



**Community Services Department
Library Services Division**



Winnipeg Public Library

2004 ANNUAL REPORT

“Working Together to Build Strong Communities”

winnipeg.ca/library

From the Director of Community Services and the Manager of Library Services

2004 was an exciting year for the Community Services Department's Library Services Division and one that arrived with much anticipation. On January 28, construction began on our long-awaited Millennium Library project. After years of preparation, planning and fundraising, the dream of expanding and renovating the central library has become a reality!

Over the past year, the former Centennial



Rick Walker, Manager of Library Services; Ursula Stelman, Director of Community Services

Library began its transformation into a signature piece of architecture in the heart of downtown Winnipeg. While this renaissance of the central library has been underway, our branch network has undergone a transformation of its own as patrons, old and new, have "rediscovered" their local community branches.

We thank all of our partners and our patrons for their continued support during this unique year in the history of our

library system.

In a year in which much of our energy was spent on the Millennium Library construction and renovation, we continued to enhance library services in other areas. Our Writer-in-Residence program continued to flourish with Governor General's Award-winner Miriam Toews in the writer's seat. Our Web site was revamped to provide improved access to our online resources. Children's Services had a busy summer participating in the Winnipeg International Children's Festival and as a founding partner in International Friendship Day in Assiniboine Park. We continued to reach out to the community through a Library Board sponsored Community Outreach grant, bus bench adver-

tising and a 1-800 phone renewal line for patrons away on vacation.

These were but a few of our accomplishments for the year. We can hardly wait to see what the year 2005 will bring in terms of new partnerships, innovations in technology and the reopening of the central library for all Winnipeggers to enjoy.

Finally, on behalf of the City of Winnipeg, we would like to extend our sincere appreciation to the Winnipeg Library Foundation, the Winnipeg Public Library Board, the Friends of the Winnipeg Public Library, and the countless other partners and volunteers who have helped to make this a truly outstanding year in the life of our library system!



Facts and Figures

These statistics reflect the closure of Winnipeg Public Library's main branch in late 2003 for major renovation and expansion. The Library is scheduled to reopen in 2005.

Indicator	2004	2003
Total population served	619,544	619,544
Library cardholders	424,348	391,676
New patrons registered	18,758	22,641
Annual visits	2,070,000	2,835,000
Holdings	1,660,245	1,639,813
Items borrowed	5,518,469	5,730,808
Reserves placed	354,323	155,748
Reference questions answered	256,082	300,476
Computer bookings	361,143	365,353
Web site visits	731,252	632,833
Adult/Children's programs	3,254	3,165
Total program attendance	61,642	61,681

Our Accomplishments

Literacy for Life Fund

The Library provides an annual grant to the Winnipeg Foundation Literacy for Life Fund. In 2004, the Library donated over \$3000, i.e., the total amount collected in fines and fees on January 27 (Family Literacy Day) to the Fund. In turn, the Library received Literacy for Life grants through the generosity of the Winnipeg Foundation. These funds were used to expand popular children's programs such as Baby Rhyme Time, Time for Twos and the Read Aloud Program, and to purchase French books for babies, toddlers and emerging young readers.

Library expands Read Aloud program

This year's Read Aloud program was expanded from 11 to 18 branches, with children attending once a week for four weeks, either mornings or



afternoons. The program partners readers ages 6-10 with teen volunteers recruited through the city's Community Support and Volunteer

Services. The Read Aloud program allows children to practice and develop their literacy skills by sharing books one-on-one or in small groups. It is also a unique opportunity for teen volunteers to provide a literacy-based community service.

Library expands Express Bestseller service

The Express Bestseller service was expanded to 18 branches, including our St. Boniface, West End, Windsor Park and St. John's locations. Patrons continued to enjoy the benefits of this service across the city.

Library puts on successful Summer Reading program

In June, the Library launched the annual Summer Reading program on the theme of *Get Carried Away with Books! / Laissez-vous emporter par les livres!* Children and their families re-

ceived activity booklets, bookmarks and 2-for-1 vouchers for Winnipeg Goldeyes baseball tickets. Throughout July and August, libraries present-

ed storytelling, traveling activity programs and events with special performers. Winnipeg Goldeyes baseball players appeared at several branches to read stories and meet their fans!

Library launches ad campaign

The Library embarked on a campaign to advertise its Web site. In partnership with Winnipeg Transit, we created the *Research. Request. Renew.* bus ads that transit users spotted in several areas of the city.



Library refurbishes Westwood & Pembina Trail branches

Westwood Library was the beneficiary of new carpet and tile, a new elevator, new circulation counters and a new paint job. Pembina Trail Library was entirely painted and recarpeted, and new tile was installed in some areas of the building.

Library takes part in first Children's Festival

The Library hosted the Catch the Story Bug tent at the Winnipeg International Children's Festival. The weather was cool but

the welcome warm as library staff greeted more than 600 festival visitors. Along with their parents and grandparents, children enjoyed puppet shows, story times and crafts.

