



OverDrive[®]

freegal
music

2013

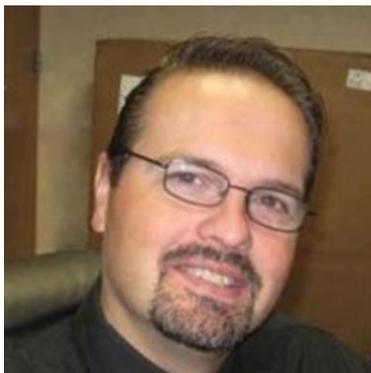
Annual Report

 **zinio**[™]

 **smart investing**
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thegd.org

Leadership



GDL Director, David Conklin

Director

David Conklin

Library Board

William Delaney, Chair
Linda Ryals-Massey, Vice-Chair
Cathy Lane, Treasurer
LaRene Klink, Secretary
Shari Bennett, Trustee
Valaria Conerly-Moon, Trustee
Robert Crites, Trustee
Whitney S. Frazier, Trustee

2013 Accomplishments

FINRA Grant

The GDL continued to utilize the funds (\$91,500) through the [Smart Investing @ Your Library](#) grant from the FINRA Foundation. The generous grant enabled the GDL to offer educational programs to increase financial literacy in the community.

Programs funded through the grant in 2013 included Glinda Bridgforth (*Girl, Get Your Money & Credit Straight*), Home Repair and Equity Scams, Challenging Errors on Your Credit Report, Wills and Power of Attorney Seminar, Couponing Workshop, Be a Money Smarty, and an Identity Theft Seminar.



Glinda Bridgforth, "Girl, Get Your Money & Credit Straight"

Digital Branch

The GDL recorded a full year of statistics for its music service, [Freegal](#), tracking 27,273 patron downloads. [Overdrive](#), the downloadable book service, experienced an increase of 36.2% usage with 101,753 downloads in 2013 as compared to 74,696 in 2012.

Technological Upgrades

We upgraded our network to Fiber. The new Fiber connections are capable of handling significantly higher traffic between our branches and to the Internet. This upgrade helps meet our patrons' increasing internet demands, in addition to supporting access to the digital resources GDL provides.



Flushing Area Library improvements

Renovations

The [Grand Blanc-McFarlen Library](#) received a new circulation desk. The [Flushing Area Library](#) was updated with new carpet, shelving, paint and ceiling tiles, in addition to the designation of a computer room.

2013 Staff News

In May, we welcomed David Conklin as the GDL's new Director. David comes to the GDL with over twenty-four years of library experience, including nineteen years at Oakland County and five years as the Director of Shelby Township.

Staff Awards

During in-service day, two staff members were recognized for providing excellent customer service. The awards are named after two former staff members who helped set the standard in this area. Clio Librarian, Roy Soncrant, earned the *Richard Handwerker Customer Service Award* and Fenton Librarian, Christine Heron, earned the *Kay Hills Customer Service Award*.

Staff Retirements

Carolyn Nash, former Executive Director, retired after over twenty-five years of service to the GDL. We wish her well in her future endeavors.

Condolences

Crystal Sumpter, Library Assistant, passed away suddenly on October 6, 2013. Her warm presence is missed by all who knew her.

2013 Highlights

Black History Month Brunch

The event recognized the following: Reta V. Stanley (president and CEO of Big Brothers Big Sisters of Greater Flint), Tendaji W. Ganges (Executive Director of the University of Michigan-Flint Office of Educational Opportunity Initiatives), Dr. Raymond F. Gist (Valley Dental), Claressa Shields (Olympic gold medal winner in boxing) and the Food Bank of Eastern Michigan.

Entertainment was provided by eight-time Grammy-nominated gospel recording artist and pastor, Marvin Sapp, who is best known for his hit, *Never Would Have Made It*.



Marvin Sapp provided brunch entertainment

Summer Reading Program

The annual summer reading program reached over 5,000 children with several thousand signing up to read throughout the summer and other patrons attending summer programming at our nineteen branches.

Concerts

Our patrons were entertained through a variety of free concerts including Straight Ahead, Gary Brandt, Boogie Woogie Babies, Gemini, Mary Rademacher Reed and Rick Reuther, Big Band trumpeter, Bill Hart, Peaceful Warriors, Matthew Ball, Gayelynn McKinney, Keith Gamble, and Ari & Mia.

Made in Michigan

The GDL offered several programs that celebrated Michigan including Made in the Mitten (an opportunity to sample Michigan-made products), Michigan's Ghostly Beacons (lighthouses), Circling Lake Michigan (virtual tours), and Titanic: Michigan Connections.

