



2022

Impact Report

Our Mission:

This is the *public's* library. We empower individuals to:

Create their own futures

Explore the universe of ideas

Connect with our community and the world

Our Vision:

Huntsville-Madison County Public Library will be known for connecting people, growing literacy, and preparing our community for the future.

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Dear Library Friends and Supporters,

I am happy to present to you the Huntsville-Madison County Public Library's 2022 Impact Report.

This past year has been a time of continued growth for our community and your Library has grown along with it. Not only do we continue to be the most circulated library in the state of Alabama, we also have the largest service population (379,453) and the most visits (1,132,739). To meet the needs of this growing community we have renewed our focus on workforce development programs and created programming to welcome those individuals and families that are new to the area. We want everyone to know that no matter what chapter of life you find yourself, we are here for you.

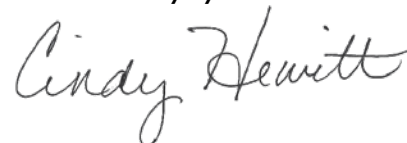
Our patrons continue to reap the benefits of the new state-of-the-art North and South Huntsville Public Libraries that opened last year. In 2022 both locations saw increased circulation, visitors, and program attendance compared to the last year of the smaller libraries they replaced.

The New Hope Public Library recently reopened in a brand-new location at the new City Plaza off Main Drive in downtown New Hope. This warm and inviting new library offers more space for storytimes, adult programs, and 3D printing. We are overjoyed to have the new location open and serving the community.

We improved patron experience and made Library services more accessible by going fine free, removing the fees for Wi-Fi hotspots, and adding a Holds Locker in the Cove area. Each of these steps lowered financial or geographic barriers that could prevent patrons from using and enjoying Library resources. The step we took that had the most immediate impact was going fine free. This immediately opened services to patrons who were previously unable to use their Library cards. Best of all is that going fine free had little to no effect on the Library's bottom line because fines made up less than one percent of our total budget.

As we move into 2023, we look forward to another great year of programming across our 10 location library system. We will continue to look for opportunities to provide value to our patrons and increase access to our services.

Thank you for your ongoing support and use of our library system.



STATISTICAL & FINANCIAL SUMMARIES

Patron Visits

- Library locations: 1,132,739
- Website visits: 1,557,378
- Program attendance: 78,090

Volunteers

- HMCPL volunteers donated 7,363 hours.

Computer Usage

- Unique sessions with WiFi: 262,900
- Unique sessions without WiFi: 61,812
- Hours on public computers: 45,972

Physical collection size: 451,623

Circulation & Collection

- Circulation: 2,608,581
- Top 3 Circulated Items:
 - Books: 1,839,956
 - DVDs: 246,446
 - Downloadable Audio: 140,917

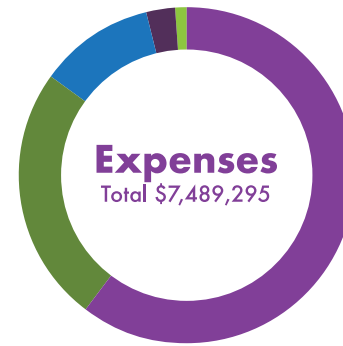
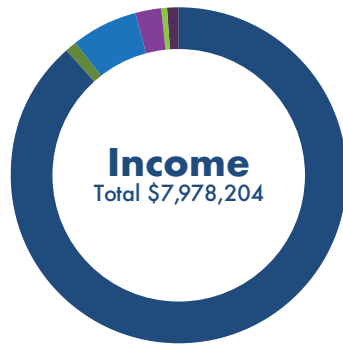
Valley Digital Library

- Total checkouts: 171,799
- New users: 3,059

Hoopla Digital

- Total checkouts: 79,384
- New users: 4,063

19,922 new library cards issued in FY 2022



FY October 2021 - September 2022

FY 2020-2021

Library System	Legal Service Population	Income Per Capita	Expenditures Per Capita	Total Circulation	Total Programs	Total Program Attendance	Visits
Birmingham Public Library	209,403	\$66.59	\$51.68	580,452	518	42,724	190,651
Huntsville-Madison County Public Library	372,909	\$17.63	\$15.56	2,150,227	1,357	24,135	615,717
Mobile Public Library	372,055	\$26.43	\$26.43	1,342,779	896	18,337	446,966
Montgomery City-County Public Library	226,486	\$24.26	\$20.91	473,233	1,861	25,581	163,634

