



2024 ANNUAL REPORT

CITY OF
Longmont
Public Library

CIRCULATION

How many items were checked out? How many people did we connect with? How many downloads?

997,685 total materials checked out

5361

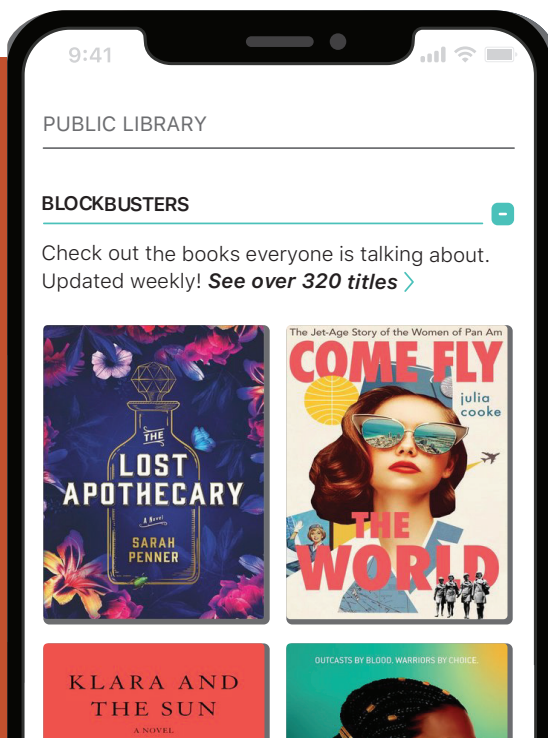
New borrowers

340,163

Annual visits (12% more than in 2023)

140,535

Annual reference transactions
(all departments)



DIGITAL CIRCULATION

Total digital checkouts for Longmont Public Library: **267,138**



110,660
eBooks
checked out

116,970
eAudiobooks
checked out

39,508
eMagazines
checked out

Front Range Downloadable
Library total checkouts:
1,414,598

Longmont Public Library
accounts for nearly 20% of total
Front Range Downloadable
Library checkouts

1647

Discovery Passes reserved

723

Library of Things items circulated

7155

Seed packets from the Seed Library distributed (51% more than in 2023)

164

Colorado State Park Passes
Backpacks circulated

29,528

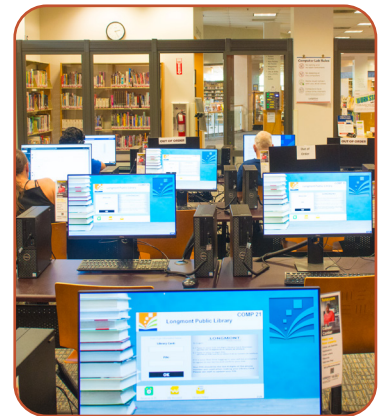
Total sessions in the Computer Lab

3178

Study Room Reservations

1239

Meeting Room Reservations



EVENTS + PROGRAMS

What drew people to the Library in 2024!

3302

events and programs offered

37,334

total participants

2677

total participants in

Summer Reading BINGO

(includes all age groups)



LONGMONT PUBLIC LIBRARY

SUMMER READING BINGO

FOR AGES BIRTH - 17 YEARS OLD | MAY 24 - JULY 31, 2024

Tell two friends about Summer Reading BINGO or read for 30 min.	Attend a Library event or read for 30 min.	Draw, paint, or sculpt your favorite food or read for 30 min.	Read a Snowed-out Book Award winner for youth or read for 30 min.	Set a timer and dance for 10 min. or read for 30 min.
Read a Coretta Scott King or John Steptoe Award book or read for 30 min.	Recite a poem out loud or read for 30 min.	Find Longmont's Sister Cities on a map or read for 30 min.	Create art out of a toilet paper roll or read for 30 min.	Read a book about an Olympic sport or read for 30 min.
Sing "Old MacDonald" using your choice of fun animals or read for 30 min.	Read in your pajamas or read for 30 min.	 FREE	Listen to a song from the year you were born or read for 30 min.	Read to a plant in the Library's sensory garden or at home or read for 30 min.
Write a list of your favorite books and share with a friend or read for 30 min.	Draw a character from a book you're reading or read for 30 min.	Look up at the night sky and spot the moon or read for 30 min.	Read a Pura Belpré Award book or read for 30 min.	Read a recipe from a cookbook or read for 30 min.
Read a Schneider Family Book Award book or read for 30 min.	Read a book published this year or read for 30 min.	Make a one-page comic or read for 30 min.	Read outside or read for 30 min.	Put your hands on your belly and take 5 deep breaths or read for 30 min.

