

LIBRARY SERVICES

JANUARY 2025

BURLINGTON
PUBLIC LIBRARY

Frost Fair 2025

With a special day-long celebration, our Vacation Thru Time series hosted a fabulous line-up of events to celebrate the winter season. Harkening back to the 17th century fairs held on the frozen River Thames in London, our winter festival brought people together to share warmth and light during the cold month of January.



From making tie blankets for children in need to exploring the winter habits of honeybees there were programs for people of all ages, all day long. In total, we hosted 311 active participants throughout our Frost Fair.

Patron Feedback:

“Dear Brittany & Staff, THANK YOU for putting on a successful Frost Fair last week. We took in most everything and can't say enough of how well organized it was - plus a fabulous learning experience! Many quilts were completed for Project Linus - a great cause. Becky with the pie demo was a hoot. The senior craft and ice carving was really fun and the mocktails were incredibly good with wonderful quiet music and just being able to relax in the ambiance of the room. We can only say that we're looking forward to next year! Just a great program with great staff - That's our great library for our community! - Al & Cindy Fabel”

Seed Swap

In partnership with Nine Square Feet and the Des Moines County Master Gardeners we were able to participate in the annual Seed Swap, Iowa's largest simultaneous seed share event.



Staff were on hand to showcase the seeds available to take as well as companion books available for checkout while the Master Gardeners were able to give helpful tips and tricks for successful gardening.

Sew What

What began as a teen-focused initiative has bloomed into a running series of sewing classes for adults. Offering sewing classes to our community, both teens and adults, empowers people to learn new skills and create new things. With Our Mayor Pro-Temp and several community members were able to create their own up-cycled mittens and repair clothing.



Hoopla Limits

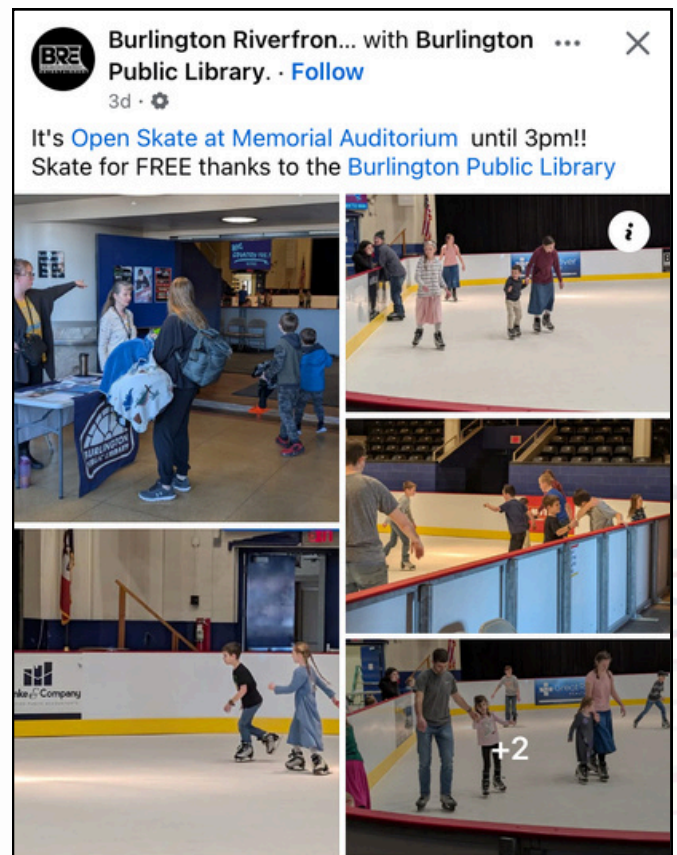
Due to a rapid rise in Hoopla use and budget constraints the monthly Hoopla limit was lowered from 6 items to 2 items. This will help ensure that we make our budget at the end of the fiscal year (June 30, 2025).

More Highlights

City Department Heads presented their Fiscal Year 2026 (FY26 July 1, 2025 - June 30, 2026) budgets to City Council in an 8 hour session on Wednesday, January 22nd. Library Director Jacobs presented a \$1,737,224 request to cover a 2% staff salary increase and utility increases. This budget request does not include any increase from the previous year for resource purchasing (digital or physical). A video of the full day of budget presentations can be found on the city's website: burlingtoniowa.org

Community Highlights

Two families who recently moved to the Burlington area commented that they frequent public libraries in all the cities they land in and that the Burlington Public Library is by far their favorite. They are impressed by the community here, the friendliness, the space, programs, books and resources.



