

RAPID CITY PUBLIC LIBRARY

610 QUINCY ST. | RAPID CITY, SD 57701 | 605.394.6139

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Date: August 8th, 2023
 To: RCPL Board of Trustees
 From: Aly Quinn, Events Coordinator
 Re: Events evaluation 2nd quarter

	Number of Q2 2023 events	Total Q2 2023 attendance	Average attendance per event (rounded)
Children (Pre-K)	58	2025	35
Children (K-12)	35	1924	55
Teens (13-17)	23	208	9
Adults (18+)	36	578	16
Totals	152	4,735	

Quarter 2 featured the beginning of the Summer Reading Challenge, with multiple events for all ages. The reading challenge theme was Community, and we prioritized working with community partners to bring new and collaborative events to the library.

The summer reading Kickoff Party, shows, and craft events resulted in a significant attendance increase compared to Quarter 1. Weekend and evening events also were prioritized, allowing more working people to attend events with their families.

Compared 2022, Q2 saw a 25% increase in attendance at youth events (Pre-K, K-12, and 13-17). This is the result of a focus on teen and elementary-age event development and the addition of Little Explorers for Pre-K. Both the weekly Curiosity Club and Little Explorers events continue to see a trending increase in participation.

New and returning seasonal events included: performances for all ages related to the summer reading challenge, Monday crafts, and Movies at the Library. The library provided events in collaboration with organizations such as: Pennington County Master Gardeners; Rapid City Arts Council; Custer State Park; South Dakota School of Mines and Technology; South Dakota Humanities Council; and local authors, artists, and musicians.

Research was done on the ratio of events held for various age groups. Rapid City seems to be on par with data from libraries of similar sizes, with around 30-40% of events focusing on early literacy and education and 20% focusing on adult programming. Consideration is being given to adding events or sessions to accommodate homeschooling families and their elementary-aged children.



