



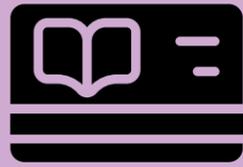
 **Escondido Public Library** 2023-2024 ANNUAL REPORT

 **Escondido Public Library**
239 South Kalmia Street
Escondido, CA 92025
760.839.4683
www.escondidolibrary.org





89,478
CARD HOLDERS



6,009
NEW CARDS



495,186
PHYSICAL CHECKOUTS



96,569
DIGITAL CHECKOUTS



MISSION

The Escondido Public Library provides equal access to information and educational experiences that inspire learning and foster participation in a thoughtful, diverse society.

VISION

The destination to expand your world to unlimited possibilities.

VALUES

We proudly carry out the goals and objectives of our mission by upholding these values:

Excellence: We are dedicated to providing the highest quality professional resources and services in everything we do.

Inspiration: We encourage innovation, curiosity, and exploration of ideas to inspire progress and enrich the quality of life.

Collaboration: We are committed to building partnerships that strengthen our community.

Education: We believe that access to literacy, education, and cultural enrichment are essential for everyone to be successful.

Community: We encourage community connections by creating a welcoming environment in which to share knowledge and experiences.

Access: We believe in protecting the right to free and equal access to information and ideas.

Diversity: We welcome everyone.



DIRECTOR'S NOTE

The 2023-2024 fiscal year was marked by significant achievements at the Escondido Public Library (EPL). As the Library continues to embrace its role as a cultural and educational hub in the community, we remain focused on meeting the dynamic needs of our patrons through innovative programs, expanded services, and partnerships.

This year, EPL strengthened its commitment to supporting Escondido's diverse community by investing in workforce development, cultural outreach, STEAM education, and wellness programs while enhancing operational efficiency and sustainability.

I am happy to report that all key metrics, such as checkouts, library visits, programs, and attendance, increased compared to the 2022-2023 fiscal year.

This report details EPL's progress across its four strategic goals: 1) Community Hub/Cultural Connector, 2) Embrace Emerging Services, 3) Support the Escondido Economy, and 4) Resilience with a look towards the future. Throughout the report, readers will see library statistics, patron quotes, and essential data that provide context for the value and continued relevance of EPL in the community. Thank you and we look forward to seeing you at the library!

Rino Landa
Library Director

LIBRARY STRATEGIC PLAN

In January 2018, Library Systems & Services (LS&S) began operating the Escondido Public Library with the goals of connecting to the community, helping it grow, and inspiring innovation through access and service. To do this successfully, the Library needed a metrics system in place. With heavy input from the community, a five-year strategic plan was created.

1 COMMUNITY HUB & CULTURAL CONNECTOR

EPL will provide experiences that bring the community together, embrace the diversity of a dynamic and growing community, and be a hub for local information.



Partnership Development

Building partnerships with local organizations was one of EPL's main strategies for expanding its reach and offering more diverse programming. In the 2023-2024 fiscal year, EPL partnered with 35+ organizations, including the **San Diego Air & Space Museum** and **US Navy Naval Aviation volunteers**, to engage patrons of all ages, focusing on pre-k and children's programs and events.

Partnerships like this have been shown to significantly increase participation in library programming, particularly when linked to early childhood education, which remains a top priority for many libraries.

Cultural Events & Celebrations

Cultural programming at EPL thrived in 2023-2024. EPL's collaboration with the **Persian Cultural Center** for the **Nowruz Celebration** drew 180 attendees, providing a vibrant showcase of Persian food, music, and dance. This event exemplified how partnerships can enhance cultural programming and allow for cultural exchange.



Another hallmark event was the **Día de los Muertos** celebration, which attracted 160 attendees from across Escondido. The event included traditional Mexican elements such as *folklorico* (folk) dance, storytelling, and an *ofrenda* (offering), where families could place photos of loved ones. The success of this event reflects the growing demand for culturally relevant programming that acknowledges the heritage of Escondido's diverse populations. Such events build community and foster cross-cultural understanding.

