

Burlington Public Library 2010 Annual Report

Burlington Public Library 2010 Annual Report

Burlington Public Library 2010 Annual Report Burlington

Public Library 2010 Annual Report Burlington Public

Library **2010 Annual Report** Burlington Public Library

2010 Annual Report Burlington Public Library 2010

Annual Report Burlington Public Library 2010 Annual

Report Burlington Public Library 2010 Annual Report

Burlington Public Library 2010 Annual



“I love that BPL always presents me with new ideas such as the step counter, the energy measuring device, the audio component that needs nothing but a battery and earphones. I also love the email reminding me my books are due and the Burlington reads one Book thing. Your librarians are excellent too!”

- Customer comment



Photo credit: Brian Carnahan

CONNECTED to our customers



We welcomed nearly **964,000** visitors into the library and touched the lives of countless others during visits to local schools, seniors' residences, and community events.

Nearly **51,000** people came to library programs in 2010.

Over **8,000** people became first-time library members. Half of our new customers told us that they found out about the library through friends, family, or other people in the community—thanks for spreading the good word!

Personalized service continued to be important to our customers. Library staff responded to over **98,000** information requests, reflecting a two percent increase over 2009.

CONNECTED to our customers



Even after 138 years, the library was still a cool place to hang out in 2010!

Nearly half the city's school-age kids and about one third of the teens were library members—but you don't need a card to enjoy the library. Many young people came to the library to meet friends, use the Internet and WiFi, cram for exams, attend a program, or just sit and read.

CONNECTED to community partners

Great things happen for Burlington residents when we work together with community partners.

The Burlington Post

Now more people know about all the great things happening at our library. Our events guide is printed and distributed by The Burlington Post, and supported by advertisers. Thanks to participating local businesses and organizations, we have **tripled** the number of printed BPL Guides available to Burlington residents.

Burlington Post

CONNECTED to community partners



Government of Ontario and Halton Region

It's easy for local entrepreneurs to get the information they need, thanks to our partnerships with ServiceOntario and the Halton Region Small Business Centre. From specialized print and online resources to in-house classes, business owners have access to timely and relevant information from industry experts.



Halton Multicultural Council

Growing numbers of new Canadians are discovering our great city, so we expanded programs and services to newcomers in 2010.

Working together with the Halton Multicultural Council (funded by Citizenship and Immigration Canada) and The Centre for Skills Development & Training, we now run computer, language, and citizenship classes, provide community information at Newcomers' Corners in each branch, and host settlement workers at two locations to help newcomers integrate and live independently in our community.



CONNECTED to community partners



Canada Revenue Agency

People with low incomes and simple tax situations got a helping hand completing their income tax and benefit returns through the Community Volunteer Income Tax Program at Central Library. This weekly drop-in program was hugely popular with grateful citizens who waited patiently for one-on-one time with caring volunteers.

New in 2010

- Hosted a Civic Engagement Forum with City of Burlington
- BurlingtonGreen Eco Film Fest
- Doors Open Burlington
- Pink Shirt Day in support of anti-bullying
- Help for Seniors Seminar & Adaptive Technologies Showcase with various community organizations

CONNECTED collections & customers



Library customers borrowed over **1.9 million** items in 2010, a jump of 10.2 percent. We loaned six percent more books and 24 percent more DVDs. To meet customer demand, we increased the DVD borrowing limit 100 percent, so movie lovers can now borrow even more!

Digital downloadables were BIG in 2010. eBook and eAudiobook checkouts were **100 percent** higher than in 2009.

Visits to the library website reached an all-time high of **1.2 million** visits in 2010.



CONNECTED collections & customers



Demand for services in northeast Burlington continued to escalate with Tansley Woods customers borrowing **20 percent** more items over the past year.

You asked. We bought. You borrowed! Each video game was borrowed an average of **25** times. You made this new collection a huge success!

New in 2010

- MP3 Books-on-CD
- Playaway® Digital Audiobooks

CONNECTED in exciting new ways

We launched two innovative services with **Library-on-the-Go** and the BPLMobile smartphone app, taking the library far beyond our walls and right into your hands.

We were one of the **first** Ontario libraries to offer a mobile app to our customers, and we won a **marketing award** for our promotion campaign.

You found us on **Facebook** and **YouTube** in 2010!