2013 Statistics

Circulation			
	2013	2012	% Change
Baker Park	62,762	68,496	-8.37%
Beecher	57,019	59,228	-3.73%
Burton	92,976	100,156	-7.17%
Clio	118,600	126,312	-6.11%
Davison	244,617	219,347	11.52%
Fenton	143,917	159,784	-9.93%
Flint Twp.	67,205	75,201	-10.63%
Flushing	68,916	102,669	-32.88%
Forest Twp.	51,176	54,705	-6.45%
Gaines	3,753	4,304	-12.80%
Genesee Twp.	52,847	55,960	-5.56%
Genesee Valley Center	95,899	105,036	-8.70%
Goodrich	37,118	40,916	-9.28%
Grand Blanc	294,423	324,348	-9.23%
Headquarters	116,473	115,525	0.82%
Homebound	1,394	1,938	-28.07%
Linden	62,282	65,076	-4.29%
Montrose	54,841	56,755	-3.37%
Mt. Morris	75,465	78,808	-4.24%
Swartz Creek	76,906	84,871	-9.38%
Library for the Blind	6,282	3,734	68.24%
Overdrive (ebooks)	101,753	74,696	36.22%
Freegal (emusic)	27,273	13,749	98.36%
Total:	1,886,624	1,977,865	-4.61%

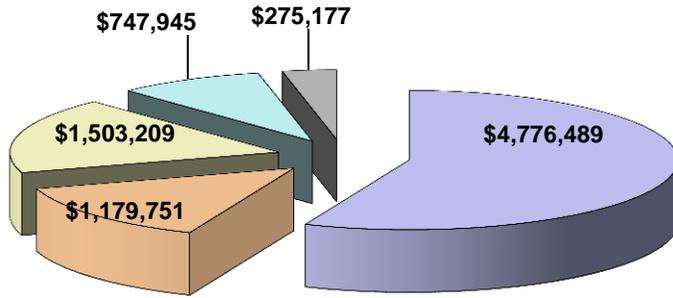
2013 Statistics

Door Count			
	2013	2012	% Change
Baker Park	45,337	45,115	0.49%
Beecher	51,335	49,227	4.28%
Burton	49,496	45,270	9.34%
Clio	80,501	78,246	2.88%
Davison	136,802	130,767	4.62%
Fenton	95,677	112,640	-15.06%
Flint Twp.	42,525	52,002	-18.22%
Flushing	51,925	72,193	-28.07%
Forest Twp.	34,988	29,601	18.20%
Gaines	478	2,633	-81.85%
Genesee Twp.	32,856	35,078	-6.33%
Genesee Valley Center	125,820	137,725	-8.64%
Goodrich	30,617	25,957	17.95%
Grand Blanc	224,719	217,687	3.23%
Headquarters	90,766	89,587	1.32%
Linden	44,940	41,950	7.13%
Montrose	27,918	28,645	-2.54%
Mt. Morris	44,601	44,985	-0.85%
Swartz Creek	61,888	60,881	1.65%
Total:	1,273,189	1,300,189	-2.08%

2013 Statistics

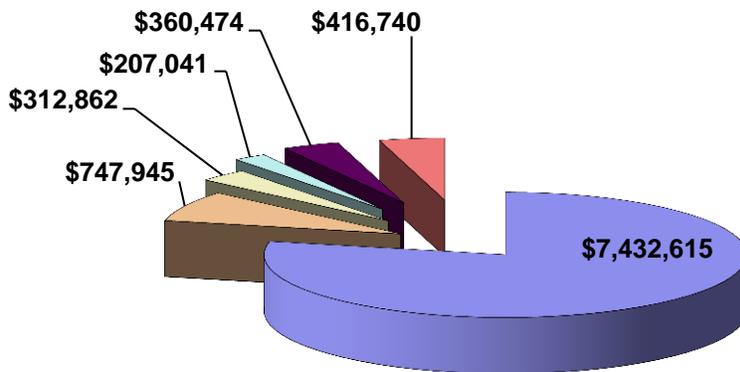
Computer Usage			
	2013	2012	% Change
Baker Park	9,029	9,735	-7.25%
Beecher	15,176	20,776	-26.95%
Burton	17,884	16,534	8.16%
Clio	11,026	13,119	-15.95%
Davison	26,220	29,135	-10.01%
Fenton	17,938	22,019	-18.53%
Flint Twp.	8,529	12,244	-30.34%
Flushing	6,435	11,691	-44.96%
Forest Twp.	5,632	6,867	-17.98%
Gaines	211	196	7.65%
Genesee Twp.	6,510	6,600	-1.36%
Genesee Valley Center	40,125	43,565	-7.90%
Goodrich	1,609	1,886	-14.69%
Grand Blanc	39,214	44,968	-12.80%
Headquarters	32,818	32,422	1.22%
Linden	3,609	4,397	-17.92%
Montrose	8,423	10,593	-20.49%
Mt. Morris	9,683	10,262	-5.64%
Swartz Creek	7,564	9,682	-21.88%
Total:	267,635	306,691	-12.73%

Audited Expenditures 2013 \$8,482,571



- Salaries and Benefits
- Library Materials
- Operating Expenditures
- Contributed Facilities
- Restricted Fund Expenditures

Audited Revenues 2013 \$9,477,677



- Tax Revenue
- Contributed Facilities
- Penal Fines
- State Aid
- Other
- Restricted Fund Revenues

Return on Investment

	Circulation/Use	Est. value	Cost
Print Books	856,178	\$21.00	\$17,979,738
Magazines	23,590	\$5.00	\$117,950
Audio Books	39,652	\$30.00	\$1,189,560
DVD/Blu-ray	807,947	\$17.00	\$13,735,099
PC usage	188,276	\$12.00	\$2,259,312
eBooks	101,753	\$15.00	\$1,526,295
Database Search	553,041	\$19.00	\$10,507,779
Music Download	27,273	\$1.00	\$27,273
Interloan Requests	29,629	\$25.00	\$740,725
		Total	\$48,083,731
Operating Budget			\$8,482,571*

*** Return on Investment Summary:**

For every \$1 spent, the Genesee District Library provides \$5.67 in services.



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