



2016 ANNUAL REPORT

www.brantford.library.on.ca



Main Branch:
173 Colborne Street
St. Paul Branch:
441 St. Paul Avenue



MESSAGE FROM THE BOARD CHAIR CAROLINE FREIBAUER

Transformation continues to be a theme at the Brantford Public Library in 2016.

We are continuing our work in physically transforming the face of the library by reconstructing the façade to modernize the way we look in a downtown which also is undergoing some exciting changes with the construction of a new YMCA up the street. Although the façade project was still in the planning stages in 2016, we are on track for completion in 2017 as part of Canada's 150 anniversary celebrations.

More importantly we are changing the way we provide service to a dynamic Brantford community. In the past, libraries were seen as repositories, places where books and other resources were housed and accessed by researchers who were expected to be quiet under threat of an ominous "shush" from an intimidating librarian. Now, the Brantford Public Library is a busy place where people gather to learn, generate ideas and create. The ever-vigilante librarians are still on hand to lead and coach the many groups who take part in a growing list of programs geared for everyone from the tiniest tots to the most respected senior. But they also are heading out into the community to work with students in elementary and high

schools, deliver books to seniors and lend their expertise to many community groups. The Brantford Public Library has transformed from a place where many hands reach in to access information to a hub with many hands reaching out to share knowledge and skills.

Last year we partnered with 39 organizations and provided programming and outreach for more than 75 per cent of them. For example, we hosted an English Conversation Café offered by the YMCA of Brantford Immigrant and Settlement Services. We teamed up with the Brantford Chapter of Canadian Parents for French to host Rendez-Vous for Learning. And we continue to work with the City of Brantford's Parks and Recreation Department to provide weekly summer programming in Harmony Square. Meanwhile, we are members of 23 committees in the community including The Grand River Council on Aging, Healthy Kids Community Challenge and the Family Literacy Committee of Brant.

The Brantford Public Library is not afraid of transformation. As the city continues to grow and mature, the library will be right there to help lead the way.

Caroline Freibauer
Brantford Public Library
2016 Board Chair



2016 HIGHLIGHTS

Looking to the future

Mission

Connecting the community to information, partnerships & place.



In 2016, there was a 50% increase in active users!

A NEW EXPERIENCE IS COMING

Architectural firm Workshop Architecture was hired to lead the redesign of the facade and main floor at the Main Branch of the Brantford Public Library. This project is being funded by the City of Brantford, the Brantford Public Library Board and the Canada 150 Community Infrastructure Program.

MARCH BREAK MADNESS!

More than **12,000 people visited** both Branches of the Brantford Public Library during the 2016 March Break. Out of these visits, nearly **1,610 children** took part in March Break programming geared specifically towards children.



NEW YORK TIMES BESTSELLER JOY FIELDING

NEW YORK TIMES BESTSELLER...

Joy Fielding, the author of several New York Times Bestselling novels spoke to a sold-out lunch event at the Main Branch of the Brantford Public Library in October. After the talk and lunch, Ms. Fielding personally signed books for the many fans that attended the event.

SUMMER READING PROGRAMS

More than **1,100 children** participated in the annual TD Summer Reading Club. This represented a nearly **40% increase** in participation from the previous year. Additionally, **372 children** maintained or upgraded their reading skills through the summer Read On Program.

CREATE • CONNECT • INSPIRE

BOOKS AND MORE

BRANTFORD LOVED TO READ IN 2016!

If there was one trend in 2016, it was that people in Brantford were making time to read. There was a **2% increase** in the number of print materials checked out in 2016. There was also a **5% increase** in the number of eBooks and eAudioBooks that were checked out over the course of the year.

WE WENT OUT TO THE COMMUNITY



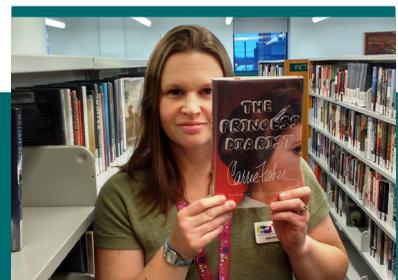
In 2016, Library staff travelled to schools, parks and community events to show off our services. More than **7,000 people** were reached through this outreach.

