

La Quinta Public Library Quarterly Report January 2014—March 2014

Circulation

The La Quinta Public Library circulated 56,336 items in the Third Quarter of 2013-2014. This comes out to an average of 85 items checked out every hour that the library was open. Ebook checkout is County wide, not by branch, and we are seeing an increase in Ebook use. Nook checkouts have up to 50 books loaded onto each one, which reduces the circulation numbers and the door counts.

	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	8,643	8,855	9,521	18,015	25,380	21,981	22,551	23,748	19,396
February	7,275	8,439	13,737	17,852	23,326	22,390	22,142	19,134	17,910
March	8210	8338	15060	20341	23,647	24,201	24,396	19,149	19,030

Public Computer Usage

During this quarter, 8,092 computer sessions were logged on the library's 28 public access computers. This is a slight decrease from the third quarter of 2012-2013, which can be linked to the increase in use of the library's free Wi-Fi access. Public computers are used by all ages and provide an important connection for tourist and short-term visitors to keep in touch with work, family, or to check travel arrangements.

Door Count

This quarter 53,866 people visited the library to check out materials, read newspapers and magazines, utilize the Internet service, attend programs, and purchase books from the Friends of the Library Book Store. On average, 81 people came into the library every hour. This is a fifteen percent decrease over the same period last year. This decrease is due to the reopening of the Palm Desert Library.

	2009	2010	2011	2012	2013	2014
January	15,769	19,308	20,182	19,022	22,071	17,233
February	15,445	18,584	18,559	17,846	20,142	16,576
March	18,994	22,575	23,565	24,396	21,364	20,057

New Borrowers

La Quinta Library registered 600 new borrowers during the third quarter. While there are 30,197 borrowers on record for La Quinta, 6,305 separate individuals used their library cards this quarter. A library card is good for three years and is purged after four if there are no fees attached. A card with fees stays until the record is cleared.

Library Use From a Non-Library Location

Utilizing a computer in a location other than the La Quinta Library, 10,148 La Quinta borrowers accessed the Riverside County Library System's homepage for database access and other types of information. In addition, they placed requests for 5,025 items for later pickup at the library.

Weekly Programming

A *Preschool Storytime* for children 3½ to 5 years old was held 12 Tuesday mornings during the quarter. A total of 550 children attended.

A weekly *On-the-Lap Storytime Program* for parents with babies and toddlers was held prior to the *Preschool Storytime*. The 12 programs were attended by 774 participants.

Monthly Programs

An *Evening with Friends* is a monthly adult program sponsored by the Friends of the Library. The three monthly programs had 575 in attendance.

The Library offers a *Family Movie Day* on the second Sunday of each month. Depending on the school district's calendar, the Library will also offer a *No School Movie Day*. Each month the library offers a newly released feature film or a seasonally related classic movie that appeals to the whole family. The four movie days were attended by 85 people.

The Beginning Spanish class returned this quarter, thanks to a volunteer instructor, with a total of 8 classes and 48 participants.

Other Programs

The one-on-one mobile device appointments continued this quarter and had a total of 30 appointments. Computer classes, where patrons learn the basics of using the library's computers, had 6 sessions and 13 total participants. EBook classes resumed this quarter wherein patrons learn how to check out library eBooks. There were 3 classes covering different devices with a total of 10 participants.

Volunteers

During this quarter, 15 volunteers donated 296 hours of time. Volunteers worked in the book store, shelved returned books in the library, helped with programs, and performed a myriad of other tasks.

Friends of the Library

The *La Quinta Friends of the Library* continue to offer support in all areas. The Friends provide funds for all special programs, including the movie license, equipment, and refreshment for all library movie programs, as well as materials and incentives for the Summer Reading Program.

