



St.Charles City-County
Library

Fiscal Year 2024
Annual Report

FY24 Annual Report – Message from the Interim CEO

As we reflect on Fiscal Year 2024 (FY24), it's clear that this has been a year of both challenges and accomplishments for our library system. The economic landscape continues to pose difficulties, with rising costs and ongoing threats to public funding requiring us to be more strategic than ever before in how we allocate resources. Despite these challenges, we remain committed to providing the highest level of service to our community.

We celebrated several major successes this year, including the renovation of our Spencer Road Branch atrium. This transformation has enhanced the space, making it more welcoming and functional for the thousands of visitors who walk through its doors each month. We also opened our new covered patio area, thanks to the generous support of donors like you supporting our Library Foundation. Looking ahead, we are excited about the renovations planned at the Middendorf-Kredell Branch in FY25, furthering our commitment to welcoming and engaging library spaces.

Additionally, we were thrilled by the reception of our temporary branch at Mid Rivers Mall, which exceeded expectations in the number of visitors it served. This location proved to be an important addition, providing convenient access to library services during our Spencer Road Branch renovations.

A key focus this past year was connecting individuals and families to essential online resources, education, and job opportunities, reinforcing our commitment to digital equity. With a grant from the FCC's Emergency Connectivity Fund, we distributed 746 hotspots and routers to St. Charles County residents

without prior internet access to provide free at-home connectivity.

We recognize that our greatest asset is our staff. That's why we have undertaken a comprehensive salary study to ensure that we are right-sizing our investment in our employees. This study will guide the salary adjustments set to be implemented in FY25, ensuring that we remain competitive in attracting and retaining the talented individuals who make our library a cornerstone of the community.

As we prepare for the year ahead, we remain dedicated to our mission of innovation, accessibility, and fiscal responsibility. Thank you for your continued support of our library system. We look forward to another year of helping our patrons to build successful lives, families, and communities.

Tiffany Barke



Tiffany Barke
Chief Administrative
Officer & Interim Chief
Executive Officer



Mission

The Library inspires, informs, and enhances connections across St. Charles County.

Vision

The St. Charles City-County Library is a catalyst for customers to build successful lives, families, and communities.

Values

- We offer superior customer experiences
- We encourage learning and discovery
- We are inclusive and provide access to all
- We cultivate collaboration and innovation
- We believe in the freedom to know
- We respect diverse perspectives
- We foster a positive work environment
- We are committed to integrity and wise stewardship of resources

BOARD OF TRUSTEES

Staci Alvarez, President

T.J. Rains, Vice President

Josiah Schmidt, Treasurer

Justin Collier, Secretary

Georganne MacNab

Matthew Seeds

Melissa Setser

Nevada Smith

Renee Tillman

Financial Statistics

Beginning Fund Balance	26,986,643
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Revenues:

Property and Other Taxes	23,579,419
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State Aid, Federal Aid and Grants	1,204,683
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Investment Earnings	597,907
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Charges for Services	318,603
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Donations	537
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Miscellaneous	74,595
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Total Revenue	25,775,744
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Expenditures/Expenses:

Salaries and Benefits	12,325,284
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Library Materials	4,106,099
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Operations	2,049,974
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Technology and Telecommunications	1,397,167
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Total Operating Expenditures	19,878,524
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Capital:

Special and Building Projects	2,308,365
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Debt Service:

