



Brantford Public Library

2018 Annual Report



BRANTFORD PUBLIC LIBRARY



Board Chair
MARION MCGEEIN

Our progress continues

When reflecting on past years, it is common to think in terms of singular highs and lows. In our personal lives, perhaps there was a marriage or a birth or death. Or, maybe you were able to finally take that vacation you had been dreaming about for several years.

While it is thrilling to think of the many singular highlights the Brantford Public Library had in 2018, I find it is best to take both a longer and historical view that recognizes the hard work and planning that went into achieving milestones and how that work prepares the Library to continue to serve the evolving needs of our community.

Let's use the completion of our facade project at the Main Branch as an example. The obvious result of the project was a bright and inspiring new space at the Main Branch. The completion of this project, however, marked more than six years of planning and reflected the excellent relationship the Library has with the City of Brantford, who partly funded the improvements. This facade project also included new service desks and self-checks designed to facilitate a new customer service model that responds to the public's growing demand for electronic assistance and better library experiences. This customer service model was based on a recommendation that was outlined in a report authored in 2013. So, while the facade looks amazing, it is really the culmination of all of the strategic planning and work that needs to be celebrated.

Speaking of planning; in 2018, the Library Board entered into the first year of a strategic plan that will run until 2020. Action items outlined in this plan included expanding the number of items available to borrow through the MakerSpace, increasing online communication with customers and building on partnerships. Soon after launching into that strategic plan, the Library Board appointed Rae-Lynne Aramburo as Library CEO, to replace the retiring Kathryn Goodhue, who retired in May.

2018 also marked the end of the term for the current Library Board. Thank you to all Board members for their vision and expertise. Your dedication is one of the main reasons the Brantford Public Library is able to commit to long-term plans that result in the constant improvement of Library services in Brantford.

Highlights

FACADE PROJECT COMPLETED

The renovation project at the Main Branch, funded by the Library Board, the City of Brantford and the Canada 150 Community Infrastructure Program, was completed in March, 2018. Along with floor-to-ceiling windows, the project also included new self-checkout machines, an improved MakerSpace area and customer service desks.

CIRCULATION

More than 666,000 physical and electronic items were borrowed in 2018. New for 2018, the Library began lending out Maker items, such as Ozobot robots, which teach kids simple coding. The Library also launched the movie streaming service hoopla and eBook/Audiobook service cloudLibrary.



34,000 PARTICIPATE IN PROGRAMS

More than 34,000 people participated in Library programs in 2018. These programs were designed for people of all ages and often involved working with community partners, for events like Lifelong Learning Week, which featured activities across the city. The Library also launched a regular author series, which featured bestselling Canadian authors.

THE PLACE TO LEARN AND INNOVATE

Library staff answered 68,224 reference questions over the course of the year. These questions ranged from finding items in the community to how to use items in the Library's MakerSpace.



LIBRARY WELCOMES NEW CEO

The Library Board appointed Rae-Lynne Aramburo to the position of Chief Executive Officer/Chief Librarian in August, 2018. Rae-Lynne previously held the position of Manager - Customer Engagement with the Brantford Public Library. She replaced Kathryn Goodhue, who retired at the end of May, 2018.

DATABASE USE

Databases continued to be a popular Library resource. Lynda.com - now called LinkedIn Learning - was the most popular database in 2018 with nearly 800 hours of video tutorials watched over the year. The Library also introduced the online learning service Universal Class.

NEARLY 500,000 VISITORS

Despite the front doors at the Main Branch being closed for construction for nearly a third of the year, the Library still attracted more than 488,000 visitors to both the Main and St. Paul Branch.

ELECTRONIC COMMUNICATION

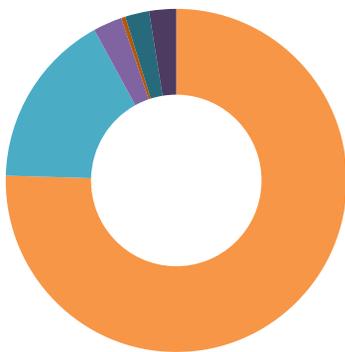
The Library began sending out welcome emails to new members and created monthly e-newsletters informing customers about upcoming adult and children's events. Meanwhile, Facebook, through posts and paid advertising, brought more than 7,000 visitors to the Library's website.

2018 Donor listing

Donor Name	Collection/In Memory Of
SC Johnson & Son Ltd.	Summer Reading Club
Barry Elliott	In Memory of Pam Kilpin
Jean Mckay	In Memory of Pam Kilpin
Linda Vair	St. Paul Fiction Collection
Brantford Public Library Social Committee	In Memory of Terry Kittridge
Chris and Debra Anckaert	In Memory of Pam Kilpin
Marie Braund	In Memory of Pam Kilpin
Anonymous	Main Non-fiction Collection

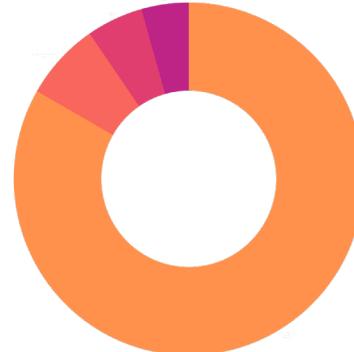
Financials

Revenue



- City of Brantford Operations - \$4,526,863
- City of Brantford Contributed Capital - \$995,091
- Province of Ontario - \$164,494
- General Revenue - \$153,380
- Contracted Library Services - \$136,607
- Government of Canada - \$23,709

Expenses



- Salaries and Benefits - \$4,115,323
- Other Operating Expenses - \$351,665
- Building - \$258,617
- Administrative Expenses - \$215,458

Other

- Other Capital Additions - \$1,623,966
- Transfers from Reserve Funds - \$743,047
- Library Materials - \$496,363
- Transfers to Reserve Funds - \$743,047