

**Library - Monthly Report**  
**August 2011**

| <b>Program</b>                        | <b>Aug '10</b> | <b>Aug '11</b> | <b>%<br/>Change<br/>(Month)</b> | <b>YTD<br/>FY 10-11</b> | <b>YTD<br/>FY 11-12</b> | <b>% Change<br/>(Fiscal Year)</b> |
|---------------------------------------|----------------|----------------|---------------------------------|-------------------------|-------------------------|-----------------------------------|
| <b>Circulation:</b>                   |                |                |                                 |                         |                         |                                   |
| Adult                                 | 9,005          | 9,288          | 3%                              | 17,937                  | 18,115                  | 1%                                |
| Teen                                  | 1,882          | 1,630          | -13%                            | 4,066                   | 3,555                   | -13%                              |
| Juvenile                              | 7,726          | 7,299          | -6%                             | 17,295                  | 16,965                  | -2%                               |
| Audio/Visual                          | 17,878         | 18,911         | 6%                              | 36,230                  | 36,517                  | 1%                                |
| Renewals                              | 3,922          | 4,001          | 2%                              | 6,920                   | 7,514                   | 9%                                |
| <b>Total Circulation*</b>             | <b>40,413</b>  | <b>41,129</b>  | <b>2%</b>                       | <b>82,448</b>           | <b>82,666</b>           | <b>0%</b>                         |
| <b>Library Activity:</b>              |                |                |                                 |                         |                         |                                   |
| Self Check                            | 7,746          | 8,039          | 4%                              | 15,528                  | 16,064                  | 3%                                |
| Book Sorter Checkins                  | 42,193         | 40,022         | -5%                             | 86,102                  | 78,302                  | 0%                                |
| *Days Open                            | 21             | 22             | 5%                              | 43                      | 43                      | 0%                                |
| Program Attendance - Adult            | 25             | 125            | 400%                            | 68                      | 191                     | 181%                              |
| Program Attendance - Juvenile         | 437            | 521            | 19%                             | 1,178                   | 1,592                   | 35%                               |
| Program Attendance - Teen             | 80             | 307            | 284%                            | 335                     | 457                     | 36%                               |
| Homebound Book Deliveries             | 166            | 83             | -50%                            | 277                     | 147                     | -47%                              |
| Reference Questions                   | 1,956          | 2,336          | 19%                             | 4,372                   | 4,688                   | 7%                                |
| Fine/Fee Collections                  | \$ 1,300.05    | \$ 1,482.87    | 14%                             | \$ 2,514.49             | \$ 2,847.39             | 13%                               |
| Lost Items Paid                       | \$ 387.74      | \$ 250.68      | -35%                            | \$ 628.19               | \$ 464.79               | -26%                              |
| Volunteer Hours                       | 968            | 1,084          | 12%                             | 2,040                   | 1,987                   | -3%                               |
| Town Staff Hours                      | 196            | 145            | -26%                            | 374                     | 236                     | NA                                |
| Items Loaned To Yav Cty Libraries     | 3,328          | 3,335          | 0%                              | 6,247                   | 6,240                   | 0%                                |
| Items Borrowed From Yav Cty Libraries | 2,718          | 3,376          | 24%                             | 5,159                   | 6,436                   | 25%                               |

