



Community Services Department • Library Services Division

ENRICHING LIVES THROUGH *innovative* LIBRARY SERVICE

2009 ANNUAL REPORT
Winnipeg Public Library

winnipeg.ca/library

OUR HIGHLIGHTS

On the surface, 2009 was not a great year in most parts of the world. As the year began, higher unemployment and growing personal debt rang in the New Year. By the end of the year, on top of a difficult economic picture, the threat of H1N1 added to the gloomy picture.

Despite this, 2009 saw a lot of positive changes in our library system. For public libraries, tough economic times translate into an increase in use. Whether it was borrowing vs. buying, attending free programs, preparing resumes or looking for jobs, our public library system was busier than ever. Leisure reading, bestsellers, and learning resources were also popular picks. The library circulated millions of books, DVDs and magazines, and answered more information questions than ever before.



Library circulation increased to 5.7 million items. Use of online resources also grew, with databases accessed 128,781 times in 2009.

The library made a number of policy changes and service improvements. From introducing free Wi-Fi to increasing our online content, we helped the public stretch their budgets and access more resources and services. Children could Read Away Their Fines and reference materials could be checked out for the first time. eBooks and audiobooks were available for Macs as well as in mp3 and unsold book sale material could be given to local community groups. E-commerce became a reality with online payment now available using a credit card.

The trend to e-resources was noted with a huge increase

in use of eBooks and online resources generally. In 2009, 26,813 eBooks and audiobooks were checked out virtually on eLibraries Manitoba. Computer bookings remained high and free Wi-Fi access was very popular with 24,662 wireless connections made.



We also continued to grow and improve as a library system. In February, the new West End Library opened to great fanfare at the Cindy Klassen Recreation Complex, and the 2009 budget process saw a \$75,000 increase in the library's materials budget. Children's Services witnessed record attendance as part of the TD Summer Reading Club, and teens became fans of the library's Teen Facebook page for recommended reads and to learn of events happening in their libraries.



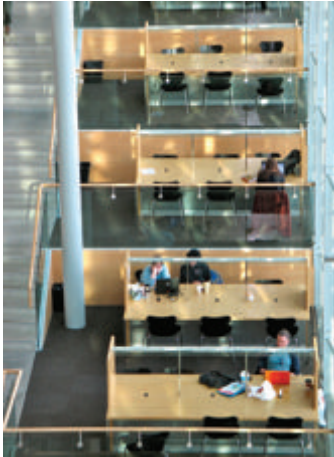
Our mission

“Winnipeg Public Library’s mission is to enrich the lives of all Winnipeg citizens and their communities by providing high quality, responsive and innovative library services.”

Facts and Figures

| Indicator | 2009 | 2008 |
|------------------------|------------|-----------|
| Population served | 675,100 | 660,000 |
| Library cardholders | 460,456 | 437,848 |
| New patrons registered | 21,817 | 19,960 |
| Items in collections | 1,611,936 | 1,619,847 |
| Items borrowed | 5,728,077 | 5,449,525 |
| Questions answered | 344,560 | 289,542 |
| Computer bookings | 419,668 | 424,365 |
| Website visits | 1,394,142 | 1,150,537 |
| Catalogue searches | 12,231,314 | 9,432,061 |
| Programs offered | 3,190 | 3,176 |
| Program attendance | 72,160 | 63,270 |

OUR HIGHLIGHTS...continued



The TD Summer Reading Club for children hit an all-time high of 5,416 participants in 2009 – an increase of 24% over 2008. The Winnipeg Goldeyes baseball team once again engaged families with readings and the hugely successful Library Night at the Ballpark wrapped up the summer reading program's festivities.

“Just a note to say thanks for being there. The library service I receive is outstanding. I love to read and I get everything I need from the library. The eBooks section is great. I’ve become an eBook fan.”

**Ken Lowe,
library customer**



The popular *Twilight* book series turned into box office gold – teens got into character and celebrated all things *Twilight* at *Twilight* and *New Moon* parties at Millennium and St. James-Assinboia libraries.

The number and diversity of programs continued to expand. Winnipeg's International Writers Festival THIN AIR held another run of the Nooner series, along with expanded offerings of the Big Ideas series, featuring writers taking on some of the most compelling issues of the day. Monthly Winnipeg Folk Fest performances allowed music lovers year-round access to one of Winnipeg's favourite

summer venues. The Library's Writer-in-Residence Program enjoyed another successful year with 120 writers receiving assistance from playwright Bruce McManus. The Skywalk Concerts & Lectures series informed and engaged 2,284 people. The Winnipeg Storytelling Festival shared the magic of stories with children and families. The library's computer classes filled quickly, as did parent/child literacy programs and other family programming.



Whether an author reading, a tour of the library, a book club, a computer workshop or a story time, it is clear – library programs are in demand and a valuable community resource.

In 2009, 820 adult programs were offered and 2,259 children's programs. Add in 111 programs for teens and the Library boasts an astonishing 3,190 program choices for a total attendance of 72,176.



In its second year, On the Same Page featured Joan Thomas' award-winning *Reading by Lightning*. Joan provided several readings and presentations, for what has been described as Manitoba's largest book club.

Reaching all Winnipeg residents continues to be a priority, and the library did many things to address the needs of Winnipeg's diverse population. Check it Out! Reading Zones reached into inner city neighbourhoods providing service where none was previously available.

Over 1500 people from the inner city took part in programs and checked out material from the Check it Out! mobile library at Dufferin School and Norquay Community Centre.