Principal, interest and fiscal charges	435,877
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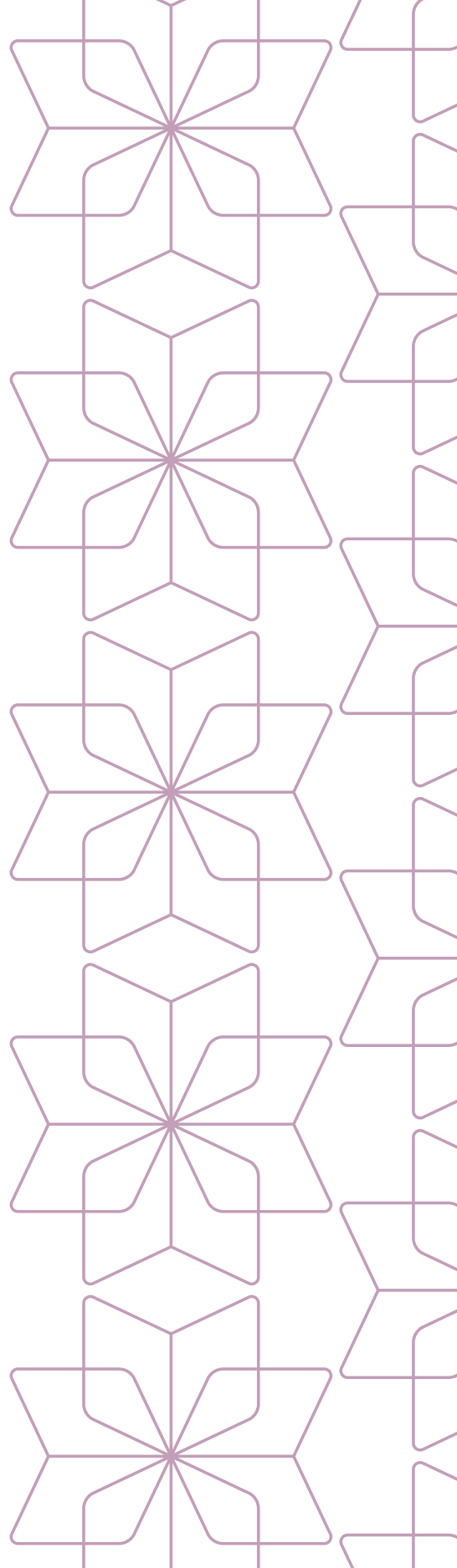
Total Expenditures	22,622,766
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Change in Fund Balance	3,152,978
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Ending Fund Balance	30,139,621
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Additional Information

Revenue is primarily based on property tax. The fiscal year 2024 tax rate was set by the Board of Trustees at the September 2023 Board meeting. The tax rate collected for the FY 2024 budget was \$0.1728 per \$100 of valuation. The most recent voter approved tax rate is \$0.2600.



Core Services

The Library remains dedicated to providing essential services, including lending materials, hosting programs and events, welcoming visitors, assisting with research and inquiries, and providing a place for people to gather and form connections. We continuously monitor usage to assess community needs and improve services.