Writer-in-Residence program continues to flourish

Miriam Toews started the year as our Writer-in-Residence. Over the course of her residency, she met with several dozen people and read a wide range of writing from

poetry to novel excerpts to children's stories to how-to manuals. Duncan Thornton took over the position at year's end, providing a special focus on workshops for young writers.

Library branches host book clubs

Several branches of the Library offered a new book club service to their patrons. Book club participants brought different insights and life experiences to their interpretation of books, which made for great debate and a lot of fun.

Millennium Library Developments

The Millennium Library project was by far the Library's largest undertaking in 2004. Work began on the project as soon as Winnipeg City Council awarded the construction contract in January. The building went through major changes during the year as demolition occurred and construction progressed on the new fourth floor and reading terraces. The building was closed in for the winter to allow internal work to proceed. The renovated and



expanded Millennium Library is scheduled to open in 2005.

Winnipeg Arts Council seeks public art

The Winnipeg Arts Council selected the Millennium Library as the site of the first competition to be developed under the City's new Public Art program. The competition for one or more permanent public art works for the newly renovated central branch of Winnipeg Public Library was announced earlier in the year.

Millennium Library wins Award of Excellence

Canadian Architect magazine selected the Millennium Library as a recipient of the prestigious Award of Excellence for 2004, the first time the design award has been given to a Winnipeg building. The jurors considered the architects' response to the clients' requirements and evaluated the building design's physical organization, form, structure, materials and environmental features.

The Millennium Library's architectural design was judged to be an outstand-

ing example of these features.

Library hosts School Art Competition

As part of the Millennium Library project, the Library hosted an art competition through Winnipeg schools. The goal was to raise awareness among schoolchildren, their parents and the public of the benefits of literacy and the value of our community's public libraries. The selected art work was compiled into a calendar, which was distributed at an event hosted by Mayor Sam Katz.



Our Donors

All Charities Campaign
Allison-Simms, Trish
Axworthy, Lynne
Baker, Analyn
Barber, Gordon
Block, Allan
California Princeton
Fulfillment Services
Cameron, Dr. Helen
Cook, Catherine E.
Cornelius, Eugene A.
DiCanio, Roberta
Dilschneider, Adrian
Earl, Andrea
Edmondson, Bertha
Ewen, Winnifred

Finn, Mrs. Pearl
Friends of the Winnipeg
Public Library
Graham, James
Greenaway, Pearl
Greenberg, Noreen
Gunning, Lucienne
Hennan, Phyllis E.
Investors Group Inc.
(Matching Gift Program)
Kowal, William
Kyrdiak, Mrs. Olga
Last, Letty
Lay, Audrey
MacDonald, G. M.
Manitoba Crafts Museum
and Library Inc.

Margolis, Arnold & Lois
McIntosh, D. Ross
McVicar, Rosemary
Microsoft Giving Cam-
paign (The JK Group Inc.)
Neufeld, Hertha
O'Brien, Genevieve
Panchyshak, Mr. Fred
Parent, Nicola
Petrasco, Kristine
Philpott, Pat
Pollard, Anne & Douglas
Public Health Services
(Bayers Road Staff)
Reid, Morley D.
Robson, Marilyn & David
Sanger, Herbert

Schwartz, Mr. S.
Sharuga, Ann
Sim, Anna-Marie
Sisters of the Holy Names
of Jesus and Mary
Squire, Peter B.
The Book Club
Verwymeren, Trish
VZS: Winnipeg Pictures
No. 8 Inc.
Wild Cards Advertising
Winnipeg Public
Library Board
Yu, Jamie

Our Partners

The Winnipeg Public Library Board

In 2004 the Winnipeg Public Library Board focused on advocacy, outreach, and publicity.

Following Library Board presentations to City Council, Council-

ors approved an increase of \$100,000 to the Library's materials budget. This first such increase in over 10 years enabled the purchase of online resources, books and other materials.

The Board's Community Outreach Committee established a \$5,000 grant and invited library staff to propose new ways to target segments of the community not currently taking advantage of library services. Award winner Joey Olafsson and the staff at West End Library identified the need for resources to support citizens for whom English is a second language. The Board also provided financial support to the Writer-in-Residence program, library staff education, various library programs and the Friends of the Library gift shop.

I offer thanks to the City of Winnipeg and the Winnipeg Library Foun-

ation for their leadership in the Millennium Library project, the Library Advisory Committees for their commitment



to their local branches, and the dedicated and knowledgeable library staff who provide quality service, greatly valued by our library users.

• **Marlene Klassen, Chair**

The Friends of the Winnipeg Public Library

The Friends of the Winnipeg Public Library were busy with several projects throughout 2004. On the literary front, our two book clubs took the summer off but resumed meeting in the fall.

Our Readers and Writers

event was such a success that it will become an annual springtime event.

The Friends' major project continues to be planning and fundraising for the establishment of our gift shop to be located in the new Millennium Library. We have raised money through the sale of book bags at all branches, a yard sale, revenue from the Friends Café vending machines, sales of t-shirts, donations from

our members and a grant from the Winnipeg Public Library Board. As well, the Winnipeg Foundation approved our grant

application in the amount of \$8,000. These funds will be applied to start-up costs for the gift shop. We appreciate the financial support of The Winnipeg Foundation and its continuing

commitment to our community.