Diversity Outreach

In recognition of Escondido's cultural and linguistic diversity, EPL prioritized expanding its bilingual and multilingual programming in the 2023-2024 fiscal year. Through targeted outreach, EPL launched **Bilingual Storytimes**, offered 33 times throughout the year, where Spanish- and English-speaking families could engage in literacy-building activities.

EPL's efforts extended beyond programming to include more diverse marketing strategies. By conducting research to identify the most effective ways to reach Escondido's underserved communities, EPL expanded its social media presence and increased its outreach through email newsletters and physical flyers distributed in areas with high concentrations of non-English-speaking residents.

Community Information Hub

EPL continued to strengthen its role as a community information hub, providing vital information on local services, such as the **Affordable Connectivity Program (ACP)**, which helps low-income households access broadband services. EPL's role as an information hub is particularly important in bridging the digital divide: the gap between people who have access to digital technology and those who do not. By enhancing both its physical and digital platforms, EPL was reached more residents than ever before. **Outreach events at schools, parks, and community centers** helped extend EPL's reach to underserved areas, bringing library services directly to the community.



2 EMBRACE EMERGING SERVICES

EPL provides experiences that reveal the Library is more than a place for books and is the center for lifelong learning in Escondido.



Technology Adoptions

To meet the demands of a tech-savvy population and bridge the digital divide, EPL expanded its offerings of **public computers** and **laptops** for in-library use. By making technology accessible to patrons who may not have reliable internet or devices at home, EPL supports the mission to ensure equitable access to digital tools.

EPL grew its use of **Link+**, a consortium that allows patrons to borrow materials from over 70 libraries across California and Nevada. This collaboration increased the number of available materials by over **6.5 million titles**, expanding EPL's collection without requiring physical space for additional books. Such resource-sharing systems are considered best practice, as they allow libraries to provide a wider range of materials at a lower cost.

	28,061 COMPUTER SESSIONS		39,184 AUDIOBOOK DOWNLOADS
	177,800 WI-FI SESSIONS		40,640 E-BOOK DOWNLOADS

Mobile & Off-Site Services

EPL recognized that not all patrons could visit the Library's physical location, particularly those with transportation challenges or time constraints. To address this issue, EPL expanded its mobile and off-site services, bringing programs and materials directly to the community. Through **pop-up storytimes** and outreach **book giveaways**, held at public parks and recreational centers, EPL provided access to its resources to underserved neighborhoods.

Innovative Programs & Events

From digital literacy workshops, financial education sessions, and hybrid book clubs to creative arts programs like the **Teen Art Studio** and hands-on **STEAM** activities, EPL provided diverse opportunities for patrons to explore new skills and interests. The Library also hosted themed events, celebrating the joy of reading, and wellness programs such as the **Healthy You Series**, promoting mindfulness and mental well-being. By embracing emerging services, EPL fostered a dynamic learning environment that met the evolving needs of the Escondido community.





1,364 FREE EVENTS
EVENT ATTENDANCE
26,347

Star Wars Reads Day, held on October 14, 2023, welcomed 50+ visitors to enjoy Star Wars-themed books, special guest appearances, and photo opportunities, with many participants dressing up as their favorite characters. The festivities continued later in the year with **Star Wars Week**, where the community celebrated literacy through the beloved Star Wars universe. The popular **Build Your Own Droid** event on April 29, 2024, had 120 children and families create custom droids from upcycled materials. The week culminated on May 4, 2024, with a Star Wars Week Finale and **Free Comic Book Day**.



Overall, EPL's programming reflected the strategic focus on embracing emerging services, empowering patrons through education, creativity, and holistic wellness.



“ So many wonderful experiences for the whole family. Check out all the wonderful free of cost services, events, and activities!
-Laura ”





3 SUPPORT THE ESCONDIDO ECONOMY

EPL offers materials, technology, programs, and spaces to support local businesses and for residents to learn, connect and have fun.

