

La Quinta Public Library Quarterly Report April 2014—June 2014

Circulation:

The Library circulated 75,751 items in the fourth quarter of 2013/14. This is an average of 104 items checked out every hour the Library was open. Although this is a slower time of year with the departure of the seasonal visitors, circulation numbers appear to have increased considerably over last year.

	2010	2011	2012	2013	2014
April	21,337	22,016	24,733	19,945	26,242
May	20,152	20,950	25,589	18,486	23,837
June	22,191	24,655	27,422	22,187	25,672

Public Computer Usage:

During this quarter, 6,890 computer sessions were logged on the Library's 28 public access computers. This is a slight decrease from the third quarter of 2013/14 (8,092 computer sessions), which can be linked to the increase in use of the Library's free Wi-Fi access and Google Chromebooks. 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 49,308 people visited the Library to check out materials, read newspapers and magazines, utilize Internet services, attend programs and purchase books from the Friends of the Library Book Store. The decrease in door counts is due to the reopening of the Palm Desert Library and increased e-book check outs.

	2010	2011	2012	2013	2014
April	20,005	21,270	21,225	19,836	17,930
May	19,138	17,397	19,391	17,511	15,529
June	19,221	17,678	20,314	20,855	15,849

New Borrowers:

The Library registered 540 new borrowers during the fourth quarter. La Quinta had 31,418 registered borrowers as of June 30, 2014. 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 Non-Library Locations:

Utilizing computers in locations other than the Library, 10,530 La Quinta borrowers accessed the Riverside County Library System's homepage for account information, database access and other types of information. In addition, they placed requests for 4,196 items for later pickup at the Library.

Weekly Programming:

A *Preschool Storytime* for children 3½ to 5 years old was held 13 Tuesday mornings during this quarter. A total of 771 children attended.

The *On-The-Lap Storytime Program* for parents with babies and toddlers were held on 13 Thursday mornings, and were attended by 752 participants.

Thursdays @ Three is a weekly series of free programs featuring professional performers and is sponsored by the Friends of the Library. The program had 286 people attend this quarter.

Monthly Programs:

The Library offers a *Family Movie Day* on the second Sunday of each month offering a newly released film or a seasonally related classic movie that will appeal to the whole family. There were 3 movie days attended by 79 people.

Other Programs:

During the fourth quarter, the Library held a new *Do-It-Yourself* program with 16 participants in two programs.

A special family program to celebrate *Day of the Child/Day of the Book – Día de los Niños/Día de los Libros* – was held on April 5. The Library partnered with College of the Desert's Early Childhood Education Department and the East Valley Childcare Consortium to provide a morning of activities starting in the park and moving into the Library. The event featured free books crafts, food, games and entertainment. 571 people attended the event.

In May, the Library hosted 16 participants over the course of 4 weeks for the Beginning Spanish class.

The fourth quarter saw the start of the Library's *Summer Reading Program*. For the month of June, 400 children, teens and adults registered to read books and participate in programs. The Library hosted 15 teens over the course of two teen craft programs and one end-of-summer program where a backpack with school supplies was given to one teen. This June, the Library also introduced *Family Game Night* with 16 participants in its first program. Thirty-eight teens and adults joined the Library's showing of 4 movies related to the animal-themed *Summer Reading Program*.

Volunteers:

During this quarter, 46 volunteers donated 373 hours of their 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 by providing funds for all special programs and reading incentives for this year's Day of the Child and Summer Reading Programs.

Outreach:

The Library was represented at the City's Birthday Celebration in the park. Over 134 visited the Library's booth.

The Library participated in the La Quinta Chamber of Commerce Mixer, by invitation, on May 28 at the Homewood Suites.

Office Max invited the Library to a Teacher Appreciation Day on August 2. The event featured raffle drawings, a scavenger hunt and free snacks. The Library displayed program flyers and volunteer applications. Book lights and book marks were given out. Over 50 teachers stopped by the table and 33 joined the Library's raffle for a gift bag.

La Quinta Library Expenditures
April 1, 2013 – June 30, 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	\$100,829.31	\$365,221.84
Collection/Books		\$47,570.96	\$689.02	\$63,785.93	\$112,045.91
Automation & Courier	\$12,877.68	\$11,847.91	\$11,174.91	\$10,809.46	\$46,709.96
Other Direct Costs	\$1,645.79	\$3,133.17	\$1,259.51	\$4,414.65	\$10,453.12
Zone Administration	\$2,406.63	\$2,790.77	\$3,273.72	\$3,330.55	\$11,801.67
Shared Costs	\$4,525.53	\$4,345.38	\$3,919.39	\$4,937.13	\$17,727.43
Library Contract Expenditures	\$116,186.07	\$152,728.60	\$106,938.23	\$188,107.03	\$563,959.93

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	\$2,194.76	\$9,918.55
Insurance	\$8,986.42	\$992.72	\$992.72	\$1,006.01	\$11,977.87
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	\$176.71	\$542.56
Travel and Conferences	\$13.43	\$24.74			\$38.17
Support Services	\$11,749.93	\$49,981.71	\$33,488.52	\$21,588.85	\$116,809.01
County Expenditures	\$23,560.73	\$54,060.00	\$37,954.83	\$24,966.33	\$140,541.89

TOTAL EXPENDITURES	\$139,746.80	\$206,788.60	\$144,893.06	\$213,073.36	\$704,501.82
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La Quinta Museum Quarterly Report

April – June 2014

Visitors

963 people visited the Museum this quarter – 156 of those were under age 18.

Exhibits

Renovation and updates began on the first floor gallery to provide further education on the local Cahuilla Indians and native animal dioramas. Research was done to develop new posters to help “tell the story” in a more attractive and cohesive way. Artifacts were purchased and more brought out of storage. Historical photos of Cahuilla basket makers were framed. Information was added on the meaning of La Quinta and how ancient Lake Cahuilla was important to the area.

An exhibit of local paintings by historical illustrator Ron Backer hung in the Community Room in May and June. Mr. Backer paints the historical Coachella Valley with great detail. A new work featuring the schoolhouse at Point Happy was done especially for the exhibit.

The *La Quinta Then and Now* exhibit on the second floor continues – showing 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 is seen now.

Programming

April's *First Friday* event featured photographs taken along the Palms to Pines Nature Trail by local birding expert Kurt Leuschner.

Preschool Story Time for children ages 3 to 5 was held the first Wednesday of April and May. It was attended by 26 children and their caretakers each time.

The theme for the *Summer Camp* for elementary school children was Desert Animals. Classes in June featured rattlesnakes and tortoises.

Gift Shop

Total gift shop sales this quarter were \$1,619.

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	\$29,625.00	\$118,500.00
Total Personnel Costs	\$29,625.00	\$29,625.00	\$29,625.00	\$29,625.00	\$118,500.00

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	\$6,668.99	\$4,732.63	\$14,086.12
Printing	\$206.00	\$114.29			\$320.29
Total Programming Costs	\$206.00	\$2,798.79	\$6,668.99	\$4,732.63	\$14,406.41

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	\$100.17		\$129.55
Supplies	\$1,153.11	\$3,401.52	\$483.27	\$8,738.97	\$13,776.87
Gift Shop Supplies	\$581.32	\$2,640.71	\$4,143.76	\$3,154.81	\$10,520.60
Miscellaneous		\$1,543.00	\$25.62	\$7,777.26	\$9,345.88
Total Other Costs	\$1,734.43	\$7,614.61	\$4,752.82	\$19,671.04	\$33,772.90

TOTAL EXPENDITURES	\$31,565.43	\$40,038.40	\$41,046.81	\$54,028.67	\$166,679.31
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