Branch Renovations & Temporary Locations

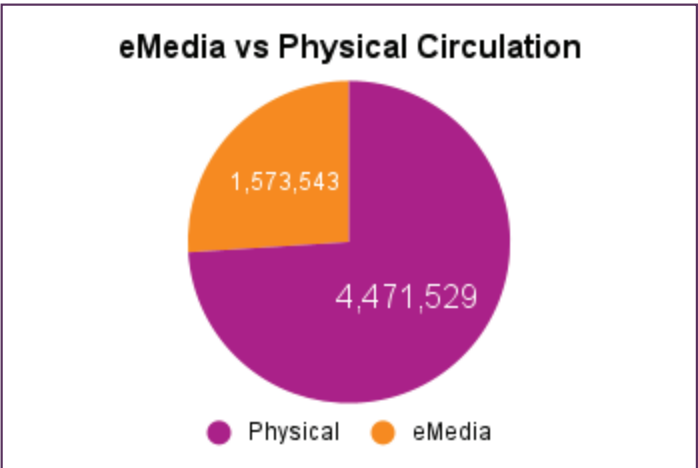
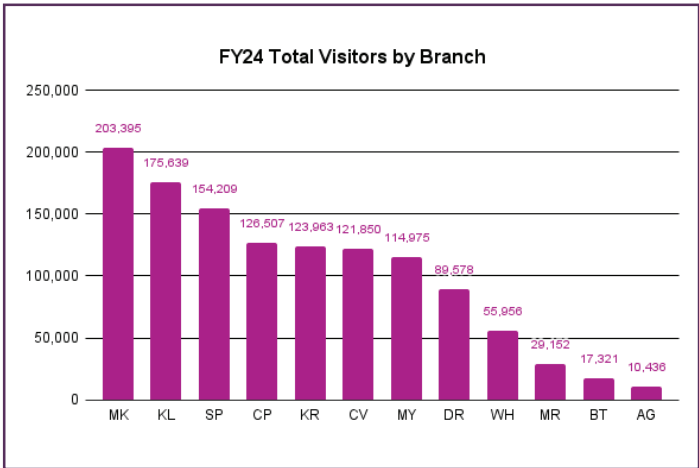
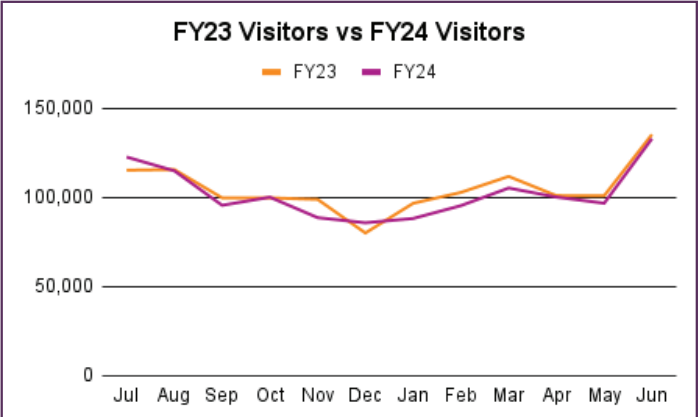
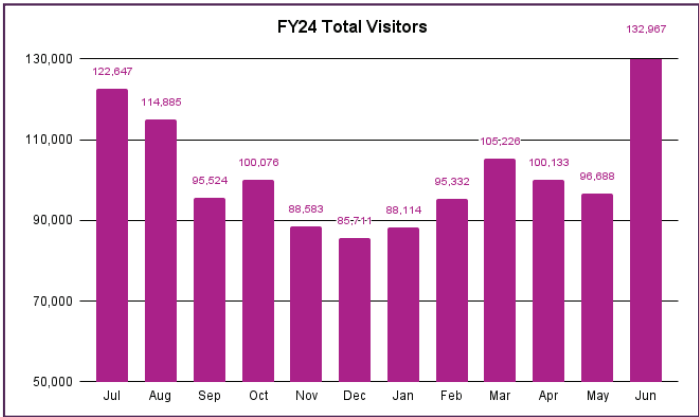
In January 2024, the Spencer Road Branch temporarily closed for renovations, reopening in late May. As Spencer reopened, the Middendorf-Kredell Branch closed for its own renovation, remaining closed through the rest of the fiscal year. To ensure uninterrupted service, a temporary location was opened inside Mid Rivers Mall, providing a convenient option for Library customers. This temporary branch served more than 30,000 visitors, including 709 new cardholders.

