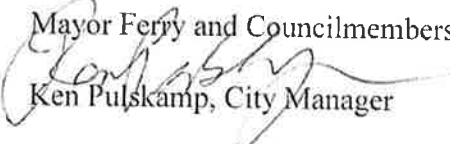


**CITY OF SANTA CLARITA**  
**INTEROFFICE MEMORANDUM**

TO: Mayor Ferry and Councilmembers  
FROM:   
Ken Pulskamp, City Manager  
DATE: November 20, 2012  
SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – OCTOBER 2012

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

Overall statistics (see attached) for the three branches in October 2012 include:

- 81,002 patrons visited the Libraries, and 143,454 items were circulated by the three branches.
- 21,570 patrons reserved and used a public computer, and 13,627 holds were filled.
- 3,950 patrons attended a Library program, and 3,896 patrons used the Library's Wi-Fi.
- The Library's website received 33,969 visits from 16,308 new visitors and 17,661 returning visitors who viewed 66,116 website pages and spent an average of 2.43 minutes visiting the City's Library website.

The Newhall Library completed its first full month of operation at the end of October with significant usage, exceeding expectations, as follows:

- 31,267 patrons visited the Newhall Library, an increase of 259% from the 8,703 patron visits in October 2011.
- 50,877 items were circulated, as compared to 10,612 in October 2011, an increase of 379%.
- 9,035 patrons reserved and used a public computer, an increase of 971% from the 843 computer users in October 2011.
- 2,785 holds were filled, as compared to 1,106 in October 2011, an increase of 151%.
- 1,814 patrons attended a Library program, as compared to 474 attendees in October 2011, an increase of 282%.
- 2,036 patrons used the Newhall Library's Wi-Fi, as compared to 88 Wi-Fi users in October 2011.

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

Regularly scheduled programs for October included: Baby and Toddler Storytime, School Readiness Storytime, Bilingual Storytime, Elementary Storytime, Gaming, Crafty Kids, Read to a Dog, and the Teen Advisory Board.

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In addition to the regularly scheduled story times, the following highlights are *some* of the additional programs hosted by the Santa Clarita Public Library in October.

- ***Art in October Series*** - This specialized free art program for teens focusing on Art took place on October 4, 11, and 18. This free educational program was part of the Library's Parent-Teacher Enrichment Resource Center. The three classes covered the history of western art, renaissance art, and art history in Europe.

The first session covered the history of western art and introduced the teens to the art of Europe and the Americas. The second session looked at how the renaissance changed everything and looked at renaissance art and how Europe advanced to the modern world. The third session focused on abstract art and artists.

These sessions were well attended and appreciated by the teens. The sessions were taught by Grant Horner, a Professor at The Master's College specializing in sixteenth and seventeenth century culture. His 2010 book *Meaning at the Movies* was a bestseller, and his essays have appeared in a number of publications. He has received numerous teaching awards and appeared on over 100 radio and television programs. He regularly teaches Art History in Europe.

- ***Star Wars Reads*** - On October 6, Canyon Country Library successfully celebrated Star Wars Reads Day. Library staff read Star Wars books to kids in 1<sup>st</sup> - 6<sup>th</sup> grades. Children loved this program; they visited the Library and traveled to a galaxy far, far away with the Star Wars readings.



- ***Haunted Harvest*** - On October 18, the Newhall Library partnered with the City's Haunted Harvest Senses event and offered teens and adults the opportunity to get their face made-up with selections from several scary themes and to learn make-up tips. The event was successful and fun for numerous teens and adults.

In keeping with the haunted theme, the Library also featured books and zombie making activities as part of the October Teen Read Week.

- ***Cookbook Collection*** - The Santa Clarita Public Library was the lucky recipient of an amazing personal cookbook collection of over 1,000 titles! Hundreds and hundreds of these cookbooks are now available to our Library patrons for check out. We are fortunate to have received this generous donation, which was made by Ed Engoron, co-founder of Choclatique, and his partner, Joan Vieweger, who were present to launch the collection.

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- ***Chocolate at the Library*** – On October 16, Ed Engoron, author, chef, chocolatier, award-winning Hollywood art director, and co-founder of Choclatique presented an evening of chocolate at the Newhall Library. Mr. Engoron discussed his book and the history of chocolate with a comprehensive free chocolate tasting! It was a real treat for all who attended. This wonderful, well-attended author event was sponsored and presented by the Friends of the Santa Clarita Public Library.



- ***Percussionist at the Library*** – On October 22, the Canyon Country Library hosted a family event to discover universal rhythms with Master Percussionist, Chazz. The families in attendance enjoyed the music and participated in an interactive drum-circle using African Djembe drums.
- ***Library at Kid Expo*** – The Santa Clarita Public Library participated in this year's Kid Expo. The Library booth included teen volunteers helping at the Expo and was extremely popular with kids and adults learning about the services provided at the Santa Clarita Public Library.
- ***Great American ShakeOut Day*** – The Newhall Library participated in the Great American ShakeOut Day earthquake drill on October 18. To prepare for the ShakeOut, Library staff was trained to deal with Library patrons in an emergency and to help them exit the building. Staff was also trained to use exit routes and maps, fire extinguishers, and evacuation chairs.

The successful earthquake drill included nearly 100 parents, children, and patrons who were inside the Library during the drill. Patrons were provided instructions and guided outside the building for a full evacuation. Parents were glad for the chance to teach their children safety strategies in the event of an earthquake.

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- ***Friends of Santa Clarita Public Library*** - A check for close to \$5,000 was presented by Mayor Frank Ferry and City Manager Ken Puskamp to the Friends of Santa Clarita Public Library. This check represents proceeds from the Old Town Newhall Library Gala held in September. The friends were appreciative of the City's support!

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

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Attachment

