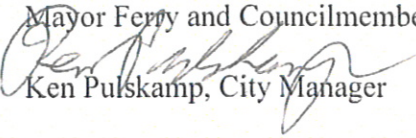


**CITY OF SANTA CLARITA**  
**INTEROFFICE MEMORANDUM**

TO: Mayor Ferry and Councilmembers  
FROM:  Ken Pulskamp, City Manager  
DATE: September 14, 2012  
SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS - AUGUST 2012

Attached is the statistical report for the Santa Clarita Public Library for August 2012.

Branches	CANYON COUNTRY				NEWHALL				VALENCIA				TOTALS			
	Aug 2012	Aug 2011	YTD 2012	YTD 2011	Aug 2012	Aug 2011	YTD 2012	YTD 2011	Aug 2012	Aug 2011	YTD 2012	YTD 2011	Aug 2012	Aug 2011	YTD 2012	YTD 2011
Patron Traffic	22,422	22,043	43,973	40,332	8,354	11,366	8,600	17,457	31,135	41,301	30,328	90,115	61,911	74,710	128,126	147,904
Circulation	33,231	34,023	65,549	69,254	7,203	10,812	8,714	19,380	65,530	55,976	61,885	104,242	105,964	100,811	208,881	192,876
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	28,047	25,801	55,585	50,786
PC Reservations	7,431	6,246	11,655	11,193	597	831	597	1,456	6,179	4,167	6,179	8,754	14,207	11,244	26,003	21,403
Volunteer Hours	32.00	116.50	245.00	279.50	19.00	27.00	19.00	41.00	167.50	190.50	167.50	398	218.50	334.00	756.75	718.50
Holds Filled	1,097	2,593	1,481	5,979	1,161	765	855	1,760	9,407	4,455	5,235	10,378	11,665	7,813	20,418	18,117
Number of Programs	0	28	16	42	0	11	0	19	8	23	8	37	8	62	54	98
Program Attendance	0	910	1,207	1,715	0	282	0	520	556	1,103	556	2,043	556	2,295	3,814	4,278
Library Cards Issued	697	2,250	1,102	8,650	121	469	121	2,134	924	4,165	924	15,851	1,742	6,884	2,713	26,635
Wi-Fi Users	910	877	1,770	1,538	114	118	114	217	1,187	1,172	1,187	2,184	2,211	2,167	4,204	3,939

Overall statistics for the three branches in August 2012 include:

- 61,911 patrons visited the Libraries, and 105,964 items were circulated by the three branches.
- 11,796 patrons reserved and used a public computer, and 11,665 holds were filled.
- The Library's website received 28,047 visits from 10,206 new visitors and 17,841 returning visitors, who viewed 525,027 website pages, and spent an average of 3.01 minutes visiting the City's Library website.

***Santa Clarita Public Library August 2012 Programs and Highlights***

August and December are traditionally non-programming months at libraries; they are typically slower at the Library. During August, the Santa Clarita Public Library had minimal programs and prepared and planned for upcoming programs.



## SANTA CLARITA PUBLIC LIBRARY STATISTICS

September 14, 2012

Page 2

The following highlights some of the special programs hosted by the Santa Clarita Public Library in August:

- The Friends of Santa Clarita Public Library began offering community members an opportunity to be part of a special story as a sponsor at the City's new Old Town Newhall Library, which will open on Saturday, September 29, 2012.

Sponsorship naming opportunities for areas in the new Old Town Newhall Library include: the children's area, children's story room, teen area, adult reading porch, homework center, computer lab, literacy lab, five study rooms, library stacks, computer lounge chairs, and 50 wood guest chairs.

Every sponsor will receive a unique nameplate, which will be on display in their designated area, guaranteeing each donor's legacy within the Old Town Newhall Library. Sponsorship opportunities range from \$50 to \$10,000 for various areas. All donated proceeds will benefit the Santa Clarita Public Library.

- After years of service, the Newhall Library closed its doors on August 23, 2012, for relocation to the new Old Town Newhall Library building.
- In August 2012, the Santa Clarita Public Library planned and prepared for the following:
  - The grand opening of the new 30,000 square-foot Old Town Newhall Library.
  - The transition from the old Newhall Library to the new Library.
  - The fall programs offered to the community.
  - The *On the Wings of Books!* Citywide art and poetry contest for youth from Kindergarten to high school.
  - The Educator's Reception at the new Old Town Newhall Library.

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

KRP:EG:hds

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Attachment