



Library District Updates

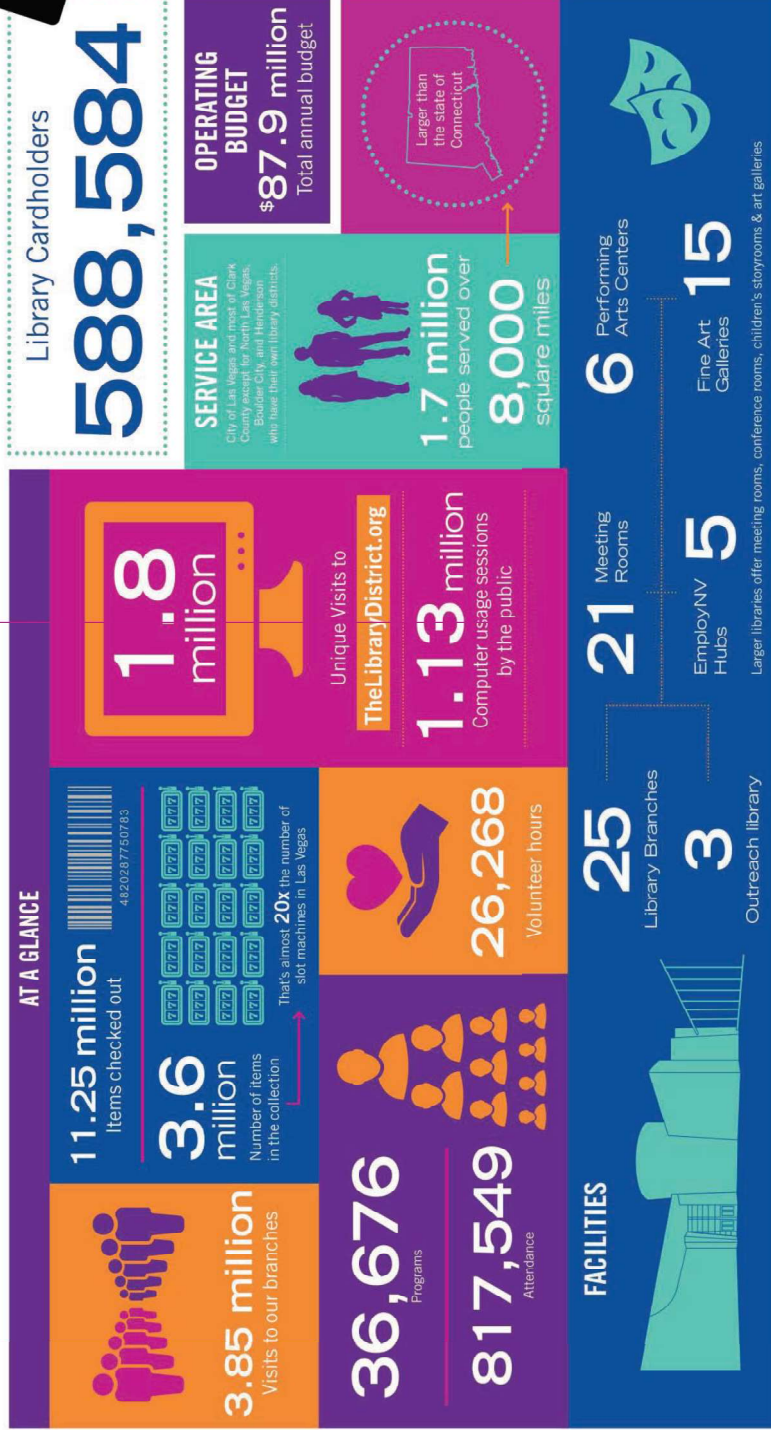
FY 2024 - 2025



Kelvin Watson
Executive Director

Submitted at Meeting
Date: 04/02/2025 Item: 38
By: Kelvin Watson

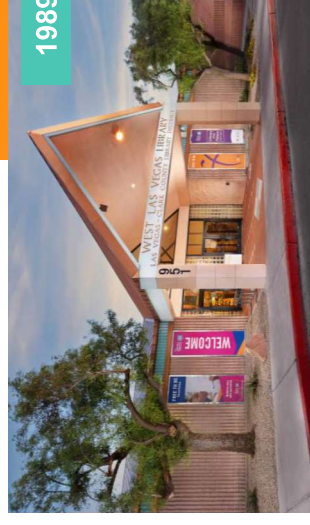
2023-2024 Stats at a Glance



New West Las Vegas Library

Serving the Historic West Side for 50 Years

- The original West Las Vegas Library opened as a storefront on "D" Street in 1973.
- Our current location on West Lake Mead Blvd. opened in 1989,
- Our new 21st Century library will nearly triple in size at 40,000+ sq. Ft.
- Will include space for exciting new programming & technology, plus outdoor activities & ample parking.
- Grand Opening slated for – Q1 2026.



