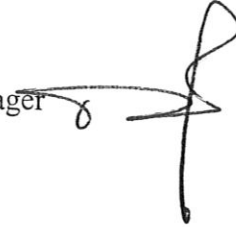


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: May 13, 2014

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – APRIL 2014

Attached is the statistical report for the Santa Clarita Public Library for April 2014.

Overall statistics for the three Library branches in April 2014 include:

- 75,234 patrons visited the Libraries, 1,349 new Library cards were issued, and 4,317 patrons attended a Library program. Total patron visits were lower in April 2014 than in April 2013 because the Old Town Newhall branch had more programs in April 2013 than in April 2014.
- 123,111 books and materials were circulated by the three branches, and 14,192 holds were filled.
- 19,098 patrons reserved and used a public computer, while 4,670 patrons used the Library's free wireless internet (Wi-Fi).
- The Library's website received 27,568 visits from 9,373 new visitors and 18,195 returning visitors who viewed 51,410 website pages visiting the City's Library website.

	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	April 2014	April 2013	April 2014	April 2013	April 2014	April 2013	April 2014	April 2013
Patron Traffic	21,325	21,925	29,525	34,708	24,384	29,094	75,234	85,727
Circulation	29,224	32,202	35,629	38,341	58,258	59,775	123,111	130,318
PC Reservations	6,383	6,713	8,029	9,045	4,686	4,767	19,098	20,525
Volunteer Hours	304	372	580	663	232	325	1,116	1,360
Holdings Filled	3,861	3,668	3,547	3,144	6,784	6,622	14,192	13,434
Number of Programs	61	61	102	143	48	54	211	258
Program Attendance	1,393	1,396	1,804	3,511	1,120	1,326	4,317	6,233
Library Cards Issued	325	394	647	1,175	377	518	1,349	2,087
Wi-Fi Users	1,245	1,077	2,231	2,092	1,194	1,091	4,670	4,260
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	27,568	28,882

Santa Clarita Public Library April 2014 Programs and Highlights

The Winter/Spring storytime schedule continued through the middle of April, including Baby and Toddler Storytime, Bilingual Storytimes, and Elementary and Pajama storytimes. Following the end of the Winter/Spring programming, all three branches continued to offer Homework Help, Conversational English, Senior Creative Writing, and Science Club.

During April a variety of special events also took place at Santa Clarita Public Library (SCPL):

- **Día de los Niños/Día de los Libros** – The SCPL hosted the 3rd annual Día de los Niños/Día de los Libros (Children’s Day/Book Day) event at the Canyon Country Library. The event is in celebration of culture and heritage through literacy and featured events for children and their families. Attractions included a free book for every child, music, a visit from Cat in the Hat, painting with artist Margo Gravelle, storytime with an international storyteller, Michael D. McCarty, and family heritage art projects. The volunteer teens were a big success in interacting and engaging the children. This event was sponsored by the City of Santa Clarita’s Cultural Landscape Initiative and the Friends of the Library.
- **Cowboy Activities** – In spirit of the City’s Cowboy Festival, Santa Clarita Public Library hosted special western-themed activities:
 - Cowboy and Cowgirl Day – The Valencia branch held a children’s event for school-age children to come dressed in western costumes. Children had opportunities to mine for gold, complete an obstacle course, lasso a wooden horse, pin-the-mustache on a cowboy, and play in a cardboard western town.
 - Cowboy Cooking – A local chef came to Newhall Library to demonstrate preparation of a Cowboy-themed menu to adults and seniors.
- **Young Authors and Artists Exhibit of 2014** – The City of Santa Clarita and the Santa Clarita Valley International Program (SCVIP) hosted the annual Sister Cities Young Authors and Artists Showcase awards ceremony and exhibit at the Newhall Library. Students from the Santa Clarita Valley, grades 7 through 12, submitted essays, artwork, and poems interpreting this year’s theme, “Connect Globally. Thrive Locally.” This year’s Young Authors and Artists had the highest participation with 57 essays, 35 art pieces, and 5 poems. All participants and their families were invited to see their entries on display during the exhibit, and the winner of each category moved on to the Sister Cities International contest to compete at a national level.



SANTA CLARITA PUBLIC LIBRARY STATISTICS

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- **Author Event** – Best-selling author Alan Brennert came to Canyon Country Library to discuss his latest novel “Palisades Park” about a family who works at the famed New Jersey amusement park during the Great Depression. Brennert is the best-selling author of the novels, Molokai and Honolulu. This event was hosted by the Friends of Santa Clarita Public Library.
- **Dining for Dollars** – The Friends of Santa Clarita Public Library (FOL) held their first Dining for Dollars fundraiser at three local restaurants. On April 15, Route 66 Classic Grill in Canyon Country donated 15% of participants’ bills to the FOL, and The Egg Plantation and the Newhall Refinery in Newhall volunteered to donate 15% of the day’s total proceeds to FOL. A total of \$1,065 was raised for Santa Clarita Public Library.
- **Earth Day Celebration** – Library patrons gathered at the Canyon Country branch to celebrate Earth Day. Teens met to create recycled art projects and to learn about planet Earth. In the spirit of recycling, SCPL also featured books on how to create something new from everyday items. SCPL also hosted a booth at the Santa Clarita Earth Arbor Day Festival.
- **Volunteer Recognition** – On April 17, the Old Town Newhall Library held a volunteer recognition event, “Our Volunteers are Superheros!” During the event, 75 volunteers were recognized, 4 awarded the Volunteer Award of Excellence, and 15 presented the Presidential Service Award. Mayor Laurene Weste also spoke about the SCPL volunteer program and its accomplishments. Also in attendance were City Manager, Ken Striplin; Assistant City Manager, Frank Oviedo; and Deputy City Manager, Darren Hernández.



If you have any questions, please contact me at ext. 4905.

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