MAKERSPACE PROJECTS FOR PEOPLE OF ALL AGES



There were **652 MakerSpace Bookings** in 2016 and more than **1,600 projects** were completed on the Library's 3D printers.

WE ANSWERED YOUR QUESTIONS, BRANTFORD!



Over the course of 2016, library staff answered more than **53,000 reference questions**. Many of these questions involved asking for book recommendations.

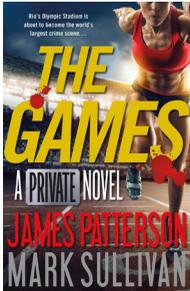
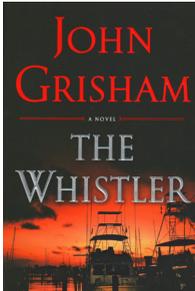
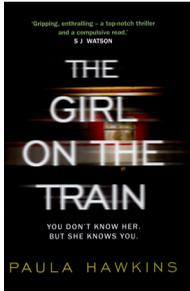
2016 CIRCULATION HIGHLIGHTS

Everything from books to FitBits

837,941 digital and physical items were borrowed in 2016

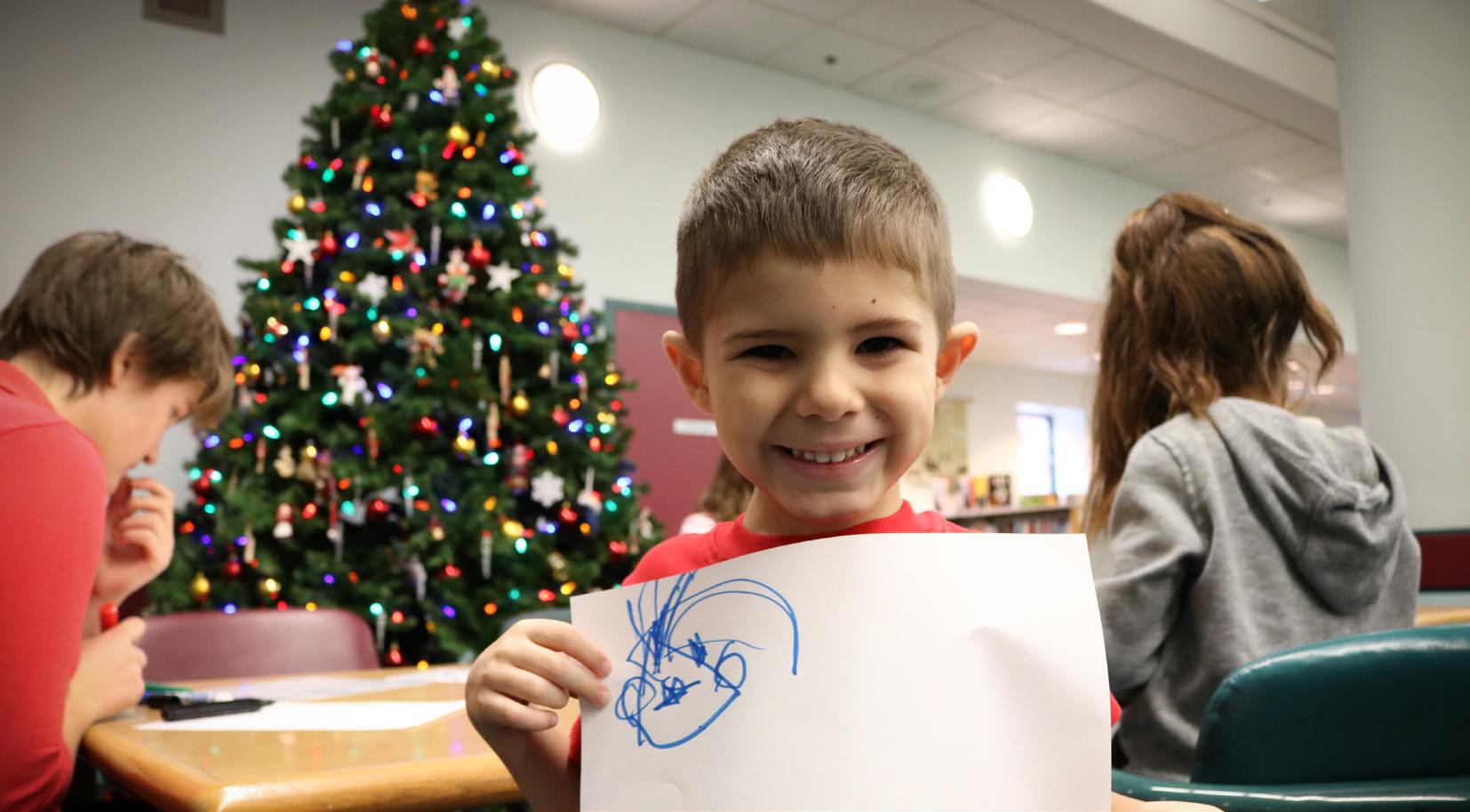
There were many circulation highlights in 2016. The library began loaning FitBit devices, iPads (in library use) and continued to expand on the physical and digital collection.

