



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JULY 20, 2021

FROM: LIBRARY DEPARTMENT WARD: ALL

**SUBJECT: IN-KIND GIFT CARD DONATIONS VALUED AT APPROXIMATELY \$65,526.95
FROM VARIOUS BUSINESSES TO SUPPORT SUMMER READING PROGRAM
2021 AT THE RIVERSIDE PUBLIC LIBRARY**

ISSUE:

Authorize the acceptance of in-kind gift card donations valued at \$65,526.95 from various local businesses to support the Summer Reading Program for 2021 at the Riverside Public Library.

RECOMMENDATION:

That the City Council authorize the acceptance of in-kind gift card donations valued at \$65,526.95 from various local businesses to support the Summer Reading Program for 2021 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. In 2019, 2,728 customers signed up for the SRP (Juvenile: 1714, Teen: 274, Adult: 740).

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 2021, themed "Reading Colors Your World," will run from June through August. The theme is designed to facilitate participants to explore humanity, nature, culture, and science 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.

The SRP kick-off event will take place on June 2 at 10:00 a.m. at the www.riversideca.gov/srp. 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 such as 300 hamburger cards from In & Out valued at \$1,257. A full list is attached with a total estimated in-kind donation valued at \$65,526.95.

The 2021 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.

FISCAL IMPACT:

The acceptance of the donations has no fiscal impact on the General Fund.

Prepared by: Erin Christmas, Library Director
Certified as to
availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by: Kris Martinez, Interim Assistant City Manager
Approved as to form: Kristi J. Smith, Interim City Attorney

Attachment: List of In-Kind Donations