New West Las Vegas Library

Facilities

- Art Gallery
- Bookstore
- Computer Centers
- Event Center
- EV Charging Stations
- Outdoor Event Plaza & Courtyard
- Podcast Room
- Storytime & Study Rooms

Features

- K-12 Homework Help
- Adult Learning Program
- Business Incubator
- Creation Labs
- Curbside Pickup
- § Education Resource Center
- § Event & Meeting Room Rentals
- Multimedia Lab
- Teen Zone
- WiFi



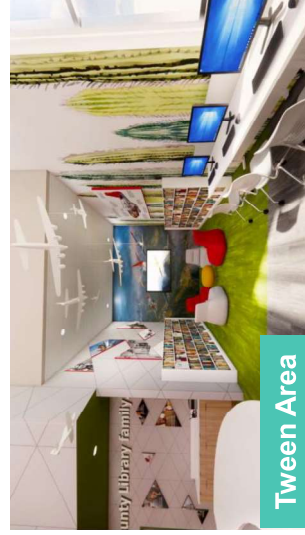
Courtyard



Storytime Room



Innovation Lab



Tween Area



Computer Lab



Annual Literacy Program

Summer Challenge 2024

Reading, Activities & Prizes for Kids, Teens & Adults:

- Spotlighted event hosted by NOAA (National Oceanic & Atmospheric Administration)
- Arts & culture, crafts, health & wellness, STEAM events, learning workshops, author visits & more!

Partners & Results:

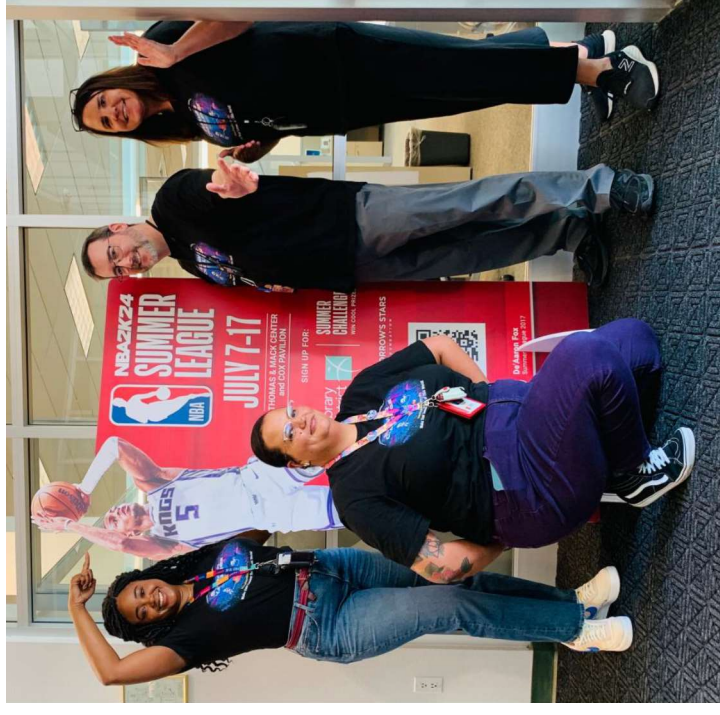
- NBA Summer League, Vegas Golden Knights, RTC, Vegas PBS, Illuminarium, Meow Wolf, Panda Express, Cane's, and more!
- 15,415 Registrations; increased by 57% year-over-year
- 130,582 Completed activities; increased by 31%
- 5.3M Minutes read; increased by 26%
- 5,575 or 14% of direct-mail recipients signed up for a library card



Partnerships & Programs

NBA Summer League – Supporting Summer Literacy

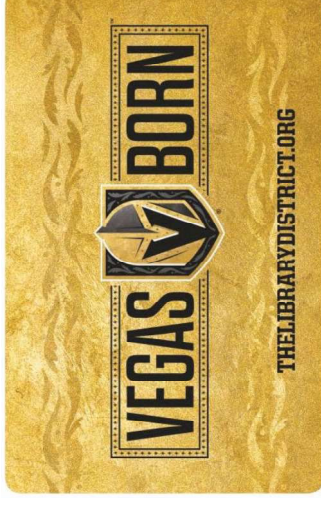
- NBA Summer League draws 136,000+ attendance to Thomas & Mack Arena every July.
- Partnership provides:
 - Enormous local exposure to our Summer Challenge reading & activities program.
 - Incentive prizes for kids & adults to read & enjoy Library District activities.
 - Year-round support of our other major initiatives.



Partnerships & Programs

Vegas Golden Knights - Attracting New Library Card Sign-Ups

- Our VGK partnership includes:
 - Co-branded VGK T-shirts using our #GetCarded slogan
 - Gold foil VGK library cards
 - VGK Bookmarks spotlighting players' favorite books, movies & music
 - Players social media videos
 - On-site library card sign-ups at Toshiba Plaza for VGK pre-game events.