Business & Workforce Support

EPL played a significant role in workforce development by hosting the **2nd Annual Career Fair**, which connected 35 employers with 200+ job seekers. The event featured a wide range of industries, offering opportunities for both entry-level and experienced workers. EPL's career fair provided a vital platform for local businesses to find qualified candidates and for residents to explore job opportunities in fields such as healthcare, education, technology, and the trades.

In addition to the career fair, EPL hosted **resume writing workshops** throughout the year, offering personalized assistance to attendees. These workshops were designed to help job seekers create polished, professional resumes that reflected their skills and experiences.



EPL's commitment to financial literacy was further demonstrated through its **Financial Literacy Workshop Series**, offered in both English and Spanish. This five-week series covered essential financial topics such as budgeting, saving, investing, and retirement planning. Participants attended these workshops, which empowered them to make informed financial decisions and build long-term economic stability. Financial literacy programs are increasingly recognized as a best practice for libraries, as they provide essential skills that contribute to personal and community-wide economic resilience.

“
Good place to study and work: quiet. Desks by walls have electrical outlets. Internet faster than I expected.
 -Bruce”

By using the Library, rather than buying or paying for a service, patrons saved approximately:

\$7.5 MILLION

Books Borrowed

\$780,000

eAudio Downloaded

\$400,000

eBooks Downloaded

\$3 MILLION

Movies Borrowed

\$112,000

Computer Sessions

\$260,000

Events Attended

**\$12 MILLION
 TOTAL SAVED BY LIBRARY PATRONS**

Entrepreneurial Support Services

EPL continued to support local entrepreneurs and small business owners through its range of business resources and services. By offering access to databases such as **AtoZ Databases**, the Library provided detailed information on potential clients, competitors, and market trends. At least 545 local entrepreneurs used these resources to conduct market research and grow their businesses.

EPL also collaborated with the **San Diego Law Library** to offer **legal workshops** where small business owners could receive advice on intellectual property, contract negotiations, and business formation. These workshops helped attendees address common legal challenges faced by small businesses and entrepreneurs, particularly those without access to professional legal services.



4 RESILIENCE & THE FUTURE

EPL will make the best use of resources by operating efficiently and will be a good neighbor and community member.



Sustainability Initiatives

EPL's commitment to sustainability was evident in its waste reduction and recycling programs, implemented in partnership with the **City of Escondido's Recycling Division**. EPL hosted two public meetings with city officials to explore best practices in waste management and determine how the Library could model sustainable behavior for the broader community. As a result of these discussions, EPL introduced a **composting workshop** that taught participants how to reduce household waste and improve soil health through composting.

Additionally, EPL hosted **succulent swaps**, where attendees traded plant clippings and learned about low-water-use gardening techniques. These events were part of EPL's effort to promote environmentally friendly practices in a region where water conservation is critical.



100
ACTIVE
VOLUNTEERS



11,465
VOLUNTEER
HOURS

Volunteers

Library volunteers were invaluable to the Escondido Public Library's mission, embodying the spirit of community engagement and service. Volunteers contributed their time and talents in a variety of roles, from assisting with **program facilitation** to **supporting library events** and **daily operations**. Their dedication not only enhanced the library's ability to offer a broader range of services but also fostered a sense of community ownership and connection. This collaborative effort reflects the library's commitment to building a resilient and connected Escondido, where neighbors come together to support each other and share resources that benefit everyone.



STEAM Forward: Inspiring Children

EPL's commitment to **STEAM (Science, Technology, Engineering, Arts, and Mathematics)** education has played a crucial role in equipping Escondido's youth and adults for success in a rapidly evolving economy. Through after-school STEAM programs in collaboration with **California State University San Marcos (CSUSM)**, elementary and middle school students participated in hands-on activities like coding, robotics, and engineering. These programs were designed to engage students in practical problem-solving and ignite interest in fields that are projected to be among the fastest-growing sectors in the coming years.

The **Storytime Engineers!** program, developed in partnership with the **San Diego Air & Space Museum**, offered young learners a unique introduction to engineering principles through creative storytelling. By blending narratives with technical concepts, the program captivated and educated children, sparking curiosity and encouraging future exploration of STEAM topics.