| <b>Budgetary Goals &amp; Objectives:</b> | <b>Aug '10</b> | <b>Aug '11</b> | <b>%<br/>Change<br/>(Month)</b> | <b>YTD<br/>FY 11-12</b> | <b>Proposed FY<br/>11-12</b> | <b>% Completed<br/>vs. Proposed</b> |
|--|----------------|----------------|---------------------------------|-------------------------|------------------------------|-------------------------------------|
| Library Patrons (door count)             | 18,875         | 22,156         | 17%                             | 41,552                  | 259,097                      | 16%                                 |
| New Patron Registration                  | 372            | 344            | -8%                             | 717                     | 14,368                       | 5%                                  |
| Circulation (total)                      | 40,413         | 41,129         | 2%                              | 82,666                  | 569,599                      | 15%                                 |
| Patron Internet Usage**                  | 5,198          | 3,515          | -32%                            | 8,809                   | 54,720                       | 16%                                 |
| Average Circulation Per Hour***          | 203            | 195            | -4%                             | 206                     | 226                          | 91%                                 |
| Average Traffic Count Per Day            | 898            | 1,007          | 12%                             | 965                     | 760                          | 127%                                |
| Materials Catalogued                     | 940            | 601            | -36%                            | 1,330                   | 28,206                       | 5%                                  |
| Intra/Inter Library Loans                | 5,158          | 5,874          | 14%                             | 11,158                  | 107,465                      | 10%                                 |

