quirky 16mm reel titled "VIBRABATH," an advertisement for a local inventor's (Hal Schwartz) contraption, which was part of the Library's Home Movie Day.

Friends funded staff development includes sending staff to an annual one-day *Future of Libraries* symposium at the San Francisco Public Library. Staff are very appreciative of this funding that helps them network and increase opportunities for career development.



Archivist Natalie Snoyman presents at the Orphan Film Symposium

## TECHNOLOGY CLASSES: \$9,917.82

The Foundation funded 24 *Everything Apple* with Jon Hartman classes covering computers, devices, and services. Attendance has picked up since last year and classes average 12-14 attendees, many of whom are longtime students who appreciate the chance to brush up with this continuing series.

FOUNDATION: \$3,917.82

GRANT: \$ 6,000.00

City funding also supports digital literacy classes taught by full-time staff covering topics like: *Staying Safe and Sane on the Internet*, *Decoding Devices*, and the *Wonderful World of Windows*. A grant from the Public Library Association funded a special series of beginning *Digital Literacy* classes which the Library offered both in the building and at the Community Center to increase availability for patrons who find getting to the Library difficult. Topics included Internet basics, email, Mac and Windows, and mobile devices.



## WI-FI ON THE PLAZA: \$3,417.73



*Wi-Fi on the Plaza*, which provides free Wi-Fi access from the Gravity Car to the Lytton Square median, is jointly funded by the Friends and Foundation.

Twenty-two thousand people used Wi-Fi on the plaza in the last fiscal year, and there were 7,000 new users. Expenses for *Wi-Fi on the Plaza* include the monthly Comcast fees, which run approximately \$220 monthly, and annual Cisco support.

FOUNDATION: \$1,708.87

FRIENDS: \$1,708.86

## PODCASTING AND RECORDING BOOTH: \$1,974.76

Funding supported a series of oral history interviews with Mill Valley's LGBTQ+ community for the *Chains of Fires* exhibition. These interviews will be repurposed for a podcast episode and were also featured in a new documentary, *Lost in Time: Druid Heights*, which premiered at this year's Mill Valley Film Festival.

FOUNDATION: \$1,974.76

Library staff started a new podcast, *The Book Drop*. Each episode features contemporary authors in intimate moderated interviews on the creative process, inspirations, and the stories that shaped their writing journeys. Episodes of *The Book Drop* are recorded during the Library's in-person author talks in front of a live audience. Foundation funding supports platform hosting fees.

