



**MILL VALLEY
PUBLIC LIBRARY**

**Mill Valley Library Foundation &
Friends of the Mill Valley Library Funding Report
2020-2021**

Please Note: The Library's part-time staffing budget was cut by 50% (\$200K) in FY 2020/2021. This report includes the City of Mill Valley's contribution to part-time staffing in areas the support groups also fund. Full time staff, who are an integral part of all programming and services, are funded by the City and are not included in this report.

CURBSIDE: \$125,340.42



Curbside was the face of the Library for most of the 2020/2021 fiscal year. Supplementary funding for part-time staffing from the Friends and the Foundation helped the Library to provide Curbside on the weekends, and during the week, allowed full-time staff the time to work on virtual programs and other projects while part-time staff helped cover the desks. Curbside delivery of materials as of March 2021 was equal to 77% of our normal circulation.

FOUNDATION: \$14,210.87

FRIENDS: \$3,952.75

CITY: \$107,176.80

TECH TO GO: \$20,676.08

Tech to Go, launched in January of 2021, made Chromebooks and Wi-Fi hot spots available for checkout. This service helped bridge the digital divide for patrons who did not own computers or have Wi-Fi access, which was especially important during the early part of the pandemic, when the Library was closed. Wi-Fi hot spots have been popular not only with patrons who don't have any Wi-Fi access, but with patrons who need a stronger or more reliable signal for meetings, teaching, and other situations.

Additional purchases included small generators to help the Library maintain operations during power outages or other emergencies. Charging stations and back-up batteries offered patrons the ability to charge their devices during power outages. The Library also boosted its Wi-Fi signal to cover the *SmartGarden* area and adjacent diagonal parking, and purchased café tables and chairs for patrons to be able to sit, gather or do work.

FOUNDATION: \$20,676.08



DETAILS

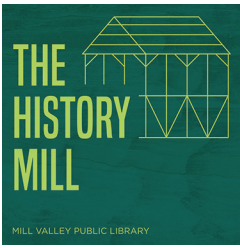
- 20 hotspots (includes subscription service)
- 6 Chromebooks
- 30 battery packs
- 2 charging stations.
- 2 portable generators
- Boosted Wi-Fi signal to cover *SmartGarden*, adjacent diagonal parking and Amphitheater.
- Created *Wi-Fi in the Garden*, offering café tables/chairs for patrons to be able to sit/work.
- Offered wireless printing.

TECHNOLOGY: \$2,850.00

Funding for *Everything Apple* computer classes, featuring Jon Hartman, started in September 2020 and continued bi-monthly throughout the year. Attendance ranged from the high teens to low twenties. These important technology classes were offered in person pre-pandemic. During the pandemic, additional patrons were able to take advantage of the virtual offerings.

FOUNDATION: \$2,850.00

PODCASTS: \$3,621.51



Funding supported a new podcast, *The History Mill*, in which Supervising Librarian and Archivist Natalie Snoyman explores all aspects of Mill Valley's unique and rich history. The first episode of the podcast, *80 Years of Racial Justice in Southern Marin*, was released in June. Funding also supported the popular *8 Books Remix* podcast in which diverse young adult authors are interviewed about the

books that influenced their lives. Six podcasts with recorded with authors Christina Hammonds Reed, Kim Johnson, Brandy Colbert, Jasmine Warga, Aisha Saeed, and Ryan Douglass.

FOUNDATION: \$3,621.51

HISTORY ROOM: \$13,957.62

Support group funding for the History Room provided much needed part-time staffing assistance during the pandemic. Part-time staff not only helped keep the History Room open but completed an inventory of photos and scrap books from the *Sweetwater Collection* donation (25 boxes) and began the process of digitizing the photographs. Part



time staff also worked with patrons and filled photo requests, Part-time staffing allowed the History Room Supervising Librarian (funded by the City) to focus on other important projects, such as developing *Mapping Mill Valley*, recording *The History Mill* podcast, creating a Pandemic Archive, processing oral histories, and applying for grants.

FOUNDATION: \$9,306.32

FRIENDS: \$710.20

DONATION: \$1,808.95

CITY: \$2,132.15

STAFF DEVELOPMENT: \$1,404.29

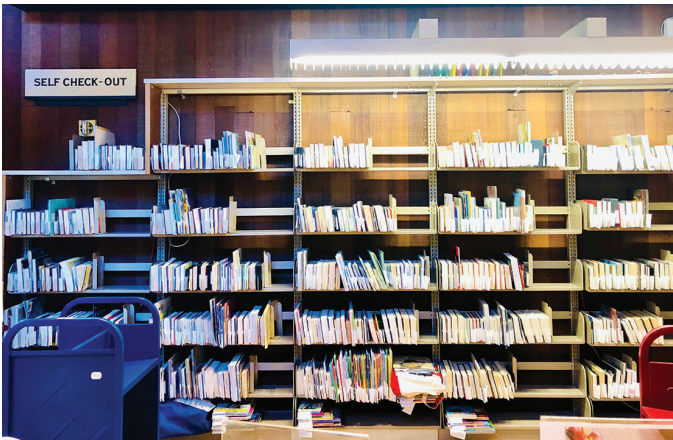
Funds were used to help create a positive work environment through staff appreciation and the ability to pursue professional development.