\*August 2011 - The Library was open one more day than in August 2010.

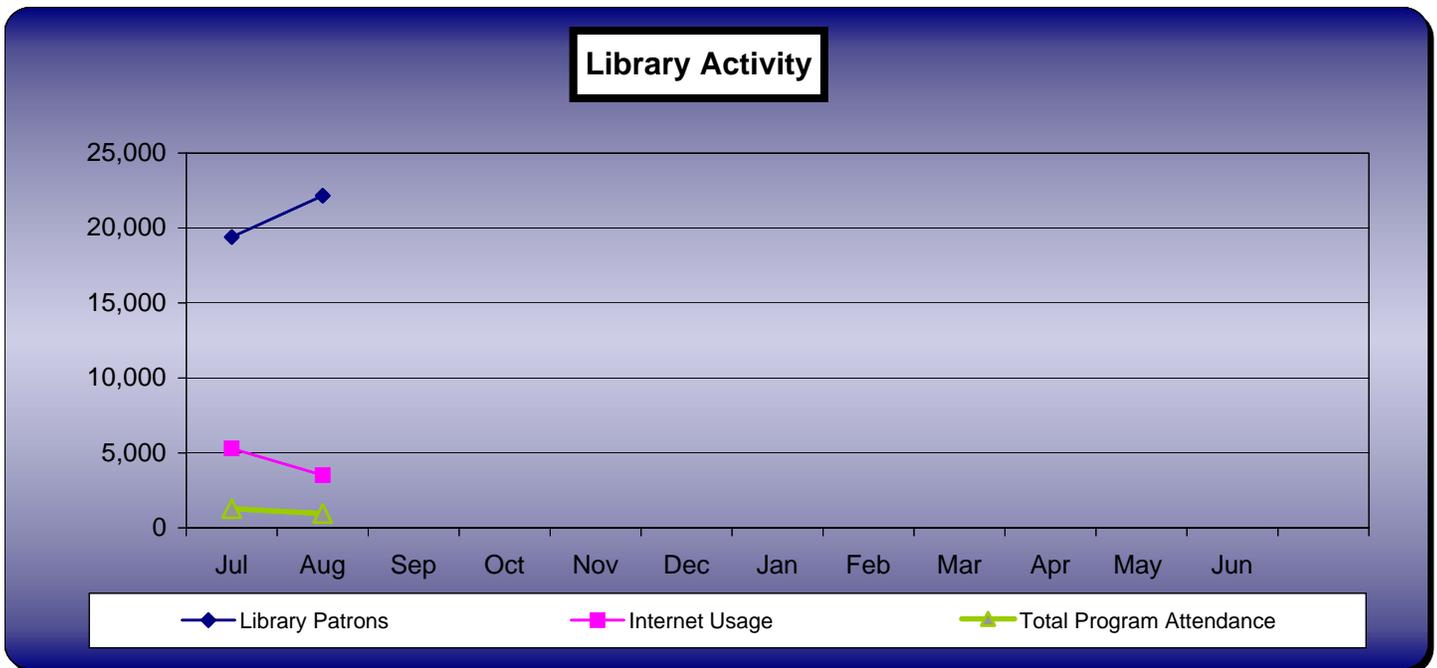
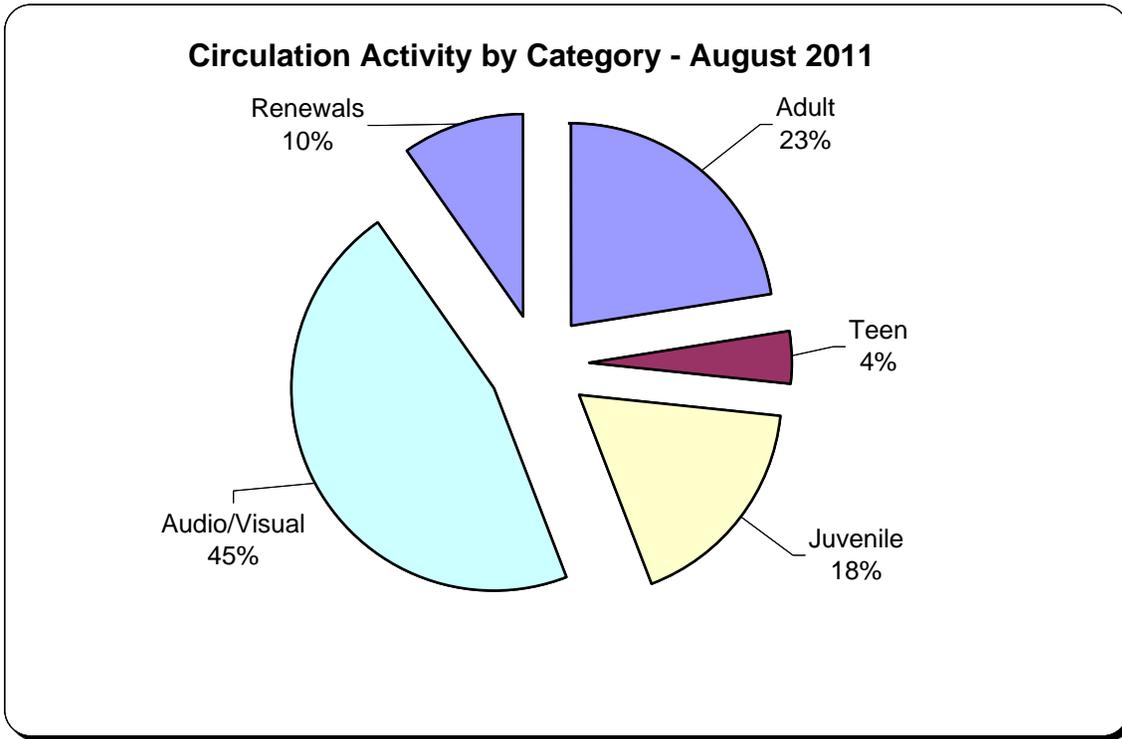
\*\*Internet Usage - The software that records internet usage was not operating for a portion of the month.

\*\*\*Average Circulation Per Hour - This statistic is calculated using the number of hours the Library is open and the Total Circulation. The Library was open 199 hours in August 2010. The Library was open 210 hours in August 2011.

The Mission of the Town of Prescott Valley is to inspire and sustain a dynamic, innovative, and prosperous community through the combined talents of our citizenry.

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**Charts & Trends**



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|     | <b>Library<br/>Patrons</b> | <b>Internet<br/>Usage</b> | <b>Total<br/>Program<br/>Attendance</b> |
|-----|----------------------------|---------------------------|---|
| Jul | 19,396                     | 5,294                     | 1,287                                   |
| Aug | 22,156                     | 3,515                     | 953                                     |
| Sep |                            |                           |   |
| Oct |                            |                           |   |
| Nov |                            |                           |   |
| Dec |                            |                           |   |
| Jan |                            |                           |   |
| Feb |                            |                           |   |
| Mar |                            |                           |   |
| Apr |                            |                           |   |
| May |                            |                           |   |
| Jun |                            |                           |   |