

# 2024 Millage for Operations



TRAVERSE AREA  
DISTRICT  
LIBRARY

**TADL MAIN**  
Traverse City

**EAST BAY**  
Branch Library

**FIFE LAKE**  
Public Library

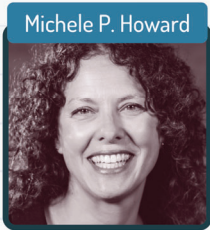
**INTERLOCHEN**  
Public Library

**KINGSLEY**  
Branch Library

**PENINSULA**  
Community Library

## Meet your librarians! Library Managers & Directors

1 card = 6 libraries!



Michele P. Howard

Library Director



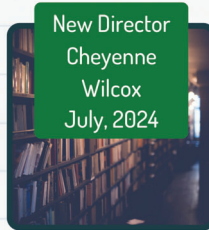
Chantel Lentz

East Bay Branch Manager



Amy Monette

Kingsley Branch Manager



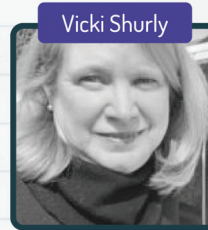
New Director  
Cheyenne  
Wilcox  
July, 2024

Fife Lake Public Library



Jennifer Thomet

Interlochen Public Library  
Director



Vicki Shurly

Peninsula Community Library  
Director



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A network of six community libraries.

# How we serve the community:



Books & Magazines  
Audiobooks, E-Books



Bookmobile!  
Visits to schools,  
daycares, assisted  
living, senior facilities



Community spaces  
to gather, meet  
and attend events



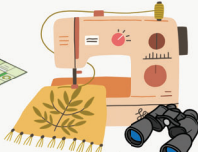
Programs &  
craft kits



Lifelong  
learning  
support



Games



Tools



Career  
Resources



Test  
Prep

Including  
CDLs!



Music



Movies &  
Entertainment



Health & Wellness

## Other Services



The Larry Gorton Talking Book Library provides resources and services for people unable to use standard print.



New in 2022 - Bookmobile library services, which logged 1,678 miles visiting daycares, schools and senior living facilities around the county. (Some schools no longer have their own libraries!)



Wifi/computers - Residents without internet can access it for free at any library, plus printers & computers.

**Our Wifi is available indoors & out!**



# Do people still use the library?

How many people used the library last year?

**48%**

of county residents have a TADL library card!

*That's over 1,174 people a day through our doors!*

**419,235**  
people visited a TADL library

**373,806**  
people visited [tadl.org](http://tadl.org)

**97,416**

reference questions answered



## Facts & Figures

**6** provide  
locations **301**  
service hours a week  
to **17** municipalities!

What's available to check out?

**406,393**  
physical items available

**1.7 Million**  
digital items available

What's available to attend?

**8** programs a day  
(district-wide average)

**56,384**  
people attended  
3,011 programs in 2023

**(10%+  
growth in  
collections  
each yr)**





## Return on Investment



Value of items checked out in 2023  
\$15,826,655



A 264% community return on investment for 2023 in items alone



## On the August Ballot

On August 6, 2024, residents in the Traverse Area District Library service area will vote on a measure to restore the operating millage to its original amount set in 1983 of 1.1 mills.

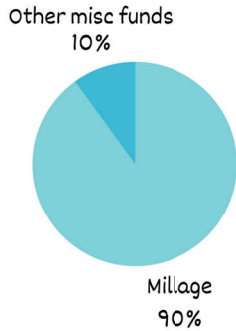
This vote restores our rate back to 1.1 mills by renewing the current rate of .9044 mills along with a new additional rate of 0.1956 mills.