FOUNDATION: \$1,154.29

FRIENDS: \$250.00

COLLECTION: \$195,560.50

The Friends and the Foundation supplemented the Library's print and digital collection budget beyond what the City provides. Close to \$15,000 in additional funding for books meant that staff were able continue to select books that provided a depth and breadth to the collection patrons really appreciate. In a year punctuated by a pandemic as well as the Black Lives Matter movement, the ability to respond to current events through the collection was also important. Additional support for the physical collection included over \$9K for Books on CD and over \$8K for magazines.



PHYSICAL COLLECTION: \$153,835.44

BOOKS: \$130,876.73

FRIENDS: \$14,586.08

CITY: \$116,290.65

MAGAZINES: \$9,146.66

FRIENDS: \$8,208.89

DONATION: \$370.59

CITY: \$567.18

AUDIOVISUAL (BOOKS ON CD, DVDS): \$13,812.05

FRIENDS: \$6,207.89

FOUNDATION: \$3,000.00

CITY: \$4,604.16

DIGITAL CONTENT: \$41,725.06

ECONTENT (EBOOKS AND EAUDIOBOOKS): \$14,369.57

FRIENDS: \$6,776.31

FOUNDATION: \$7,593.26

DATABASES: \$27,355.49

FRIENDS: \$10,057.52

FOUNDATION: \$17,297.97

E-books and e-audiobooks were downloaded at record numbers during the pandemic during shelter-in-place, many patrons used these resources for the first time, as that was the only option available for getting books from the Library. Resources like *Kanopy* (streaming film) and *Lynda.com* (online learning) also saw increased use. The Library added *Hoopla*, which allows simultaneous use of its content, so there are no queues.

PROGRAMMING: \$38,034.18

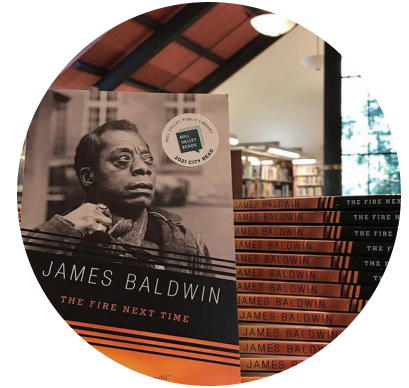
ADULT PROGRAMMING: \$30,250.96

Friends' funding supported the Library's first-ever City Read, *Begin Again with James Baldwin* which included purchasing copies of the books for participants and paying facilitators to host book discussions. Funding also supported a half dozen other Library-led book clubs. During the pandemic, patrons not only appreciated being able to discuss books, but also the opportunity to connect to other individuals when they were more isolated than usual. Funding supported the Library's *Friendship and Connection Club*, a new program started in spring of 2021, as well as several writing workshops. The Foundation supplemented funding for some of the Library-led ongoing book clubs.

A *Poetry Reading Series*, a monthly *Building Bridges Poetry Book Club*, and a monthly *Poetry Round Table Workshop* were among the many poetry programs also made possible by the Friends and Foundation. These programs, in collaboration with the Marin Poetry Center, featured diverse authors, and taking advantage of Zoom, featured poets from across the country, in addition to Bay Area poets. Funding provided staff and Zoom support for these programs.

FRIENDS: \$26,567.39

FOUNDATION: \$3,683.57



TEEN PROGRAMMING: \$2,131.45

Funding from the Foundation supported an ongoing book club for teens, *The Book Enthusiasts Club*, which had a loyal following of dedicated teen readers. Funds paid for the book club facilitator as well as copies of the book for participants. It also supported a program with Keith Knight (*Kane Chronicles*, *Woke*), who spoke about racism and politics in America, a collaboration with MARIN libraries and Marin Comics Fest.

FOUNDATION: \$2,131.45

CHILDREN'S PROGRAMMING: \$5,651.77



Grab & Go Bags, one of the most popular offerings for kids during the pandemic, were offered monthly throughout the year, and weekly during the Summer Reading Program. The activity bags, with crafts for kids age 3-10, contained supplies and instructions inside a paper lunch bag. Examples included straw rockets, catapults and shooting stars.

The Summer Reading program for kids, a virtual effort during the pandemic covered the printing of reading logs and other materials. This category also included a virtual book club (*Books & Bytes*) for 4th and 5th graders.

FRIENDS: \$1,460.12

FOUNDATION
(WALKER REZAIAN): \$2,553.68

FOUNDATION: \$1637.97