Source: Alabama Public Library Service FY 2021 Statistical Summary

UPDATES

2022 CHILDREN'S SUMMER READING

- **Total Programs:** 484
- **Program Attendance:** 16,789
- **Bingo Cards Turned in:** 3,543
- **Total Circulation:** 223,793
(66% of the total circulation for June and July)



COVE HOLDS LOCKER

- **Opened October 2022**
- **Services a population of close to 20,000 and over 6,000 households**
- **Over 240 checkouts in the 1st month**



NEW HOPE PUBLIC LIBRARY

- **Opened December 2022**
- **3,400 square foot facility**
- **Amenities include public computers, 3D printing, and separate areas for studying, crafting, and community gathering.**



BLAST MUSIC

- **Features 84 local musicians from North Alabama**
- **Over 10,000 individual listens**
- **50 new artists to be added in 2023**



FUN FACTS

The Library's **12 3D printers** made **528 prints** in 2022! There are 3D printers at 7 of our 10 locations.



Since going Fine Free at the end of May 2022, **1,486 patrons**, who were previously blocked due to unpaid fines, have returned to the Library.

Social Media Followers

 Facebook: 13,039

 Twitter: 2,809

 Instagram: 2,548

Most Popular Items

Fiction



Nonfiction



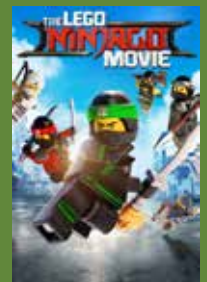
Young Adult



Juvenile



DVD



The Library Foundation and 365 of their very best supporters celebrated the 36th Vive Le Livre on September 21. Author Jamie Ford kept the audience enthralled and entertained, and the event raised record proceeds of over \$100,000.

164: the average number of checkouts per library user in FY 2022.

Library users saved a total of **\$98 million** by checking out items from our system rather than purchasing.

(average cost of \$37.50 multiplied by circulation)



The Huntsville-Madison County Library Foundation devoted their Love Your Library campaign to supporting New Hope Library's opening day collection. Board members raised \$8,100 during their peer-to-peer campaign. They also conducted a Green Pea Press Library Swag campaign and sold 121 Love Your Library shirts, 29 mugs, and 19 totes to raise an additional \$586.



love your library

HIGHLIGHTS

Highlands Elementary School K-6th grade students traveled back in time for a one-of-a-kind, month-long "Black Culture Tour" at the [Cavalry Hill Library](#) to acknowledge the legacy of Black scholars & medical practitioners in Western medicine, as well as the many other ways that the Black community has contributed to health-care throughout the African diaspora.



The [Ready Reader](#) program received a grant from Believe in Reading to purchase books and materials for Madison County Title I Pre-K and Head Start Classrooms.

The Daniel Foundation of Alabama awarded a significant grant to the [Huntsville-Madison County Library Foundation](#) to fund the purchase of furnishings and other needed materials for the new location of the [New Hope Library](#).

The Library's [Workforce Development](#) programs received a \$7,000 grant from the Public Library Association Digital Literacy Workshop Training Incentive supported by AT&T. The [Downtown Technology Training Center](#) and [North Huntsville WFD Lab](#) will utilize these funds to offer quality training for digital literacy skills.

The [Senior Services](#) department received a grant from the [IronMountain Solutions Employee Peaks Fund](#) in support of its [Senior Services Book Club](#). This program offers ready-made, large-print book kits to support discussion and group interaction in over 40 Madison County nursing homes and retirement communities.



The [Gurley Public Library](#) started [Wonder Wednesday](#) programming for our young patrons which includes Homeschool book clubs and STEAM Club as well as afternoon programming for all.

The [Monrovia Public Library](#) now offers [Coding With Scratch](#); a program for school aged kids that teaches fundamental coding principles. This program was made possible through funding from the [Huntsville-Madison County Library Foundation](#).

The [Special Collections](#) department purchased an overhead book scanner and a new microfilm scanner through the generous donation of memorials. The technology will aid in researcher access to collections, as well as large scale digitization projects.

