


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: January 16, 2017

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – DECEMBER 2017

DECEMBER STATISTICS SUMMARY

43,782
visitors



Canyon Country Branch: 12,990 visitors
Newhall Branch: 15,663 visitors
Valencia Branch: 15,129 visitors



88,711

books and materials circulated

Canyon Country: 20,293
Newhall: 18,623
Valencia: 37,135
Digital: 12,660

36,351 website visits



17,339 returning visitors
and 19,012 new visitors
53,053 website pages viewed

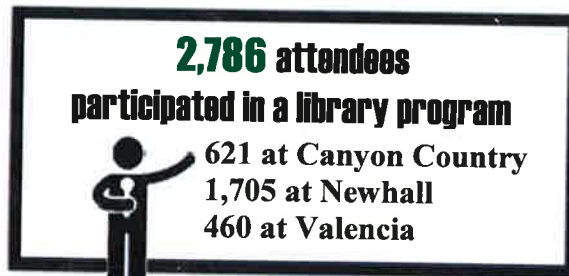
8,835 patrons reserved
and used a public computer
3,331 at Canyon Country
3,022 at Newhall
2,482 at Valencia



4,062 patrons used the Library's Wi-Fi
1,182 at Canyon Country
1,895 at Newhall
985 at Valencia



7,670
holds filled
2,371 in Canyon
Country
1,853 in Newhall
3,446 in Valencia



2,786 attendees
participated in a library program
621 at Canyon Country
1,705 at Newhall
460 at Valencia

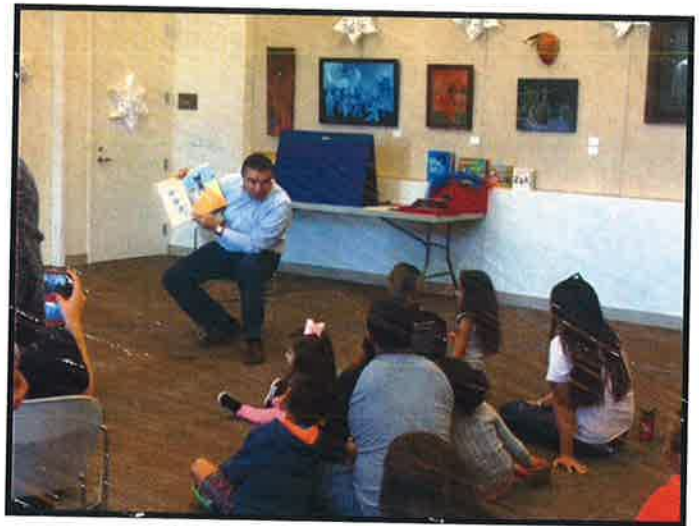


751
library cards issued
206 at Canyon
Country
378 at Newhall
167 at Valencia

PROGRAMS AND HIGHLIGHTS

Regularly scheduled programs for December included: Craft it for Adults, Digital Drop In, Unwind and Color for Adults, and Afternoon at the Movies. In addition, the following programs also took place in December:

- **11th Annual Family Literacy Festival** – On Saturday, December 2, the Old Town Newhall Library hosted the 11th Annual Family Literacy Festival. Approximately five-hundred patrons came out to enjoy activities and experiences related to this year’s theme, “Create Your World”. What made this year’s technology-themed event special was the library’s partnership with College of the Canyons (COC). The COC MakerSpace team brought their tools, equipment and their passion for innovation to share with festival attendees. A digital planetarium and virtual reality gaming station were some of the other experiences that made this year’s event unique.



The library also offered craft activities including cookie decorating, performances by Kalakeke Pacific Island Dance Company, and children’s stories were read by former Mayor Cameron Smyth and Assemblymember Dante Acosta.



- **Virtual Reality** – The Santa Clarita Public Library (SCPL) Annual Family Literacy Festival was the opportunity to unveil some innovative and interesting technology that many attendees had not had the opportunity to explore before. Adults and children alike were fascinated by their foray into the digital world, flying over cities in Google Earth VR, and marveling at the way the hands-on games reacted exactly with the movement of their fingers. VR was very well received at the Family Literacy Festival, and the SCPL look forward to crafting more programs and activities to patrons in the near future.

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- **2nd Annual Elf Ball** – The Elf Ball returned to the Canyon Country Library this year for its 2nd Annual event. Children who attended got to participate in activities like making elf hats, inventing elf names, creating bead candy cane ornaments, building marshmallow creations, and going fishing for candy canes. This is the second year for the Elf Ball event at Canyon Country but the first year for both Valencia Library and the Old Town Newhall Library. Valencia had about 90 attendees, Newhall had 80 attendees, and Canyon Country had 135 attendees.



- **Cookie Decorating** – The smell of gingerbread was in the air creating a magical atmosphere for patrons at the Canyon Country Library December cookie decorating program. Children got creative decorating their own gingerbread cookies, covering them with frosting and their choice of different colors of sprinkles, marshmallows, and chocolate chips! Creations ranged from television characters to original works of art. This sweet and festive program was also offered at both Valencia and Old Town Newhall Library.