TRAVERSE AREA  
DISTRICT  
LIBRARY



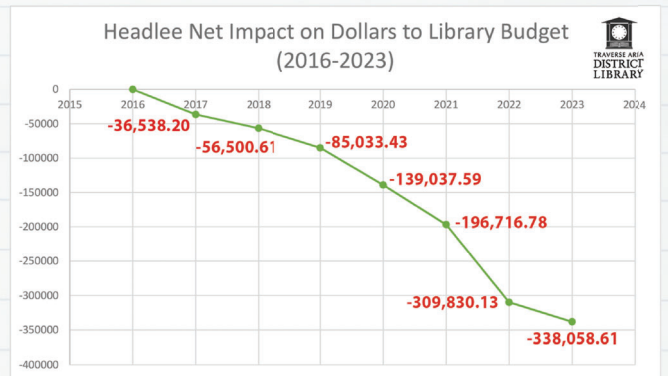
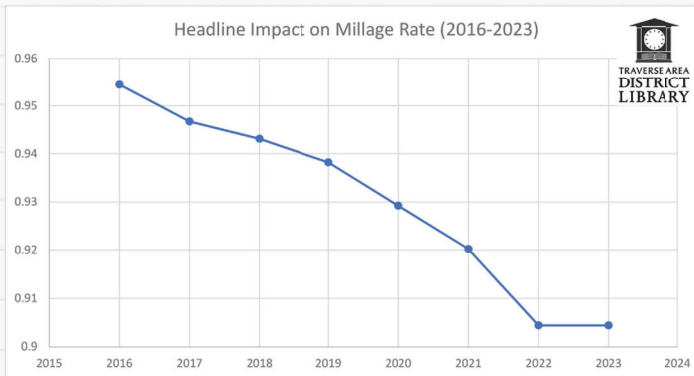
# Why does the library need money?



This is an **operating** millage, to keep the library functioning. Public libraries in Michigan are primarily funded through local property tax millages. Approximately 90% of the library's revenue comes from property taxes collected from Grand Traverse County.

The remaining 10% of library revenues come from state aid, penal fines, investment interest, donations and endowments, and grants.

## Headlee Impacts





# Numbers

If approved by voters at the rate of 1.1 mills, homeowners will pay \$1.10 for each \$1,000 of state equalized value (SEV) of their home. The SEV is half of the estimated market value of a home. This millage vote restores our rate back to 1.1 mills by renewing the current rate of .9044 mills along with a new additional rate of 0.1956 mills.

## Cost

The average homeowner in the TADL service area will pay **\$2.38** per week, less than the cost of one coffee-shop coffee for library services (\$123.97 annually per household).

Based on average home value, 2020 American Community Survey

## Benefit

The average library card holder achieves a value of **\$320.08** per person each year in library items and services.

