

Okotoks Public Library

2025 Value of Your Investment



As a member of Marigold Library System (Marigold), Okotoks Public Library maximizes cost-efficiency and benefits from shared resources, enriching library services for the Okotoks community. Okotoks Public Library gains access to the centralized support, volume discounts, and specialized services provided by Marigold that complement local efforts—making library service more accessible, sustainable, and impactful.

2025 levy payments from Okotoks to Marigold (2024 Municipal Affairs population)

	Per Capita Levy	Population	Contribution
Municipality	\$ 6.59	30,405	\$ 200,368.95
Library Board	\$ 4.50	30,405	\$ 136,822.50
TOTAL levy payments from Okotoks to Marigold			\$ 337,191.45

2025 financial value of Okotoks Public Library's membership in Marigold

This amount indicates what it would cost Okotoks Public Library, where costs are known, to offer the same standard of service to meet community needs and interests without membership in Marigold.

The value of core services for Okotoks Public Library includes managed IT services and helpdesk support, library software, books, ebooks and other collections, deliveries of interlibrary loans, training materials for staff and patrons, and more.

Value Calculations are detailed on the following pages	\$ 3,108,828.70
Cash & spending accounts from Marigold to Okotoks Public Library	
Transfer payments (cash)	\$ 76,013.00
Collection allocation (spending account for books etc.)	\$ 114,023.00
TOTAL Value of Membership	\$ 3,298,864.70

2025 Levy Payments from Okotoks to Marigold
\$337,191.45

2025 Value of Okotoks' Membership in Marigold
\$3,298,864.70

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Financial Value of Marigold Services

These amounts indicate what it would cost your library to offer the same standard of services to meet community needs and interests without membership in Marigold.

Collections

Collections Discounts for Your Library \$ 39,907.88

This value represents the amount of money your library saved on collection materials. Marigold's bulk purchasing power provides deep discounts for new collection items. Without membership in Marigold, your library would spend more to purchase the same collection materials. Marigold staff save library staff time by assisting with collection selection.

Cataloguing & Processing of New Materials by Marigold \$ 40,455.00

Professional cataloguing enables patrons to find and request popular books, video games, movies, equipment, and more in the online catalogue or app (TRACpac+). Materials are delivered to your library ready for patrons to borrow with barcodes, protective wrap, labels, and durable cases for audiovisual items like video games.

Unique eBook & eAudiobook Titles Borrowed by Your Cardholders \$ 1,632,739.10

Marigold provides a wide range of digital collections for reading, watching, and listening. Average costs for an eBook increased to over \$70, and \$100 for an eAudiobook. We purchase unlimited access titles where possible to keep costs down. Marigold's membership in The Regional Automation Consortium (TRAC) allows your patrons access to shared Overdrive/Libby and Cloud Library collections.

eResources \$ 28,040.00

Licensed online resources provide digital, online content for your patrons. eResources include Ancestry Library Edition, Brainfuse (tutoring); HelpNow and JobNow, Kanopy Plus, LinkedIn Learning and PressReader.

Programming Resources \$ 5,673.30

Libraries save money by borrowing programming resources from Marigold, such as STEM kits, life-size games like Snakes and Ladders, a mobile podcast and photo booth, and more.

Collection Insurance \$ 2,352.07

Marigold provides insurance for the physical collections at member libraries.

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Delivery and Resource Sharing

Unique Physical Titles Borrowed from Other Libraries by Your Patrons \$ 703,225.00

Since Marigold is a member of TRAC and an Alberta Public Library Network Partner, patrons registered at Marigold libraries can request an item from any of the 185+ libraries in TRAC, plus other libraries across Alberta. The TRACpac+ online catalogue and app allow your patrons to place holds on an item anywhere in Alberta and have it delivered to their local library through Marigold van delivery.

Library to You (L2U) is a free mail service for those facing physical or geographic difficulties visiting their public library in person. For patrons across the region, Marigold staff fill holds for homebound or remote patrons and mail items to the patron with a free return label.

