

All Pueblo Reads 2016: *Water for Elephants* by Sara Gruen

2016 was a record breaker! This year's All Pueblo Reads project featured *Water for Elephants* by Sara Gruen. The companion book for young people was *Out of the Dust* by Karen Hesse. 170 events and activities were held with 18 community partners. All programs, events and activities tied in with circus, the 1930s, The Great Depression, animals and other themes of the book.



Family Circus Festival and Fun

To expand last year's effort to get kids reading, more than 1,200 free copies of *Out of the Dust* were given to local students. New for this year was the addition of the companion book author. More than 650 attended three presentations by Karen Hesse. Also new this year was the deliberate focus on family programming. The most successful APR event ever (outside of the public author events) was the Family Circus Festival and Fun, which had 400 in attendance. The philosophical approach to this year's programming was to have less events, but more attendees per event.



Booklovers Blacktie Ball and Public Event

Several innovations were made to this year's Booklovers Blacktie Ball, which helped it to be the most financially successful ball in history.



2016 Booklovers Blacktie Ball

Advanced purchase pricing for \$75 led to a larger reservation count a full month before the event. This not only incentivized guests to make reservations sooner (the price moved to \$100 after the early reservation date), it made planning and managing the event much easier for staff. Several new ticket-levels were introduced including premium seating for \$100 (closer to the stage) and author-table tickets at \$250 (more than double the regular price).

The ball had its second highest attendance ever, 217. Ticket sales were \$15,150, sponsorships were \$18,550, silent auction proceeds were \$3,788 and additional donations were \$250.

Historical All Pueblo Reads data:

Year	Title	Activities	Partners	Checkouts	Total Participation
'08	<i>The Joy Luck Club</i> by Amy Tan	53	19	973	9,502
'09	The Big Read All Pueblo Reads 2009: A Celebration of Latino Literature (<i>The House on Mango Street</i> by Sandra Cisneros and <i>Sun, Stone and Shadows</i> : 20 Great Mexican Short Stories edited by Jorge F. Hernandez	59	22	1,031	17,926
'10	<i>The Absolutely True Diary of Part-Time Indian</i> by Sherman Alexie	86	25	1,242	28,337
'11	<i>Hoot</i> by Carl Hiaasen	110	44	1,690	27,357
'12	<i>Plainsong</i> by Kent Haruf	93	29	2,854	32,576
'13	<i>The Help</i> by Kathryn Stockett	95	44	3,894	37,460
'14	<i>The Paris Wife</i> by Paula McLain	141	27	1,405	36,653
'15	Celebrate Sci-Fi featuring <i>Divergent</i> , Veronica Roth; <i>Ender's Game</i> , Orson Scott Card; <i>The Giver</i> , Lois Lowry; <i>The Hunger Games</i> , Suzanne Collins	197	16	7,960	39,513
'16	<i>Water for Elephants</i> by Sara Gruen	170	18	4,454	40,365