

## La Quinta Public Library Quarterly Report October 2013 – December 2013

### Circulation

The Library, open 689 hours in the second quarter of Fiscal Year 2013/2014, circulated 54,576 items, averaging 79.2 items per hour.

### eBook Circulation

In an effort to find more ways to offer items to the public, the Library has a growing collection of eBooks and is encouraging patrons to check them out on their mobile devices. Technological classes are being offered to assist patrons in doing this. Approximately 1,000 eBooks were downloaded by La Quinta patrons.

### Door Count

44,979 people visited the Library to check out materials, read newspapers and magazines, utilize the Internet service, attend programs, do homework, and purchase books from the Friends of the Library Book Store.

### New Borrowers

Staff issued 546 new Library cards and had 29,962 active borrowers.

### Public Computer Usage

7,428 computer sessions were logged on the Library's 28 public access computers. Additionally, many patrons enjoy the Library's free Wi-Fi service with their personal laptops.

### Weekly Programming

A Tuesday Preschool Storytime for children 3½ to 5 years old was held 14 mornings during the quarter. A total of 507 children attended.

Weekly On-the-Lap Storytime for parents with babies and toddlers was held prior to the Preschool Storytime, and was attended by 817 participants.

Two new technology programs were introduced allowing patrons to learn how to use their mobile devices such as iPhones or Kindles. The Library held four eBook classes with a total of 20 participants. The second program offered one-on-one help to patrons with any device (mobile or tablet) in which they experience difficulties. These were held four times a week for a total of 12 sessions.

Beginner computer classes were offered, with 10 people in attendance.

### Monthly Programs

The Library offers a Family Movie Day on the second Sunday of each month. During this quarter, 62 people attended the three movies.

### Special Programs

On October 27, 2013, the Library held its fourth *Day of the Dead* event. This cultural event was celebrated with music, food, crafts for children and altars

honoring the lives of great leaders. Approximately 450 people attended this Sunday afternoon program. This is an increase of 33% over last year's *Day of the Dead* program.

Special *No-School Movies* occur on weekdays when the Library is open but students are out of school. Attendance for two movie days was 43.

**Volunteers**

16 volunteers donated 272 hours of time. Volunteers worked in the book store, shelved returned books, helped with programs, and performed a myriad of other tasks.

**Friends of the Library**

The Friends of the Library continue to offer support in all areas. The Friends supported both of movie days as well as the *Day of the Dead* program. Their consistent support allows staff to show movies to the public by funding the movie license, and other program costs and outreach costs. With the Friends' volunteer help, the Library was able to participate in the 7<sup>th</sup> Annual Fall Family Festival in November hosted by About Families, Inc. wherein over 200 people visited the Library's booth to learn more about programs offered to families.

**Networking with Other City Agencies**

The Library provided a monthly preschool story time at the Museum on the first Wednesday of the month.

**Circulation Statistics**

Comparisons	2007	2008	2009	2010	2011	2012	2013
October	10,191	17,191	20,073	21,114	21,799	23,024	18,457
November	10,140	16,839	19,343	20,879	20,111	22,601	18,456
December	3,844	16,164	21, 531	19,568	19,339	20,738	17,663

**Door Count Statistics**

Comparisons	2008	2009	2010	2011	2012	2013
October	17,247	17,630	18,854	19,895	21,373	17,529
November	13,727	15,892	18,463	16,369	16,335	14,189
December	13,772	17,287	16,808	15,457	17,440	13,261

The Circulation and Door Count statistics are lower as a result of the reopening of the Palm Desert Library.

**La Quinta Library Expenditures**  
**July 1, 2013 – December 31, 2013**

<b>Library Contract Expenditures (LSSI)</b>	<b>7/1/13 to 9/30/13</b>	<b>10/1/13 to 12/31/13</b>	<b>1/1/14 to 3/31/14</b>	<b>4/1/14 to 6/30/14</b>	<b>Total</b>
Labor & Benefits	\$94,730.44	\$83,040.41			\$177,770.85
Collection/Books		\$47,570.96			\$47,570.96
Automation & Courier	\$12,877.68	\$11,847.91			\$24,725.59
Other Direct Costs	\$1,645.79	\$3,133.17			\$4,778.96
Zone Administration	\$2,406.63	\$2,790.77			\$5,197.40
Shared Costs	\$4,525.53	\$4,345.38			\$8,870.91
<b>Library Contract Expenditures</b>	<b>\$116,186.07</b>	<b>\$152,728.60</b>			<b>\$268,914.67</b>