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- **OverDrive Digital Dash** – The Santa Clarita eLibrary is on a mission: Get more people to try digital reading! While we have offered eBooks, digital audiobooks, and streaming video to the community through OverDrive for 6 years, we know that many people are still surprised to learn their library card gives them access to thousands of free digital titles. During the month of December, the digital library participated in OverDrive’s “Digital Dash” contest. We successfully reached our target number and surpassed 100,000 check outs, making 2017 our highest number of digital circulation ever. In addition to spreading awareness about our digital offerings and hitting our goal, we are now eligible to win additional funds to buy more eBooks and audiobooks for our OverDrive collection!



DH:RW:PR:AL:cjp

S:\NS\Library Operations & Maintenance\FY 17-18 Library Stats\Decemberr 2017\Memo Library Stats -- December 2017

Attachment

cc: Matt Hortt, City Librarian
City Leadership Team

January



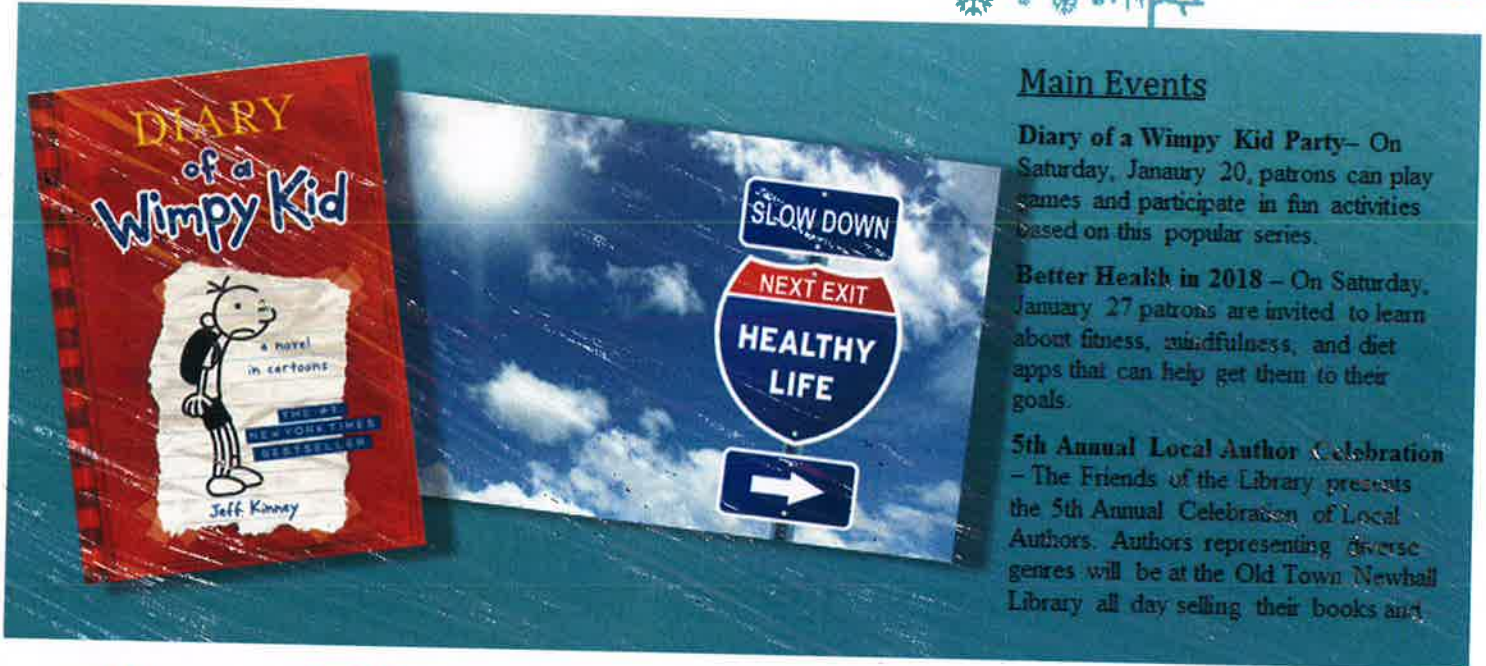
2018

Main Events

Diary of a Wimpy Kid Party– On Saturday, January 20, patrons can play games and participate in fun activities based on this popular series.

Better Health in 2018 – On Saturday, January 27 patrons are invited to learn about fitness, mindfulness, and diet apps that can help get them to their goals.

5th Annual Local Author Celebration – The Friends of the Library presents the 5th Annual Celebration of Local Authors. Authors representing diverse genres will be at the Old Town Newhall Library all day selling their books and



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4 Up For Discussion Bookclub 7:00 PM-8:00 PM Valencia	5	6	7
8	9	10	11	12	13 5th Annual Local Author Celebration 10:00 AM-3:00 PM Old Town Newhall	14
15	16	17 Movie Madness- Moana 3:30 PM-6:00 PM Old Town Newhall	18	19	20 Diary of a Wimpy Kid Party 11:00 AM-12:30PM Canyon Country	21
22	23	24	25	26	27 Better Health 2018 2:00 PM-3:00 PM Old Town Newhall Library	28
29 Marble Run 3:30 PM-5:00 PM Old Town Newhall	30	31				