Caroline Strickland earned her Eagle Scout badge in 2022 with a project building a playhouse and three reading tents for the new preschool room in the [Triana Public Library](#). The children love when we get out the reading tents and the playhouse is a favorite stop for our preschool visitors as it was painted to look like the library, even down to the bookdrop!



As a part of the Downtown Rescue Mission's Life Transformation Program, Tracie from the [North Huntsville Library](#), was invited to teach three Workforce Development classes as part of their Job Readiness series. Fifteen participants attended Resumé Workshop, Body Language 101, and Attitude Adjustments, a class that focuses on having the right attitude about and at work.

[Triana Public Library](#) partnered with the Town of Triana to provide programming for their childcare program during the summer of 2022. The children did a wide range of ocean themed activities.

The [South Huntsville Library](#) hosted several events in the [Creative Commons](#) including an art exhibit of paintings by Rita Loyd, author talks included novelist Robert Bailey, and a poetry reading from the contrib-

utors to "52 Weeks Of Sun." Live music performances included Pickin' Friends Bluegrass Band, jazz pianist, Peter Harrison, and guitarist, John Tinger.

In August the **Madison Public Library** hosted the first **Newcomer's Fair**. Over 250 people attended and met with representatives from area school, government, healthcare, business, and recreational organizations, and also heard a presentation of area highlights from Rocket City Mom.

The **Bookmobile** completed over 200 stops this year adding regular stops to Merrimack Hall, Sharon Johnston Park, the Montessori School, and Cardinal School. The bookmobile also provided biweekly service to New Hope while they eagerly awaited their new library.

The **Madison Public Library's Makerspace** offered a series of week-long mini-camps during the summer. Each week focused on a different theme, including coding, sewing, movie making, and messy science. Over 100 families participated.



The **Downtown Huntsville Library** received an Innovation Grant from the Community Foundation that provides scholarships to individuals for a Google Certification. These certifications provide individuals with access to job training and career advancement that they might otherwise miss due to financial inability.

The **Tillman D. Hill Public Library of Hazel Green** is excited about the success of their children's programming such as Summer Reading and Storytime with Ms. Fran. The total attendance for kid and teen programs during Summer Reading was 1,121. They love engaging with patrons of all ages and fostering a lifelong love of reading and their public library.



Visit us at hmcpl.org

Gifts Donated in Support of the Library in FY22

\$2,500 and above

The Daniel Foundation of Alabama
Google Fiber
Redstone Federal Credit Union
Brennan Gamwell
Friends of the New Hope Library
Michelle and Brian Mathews
Olin B. King Foundation
The James Cecil & Margaret G. Ashburn Foundation
Friends of the South Huntsville Library
Representative Mike Ball
Claudia Conn
Grisham Cummins, LLC
Marilyn and Scott Parker
Senator Arthur Orr
Toyota Motor Manufacturing Ala., Inc.
Huntsville Area Association of Realtors
Dr. John Johnson - SportsMED Orthopaedic Specialists
Believe in Reading Fund
Junior League of Huntsville
Representative Andy Whitt
Senator Tom Butler
Stephanie Hase
Ana and James Byrne
Anna and Drew Davenport
Dr. and Mrs. Noel Estopinal
Dr. and Mrs. Paul Gray
Dr. and Mrs. Paul Tabereaux
Dr. John and Cindy Markushewski
Eliza and Ned Ready
Holly and Jim McCarty
IronMountain Solutions
Jerry and Butch Damson
JS Building Company, Inc.
Julie and Robert Lockwood
Margaret and Wade Weaver
Marie and Joe Newberry
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SUPPORT

The Huntsville-Madison County Public Library relies on the generous support of our two philanthropic groups, the Huntsville-Madison County Library Foundation and the Friends of the Library, both of which donate money and time to support programs and purchase materials.

Friends of the Library

The Friends of the Library has 9 chapters and **1,052 active members** (as of October 31, 2022). This volunteer organization gives back over \$95,000 in funding to our library each year through fundraising and book sales.

To join the Friends of the Library, please visit hmcppl.org/fol

Huntsville-Madison County Library Foundation

Founded in 1986, the Huntsville-Madison County Library Foundation works year-round to support the Library system through funding for the Valley Digital Library, Summer Reading, programming, print materials, and other needs. In fiscal year 2022, the Foundation gave back more than **\$200,000** in support of the Library.

To donate to the Library Foundation, please visit hmcppl.org/give.