Partnerships & Programs

Las Vegas Raiders - Attracting New Library Card Sign-Ups

- Our Raiders partnership includes:
 - Co-branded Raiders T-shirts with our #GetCarded slogan
 - Silver foil Raiders Library cards
 - VGK Raider Rusher bookmark spotlighting his favorite books, movies & music
 - Players social media videos
 - Raiders storytime at our Whitney Library branch for 100+ local students featuring Raiders Executive & Children's Author Qiava Martinez



Partnerships & Programs

Sunrise Children's Hospital: My First Library

- Gift boxes filled with educational items that introduce the library & early literacy to new mothers and caregivers.
- Helpful resources include: Activity cards, picture books, refrigerator magnets for mom, a Library District-branded sleep sack & more!
- QR Codes link back to pages on TheLibraryDistrict.org that promote the importance of early childhood learning.



Clark County Parks & Recreation - Passport to Discovery

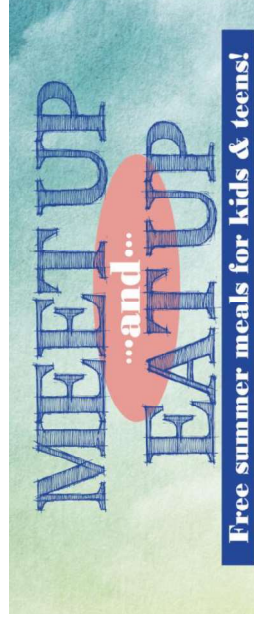
- QR code poster introduces the library & its resources to visitors at five Clark County Community Centers.
- Demonstrates the impact of collaborating with other government agencies to increase reach & effectiveness.



Partnerships & Programs

Three Square - Community Nutrition

- Addresses food insecurity with nutritious, predictable meals & fun social time for kids, teens & seniors.
- 37,600+ served at 11 branches since April 2022:
 - "Meet Up & Eat Up" for kids up to age 18 during the school year.
 - "Kids Café" for up to age 18 during the summer.
 - "Senior Community Lunch & Social Hour" for ages 60+ offering crafts, lectures, games, films, and the chance to make new friends.



New Initiatives

License Plate

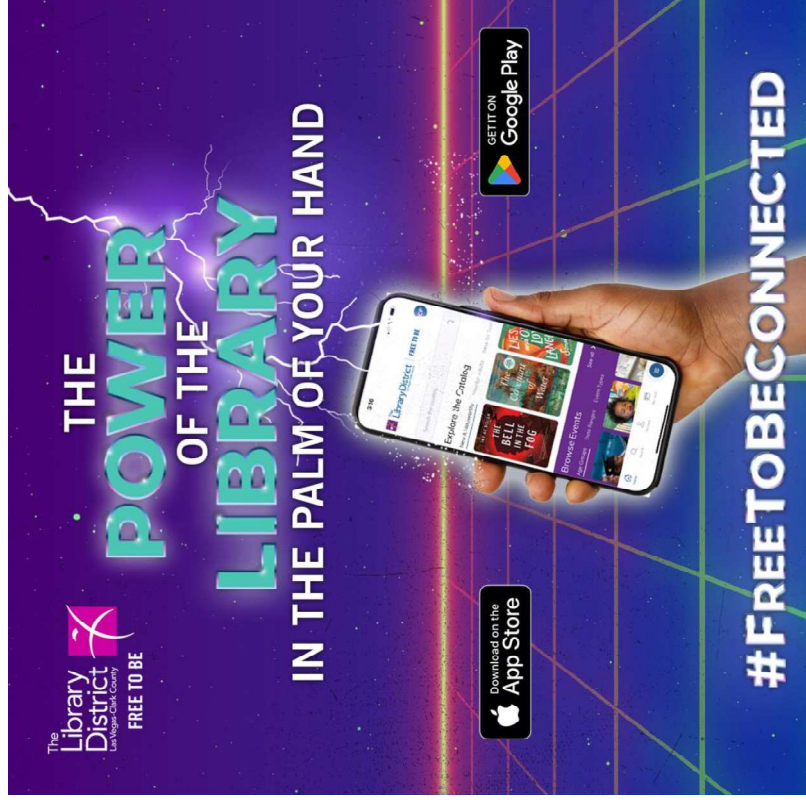
- Nevada DMV selected the Library District for a special license plate
- Proceeds will help to fund essential library programming
- Available now on the DMV website



New Initiatives

Library District App

- Puts the power of the library in the palm of our customers' hands.
- Provides immediate, convenient access from a mobile device to library resources, services, and events.
- Available in iPhone & Android formats to download from the App Store.



Library District Anniversary

Celebrating 60 Years of Service to the Las Vegas Valley

- The Las Vegas-Clark County Library District was originally formed in 1965.
- District-wide kick-off celebration will take place during National Library Week, April 6-12, 2025, at all 25 branches.
- Each branch will hold their anniversary celebrations that week, with lots of giveaways, activities, and fun for all ages!
- Check TheLibraryDistrict.org/60th-Anniversary for a list of event dates.





Thank you!