EPL's efforts in promoting STEAM education are not just preparing students for individual success but are also building a foundation for a vibrant, innovative future for the entire Escondido community.

SUMMER READING CHALLENGE



The 2023 Summer Reading Challenge (SRC) at Escondido Public Library, themed “**All Together Now**,” focused on building community and promoting teamwork through a variety of engaging programs for all ages. Running from June 12 to July 30, the program featured activities such as crafting “**Love Bugs**” with kind messages, learning about global animal habitats with “**Wild Wonders**,” and creating pinch pots inspired by different cultural techniques.

These free programs emphasized the Library’s commitment to community engagement and lifelong learning, aligning with the strategic plan to provide diverse, inclusive experiences that foster a sense of belonging and mutual support. The SRC encouraged families to connect, explore new skills, and celebrate togetherness.

SUMMER READERS BY AGE

180	598	180
BABIES	KIDS	TWEENS
(AGES 0-3)	(AGES 4-8)	(AGES 9-12)

120	260
TEENS	ADULTS
(AGES 13-18)	(AGES 18+)

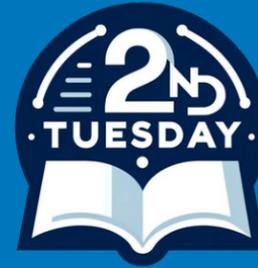


784,096
MINUTES
READ



1,679
ACTITIVIES
COMPLETED

PROGRAMS FOR ADULTS



Monthly meetings bring together adults who enjoy reading and discussing books. Zoom attendance is supported in this hybrid club.



Monthly series focused on health, wellness, and related topics for adults.



Bilingual book club for adults. English and Spanish editions for each book are available.



Quarterly social arts and craft sessions for adults. All supplies are provided.

SUMMER PROGRAMS

These programs help bridge the summer learning gap for students, keep young minds active, and provide families with enjoyable and educational experiences. By offering diverse, no-cost activities, EPL ensures that all residents can participate in meaningful learning and recreational opportunities throughout the summer.



PIONEER ROOM

Operated by the Escondido Public Library, the Pioneer Room was established in 1992 with a bequest from historian Frances Beven Ryan. A valuable space, the Pioneer Room houses the Library's collection of local history and genealogy research materials.



Archival Collection Additions

EPL expanded the Pioneer Room local history archives with the addition of eight new archival collections. These included two **Patio Playhouse** collections, as well as significant photo collections from **Lorna Underwood** and the **Melbourne-Hayden** family. Manuscript collections from **Janis Bittner** and **George Marabotto** were also incorporated, enriching the archive's resources and preserving the community's cultural heritage.

	54 DIGITAL COLLECTIONS		608 PUBLIC HOURS OPEN
	4,876 ITEMS VIEWABLE ONLINE		557 PATRONS SERVED
	643 READING ROOM MATERIALS USED		545 RESEARCH QUESTIONS



Lorna Underwood Collection

Consists of two posters featuring photographs and information on LC the Library Cat (1994-2003) after her retirement as library cat at the Escondido Public Library.



Janis Bittner Collection

Tells the story of how the Albert H. Beach House at 700 S. Juniper Street was constructed between July 11, 1895 and Feb. 8, 1896 as told by contractor and builder Abram Smith (pictured).



George Marabotto Collection

Includes five yearbooks, a kindergarten photograph, school cardigan sweater, Escondido Mercantile coin, a newspaper, and a Walker Scott gift box.

Patio Playhouse Collection

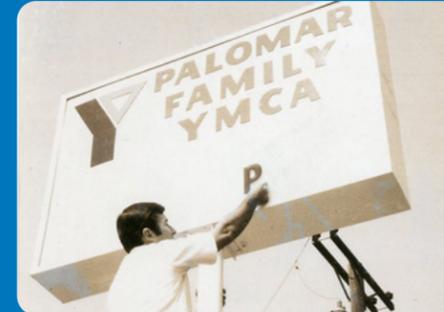
Varied collection includes annotated scripts, collages, film slides, photographs, newsletters, scrapbooks, and video and audio tapes.