Adapted Books were added to the collection for youth with disabilities who communicate through symbol technology; and newcomers had access to a new webpage of resources, new library orientation material and expanded EAL and literacy collections.



A new resource for newcomers and teachers was created – library orientation resources for the EAL classroom. These photo novels and activities invite EAL teachers and newcomers to explore the library through a photo story and Canadian Language Benchmark activities provide hands-on learning about the library.

OUR DONORS

Community presentations, festivals and special events were well attended. Over 800 people visited the Library's activity tent at the Winnipeg International Children's Festival.

Winnipeg Public Library took on the lead role in education initiatives under the Aboriginal Youth Strategy of the City of Winnipeg. Several projects are in development by the library for delivery in 2010 including additional cultural programming and Aboriginal collections rejuvenation.

We look forward to even more success in 2010.



Over 280 people attended February I Love to Read Month events at Check it Out's Dufferin School and Norquay Community Centre. Aboriginal storyteller Ruth Christie and author Joe McLellan engaged children and families, highlighting the communities' love of reading and the library!

The Library wishes to thank the following people for their generous contributions in 2009:

Edward Alberto
Trish Allison-Simms
Brematson & Associates
Association of Fundraising Professionals (Manitoba Chapter)
James & Rose Beaulieu
Kathleen Bennett
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Rosella Genik
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Audrey E. Lay
Donald Letters
Gorma MacDonald
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Alfred J. Neil
Hertha Neufeld
Hanh Ngoc Ngo
Audrey Nutter
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Victor & Huguette Rempel
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Scotiabank (Rita Burgess)
Josef & Lillian Segal

Lillian Smith
Shirley Smith
Teachers' Retirement Allowances Fund
TEAM (Teaching English as an Additional Language to Adults in Manitoba)
Josephine Walker-Ogrodnik
The Winnipeg Foundation (Literacy for Life)
Winnipeg Library Foundation
Winnipeg Public Library Board



The Wushu Manitoba Dragon & Lion Dance Team performed at a Skywalk Concert.

OUR PARTNERS

The Library extends its sincere thanks and appreciation to the Winnipeg Public Library Board, the Winnipeg Library Foundation and the Friends of the Winnipeg Public Library for their support over the past year. It's a great pleasure working alongside people who translate their belief in the value of libraries into action by helping make our Public Library a better place for all Winnipeggers.



Friends of the Library

The Friends of the Library continued our sponsorship and support of a number of very valuable Library programs; Writer-In-Residence, Summer Reading Program and Spring Break Program. The Best of Friends Gift Shop is in its fourth year and continues to thrive. Thanks to our energetic Board, loyal volunteers, generous members and excellent partnership with WPL, 2009 was very productive. We look forward to 2010!

Susan Fraser

Winnipeg Public Library Board

The Winnipeg Library Board is a committed team of community members that support developing our public library system to its highest potential. Areas of emphasis in 2009 were varied and included advocacy which resulted in an increase in the materials budget. The library board with support from the City is also overseeing the development of an Aboriginal Library Services Study.

Vernon DePape



Winnipeg Library Foundation

Co-Chairing the Winnipeg Library Foundation with Karen Keppler over the past year has been a great experience. Our small but dedicated group of volunteers continue to fundraise to add to the collections of the Millennium Library. We are also excited to see that work has begun on the Millennium Library Park, and have been focusing our efforts on helping to fundraise for this project.

Sandy Hyman

Winnipeg Public Library would also like to thank our numerous program partners, including:

CBC Winnipeg Comedy Festival, Creative Retirement, Frontier College, Manitoba Writers' Guild, Resource Conservation Manitoba, Virtuosi Concerts and the University of Winnipeg, Winnipeg Folk Festival, Winnipeg Goldeyes Baseball Club, Winnipeg in Motion, Winnipeg International Writers Festival, Winnipeg Storytelling Festival, and The Writers' Collective.

OUR FINANCIAL OVERVIEW

REVENUE

| | | |
|----------------------------|-------------------|---------------|
| City of Winnipeg | \$22,536,444 | 86.8% |
| Province Manitoba | 2,010,118 | 7.7% |
| Library-generated | 1,072,056 | 4.1% |
| Library Trust / book sales | 371,292 | 1.4% |
| Total Revenue | 25,989,910 | 100.0% |

EXPENDITURES

| | | |
|---------------------------|-------------------------------|---------------|
| Salaries & benefits | \$14,295,801 | 55.0% |
| Building maintenance | 7,370,601 ¹ | 28.4% |
| Library materials | 2,962,287 | 11.4% |
| Supplies & services | 1,361,221 | 5.2% |
| Total Expenditures | 25,989,910² | 100.0% |

¹ Includes debt and finance costs

² Does not include capital expenditures

OUR BRANCHES



- 1 Sir William Stephenson
- 2 West Kildonan
- 3 Henderson
- 4 St. John's
- 5 Munroe
- 6 West End
- 7 Millennium
- 8 St. Boniface
- 9 Transcona
- 10 Westwood
- 11 St. James-Assiniboia
- 12 Cornish
- 13 Charleswood
- 14 Osborne
- 15 River Heights
- 16 St. Vital

- 17 Windsor Park
- 18 Fort Garry
- 19 Louis Riel
- 20 Pembina Trail
- A Norquay Community Centre (mobile library)
- B Dufferin School (mobile library)



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"I love the library! With the Internet it is so easy to request books and to find information about books and book clubs. To think that this service is free to all makes me so glad to be a Canadian."

Lucy Anne, library customer