A **258%** return on investment for one person;  
**516%** return for a couple



McCafé® Coffees

Iced Coffee  
\$3.39



Decaf Coffee  
\$2.39



# Outcomes

## What happens if the millage passes?

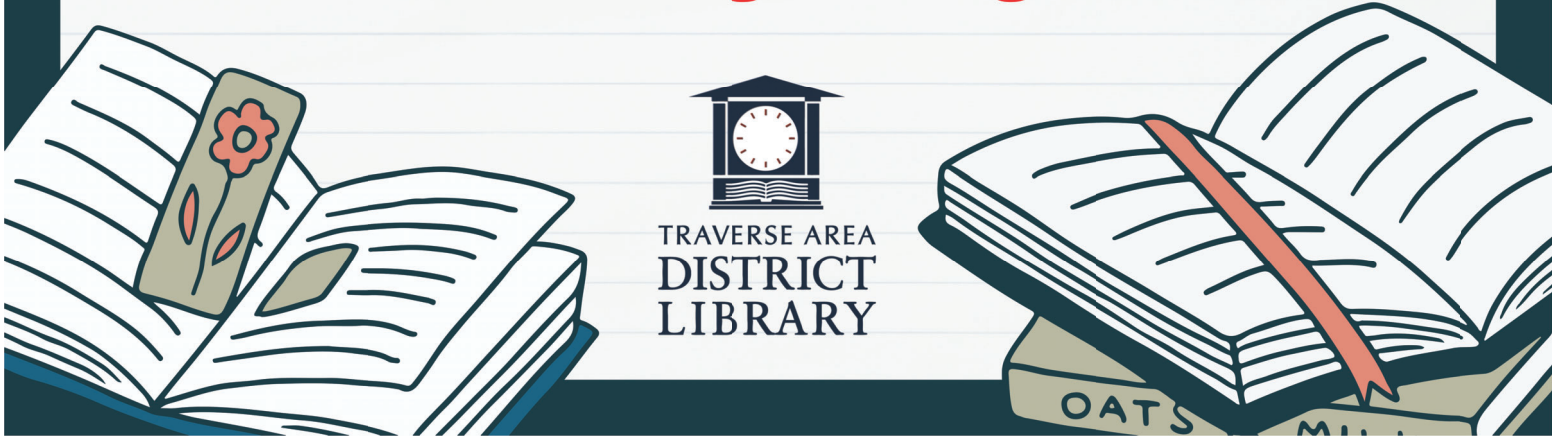
Approval of the millage ensures that Grand Traverse County residents can continue to have a fully operating library system. Any resident can get a card and access all library materials.



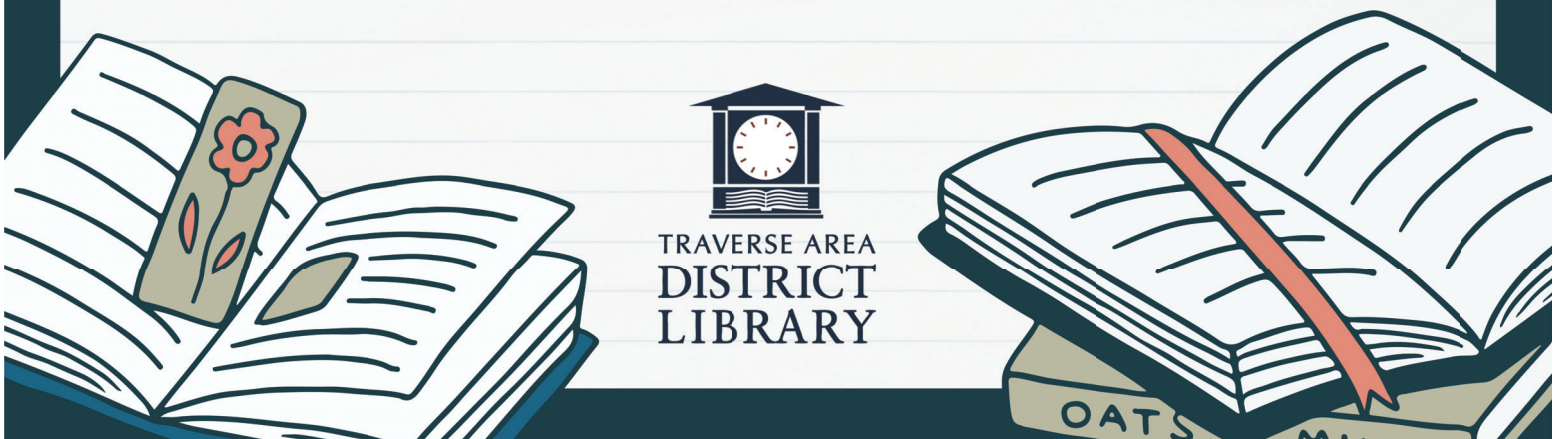
## What happens if the millage fails?

If the millage fails, Grand Traverse County residents could continue to use the library with no additional cost until December 31, 2025. After that date, the library system would lose 90% of its funding.

**All information is also  
available at  
[tadl.org/millage](http://tadl.org/millage)**



**Questions? Contact  
Michele P. Howard, Library Director  
[mhoward@tadl.org](mailto:mhoward@tadl.org)**



**Thank you for your  
time!**



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