All Together Now: The Palomar Family YMCA

Photographs from the YMCA photograph collection.
EXHIBIT: 6/2023-1/2024

Wild Animal Park

Photographs from the Times-Advocate photograph collection.
EXHIBIT: 1/2024-12/2024



Pioneer Room Outreach and Programs

EPL participated in several engaging events and programs that highlighted local history and fostered community connections. At **Grape Day 2023**, the Library's booth attracted 535 visitors, offering educational resources about Escondido's history, distributing free books and promotional items, and generating increased interest in the Pioneer Room archives. The **Beginning Genealogy Workshop**, provided attendees with valuable genealogy research skills and access to the Ancestry.com database, celebrating National Archives Month.

Additionally, the Pioneer Room hosted its first-ever scout badge workshop, where **Girl Scout Troop 2700** earned their **Book Artist Badge** by learning bookbinding and repair techniques from Archivist Ashley Hays and Assistant Archivist Abril Ruiz Erives.

These events effectively showcased the Library's dedication to preserving local heritage and engaging the community in meaningful ways.

LITERACY SERVICES



145
ACTIVE LEARNERS

2,000
INSTRUCTIONAL HOURS

Literacy Programs for Escondido
Escondido Public Library's Literacy Services has been a cornerstone of the community since 1991, providing essential support to adults seeking to improve their reading, writing, and comprehension skills. The program offers a variety of free and confidential services, including **English as a Second Language (ESL)** classes, one-on-one **adult literacy** tutoring, and the **Families for Literacy (FFL)** program.

These services empower adults to achieve personal goals such as securing employment, managing finances, and supporting their children's education. By enhancing literacy skills, the program significantly improves the quality of life for participants and their families. Each program is tailored to meet individual needs, offering flexible schedules and personalized instruction. Literacy Services is an integral part of EPL's mission to foster lifelong learning and community engagement, helping to build a more informed and capable community.



LITERACY FUNDING
Literacy Services are primarily funded through California State Library grants:

\$47,561 Adult Literacy Services	\$26,244 Family Literacy Services	\$107,296 English as a Second Language (ESL)
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TOTAL GRANT FUNDS AWARDED: \$181,101

Literacy Learners' Stories

"This course has been an extraordinary tool to increase job opportunities, to communicate effectively in English, and to help people contribute with their children's homework and education."
-Benedito

Benedito, originally from Brazil, moved to the U.S. ten years ago and struggled to find an English language course that met his needs. After nearly a year of searching, he discovered the English as a Second Language program offered by the Library. This program significantly enhanced his language skills in speaking, listening, writing, and reading, increasing his confidence and improving his ability to support his children's education. Grateful for the support he received, Benedito now feels inspired to give back to the community, finding personal fulfillment in contributing to the city that has provided him with such invaluable resources.

"Before, I didn't speak English. I communicate in Spanish. My English improved a lot since I began to have classes. My life changed. Today I speak with my doctor."
-Angelica

Angelica, originally from Mexico and a resident of Escondido since 2011, began taking ESL classes at the Library in 2023. Before joining the program, she communicated only in Spanish. Since starting the classes, her English has improved significantly, transforming her daily life. She now confidently communicates with her doctor, manages appointments, and handles tasks at the post office in English. Angelica is proud of her progress and is motivated to continue her studies to further enhance her language skills.

"This course has been key in our adaptation to life in this country. It has empowered us to communicate effectively and connect with others."
-Abigail

Abigail, who moved to the U.S. from Mexico in January 2024, joined the Library's ESL program to improve her English and find better job opportunities. Initially feeling nervous and unsure of her language skills in a new city, she soon found support and encouragement from her teacher, Ilana, and her classmates. The course not only enhanced her communication abilities but also helped her adapt to American customs while sharing her own cultural experiences. Grateful for the free classes and the support she received, Abigail is committed to continuing her language learning and making the most of the opportunities available to her and other immigrants in Escondido.