• **Susan Fraser, Chair**

The Winnipeg Library Foundation

This has been a year of great accomplishments for the Winnipeg Library Foundation. As 2004 got underway, we worked to match the Richardson Foundation's million dollar challenge. The Community Campaign achieved its goal of raising \$2 million during the year.

The Rotary Clubs of Winnipeg launched the *Winnipeg: Images from A Century Ago* sales campaign.

Sales of this beautiful coffee table book were brisk, hitting the 2500 mark by the end of the year.

Many Winnipeg schools joined our fundraising efforts. The youngest members of our community read books and raised money for the Millennium Library Community Campaign.

These and other volunteer efforts throughout the year raised the Library Foundation's grand total to \$17 million. This is an outstanding achievement made possible by the generosity and support of thousands of Winnipeg library supporters.

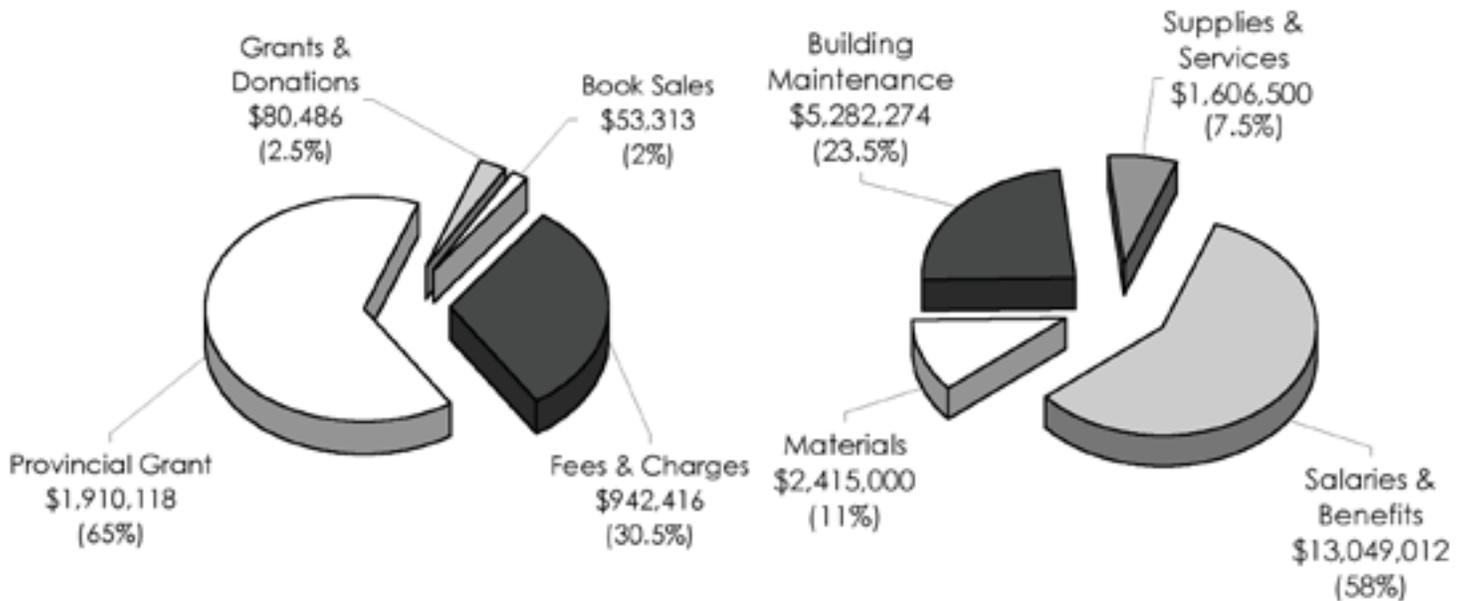
• **Todd Pennell, Executive Director**



Our 2004 Financial Statement

Revenue: \$2,956,333*

Expenditures: \$22,352,786**



*Does not include City mill rate support

**Does not include capital expenditures; includes Community Services expenditures on Finance, Human Resources, Strategic Support, Facilities and Reserve



Library Administration

Rick Walker
Vera Andrysiak
Karin Borland
Arthur Cohen
Gail Doherty
Bruno LeGal
Carol Mahé
Angela Mehmel
Betty Parry
Al Pritchard
Shelley Saunders

Manager of Library Services, (204) 986-6472
 Central Library Services
 Youth Services
 Support Services, (204) 986-6415
 Information Services and New Initiatives
 Communications/French Language Services
 Branch Services
 Outreach Services
 Support Services (Public)
 Information Technology Services
 Adult Programming

Contact Us

Email: wpl-info@winnipeg.ca

Mailing address: Winnipeg Public Library
 251 Donald Street
 Winnipeg, MB R3C 3P5

Web site: winnipeg.ca/library