Total Circulation
6M

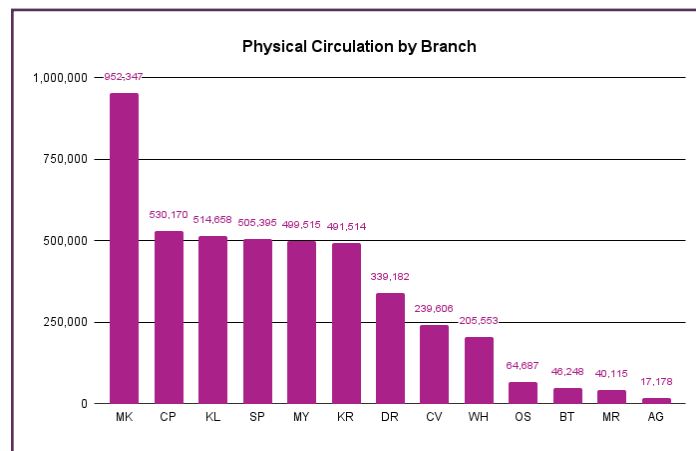
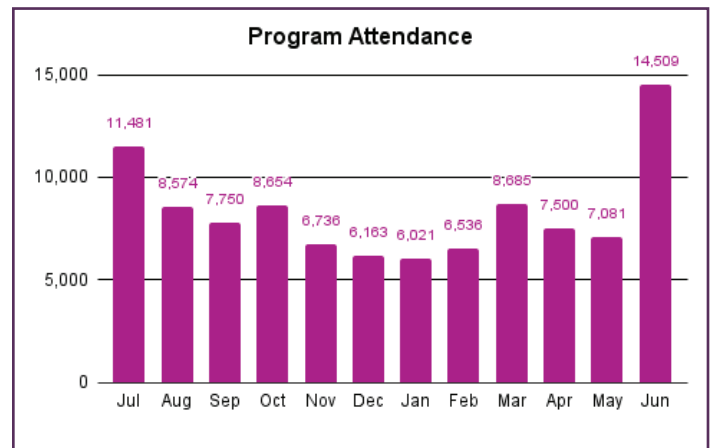
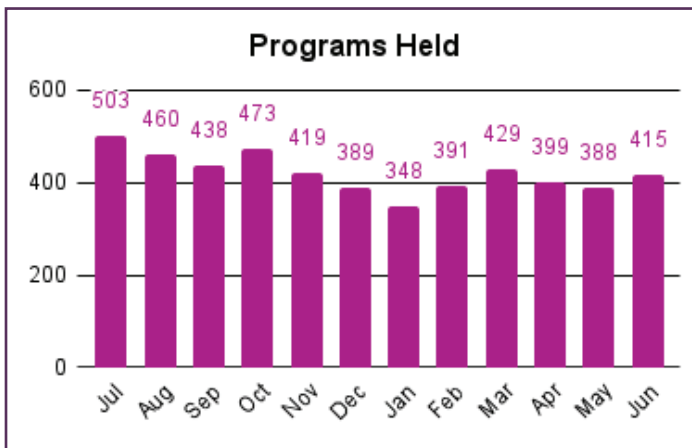
75K increase compared to FY2023

FY24 Total Visitors
1.2M

2.5% decrease from FY23, impacted by branch renovations



Core Services Continued



Adult and Youth Services

Reading Challenges

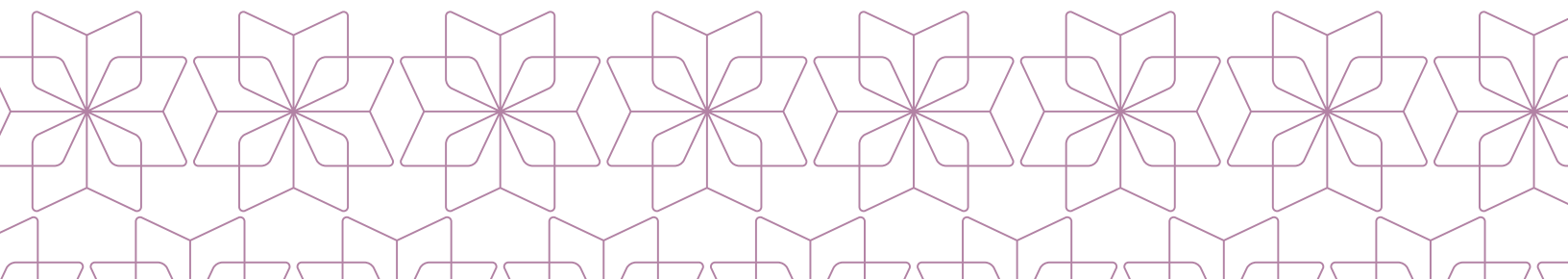
Summer Reading Challenge: 19,895 participants | 1,523 Super Readers

Winter Reading Challenge: 2,492 participants (an increase of 300 from FY23) | 1,044 completions

All Other Reading Challenges: 4,177 participants | 1,896 completions

1,000 Books Before Kindergarten: 812 new registrations | 14 completions

The *1,000 Books Before Kindergarten* program is a nationwide initiative that encourages parents and caregivers to read at least 1,000 books with their children before they begin kindergarten. The goals are to promote reading readiness for kids entering kindergarten, instill a lifelong love of reading, and encourage parent and child bonding.



Adult and Youth Services Continued

Passport & Notary Services

The Library continues to be a trusted location for passport applications and notary services, providing residents with a convenient option.

