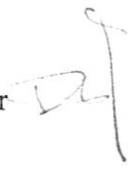


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager
Frank Oviedo, Assistant City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: January 18, 2013

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – DECEMBER 2012

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

Overall statistics for the three branches in December 2012 include:

- 67,264 patrons visited the Libraries, and 116,041 items were circulated by the three branches.
- 17,165 patrons reserved and used a public computer, and 11,873 holds were filled.
- 4,399 patrons attended a Library program, and 3,412 patrons used the Library's wireless internet.
- The Library's website received 26,196 visits from 8,875 new visitors and 17,321 returning visitors who viewed a total of 49,464 website pages and spent an average of 2.10 minutes visiting the City's Library website.

Santa Clarita Public Library December 2012 Programs and Highlights

- The SCV Literacy & Arts Festival was held at the Newhall Library on December 1. This community festival provided a variety of activities for families including music, storytelling, poetry, story time, drama, art projects, digital animation, drawing, and story time characters. This community event was a huge success!
- New York Times Best Selling author, Dustin Thomason visited the Newhall Library on December 4. Thomason spoke to Library patrons on his newest novel "12.21." This successful event was sponsored by the Friends of Santa Clarita Public Library.
- On December 5 the Canyon Country Library held a free showing of the award winning documentary movie "Ringers: Lord of the Fans," and held a discussion with Cliff Broadway, a Tolkien scholar, who wrote and produced the feature film.
- On December 6 the Newhall Library held a free special program entitled, "Journey into Bilbo, Hobbit's character, from Hobbit to Hero" presented by Professors Thea Alvarado and Svetlana Lynch from the College of the Canyons.
- The Friends of Santa Clarita Public Library held their First Anniversary on December 6.

SANTA CLARITA PUBLIC LIBRARY STATISTICS

January 18, 2013

Page 2

- The Santa Clarita Public Library held a variety of fun and successful events based on "The Hobbit" theme throughout the month of December which allowed patrons to engage in films, author and book discussions, and activities on "The Hobbit," and also to win tickets to a private screening of "The Hobbit" at the Valencia Edwards Theater on December 15, sponsored by the Santa Clarita Public Library.
- The Library continued to provide schools the opportunity to tour and visit the Library. On December 7, a group of 50 kindergartners toured the Newhall Library.
- The Santa Clarita Public Library organized a variety of holiday programs that kicked off with a visit from Santa on December 8. The holiday programming included crafts, story times, and family holiday movies.
- To celebrate the City's Anniversary, the Library partnered with the Historical Society and on December 15 held an event showcasing Santa Clarita Valley's Legendary Locals, telling tales of the colorful cast of characters found throughout the region's past, and the "legendary locals" who still make history today.
- The Library's sponsored private screening of "The Hobbit" on December 15, was a success with many Library patrons excited to see the feature film. Breakfast was provided by the Santa Clarita Sunrise Rotary, and the screening was topped off with a visit from Gandalf the Grey.



If you have any questions, please contact me at ext. 4925.

DH:EG:lms

s/fin/ma/library/statistics-Library/2012 December Memo Library Stats - Dec 2012.doc

Attachment

Cc: Ed Kieczkowski, City Librarian