TURN IN BINGO BOARDS BY JULY 31, NO LATE ENTRIES WILL BE ACCEPTED

HOW TO PLAY:

Complete any row, column, or diagonal to get a small prize and free book. Finish the entire board and also get entered into the Grand Prize Drawing! One board per person.

HOW TO TURN IN:

Complete the Summer Reader Information and turn in your board at the Children and Teen Services desk in the Library or email it to us at librarychildrensprogram@longmontcolorado.gov.

WHO CAN PLAY:

Children birth through 17 years old.

PRIZE INFORMATION:

After participants turn in their boards, they will receive a small prize and choose a free book! Those who finished the entire board will be entered into our grand prize drawing. Winners will be chosen and contacted in early August. Prizes will be available starting May 31 and available until July 31.

SUMMER READER INFORMATION

Name: _____

Grade: _____ Age: _____

School: _____

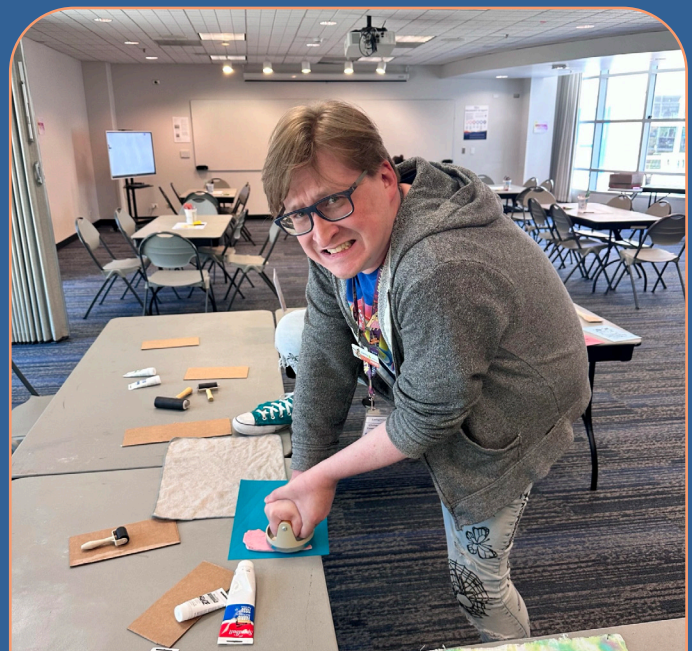
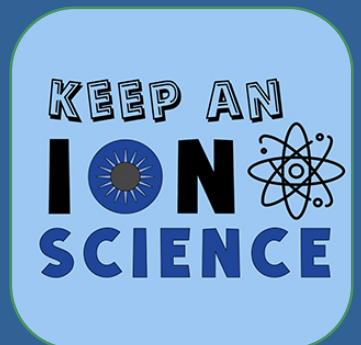
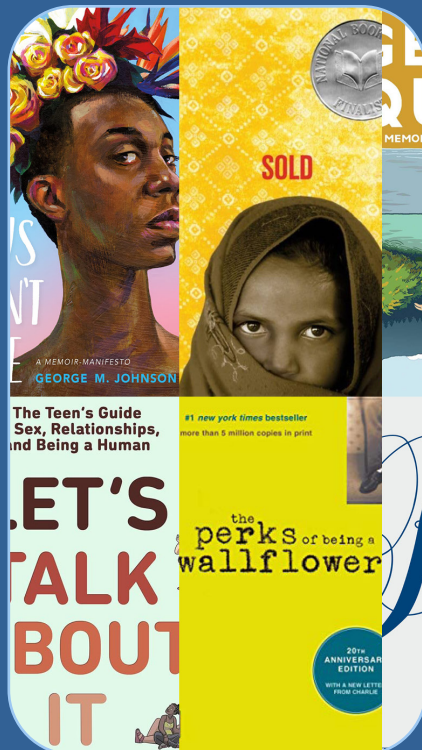
Contact email: _____