Watch video of how to download the free app



CONNECTED in exciting new ways



BPL was one of four sites across Canada chosen to pilot an innovative educational program, **Lest We Forget**. Thirteen local grade 10 classes got the opportunity to literally “open the history vault” and make personal connections with a generation that lived during an extraordinary time. We hosted the national launch and welcomed National Librarian and Archivist Dr. Daniel J. Caron as our special guest.

Visitors learned about upcoming library events on Central’s new **big screen TV**, along with watching book trailers created by our staff.

We produced our first 100 percent **paperless annual community report** and put it on our website for easy access.

CONNECTED to our past—and future



Milestones celebrated in 2010 –

- Aldershot (our very first library branch) turned **50** and broke ground at the **new site** opening in late fall 2011
- New Appleby celebrated **45** years of service in southeast Burlington
- Central Library turned **40** years young
- Battle of the Books had its **25th** knockout match
- Take Flight & Write Teen Writing Contest celebrated **10** years of encouraging creative young writers

CONNECTED to our past—and future



Aldershot branch – on the move

Local dignitaries joined the MP for Halton and the Minister of Labour, the Honourable Lisa Raitt, and the Minister of Municipal Affairs and Housing, and the Honourable Jim Bradley at the official ground-breaking ceremony for the shared facility that will house the new Aldershot Branch Library and Halton Community Housing Corporation residences.

In late fall 2011 the Aldershot community will have a brand new library to enjoy. The new library will be fully accessible and bigger by 1,800 square feet, offering more seating and quiet study space. Situated facing Plains Road and within walking distance to half of Aldershot's residents, the branch will be easier for people to get to.

CONNECTED to our past—and future



Alton community branch in development

Plans are taking shape for the new branch library in northeast Burlington.

We look forward to breaking new ground in late 2011 with this landmark 218,500 square foot facility that will house a Halton District high school and City of Burlington community centre, along with an integrated public and high school library.

Statement of Operations

Year Ending December 31, 2010

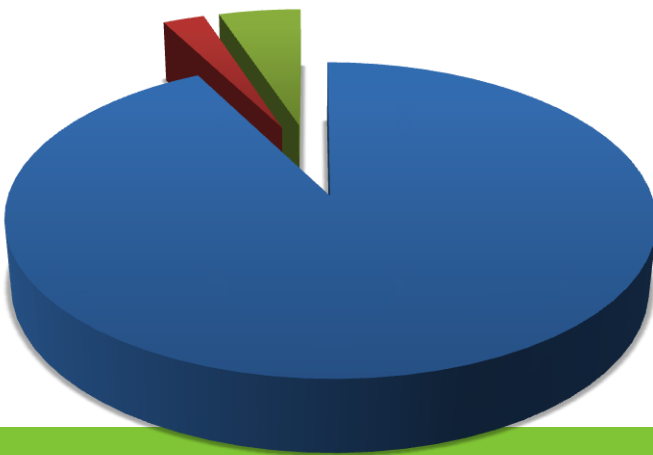
*Library collection materials (other than electronic resources, newspapers and periodicals) are now capitalized and depreciated along with other capital acquisitions. The 2010 and 2009 purchases of collection materials were \$1,020,660 and \$1,040,391 respectively.

** Includes non-capitalized collection materials of \$283,676 and \$274,169 respectively for 2010 and 2009 and Equipment and Repair expenses of \$83,769 and \$31,267 respectively for 2010 and 2009.

*** Includes one-time rebate of rebateable Health Plan premiums of \$96,000 in 2010

Revenue

- Municipal Contribution
- Provincial Grant
- Internally Generated***



Expenses

- Employee Costs
- Amortization*
- Operating costs
- Building Costs
- Automated Systems
- Other**



Based on a population of 170,000, the City of Burlington contributed roughly \$48 per each Burlington resident to support the Library's annual operating budget in 2009.

Statistics



	2010	2009
new members	8,196	8,695
in-person visits	963,768	934,568
website visits	1,244,682*	539,247
information questions answered	98,136	95,851
uses of online databases	490,726	544,000
program attendance	50,853	42,807
holds placed	361,525	321,044
items borrowed	1,937,768	1,767,370
number of libraries	6	6
population of Burlington (2010)	173,000	170,000
library operating budget	\$9,247,618	8,816,709
Per capita City taxes contribution to support the library's annual operating budget	\$48.64	\$48.52

* Switched to a more accurate counting tool in 2010

More Information



If you have any questions or comments,
please contact Nicole Paterson, Marketing
Communications at 905.639.3611 ext
1120

www.bpl.on.ca