


**CITY OF SANTA CLARITA**

**INTEROFFICE MEMORANDUM**

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: August 23, 2013

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – JULY 2013

The third year of operation of the Santa Clarita Public Library began on July 1, 2013. Attached is the statistical report for the Santa Clarita Public Library for July 2013.

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

- 89,367 patrons visited the Libraries, and 2,373 new Library cards were issued.
- 155,082 books and materials circulated by the three branches, and 17,644 holds were filled.
- 23,601 patrons reserved and used a public computer, while 4,637 patrons used the Library’s free wireless internet (Wi-Fi), and 3,172 patrons attended a Library program.
- The Library’s website received 33,094 visits from 10,491 new visitors and 22,603 returning visitors who viewed a total of 57,450 website pages visiting the City’s Library website.

| May 2013             | CANYON COUNTRY |           | OLD TOWN NEWHALL |           | VALENCIA  |           | TOTALS    |           |
|----------------------|----------------|-----------|------------------|-----------|-----------|-----------|-----------|-----------|
|                      | July 2013      | July 2012 | July 2013        | July 2012 | July 2013 | July 2012 | July 2013 | July 2012 |
| Patron Traffic       | 28,725         | 21,551    | 31,870           | 8,600     | 28,772    | 36,064    | 89,367    | 66,215    |
| Circulation          | 40,672         | 32,318    | 44,395           | 8,714     | 70,015    | 61,885    | 155,082   | 102,917   |
| Website Visits       | xxx            | xxx       | xxx              | xxx       | xxx       | xxx       | 33,094    | 27,538    |
| PC Reservations      | 8,414          | 4,224     | 9,941            | 768       | 5,246     | 6,804     | 23,601    | 11,796    |
| Volunteer Hours      | 1,362          | 213       | 741              | 29        | 499       | 296       | 2,602     | 538       |
| Holdings Filled      | 4,419          | 1,424     | 4,879            | 635       | 8,346     | 2,596     | 17,644    | 4,655     |
| Number of Programs   | 15             | 16        | 35               | 6         | 19        | 24        | 69        | 46        |
| Program Attendance   | 640            | 1,207     | 1,835            | 647       | 697       | 1,404     | 3,172     | 3,258     |
| Library Cards Issued | 636            | 405       | 1,175            | 75        | 562       | 491       | 2,373     | 971       |
| Wi-Fi Users          | 1,289          | 860       | 2,079            | 115       | 1,269     | 1,018     | 4,637     | 1,993     |

***Santa Clarita Public Library July 2013 Programs and Highlights***

A key focus in July was the Summer Reading Program. The following are a few Summer Reading and additional programs and highlights which took place in July:

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- **Author Visit** – The Friends of Santa Clarita Public Library sponsored the author visit of high-profile prosecutor and author, Marcia Clark, at the Canyon Country Library. Marcia Clark is a best-selling author who has written *Guilt By Association*, *Guilt by Degrees*, and her newest book, *Killer Ambition*.
- **Summer Reading Programs** – A variety of events for patrons of all ages took place during July including:
  - Local French Chef Herve Guillard from Culinary Wonders lead teens in making a no-cook recipe in this special presentation for teens held at the Old Town Newhall Library.
  - In partnership with Whole Foods Market, a presentation and discussion took place at Valencia Library. This program was designed for the entire family. Through a partnership with Castaic Lake Water District, a special workshop was presented to adults by Castaic Water District on vegetable gardening.
  - The Canyon Country Library hosted storyteller Michael McCarty and magician Lincoln Bond as part of their summer reading program.
  - The Summer Reading Program finale *F.E.A.S.T Families/Friends Eating and Storytelling Together* was held at Newhall Park. Library patrons of all ages were invited to bring a picnic to this outdoor festival and take part in oral histories and imaginative stories.
- **Santa Clarita in Water Color** – A new Library art exhibit is on display at the Old Town Newhall Library featuring watercolorist Cecily Willis. The exhibit is titled “Santa Clarita in Watercolor” and includes painting of various landmarks and iconic buildings of the Newhall area. This collection of artwork will be on display at the Old Town Newhall Library through September 29, 2013.
- **Teen Space** – The new Santa Clarita Public Library Teen Space website is now available. This new Teen Space Library website includes content inspired by local teens from the Library’s Teen Advisory Board. The new Teen Space website is geared for teens and provides information on events, homework help, music, books, helpful links, and information on the Teen Advisory Board.

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

DH:EG:hds

s:/fin/ma/library/statistics-Library/2013 JulyMemo Library Stats – July 2013.doc

Attachment

cc: Ed Kieczkowski, City Librarian  
Executive Team