



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JUNE 14, 2022

FROM: LIBRARY DEPARTMENT WARD: ALL

**SUBJECT: IN-KIND GIFT CARD DONATIONS VALUED AT APPROXIMATELY \$84,000
FROM VARIOUS BUSINESSES TO SUPPORT SUMMER READING PROGRAM
2022 AT THE RIVERSIDE PUBLIC LIBRARY**

ISSUE:

Authorize the acceptance of in-kind gift card donations valued at \$84,000 from various local businesses to support the Summer Reading Program for 2022 at the Riverside Public Library.

RECOMMENDATION:

That the City Council authorize the acceptance of in-kind gift card donations valued at \$84,000 from various local businesses to support the Summer Reading Program for 2022 at the Riverside Public Library.

BACKGROUND:

The Riverside Public Library's Summer Reading Program (SRP) has been a long-standing offering to enthusiastic customers of all ages.

According to the California Library Association, research has shown summer reading loss is cumulative. By the end of 6th grade, children who consistently lose reading skills over the summer will be two years behind their classmates. The Riverside Public Library tries to help by providing an enriching summer reading program to prevent this reading loss over the summer, reduce the size of the achievement gap between those children who read and those who do not and encourage reading for pleasure.

DISCUSSION:

The Summer Reading Program 2022, themed "Read Beyond the Beaten Path," will run from June through August. Read Beyond the Beaten Path combines camp, adventure, and skill development through the use of library developed programs. This program help demonstrate how libraries and reading can expand your world and the power of lifelong learning.

Program attendees will be able to sign up to receive prizes for reading books over the summer. Various local businesses intend to provide in-kind gift card donations. A full list is attached with a total estimated in-kind donation valued at \$84,000.

The 2022 Summer Reading program allows children to earn a different prize each week by logging any reading they have done on the Summer Reading website. Teen and Adult members will earn raffle tickets for participating in online programs and logging their reading.

STRATEGIC PLAN ALIGNMENT:

This item contributes to ***Strategic Priority No. 1 Arts, Culture & Recreation*** and **Goal No. 1.1** - Strengthen Riverside's portfolio of arts, culture, recreation, senior and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities and fund development.

The item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** - This item aligns with Community Trust by minimizing the expenditure of City funds through community partnership and involving the community to encourage or enhance communication.
2. **Equity** - This item aligns with Equity by facilitating equitable distribution of services to every member of the community.
3. **Fiscal Responsibility** - This item aligns with Fiscal Responsibility as the community would benefit by accepting this award with no financial implications to the City other than in-kind contributions of staff time.
4. **Innovation** - This item aligns with Innovation by continuing partnership with the California State Library.
5. **Sustainability & Resiliency** - This item aligns with Sustainability & Resiliency by potentially providing fund development opportunity.

FISCAL IMPACT:

The fiscal impact of this action is estimated to be \$84,000 in-kind gift card donations.

Prepared by:	Erin Christmas, Library Director
Certified as to availability of funds:	Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by:	Rafael Guzman, Assistant City Manager
Approved as to form:	Phaedra Norton, City Attorney
Attachment:	Sponsor List