

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: June 10, 2013

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – MAY 2013

Attached is the statistical report for the Santa Clarita Public Library for May 2013.

Overall statistics for the three Library branches in May 2013 include:

- 76,102 patrons visited the Libraries, and 123,143 items were circulated by the three branches.
- 20,069 patrons reserved and used a public computer, and 14,752 holds were filled.
- 3,171 patrons attended a Library program, 1,711 new Library cards were issued, and 4,416 patrons used the Library’s wireless internet (Wi-Fi).
- The Library’s website received 28,928 visits from 9,228 new visitors and 19,700 returning visitors who viewed a total of 50,359 website pages visiting the City’s Library website.

| May 2013 | CANYON COUNTRY | | OLD TOWN NEWHALL | | VALENCIA | | TOTALS | |
|----------------------|----------------|----------|------------------|----------|----------|----------|----------|----------|
| | May 2013 | 2012 May | May 2013 | 2012 May | May 2013 | 2012 May | May 2013 | 2012 May |
| Patron Traffic | 21,801 | 20,767 | 31,064 | 9,241 | 23,237 | 28,209 | 76,102 | 58,217 |
| Circulation | 30,228 | 28,888 | 35,524 | 9,572 | 57,391 | 50,518 | 123,143 | 88,978 |
| Website Visits | xxx | xxx | xxx | xxx | xxx | xxx | 28,928 | 23,696 |
| PC Reservations | 6,507 | 6,956 | 8,759 | 624 | 4,803 | 5,212 | 20,069 | 12,792 |
| Volunteer Hours | 351 | 110 | 406 | 34 | 215 | 430 | 972.00 | 574.00 |
| Holdings Filled | 3,761 | 3,218 | 3,653 | 1,293 | 7,338 | 5,198 | 14,752 | 9,709 |
| Number of Programs | 39 | 26 | 96 | 31 | 29 | 27 | 164 | 84 |
| Program Attendance | 1,045 | 871 | 1,513 | 450 | 613 | 708 | 3,171 | 2,029 |
| Library Cards Issued | 399 | 653 | 875 | 172 | 437 | 1,042 | 1,711 | 1,867 |
| Wi-Fi Users | 1,192 | 807 | 2,125 | 135 | 1,099 | 969 | 4,416 | 1,911 |

Santa Clarita Public Library May 2013 Programs and Highlights

Aside from the regularly scheduled programs including Baby and Toddler Storytime, School Readiness Storytime, Bilingual Storytime, Elementary Storytime, Little Dudes & Dads Storytime, Lego Club, and Read to a Dog, the following are a few additional programs and highlights which took place in May:

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- **Author Visit** - Christopher Reich, the New York Times Best-Selling Author of espionage and thrilling action, was a speaker at the Valencia Library on Saturday, May 4. This author visit was free to the public, well-received by the community, and sponsored by the Friends of Santa Clarita Public Library.
- **Star Wars Day** - The Canyon Country and Newhall Libraries held "May the 4th be with you" events celebrating *Star Wars* Day. These popular events included crafts and activities centered on the popular *Star Wars* books for readers of all ages.
- **Friends of Santa Clarita Public Library** - On May 5, the Friends of Santa Clarita Public Library partnered with Brave New World in Newhall (across from the Old Town Newhall Library) during their "Free Comic Book Day." The Friends of Santa Clarita Public Library were invited to sell treats at Brave New World's Free Comic Book Day.
- **Armed Forces Day** - To celebrate Armed Forces Day, Prayer Angels for the Military, American Legion Post 507, and Hero Home Source LA hosted a care-packing day on Saturday, May 18, at the Newhall Library. Volunteers prepared care packages to be mailed to deployed troops from the Santa Clarita Valley.
- **Art in Library** - In partnership with The ARTree, during May, children made bird sculptures that were on display at the Old Town Newhall Library. The ARTree will return to the Library twice in September for activities.
- **Business Presentation** - The Santa Clarita Public Library hosted a free business presentation by Bill Miranda, CEO of the Santa Clarita Valley Latino Chamber of Commerce, on May 30 at the Old Town Newhall Library. Miranda delivered the presentation, "Hablando de Negocios: Talking Business." This program is designed to help business owners to better understand and embrace the Latino Marketplace. Miranda covered topics such as: how best to communicate with the Latino customer base; how attracting Latino customers can help grow your business, increase sales, and improve profits; demographics of the Latino market; and how Latinos are the fastest growing purchasing population segment in the United States.
- **Summer Reading Program** - During May, the Santa Clarita Public Library Children's Librarians visited local schools to spread the word about the upcoming, Reading is So Delicious! Summer Reading Program.

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

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Attachment

cc: Ed Kieczkowski, City Librarian
Executive Team