Phone # (if no email): _____

How did you hear about Summer BINGO? _____



China, Japan, Ciudad Guzman, Mexico and Wind River Reservation in Wyoming



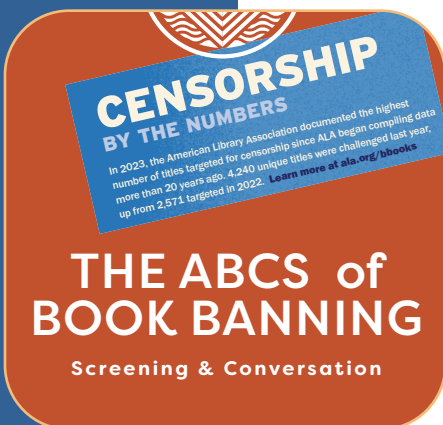
ACCOMPLISHMENTS

- 1 Renovated children's department,** adding all-new shelving, better seating options, and a dedicated space for smaller children's programs
- 2 Began partnership with Longmont Public Media** and our Computer Lab staff to broaden computer class offerings and offer opportunities to explore new technology
- 3** Through generous support from the Friends of the Longmont Library, **sent 5 employees to the Public Library Association conference** in Columbus, Ohio
- 4** Developed a new **5-year strategic plan** for the library
- 5 Friends of the Longmont Library given** the Colorado Association of Libraries "Volunteer of the Year" Award





Sy Montgomery



Adrian Raya and Ramon Trujillo

6 Lilian Bucio, the Library's Outreach Coordinator, won the **2024 CLEL Hero Award for Early Literacy**

7 Implemented a **new library programs brochure**, in both English and Spanish, to better market library programs and events

8 In partnership with the Museum, hosted two highly-successful events with world-renowned author **Sy Montgomery**; and held a screening of **"The ABCs of Book Banning"** documentary, and panel Q&A for Banned Books Week.

9 Art in Public Places installed an altarpiece honoring **Adrian Raya and Ramon Trujillo**

10 Partnered with Sustainability to convert existing, outdated water fountains into **water bottle filling stations**



The Library email newsletters are thoughtfully crafted for targeted audiences by age range and interest

97

total emails sent

This Month @ the Library: 12
Adult Program Notices: 16
Children Program Notices: 28
Teen/Tween Program Notices: 28

8%

average click rate

Industry standard: 2%
Increased from 4% in 2023

***56%**

average open rate

Industry standard: 43%
Increased 1% from 2023

675 / 4,674

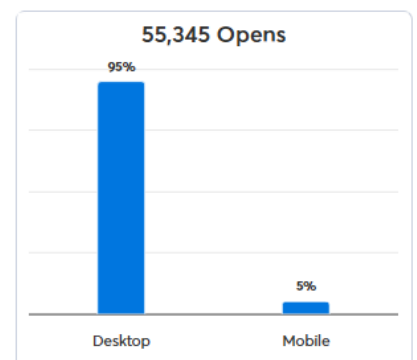
net new subscribers*/
total subscribers

Net number of new subscribers increased
from 573 in 2023

**new subscribers minus unsubscribers*

In 2024, the Library added a new list for computer and technology classes. The list has 80 subscribers.

95% of all Library emails were opened on a desktop. 5% were opened on mobile



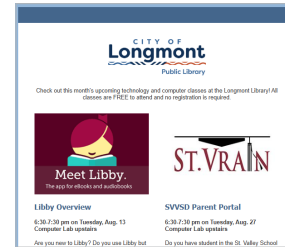
TOP 3 E-NEWSLETTER OF 2024 (BY CLICK RATE)



ABCs of Book Banning Follow Up and Survey
105 sent
81 opened (79%)
31 clicks (30%)



Computer + Tech Classes Dec 2024
59 sent
37 opened (70%)
8 clicks (14.3%)



Computer Classes August 2024
31 sent
20 opened (69%)
4 clicks (13.8%)

The Library's largest email audience receives a monthly **This Week @ the Library** newsletter.

3,483
subscribers

Industry average 1%
Average click rate: 4%

Industry average 36%
Average open rate: 51%



TOP 3 E-NEWSLETTER OF 2024 (BY OPEN RATE)



ABCs of Book Banning Follow Up and Survey
105 sent
81 opened (79%)
31 clicks (30%)



Kids Program Notices: Dec 30 Jan 12
646 sent
389 opened (71%)
34 clicks (6.3%)



Computer + Tech Classes Dec 2024
59 sent
37 opened (70%)
8 clicks (14.3%)