LIBRARY SUPPORT

The Library is supported by the invaluable contributions of the **Friends of the Escondido Public Library**, the **Escondido Library Foundation**, the **Pioneer Room Friends**, and the **Library Board of Trustees**. These dedicated groups provide essential resources and advocacy, enabling the Library to offer the diverse programs, services, and community engagement initiatives covered in this report.

Friends of the Library

The Friends are library lovers who formed this non-profit organization in 1970. There are over 300 Friends members.

Friend volunteers operate the **Friends Book Shop**, selling books, audiobooks, magazines, videos, CDs, DVDs, and more, largely donated by the public. Funds raised by the Friends of the Library help support programs for all ages throughout the year.



Pioneer Room Friends

The Pioneer Room Friends is a non-profit organization that supports the Library's local history collections through fundraising projects and donations.

Escondido Library Foundation

The Escondido Library Foundation (ELF) is the fundraising arm of the Library. Created in 1990, the ELF greatly enhances the effectiveness of the Escondido Public Library by supporting programs that meet special needs in our community.

Library Board of Trustees

The primary mission of the Board is to be vocal and energetic library advocates and to give sound and timely advice and counsel to the City Council on the development of library plans, policies, and programs. The five members of the Board are appointed by the Mayor for three-year terms and confirmed by the City Council. The Board elects a President and Secretary annually.

2023-2024 Board

- Virginia Bunnell, President
- Francis X. Bova III, Secretary
- Carolyn Clemens, Board Member
- John Schwab, Board Member
- Maribel Reyes, Board Member

COMMUNITY PARTNERS

EPL partners with nonprofits, businesses, organizations, and institutions throughout the community to present programs inside and outside of the library:

- 501st Legion
- City of Escondido
- Comic-Con International
- County of San Diego
- CSUSM
- Danza Xinaxtli
- Escondido Art Association
- Escondido Community Garden
- Escondido Union High School District
- Escondido History Center
- Escondido Union School District
- KPBS
- Mando Mercs
- Master Gardeners Association of SD Count
- Museum & Arts Growing Escondido Culture
- Palomar Health
- Persian Cultural Center
- PNC
- Rebel Legion
- San Diego Children's Discovery Museum
- San Diego Council on Literacy
- San Diego County Public Library
- And many more!

LIBRARY STAFF

Escondido Public Library has a dedicated and hardworking staff of 28 who provide excellent customer service, readers advice, promote and select collections, present programs, and so much more for the residents of Escondido and the greater North County area. Of our staff, eight hold at least one Master's degree, and four are enrolled in a library school Master's program. Many staff are native speakers of Spanish. We are proud of the diverse backgrounds and life experiences our staff bring to the Library and the community. We look forward to helping you during your next visit!

In 2015, EPL launched a community engagement program for local businesses called Read Local, Shop Local! This program continued to facilitate cross-promotion of local businesses and the Library through marketing, events, and more during the fiscal year.

2023-2024 Partners:
 ArtHatch Escape • Burger Bench
 Clue Avenue • Cute Cakes Escondido
 EcoVivarium • The Grand Tea Room
 Mathnasium of South Escondido
 Patio Playhouse • Persian Cultural Center
 Printing Solutions • Rock On Pizza
 Shakey's Pizza Parlor • Sunny Side Kitchen



BY THE NUMBERS

The Escondido Public Library collects data in accordance with the the City of Escondido fiscal year. The fiscal year starts on July 1st and ends June 30th the following calendar year. As such, the tables below and throughout this report rely on data recorded on June 30th of the listed year. For example, data from fiscal year 2024 was collected between July 1, 2023 and June 30, 2024.