- **Passport Applications Processed:** 3,270
- **Passport Photos Taken:** 3,159
- **Notarizations Performed:** 1,621
- **Total Revenue:** \$161,835



Special Events & Community Engagement

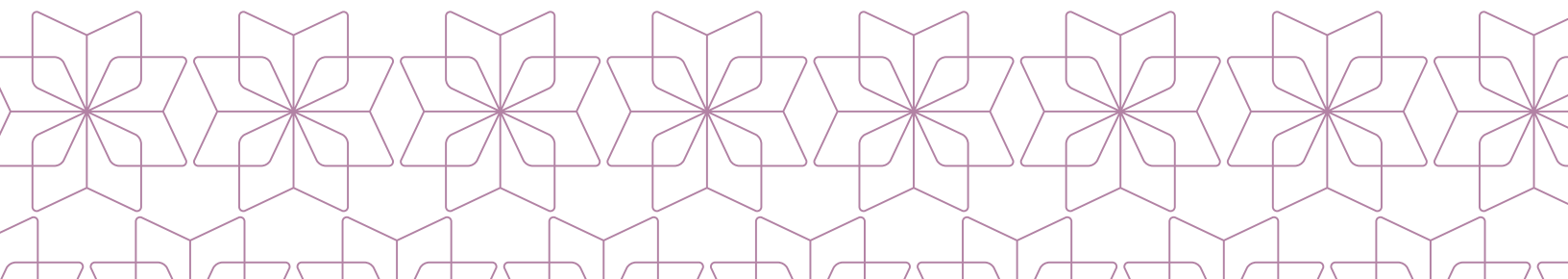
Solar Eclipse Glasses

On April 8, 2024, St. Charles County experienced a near-total solar eclipse. To ensure a safe viewing experience, the Library distributed more than **27,000 eclipse glasses** and hosted educational programs leading up to the event, including the **Discover the Solar Eclipse Reading Challenge**.



Symphony in the Park

On June 7, 2024, members of the **St. Louis Symphony Orchestra** performed at 370 Lakeside Park in St. Peters. The event, attended by approximately **3,000 people**, featured food trucks, beautiful weather, and a special community performance of Beethoven's Ode to Joy. Local musicians in the audience joined the symphony, playing instruments such as violins, cellos, flutes, trumpets, and trombones. This event was made possible through a partnership with the **City of St. Peters** and a generous donation from the **St. Charles City-County Library Foundation**.



Collection Services

Cardholders & Digital Engagement

New Library Cardholders: 12,907

Vega Discover Catalog Launch

In May 2024, the Library introduced **Vega Discover**, an upgraded catalog that enhances the search experience. This new system groups multiple formats of a title together, offers improved filtering options, provides material descriptions and reviews, and simplifies the user experience.

Library of Things

Stay Sharp Kits

Launched in September 2023, these kits—funded by the **Library Foundation** and **Glenfield Memory Care Homes**—support cognitive development and social engagement through themed activities.

Hiking Kits

In May 2024, a Summer Challenge grant provided **27 hiking kits**, each containing essential outdoor gear for beginner hikers.

