



Bay City Public Library FY24 Quarterly Report – Fourth Quarter

Main Branch Statistics	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
Physical Circulation	6,147	6,695	8,578	7,685	29,105
Digital Circulation	1,682	1,712	1,902	1,691	6,987
Library of Things Circulation	0	32	42	40	114
Computer Use	785	890	918	1,086	3,679
Foot Traffic	6,576	7,478	9,149	8,390	31,593
New Cards	151	141	206	182	680
Number of Programs	53	64	56	76	249
Program Attendance	2,034	1,292	1,454	948	5,728
Reference Questions	898	1,237	983	1,142	4,260
Volunteer Hours	208.5	149.5	312.15	335.20	1,005.35
Room Reservations	33	29	18	11	91
Interlibrary Loans	19 Sent 4 Received	14 Sent 4 Received	32 Sent 0 Received	15 Sent 5 Received	145 Sent 13 Received

Sargent Branch Statistics	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
Physical Circulation	460	426	432	461	1,779
Library of Things Circulation	0	34	18	9	61
Computer Use	30	43	30	53	156
Foot Traffic	596	844	658	566	2,664
New Cards	10	8	12	8	38
Number of Programs	30	40	28	31	129
Program Attendance	288	230	181	142	841
Reference Questions	85	91	92	91	359
Volunteer Hours	19	17.5	17	4	57.5
Room Reservations	7	10	10	9	36

Highlights from Quarter 4

Programs:

- The biggest events of the 4th quarter were the Summer Reading Program (897) with Discovery Dome bringing (222) of those attendees. This year was conducted a bit differently. Rather than events for different ages throughout various days of the week we combined Summer Program to one day for all ages allowing households of multiple ages to attend at the same time.
- Regular programming is consistent and has resulted in an increase in participation. Teen participation is steadily on the rise, and Toddler Time has grown so much that we have added an additional program to accommodate the growth.
- Career Online High School has taken off well with having had the first 2 graduates in the 4th Quarter. We currently have 10 students participating in the program, of which 3 are in their 30-day probationary period. Currently 7 students are more than 50% complete and slated to graduate in the spring of 2025. We have 4 sponsorships remaining currently.
- Summer Art Camp: The much-anticipated 2024 art camp was a huge success. This was a library provided free event that provided basic instruction in the fundamentals of art for all ages. Art Camp was a weeklong event ending in an art exhibit to showcasing their hard work.
- Top Reader Party: Every summer reading program readers are encouraged to log their reading minutes. Our usual goal for the summer reading program is a collective 50,000 minutes. This year Bay City Public Library reached a collective of 240,628 minutes read. Participants with the highest minutes read were rewarded with a movie, popcorn, a drink, and a game card at Schulman's Movie Bowl Grille.

Outreach: (Strategic Plan goal is to participate in a minimum of 3 community events per year)

- 2 Employees attended the Back to School Bash.
- 1 Employee attended the HEB Kids Day event.
- 1 Employee attended the Touch-a-Truck event.
- Dinner in the Dark: The library participated in dinner in the dark by sharing an interactive art experience with those who attended the event to help bring awareness to what people living with limited vision may experience every day. Attendees had the opportunity to paint blindfolded using a raised canvas, and sensory pallet. This allowed the library to showcase what staff experience during programming on a regular basis.



Professional Development: Pamela Burrell, our Children’s Specialist, recently attended the PLAN (Partners Library Action Network) Performers Showcase at Seguin Library. This event provided an incredible opportunity to explore the rich talent and artistry that Texas has to offer.

During the showcase, Pamela had the chance to experience a variety of performances, gaining inspiration and insight into potential artists we could invite to Bay City Public Library for our upcoming summer program and other future events.

Pamela described the experience as wonderful, highlighting the creativity and diversity of the performances. She is excited to bring some of this talent to our community, enhancing our library programs with engaging and high-quality entertainment and instructors.

In Progress Projects

Dia de los Muertos Festival:

The Library, operating within the Communications and Cultural Arts division, is proud to lead the 2024 Dia de los Muertos Festival. With the support of various departments and past committee members, we have developed what promises to be an engaging festival, featuring a record number of vendors. Additionally, we have expanded our audience reach by over 60,000 through targeted cinema advertising. We anticipate that this year will set a new standard for the Dia de los Muertos Festival.

Camofest:

The library has partnered with Mainstreet to support the 2025 Camofest. We will take the lead in organizing the Kids Zone, while the Cultural Arts division will contribute by hosting the second Matagorda County ArtWalks at the event. This initiative aims to reconnect the festival with its artistic heritage, honoring the legacy of the renowned artist Forest Bess.

New Winter Reading Challenge:

We are excited to bring a winter reading program to the library. Patrons will be able to record minutes and earn bragtags for reading milestones. This program will begin in December 2024 and will continue throughout January 2025. Top Readers will be celebrated at the Take Your Child to The Library Day event in February.

Sensory Inclusion with KultureCity:

This was a goal for last fiscal year that we applied for in September. This is a three-year certification that includes staff training, creation of a social story, sensory tools for use in the library, and library signage. This process prepares staff for supporting patrons with sensory needs and how to manage a sensory overload situation.

Space Plan:



An action item in the Library Strategic Plan is to hire an architect or designer to evaluate the space needs of the library and create a new layout that maximizes the use of the our space. This plan will also assess our physical collection and recommend updated shelving that is more accessible and moveable. This project is being partially funded by the Bay City Library Association.

Policy Updates:

Policies are being reviewed to clean up some that are no longer practiced, remove procedural wording, as well add policies that address issues experienced since the last review in 2018.

Library Advisory Board Research:

Research is currently being conducted to help plan and shape an efficient and functional library advisory board. This was mentioned during the strategic planning approval. Samantha is looking into the best setup for our city considering we already have two Friends of the Library organizations and the Bay City Library Association.

Photos

Back to School Bash



Career Online High School Graduation



Toddler Time



Art Camp



Dinner in the Dark