Top Books of 2016

<p>1</p>  <p>The Games</p>	<p>2</p>  <p>The Whistler</p>	<p>3</p>  <p>The Girl on the Train</p>
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Top Authors of 2016

<p>1</p>  <p>James Patterson</p>	<p>2</p>  <p>Danielle Steele</p>	<p>3</p>  <p>Geronimo Stilton (Elisabetta Dami)</p>
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PROGRAMS ATTRACT 23,909 PEOPLE

Children's programming has always been popular at Brantford Public Library. However, in 2016, adult programming saw a massive increase in attendance. More than 4,000 adults attended crafting programs, guest speaker events and programs geared specifically towards seniors.

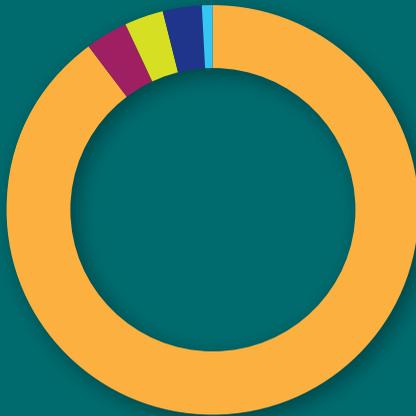
PROGRAMS FOR EVERYONE



2016 FINANCIALS

Revenue, Expenses and Donations

REVENUES



- City of Brantford - \$4,248,949
- Province of Ontario - \$166,614
- Contracted Library Services - \$141,830
- General Revenue - \$138,594
- Government of Canada - \$36,000

EXPENSES



- Salaries and Benefits - \$3,176,464
- Library Materials - 542,210
- Other Operating Expenses - \$349,931
- Capital and Transfers - \$240,141
- Building - \$222,644
- General Expenses - \$200,597

DONOR AND SPONSOR RECOGNITION

Memorials for Katharine Hoffman:

- Ducks Unlimited (\$50)
- St. Andrew's United Church (\$200)
- Ms. Marie M. Fanjoy (\$50)
- Mr. and Mrs. Larry Hotte (\$50)
- Mrs. Cheryl Kaar (\$25)
- Mr. Roy MacDonald (\$50)
- Mrs. B.E. Perry (\$50)
- Mrs. Donna Walshaw (\$50)
- Mrs. Colette Wilson (\$40)

Summer Reading Club

- SC Johnson & Son, Ltd. (\$3000)

With prizes from:

- Cineplex Brantford
- Crock-a-Doodle
- Dairee Delite
- Earl Haig Family Fun Centre
- Farm Boy
- LEGOLAND Discovery Centre
- Kidtastic Adventures
- Mother's Pizza
- Splash'N Boots
- TD Canada Trust
- Wacky Wings

St. Paul Branch

- Ms. Jayne Tremblay (\$25)
- Ms. Linda Vair (\$50)

THE LIBRARY AT A GLANCE



67

FULL, PART-TIME
AND CASUAL
STAFF



325

NUMBER OF DAYS
OPEN TO SERVE
THE PUBLIC IN
2016



25

NUMBER OF
PUBLIC INTERNET
STATIONS
AVAILABLE



2

THE NUMBER OF
BRANCHES

WWW.BRANTFORD.LIBRARY.ON.CA

