



2024 Summer Reading Program Report

Registrations

339 Total Registrations

Breakdown by age of registered participants:

58 Preschoolers (ages 0-4)
149 Children (ages 5-11)
42 Teens (ages 12-17)
90 Adults (18+)

Programs and Outreach

Programs held by the Prescott Public Library

85 programs were offered by the Prescott Public Library (June-August)

- 69 ongoing programs (Yoga, Storytime, Baby Storytime, LEGO Club, Coloring, Craft Hour, and TAB)
- 8 programs held off-site (Heart, Hands & Mind Visits and Books & Benches Storytime)
- 8 special events (Snake Discovery, Ice Cream Social, Summer Kickoff)

Passive programs

- 345 people participated in the monthly Hide & Seek challenges (dogs, fireworks, books)

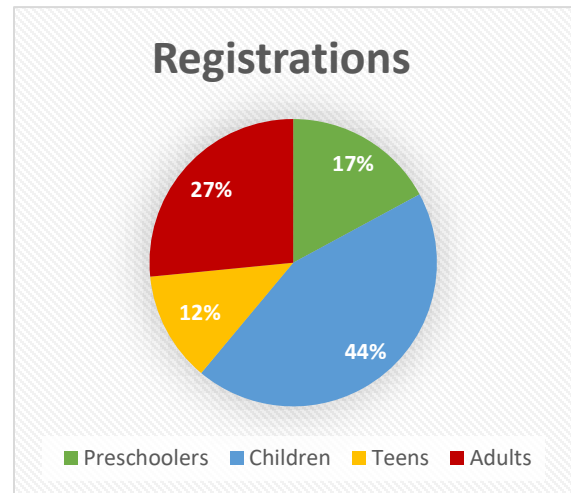
Outreach

- Partnered with Freedom Park and the Phipps Center for the Arts for the Books & Benches program. This is a program to promote the Art Bench Trail in the St. Croix Valley.
- Partnered with Hearts, Hands & Mind to do Storytime at the daycare.

Donations

12 local businesses and private donors donated a total of \$1,050 to the library for the 2024 Summer Library Program.

- Businesses who donated were Cernohous Chevrolet, Croix Insurance Agency LLC, EdgeBuilder Inc, Pierce Pepin Cooperative Services, Prescott Chiropractic, Prescott Family Dental, Prescott Laundromat LLC, Prescott Tap, Scenic Bluffs Dental, St. Croix Interiors, Twisted Oak Coffee House and Two Rivers Lodge Bar & Grill.



Completion Rates and Reading Rewards

280 reading logs were returned to the library and exchanged for entry into the raffles and/or prize books. 144 participants turned in one reading log. 73 participants turned in two reading logs. 34 participants turned in three reading logs. 16 participants turned in 4 or more logs.

Participants received one raffle ticket and one book per reading log returned.

There were five prize baskets for the raffles:

- Bluey Basket: Bluey backpack, water bottle, Season 3 and coloring sheets (22 entries)
- Arts & Crafts Basket: Tie dye kit, white canvas bags, markers, sketch pad (71 entries)
- Outdoor Basket: Bubble blaster, chalk, reusable water balloons, lawn dart game for kids (61 entries)
- Snack Basket: Gummy Bear making kit, \$15 Kwik Trip gift card, chips, avocado pop it (47 entries)
- Gift Card Basket: \$15 gift cards to Twisted Oak, Prescott Tap, Two Rivers, River City Sweets (68 entries)

6,500 total books and 150,000 total minutes were tracked by participants (reading logs).

- Ages 0-7 had to track the number of books read
 - To complete the program, participants had to read 50 books
 - Participants could track number of books OR chapters read
- Ages 8+ had to track the number of minutes read
 - To complete the program, participants had to read 1,000 minutes

Changes in 2024

- Ages 0-7 could track number of books read OR count chapters. This was to help readers aged 7 who were reading chapter books (versus picture books).
- Participants were only required to complete one reading log to “complete” the summer reading program.
- For each reading log turned in participants received one raffle ticket and one prize book.
- All participants were able to complete an unlimited number of reading logs.
- The SRP programs and events ended mid-August, but participants were able to return logs until August 31.

Goals and Action Items for 2025

1. Increase outreach opportunities to local schools and daycares.
2. Maintain partnerships with local organizations such as Community Ed. and Freedom Park.
3. Involve TAB members with SRP preparation, e.g. decorating the library, suggesting prize books.
4. Increase the number of special events/performers.
5. Ask local businesses/groups if they would like to sponsor prize baskets (ask winter 2025).

Program	Target Audience	Total Attendance
Gentle Yoga (25)	Adults	355
Outdoor Storytime (12)	Preschool	135
LEGO Club (7)	Ages 5-12	70
Coloring & Conversation (6)	Adults	8
Read with Me (6)	Ages 6+	5
Heart, Hands & Mind Visits (12)	Preschool	140
Science Explorers (3)	Ages 8-12	23
Family Craft Hour (3)	All ages	54
Crafting 101 Workshop (2)	Ages 12+	0
TAB Meeting (3)	Ages 12-18	4
Summer Kickoff (The Bazillions)	All ages	250
Cartoon Snack-a-Long	Ages 0-7	50
Books & Benches Storytime	Ages 0-7	15
Mixed Nuts	Ages 5-12	65
Snake Discovery	All ages	94
SRP Ice Cream Social	All ages	94
School Supply Spruce-up	Ages 5-17	3
Total	-	1,365

Comparison to 2023 Summer Reading Program

The Summer Reading Program (SRP) numbers in 2023 compared to the 2024 SRP.

SRP 2023 & 2024 Comparison					
SRP 2023		SRP 2024		2023-2024 Comparison	
Category	Total #	Category	Total #	# Difference	% Difference
Total Registrants	251	Total Registrants	339	88	35%
Reading Logs Turned In	223	Reading Logs Turned In	280	57	25.6%
Prize Books Awarded	142	Prize Books Awarded	n/a	n/a	n/a
Program Attendance	1110	Program Attendance	1,365	255	23%
Business and Individual Donors	16	Business and Individual Donors	12		25%
Total \$ Donated	2025	Total \$ Donated	1,050		48.1%