

Donald W Reynolds Community Center & Library

July 2019

Statistical Report

Attendance monthly total -----	10,392
Attendance daily average -----	399
Circulation monthly (physical units)-----	7,767
Circulation average daily -----	298
Computer usage total -----	1,058
Computer users average daily-----	41
Computer usage average time-----	42 min
Computer guest passes-----	228
Computer guest passes average daily-----	9
New Library card holders-----	165
Materials donated -----	1,152
	(37 put in collection)

Interesting Statistics

Attendance: The numbers for July were down from previous years, about 10%. In previous years July has had attendance of 11,000 but in those years the Summer Reading Program was held inside the library for the bulk of the program. This year ALL the SRP is being held in the theater which means the kids aren't counted in the gates entering the circulation area. This means we aren't counting all the kids who attend the program, unless they enter the library every Tues & Thurs, their parents or siblings. No extra programming or rentals inside the library this month also affected the count.

Revenue: \$2,740.75 was the total for July and this is down from previous months in 2019 as well as the summer of 2018 (only 10%). This is due to there being no paying room rentals for July due to the AC not working in the community center part of the library. Fines were up significantly from 2018, at \$715.88. The increase in fines has helped to combat the lost revenue of the community center rooms.

What's Happened and What's Coming up!

- Summer Reading attendance hit 539 for ages 5-8, 9-12, & teens. This is a slight decrease over 2018's number of 554 for July. These numbers include the T & TH program plus the Monday Boys & Girls Club movies. Despite a drop in teen attendance we still had a good turnout. The SRP celebration had about 100 people in attendance which is down from previous years. This can be attributed to the fact that many families this year were on vacation the last week.
- The Very Hungry Reader saw 383 lunches & snacks served in July compared to 359 in 2018, representing a 7% increase. This is mainly due to having a larger group for snacks two days during jJuly.
- The HVAC control system was replaced this month and the units evaluated. The units could not be evaluated until the control system was replaced and although there are issues with the 5 rooftop units it is minimal compared to the other issues we have encountered. The unit repairs will take place in August.

- We have begun booking rooms for mid-August and on as the HVAC is looking to be ready in early August. We have the OU Resource Center on the books for Foster Parent Training in mid-August, a bridal shower, and several baby showers booked as of the end of July. This will help our revenue increase with room rental income back into the revenue stream.

Community Partnerships

SRP Celebration – Buddy’s Home Furnishings came out on Friday, July 26th to cook hot dogs for those in attendance for the end of summer celebration. First United Bank was on hand to present the winners for each class with \$25 gift cards, which they also provided. The District brought out District Dan to hang out with the kids, take pics and hand out movie swag.

Summer Reading Program – Local businesses are helping with the Summer Reading Program through sponsorships. All the local banks and many businesses help the library provide programming for kids in June & July. Some businesses help financially and others help with their services or products. “Applebee’s” and “Whataburger” give out restaurant coupons, “Buddy’s Home Furnishings” let us use a chest freezer for the food for the Summer Feeding Program and “Sonic” give coupons and bags for the program. “Big Cats Gym” came out to do Jedi Training with the kids and “Anytime Fitness” did Astronaut Training with the program attendees.

Library Promotion

Library Website – www.donaldwreynolds.okpls.org

Donald W Reynolds & Donald W Reynolds Friends of the Library- **FACEBOOK FOR PHOTOS AND INFORMATION**

<http://www.facebook.com/home.php?#!/rlwpubliclibrary>

“Check it out at the Library” - weekly column with the Sunday edition of the Durant Daily Democrat.