

2024-2026 PRIMARY MESSAGES

Value to residents

A family with a preschooler and tween saves \$747 per month by using the library's collections and services. This includes attending story time, borrowing picture books, using free homework help, and a few computer sessions and reference questions.

A single retiree saves \$605 monthly. This includes print and eAudiobooks, public computer and printing, lifelong learning events, and reference questions.

This is a significant return on investment because a typical household pays less than \$34 in fiscal year 2025 for free library services, 0.9% of the general operations amount on their property tax notice. That's \$2.83 per month.

Target public awareness efforts

- General non-user: We have idea labs, take home tech, book club kits, museum and local attraction passes, and downloadable collections.
- Kids and teens: We provide free homework help and access to resources to make school easier. We also provide literacy enhancements and incentives through reading programs, story time, Paws to Read, Story Express kits, and Family Place.
- Workforce readiness and small business development: Advance your career, literacy skills, host an event, learn how to expand your business, and learn new skills such as human resource management and leadership.
- Aging populations: We foster a dementia friendly community, provide outreach to assisted living facilities, and have homebound deliveries.

Clarify misconceptions about funding sources

- 79% of Library funding comes from property taxes (Ad Valorem) and pays for staffing, collections, and equipment.
- 7% of Library funding comes from new residential construction fees (Impact Fees) that provide new books and expansion projects in our Capital Improvement Plan (CIP).
- 8% of Library funding comes from the Information Technology Department's Technology Improvement Plan (TIP) that provides hardware, software services, and upgrades.
- 3% of Library funding comes from donor restricted grants from The Library Foundation that help us support adult and youth literacy programs and events. This includes STEM events, Dolly Patron's Imagination Library, 1000 Books Before Kindergarten, and the Summer Reading program.
- 2% of Library funding comes from book sale proceeds and general contributions from the Friends of the Martin County Library System that fund all other library events. The Friends fund staff development, conference attendance, museum passes, and the Lucky Day collection of popular books.
- 1% of Library funding comes from State Aid grant that provides one full-time Library Specialist.