Weekly Van Delivery Service \$ 116,235.71

All items requested by patrons pass through Marigold headquarters for sorting and transportation to their library through Marigold van delivery. Likewise, items being sent out for loan at other libraries and library systems are transported to Marigold for sorting before going on to the next location, either by Marigold van, provincial courier (other systems), or by mail (e.g. academic libraries). Drivers also deliver new collection materials, programming resources, and promotional materials.

IT

Managed IT Services \$ 232,320.00

Marigold serves as a complete IT department for libraries. This includes managing email accounts and Microsoft 365 tools, providing secure access for staff onsite or remotely, and overseeing the private network that connects all library locations. We supply and support all networking equipment, maintain both staff and public Wi Fi, SuperNet administration, and ensure safe, reliable access to public computers.

Our team handles website hosting and updates, connectivity for local printing services, software licensing, and the commissioning and decommissioning of equipment. We also provide 24/7 network monitoring, advanced threat protection, data protection, and ongoing staff training on phishing and email safety.

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IT Helpdesk, Site Visits, & Professional Support \$ 18,121.23

In addition to managed services, Marigold IT HelpDesk and onsite support provides libraries with dependable assistance for everyday technology questions and more complex issues. Our IT team provides real time troubleshooting, resolving problems such as login difficulties, software errors, connectivity issues, and device failures. When hands on help is required, our staff are onsite to address problems or install equipment and upgrades.

Library staff exploring new technology initiatives can also consult with our team for guidance, including help reviewing options to ensure compatibility with existing systems. With this support, libraries can confidently plan, implement, and maintain the technology that serves their staff and communities.

Beyond day to day support, we assist Library Managers and Boards with long term planning by tracking equipment lifecycles, forecasting replacement needs, and consulting on space planning and library moves. In short, we act as each library's full service technology partner - managing installation, maintenance, security, support, and strategic planning across all technology systems.

Polaris Integrated Library System \$ 272,558.39

The Polaris ILS is the central piece of library software that manages cataloging, circulation, patron accounts, and other core library operations.

Polaris allows library patrons to check out books on the app or self-check stations, access eBook platforms, download or stream digital content, use online resources like Ancestry, place holds through ME Libraries (Alberta Wide Borrowing), and connect to many other library services.

Polaris "Leap" is a web-based interface that library staff use to manage patron accounts, check books and other items in and out, track inventory, order new materials, run reports, and handle other important library tasks.

Website \$ 9,197.37

Your library is provided with a website to share information on everything you offer to your community. The websites allow libraries to engage with community members and provide information, resources, and services to the public. Marigold staff are available to assist libraries with website updates.

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Training & Support

Marigold Conference & Training \$ 7,000.00

Marigold pays for up to two library staff members to travel and attend the Marigold Conference, which featured keynote speaker Clara Hughes in 2025. The conference also included a day of sessions and networking with peers. Marigold also organizes training opportunities for library staff in a variety of formats, and on a wide range of skills and topics. We also produce a monthly Professional Development newsletter of third-party training opportunities, saving time for library managers and supervisors.

Professional Support & Expertise \$ 313.65

Member library staff can turn to Marigold professionals to access a wide range of skills and expertise. Marigold staff assist library staff and boards with problem-solving by investigating options to solve challenges, and sharing information and solutions. We support libraries in their work on program planning, collection development, weeding and inventory, technology needs, board and policy development, standards and best practices, reference questions, performance measures, space planning, and much more.

Libraries gain access to the Marigold Content Bank, with pre-made marketing materials for a variety of media. Library staff can save time with ready-to-use promotional items for notable events, library offerings, and more.

Customized Plastic Library Cards

Marigold subsidizes new plastic library cards, which require a special numbering sequence for each library. \$ 690.00

Financial Value of Marigold Services **\$** **3,108,828.70**

Member libraries are thriving!

Across Marigold...

131,668 people/families have a library card

445,005 eBooks borrowed

2,535,278 items loaned

11,464 programs with **367,864** participants

81,332 new books and more added to library collections

11.8 million patron visits to the online library catalogue

Over **13 million** items available in TRACpac online catalogue



MARIGOLD
LIBRARY SYSTEM