

Library Board Agenda Memo

From: Ashia Gustafson, Library Director

Library Board Meeting: July 16, 2026

Subject: Hoopla Funding

Summary:

Hoopla popularity is straining the budget and will be out of funds in roughly two (2) months. Another \$12,000 will be needed to continue to fund Hoopla for 2026

Background:

Hoopla is pay per check-out, and usage climbs every month with the amount of BPL users on Hoopla increasing anywhere from 26%-44% per month over the last year. June's total bill for Hoopla was \$3,000, up from \$2750 in May. If the monthly usage continues at this rate we will be out of budget in about 1.8 months.

The major driver of the cost of Hoopla is audiobooks. We capped audiobook items at \$2.99 per check out in mid-2025, so nothing over \$2.99 was available to patrons. This helped for a little bit. Starting early July, we reduced the total number of checkouts per patron from 4 per month to 3 per month to try to alleviate costs. We don't know the impact of this change yet, but Hoopla is estimating a 15% reduction in cost.

Discussion:

An infusion of \$12,000 is needed to continue offering Hoopla to our patrons for the rest of 2026. Use fines accounts funds to fund Hoopla through the end of the year.

Recommendation:

Allocate \$12,000 from the fines account to fund Hoopla for the rest of 2026.

At the August 2026 Library Board meeting have a discussion on the feasibility of continuing to fund Hoopla in 2027.