La Quinta Library Expenditures
July 1, 2013 – March 31, 2014

Library Contract Expenditures (LSSI)	7/1/13 to 9/30/13	10/1/13 to 12/31/13	1/1/14 to 3/31/14	4/1/14 to 6/30/14	Total
Labor & Benefits	\$94,730.44	\$83,040.41	\$86,621.68		\$264,392.53
Collection/Books		\$47,570.96	\$689.02		\$48,259.98
Automation & Courier	\$12,877.68	\$11,847.91	\$11,174.91		\$35,900.50
Other Direct Costs	\$1,645.79	\$3,133.17	\$1,259.51		\$6,038.47
Zone Administration	\$2,406.63	\$2,790.77	\$3,273.72		\$8,471.12
Shared Costs	\$4,525.53	\$4,345.38	\$3,919.39		\$12,790.30
Library Contract Expenditures	\$116,186.07	\$152,728.60	\$106,938.23		\$375,852.90

County Expenditures	7/1/13 to 9/30/13	10/1/13 to 12/31/13	1/1/14 to 3/31/14	4/1/14 to 6/30/14	Total
Personnel	\$1,984.74	\$2,399.51	\$3,339.54		\$7,723.79
Insurance	\$8,986.42	\$992.72	\$992.72		\$10,971.86
Miscellaneous Expenses	\$54.43	\$17.56			\$71.99
Special Program Expenses	\$679.01	\$504.73			\$1,183.74
Accounting Costs	\$92.77	\$139.03	\$134.05		\$365.85
Travel and Conferences	\$13.43	\$24.74			\$38.17
Support Services	\$11,749.93	\$49,981.71	\$33,488.52		\$95,220.16
County Expenditures	\$23,560.73	\$54,060.00	\$37,954.83		\$115,575.56

TOTAL EXPENDITURES	\$139,746.80	\$206,788.60	\$144,893.06		\$491,428.46
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La Quinta Museum Quarterly Report January – March 2014

Visitors

1,828 people visited the Museum this quarter.

Exhibits

The *La Quinta Then and Now* exhibit opened to showcase how the community developed from an unforgiving desert landscape into the agricultural and hospitality industries of today. Early maps and images contrast with how places and structures have evolved into what we see now.

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

First Friday events included jazz vocalist Linda Tate, City Manager Frank Spevacek's past, present and future vision for La Quinta, and M.J. Outcault Hill's presentation on the local history of ranches, homesteads and hideaways.

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

An Osher bonus lecture on the formation of the Salton Sea was sponsored by the Museum for 125 devotees of lifelong learning.

Preschool Story Time for children ages 3-5, held the first Wednesday of each month, was attended by a total of 104 children.

Gift Shop

Total gift shop sales this quarter were \$3,581 – almost doubled from the \$1,831 from the same quarter the previous year.

La Quinta Museum Expenditures
July 1, 2013 – March 31, 2014

Museum Personnel Costs	7/1/13 to 9/30/13	10/1/13 to 12/31/13	1/1/14 to 3/31/14	4/1/14 to 6/30/14	Total
Salaries	\$29,625.00	\$29,625.00	\$29,625.00		\$88,875.00
Total Personnel Costs	\$29,625.00	\$29,625.00	\$29,625.00		\$88,875.00

Museum Programming Costs	7/1/13 to 9/30/13	10/1/13 to 12/31/13	1/1/14 to 3/31/14	4/1/14 to 6/30/14	Total
Special Speaker		\$2,684.50	\$1,676.65		\$4,361.15
Printing	\$206.00	\$114.29	\$74.94		\$395.23
Total Programming Costs	\$206.00	\$2,798.79	\$1,751.59		\$4,756.38

Other Costs	7/1/13 to 9/30/13	10/1/13 to 12/31/13	1/1/14 to 3/31/14	4/1/14 to 6/30/14	Total
Travel		\$29.38	\$61.05		\$90.43
Supplies	\$1,153.11	\$3,401.52	\$647.72		\$5,202.35
Gift Shop Supplies	\$581.32	\$2,640.71	\$1,807.79		\$5,029.82
Miscellaneous		\$1,543.00	\$611.60		\$2,154.60
Total Other Costs	\$1,734.43	\$7,614.61	\$3,128.16		\$12,477.20

TOTAL EXPENDITURES	\$31,565.43	\$40,038.40	\$34,504.75		\$106,108.58
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