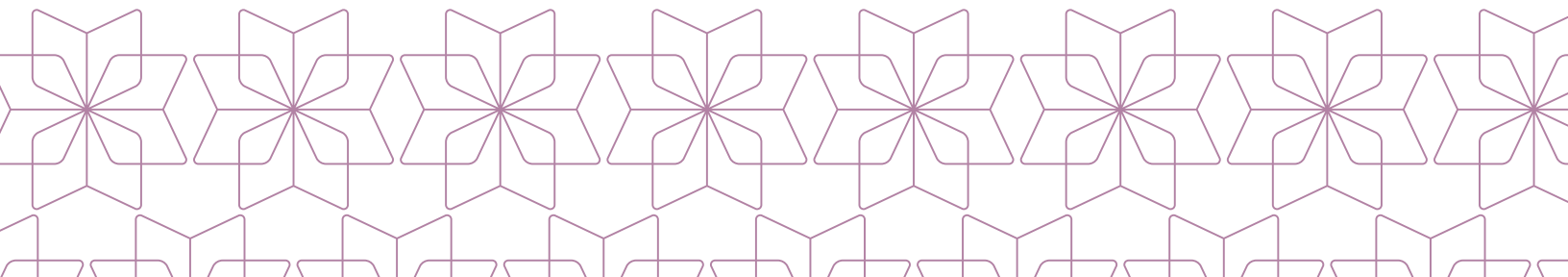
Technology & Accessibility

Hotspots & Routers

Thanks to the FCC's Emergency Connectivity Fund (ECF), the Library distributed **746 hotspots and routers** to St. Charles County residents, providing free at-home internet access.

Local Author & Government Document Collection

Following the Spencer Road Branch renovation, these collections were relocated for improved accessibility.



Holds Hoppers

Holds Hoppers—secure lockers for convenient hold pickups—are available at **six branches**: Corporate Parkway, Deer Run, Kisker Road, McClay, Middendorf-Kredell, and Spencer Road. The **Institute of Museum and Library Services**, the **Missouri State Library**, and the **St. Charles City-County Library Foundation** made this initiative possible.

Total Holds Hopper Items: 71,360



Outreach & Community Impact

Expanding Library Access

Outreach Attendance

20,760 community interactions through school visits, pop-up libraries, and senior services.

Bookmobile

Served **2,905 people** (an increase of 1,020 from FY23) with **290 stops at 14 locations**, including new stops in West Alton, Fire Station #4 in St. Charles, and the National Equestrian Center.



Outreach & Community Impact Continued

Digital Literacy Workshops

The Library was awarded **\$6,000** through the **Public Library Association (PLA) Digital Literacy Workshop Incentive** to conduct digital skills training using resources from DigitalLearn.org. This initiative, supported by AT&T, provided libraries with tools to help community members build confidence in using technology. The Library's workshops focused on helping seniors and underserved residents improve their technology skills, protect themselves from online scams, and stay connected with loved ones.

Goal: 36 participants

Actual Participation: 157

Results: 99% reported feeling more knowledgeable, and 98% felt more confident using digital resources.



Development

The **Friends of the Library** raised a record **\$119,000** during the annual Book Fair, directly supporting Library programs and services.

The **Library Foundation** continued to support the Library by funding the Storybook Walks, Born to Read Kits and money to refresh the iPads in the branches.



Library Reach

Social Media Growth

Facebook: 15,136 followers (increase of 2,098 from FY23)

Instagram: 6,449 followers (increase of 3,043 from FY23)

TikTok: 1,510 followers | 11,292 likes (increase of 377 from FY23)

Email Strategy & Personalization

The Library's email strategy evolved to focus on **targeted communications**. Enhancements included:

- A **six-email onboarding series** for new cardholders, introducing them to Library resources.
- Twice-monthly **regionalized emails**, customized to highlight programs and events at branches users visit most.

Impact: Increased attendance at promoted programs and events across the district.

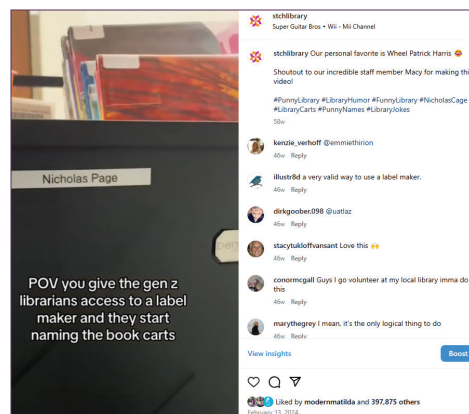
New Digital Initiatives

Virtual Community Board

A new webpage where nonprofit and community organizations can share information and promote events.

Most Engaging Social Media Posts

- *Let's Go to the Mall* parody video—highlighting the Mid Rivers Mall temporary branch—**won the 2024 Missouri Library Association Public Relations Achievement Award**.
- *Gen Z Staff Member Names Carts* video—garnered **7 million+ views**.
- *Library Book Returned from 1993*—sparked community nostalgia and reinforced the Library's fine-free policy.



Library Reach Continued