	Fiscal Year 2022	Fiscal Year 2023	Fiscal Year 2024	% Change FY22 vs FY21*	% Change FY23 vs FY22	% Change FY24 vs FY23
Cardholders	76,524	82,784	89,478	↑ 7%	↑ 8%	↑ 8%
Total Checkouts	501,844	532,629	591,755	↑ 26%	↑ 6%	↑ 11%
Physical Checkouts	428,674	448,305	495,186	↑ 37%	↑ 5%	↑ 10%
Digital Checkouts	73,170	84,324	96,569	↓ -13%	↑ 15%	↑ 15%
Total Physical Collections Items	108,887	113,062	103,118	↓ -5%	↑ 4%	↓ -9%
Visits to the Library	202,946	237,522	264,976	↑ 162%	↑ 17%	↑ 12%
Free Events	505	736	1,364	↑ 42%	↑ 46%	↑ 85%
Event Attendance	11,935	23,625	26,347	↑ 118%	↑ 98%	↑ 12%
Questions Answered	69,321	68,903	71,238	↑ 62%	↓ -1%	↑ 3%
Active Volunteers	129	104	100	↑ 14%	↓ -19%	↓ -4%
Volunteer Hours	19,092	15,144	11,465	↑ 295%	↓ -21%	↓ -24%
Computer Sessions	21,922	23,719	28,061	↑ 156%	↑ 8%	↑ 18%
Wi-Fi Sessions	167,044	332,081	177,800	↑ 386%	↑ 99%	↓ -46%

* During FY21, the library was closed to the public between September 2020 and March 2021 due to COVID-19. Library patrons were able to place holds and pickup materials, but there were no in-person events or public access to the building during this partial closure. As a result, the %Change for FY22 vs FY21 displays more drastic changes when compared with other listed years.

CURRENT REPORT

Budgets & Collection Development

	Fiscal Year 2022	Fiscal Year 2023	Fiscal Year 2024	% Change FY22 vs FY21	% Change FY23 vs FY22	% Change FY24 vs FY23
Library Budget	\$3,576,618	\$3,661,960	\$3,771,040	↑ 2%	↑ 2%	↑ 3%
FTE Staff	23.75	22.75	24.625	↑ 6%	↓ -4%	↑ 8%
Grant Awards**	\$141,275	\$173,342	\$204,211	↑ 47%	↑ 23%	↑ 18%
Total Collections Budget	\$250,000	\$250,000	\$250,000	↔ 0%	↔ 0%	↔ 0%
Physical Collections Budget	\$135,894	\$130,183	\$144,689	↓ -0.3%	↓ -4%	↑ 11%
Digital Collections Budget	\$102,201	\$107,912	\$93,406	↓ -7%	↑ 6%	↓ -13%
Physical Cost per Checkout***	\$0.32	\$0.29	\$0.29	↓ -27%	↓ -8%	↔ 0%
Digital Cost per Checkout***	\$1.40	\$1.28	\$0.92	↑ 7%	↓ -8%	↓ -24%
Physical Items Purchased	7,670	7,430	6,851	↑ 1%	↓ -3%	↓ -8%

** A ten million (\$10,000,000) Building Forward grant awarded by the California State Library is not included in the table as the project has not been completed. The grant was awarded during fiscal year 2023.

*** Costs are an estimate for the return on investment for each collection. Checkouts include items purchased with prior budgets and do not necessarily reflect what items were checked out with the given years' budget.

Pioneer Room

	Fiscal Year 2022	Fiscal Year 2023	Fiscal Year 2024	% Change FY22 vs FY21	% Change FY23 vs FY22	% Change FY24 vs FY23
Digitized Materials	3,854	4,162	4,876	↓ -0.3%	↑ 8%	↑ 17%
Digital Collections	30	43	54	↑ 36%	↑ 43%	↑ 26%



CITY OF ESCONDIDO



Dane White
Mayor



Consuelo Martinez
Councilmember
District 1



Joe Garcia
Councilmember
District 2



Christian Garcia
Councilmember
District 3



Michael Morasco
Councilmember
District 4

Sean McGlynn
City Manager

Christopher McKinney
Deputy City Manager/
Director of Utilities

Joanna Axelrod
Deputy City Manager/ Director of
Communications & Community Services