<b>County Expenditures</b>	<b>7/1/13 to 9/30/13</b>	<b>10/1/13 to 12/31/13</b>	<b>1/1/14 to 3/31/14</b>	<b>4/1/14 to 6/30/14</b>	<b>Total</b>
Personnel	\$1,984.74	\$2,399.51			\$4,384.25
Insurance	\$8,986.42	\$992.72			\$9,979.14
Miscellaneous Expenses	\$54.43	\$17.56			\$71.99
Special Program Expenses	\$679.01	\$504.73			\$1,183.74
Accounting Costs	\$92.77	\$139.03			\$231.80
Travel and Conferences	\$13.43	\$24.74			\$38.17
Support Services	\$11,749.93	\$49,981.71			\$61,731.64
<b>County Expenditures</b>	<b>\$23,560.73</b>	<b>\$54,060.00</b>			<b>\$77,620.73</b>

<b>TOTAL EXPENDITURES</b>	<b>\$139,746.80</b>	<b>\$206,788.60</b>			<b>\$346,535.40</b>
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## La Quinta Museum Quarterly Report

October 2013—December 2013

### Visitors

1,671 people visited the Museum this quarter - including 128 children. Attendance *increased* 25% over the same quarter from the previous year.

### Exhibits

Over 300 people attended the opening of *Creativity in La Quinta – Take Two* in October, which showcased the imaginations of 31 talented La Quinta artists in the galleries upstairs.

The first floor gallery remained dedicated to local history including Cahuilla Indian and native animal dioramas as well as displays on the La Quinta Hotel and the Desert Club.

### Programming

Creative Friday craft programs continued as an adjunct to the *Creativity* exhibit. Classes were held every other Friday and emphasized reusing and recycling objects into something useful.

Nazim Ozel played his 12 foot musical instrument, a tree that was included in the *Creativity* exhibit, for two performances.

An artists' Open Studio Tour was held in November with 180 in attendance.

The first First Friday event of the season was a talk given by local hiking expert Philip Ferranti about hiking in the La Quinta area.

Preschool Story Time for children ages 3 to 5, held the first Wednesday of each month, was attended by a total of 72 children and their caretakers.

### Gift Shop

Total gift shop sales this quarter were \$2,526 – up 36% from the same quarter the previous year.

**La Quinta Museum Expenditures**  
**July 1, 2013 – December 31, 2013**

<b>Museum Personnel Costs</b>	<b>7/1/13 to 9/30/13</b>	<b>10/1/13 to 12/31/13</b>	<b>1/1/14 to 3/31/14</b>	<b>4/1/14 to 6/30/14</b>	<b>Total</b>
Salaries	\$29,625.00	\$29,625.00			\$59,250.00
<b>Total Personnel Costs</b>	<b>\$29,625.00</b>	<b>\$29,625.00</b>			<b>\$59,250.00</b>

<b>Museum Programming Costs</b>	<b>7/1/13 to 9/30/13</b>	<b>10/1/13 to 12/31/13</b>	<b>1/1/14 to 3/31/14</b>	<b>4/1/14 to 6/30/14</b>	<b>Total</b>
Special Speaker		\$2,684.50			\$2,684.50
Printing	\$206.00	\$114.29			\$320.29
<b>Total Programming Costs</b>	<b>\$206.00</b>	<b>\$2,798.79</b>			<b>\$3,004.79</b>

<b>Other Costs</b>	<b>7/1/13 to 9/30/13</b>	<b>10/1/13 to 12/31/13</b>	<b>1/1/14 to 3/31/14</b>	<b>4/1/14 to 6/30/14</b>	<b>Total</b>
Travel		\$29.38			\$29.38
Supplies	\$1,153.11	\$3,401.52			\$4,554.63
Gift Shop Supplies	\$581.32	\$2,640.71			\$3,222.03
Miscellaneous		\$1,543.00			\$1,543.00
<b>Total Other Costs</b>	<b>\$1,734.43</b>	<b>\$7,614.61</b>			<b>\$9,349.04</b>

<b>TOTAL EXPENDITURES</b>	<b>\$31,565.43</b>	<b>\$40,038.40</b>			<b>\$71,603.83</b>
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