January by the Numbers

Total Checkouts: **22,744** (20,305)

Number of Programs: **38** (43)

Program Participants: **903** (799)

New Borrower Accounts: **112** (70)

Use of online databases: **7,443** (6,355)

WiFi & Computer Use: **5,108** (4,154)

Items borrowed & loaned through Inter Library Loan: **181** (133)

Meeting Room Reservations: **370** (316)

Door Count: **9,405** (7,600)

January '25 / December '24

January by the Numbers: E-Lending



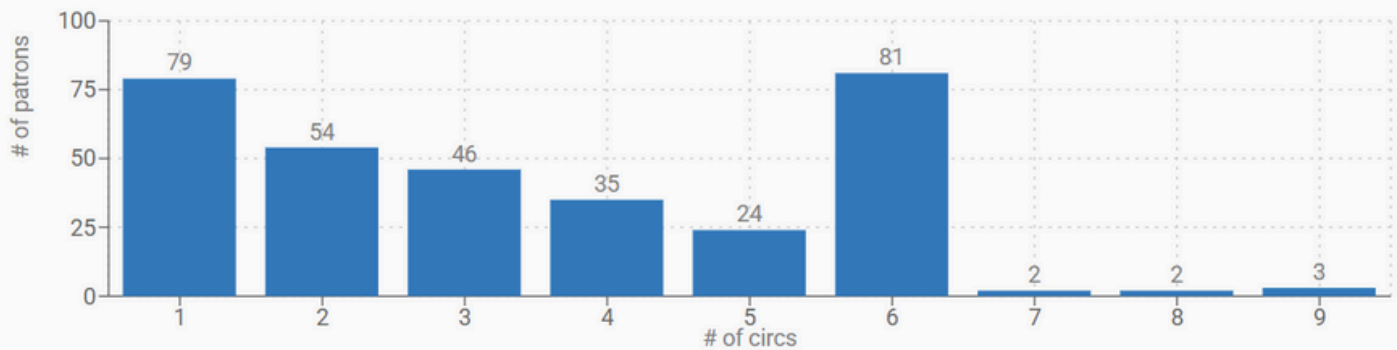
OverDrive/Libby & Hoopla

	Total Circulation	Amount Spent	Unique Patrons	New Patrons	Average Circ/Patron
Hoopla	1,128	\$2,688.97	326	34	3.5
Libby	2,751	\$519.78	621	37	4.42

Hoopla Detailed Report

Patrons and Borrows

There were **1,128** Instant circs in January 2025 borrowed by **326** patrons. The average number of Instant circs was **3.46** circs per patron, with **88** individual(s) using all **6** Instant circs.



DATE	AUDIOBOOKS COUNT	BINGEPASSES COUNT	COMICS COUNT	EBOOKS COUNT	MOVIES COUNT	MUSIC COUNT	TELEVISION COUNT	TOTAL
Jul 2024	598	12	28	237	69	18	13	975
Aug 2024	566	7	26	215	65	10	19	908
Sep 2024	607	12	15	214	45	19	14	926
Oct 2024	585	8	16	212	39	19	14	893
Nov 2024	638	8	19	185	54	15	17	936
Dec 2024	618	8	32	241	37	21	28	985
Jan 2025	739	13	34	236	63	17	26	1128
Totals	4351	68	170	1540	372	119	131	6751

January by the Numbers: WiFi

Burlington Public Library

January-2025

In January, 745 unique patrons used your library WiFi. On average, these patrons visited to use the WiFi on just under 3 individual days.



Change from prior month

2886 ↑ 34.55%

Monthly Sessions



2231 ↑ 22.99%

Total Visits



745 ↑ 16.22%

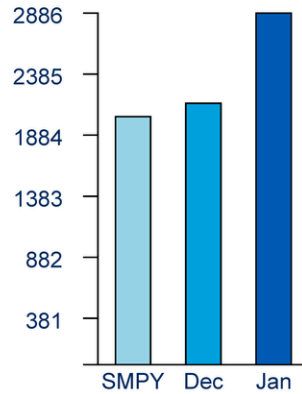
Unique Visitors



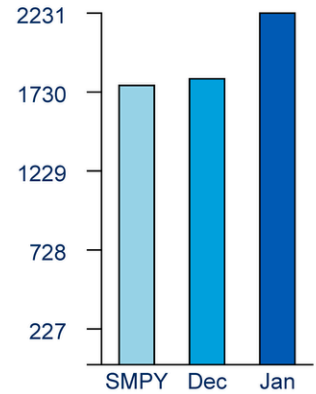
2.99 ↑ 5.65%

Average Return Rate

Total Monthly Session Count

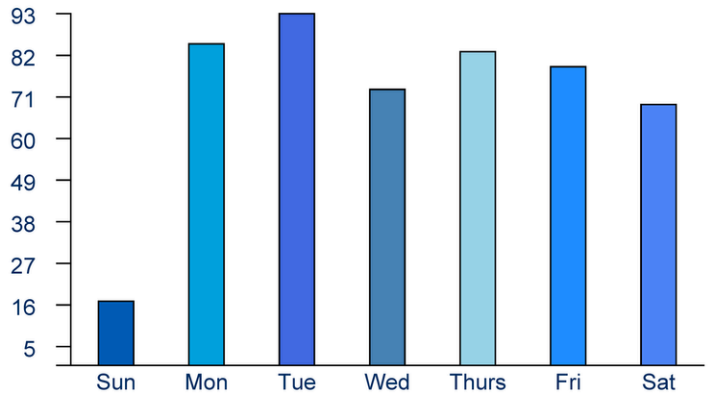


Total Monthly Visits



*SMPY: Same Month Prior Year

Average Daily Visits



Average Peak Hourly

