

# SO MUCH MORE

2021 ANNUAL REPORT  
BRANTFORD PUBLIC LIBRARY



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# MESSAGE FROM THE CHAIR

Marion McGeein

Many people see public libraries as an anchor in the community. It is a safe place to go where they will be greeted by a familiar face and get access to information or tools that can improve their well-being.

In 2021, the Brantford Public Library proved once again that it could be an anchor for the community, plus offer **so much more**.

Over the course of the year, the Library went through eight service model changes as a result of provincial legislation related to COVID-19. These ranged from transitioning to curbside delivery to reducing, and eventually eliminating, quarantine times for returned materials. All the while, Library leadership continued to complete projects that improved and expanded Library services and our dedicated Library staff provided unparalleled customer service.

Perhaps the greatest example of being agile and providing superb customer service comes from the Library's move to printing and laminating vaccine passports for local residents. This free service proved to be extremely popular with nearly 3,500 passports printed and laminated by Library staff from September to the end of 2021.



Marion McGeein

The popularity of the vaccination passport service demonstrates just a small part of the value the Library provides to the community every single day.

See page four for a more complete list of projects completed during 2021. These projects range from improving lighting at the Main Branch, to eliminating late fines, to gaining Council support for a new branch in the southwest area of the city.

These projects demonstrate the Library's ability to constantly improve and build towards a brighter future for Brantford, where, together, we can do **so much more**.

# 2021 STATS

429

HOURS OF PROGRAMMING VIDEOS WATCHED BY OUR CUSTOMERS THROUGH OUR FACEBOOK AND YOUTUBE PAGES

1

NEW LIBRARY BRANCH ENDORSED BY COUNCIL AS PART OF A FACILITY IN THE SOUTHWEST AREA OF THE CITY

99K

DIGITAL MAGAZINES AND NEWSPAPERS READ THROUGH PRESSREADER AND OVERDRIVE/LIBBY

561K

TOTAL PHYSICAL AND DIGITAL CIRCULATIONS IN 2021 (A 12% INCREASE FROM 2020)

2,300

PEOPLE JOINED THE LIBRARY IN 2021

1,819

SURVEY RESPONSES RECEIVED AS PART OF A LARGER LIBRARY PLANNING STUDY

3,500

VACCINE PASSPORTS PRINTED AND LAMINATED AT NO CHARGE FOR LOCAL RESIDENTS

1,058

SUBJECT HEADINGS IN CATALOGUE UPDATED TO ENSURE CORRECT TERMS USED FOR INDIGENOUS MATERIALS

60K

DATABASE USES - INCLUDING ANCESTRY, LINKEDIN LEARNING, PROQUEST, AND MORE

# KEY ACCOMPLISHMENTS

**Beyond hundreds of thousands of circulations, tens of thousands of customer interactions and thousands of people inspired by Library programming, here are some other key accomplishments that occurred in 2021.**

## Winter 2021

- A restructure of three Library departments to focus more on collections and the community
- A large-scale Library Planning Study kicks-off
- The ratification of F/PT contracts was achieved after four days of Collective Bargaining
- Lighting improvements in front entrance of Main Branch
- An improved online membership form was launched that provides instant access to digital collections
- Library staff reached out to seniors that were members of the Library for wellness calls
- The Library and City partnered to offer an outreach worker based at the Library
- Digital Magazines became available through OverDrive/Libby

## Spring and Summer 2021

- Overdue fines eliminated and existing fines under \$150 were erased from existing accounts
- More than 2,100 attendees viewed online Spring Break activities and enjoyed take-home activity kits
- Passes to Ontario Park and GRCA Parks, five WiFi hotspots and two GoPro cameras were added to the collection
- Lynda.com transitioned to the LinkedIn Learning platform providing access to 16,000 on-demand video tutorials
- A local author form was added to the Library's website
- A new roof-top HVAC unit was installed at the St. Paul Branch
- A garden bed was installed at the St. Paul Branch in partnership with the Equal Ground Community Gardens
- The Library partnered with the City to be included in a security camera project that will result in enhanced security cameras at both locations of the Library and throughout the downtown.
- An Employee Code of Conduct was developed and all staff were trained
- The Library offered space for a Brantford Pride display at the Main Branch, which coincided with the installation of a rainbow crosswalk directly in front of the Main Branch on Colborne Street
- The Library installed a storywalk in the Eagle Place neighbourhood
- The Library accepted a donation of two significant books by Pauline Johnson
- The Library cancelled the cloudLibrary eBook and Audiobook service to provide more streamlined service through OverDrive and the Libby app

## Fall 2021

- A computerized employee time-entry service was launched
- Reciprocal borrowing agreement was launched with Cambridge's Idea Exchange
- An organization-wide Diversity, Equity and Inclusion initiative kicked-off
- In-person programs were offered for the first time since March 2020
- A free proof of vaccination printing and laminating service was introduced
- A Wolverine Reel-to-Reel 8 mm/Super 8 film converter was introduced to collection
- City Council endorsed the inclusion of a new Library branch within a facility that would be shared between the city, the Grand Erie School Board and the Brantford Public Library.
- A request for proposals for a new integrated library system (ILS) closed
- A refresh of the Child and Youth area at the Main Branch was completed. The improvements included new paint, shelving, carpeting and the addition of two large murals.



Artists Betony Coons and Katie Flindall installing their Alphabetical Adventure of Grand River mural



A Library Planning Study was completed, which involved the participation of more than 1,800 residents



Parks Passes were introduced to the collection



More than 10,000 people participated in Library programming



The Library went fine free March 15

# LIBRARY PLANNING STUDY

A Library Planning Study was conducted in 2021. There were several highlights in the study showing the value the Brantford Public Library has - and continues to - deliver to the community. Below are some of the highlights:

\$31.1  
MILLION

TOTAL ESTIMATED  
VALUE OF ALL  
PRODUCTS AND  
SERVICES DELIVERED  
IN 2019

\$5,303

IN VALUE TO THE  
COMMUNITY FOR EVERY  
HOUR THE LIBRARY WAS  
OPEN IN 2019

\$6.25

THE RETURN ON EVERY  
DOLLAR SPENT ON  
LIBRARY SERVICES

Figures from 2021 Library Planning Study

## Findings

- Brantford had a current deficit of 23,000 square feet of Library space, compared to accepted standards
- This shortage would be 55,000 square feet by 2041, based on population growth
- A comparison of 20 other communities showed that Brantford had the lowest number of Library branches per population
- Recommended building a branch in Ward 1 by 2026
- Expand Library services in the north and northeast areas of Brantford by 2041
- Parking was a main concern for Library customers

## Customers said

- "The Library allowed me to expand my mind and imagination from when I was a kid and now in my adult life."
- "The Library has broadened my interest in different areas."
- "In retirement, I am never without options to learn something new, keep my mind active, be creative and interact with others."
- "The Library has helped me through this rough time."
- "I cannot imagine my life without a library."
- "Continuous and dependable access to services has helped me get out of tough situations, such as homelessness or unemployment."

# 2021 FINANCIALS

## Extracted in a condensed format from the audited financial statement Statement of Operations and Accumulated Surplus

|  | Budget<br>2021 | Actual<br>2021 | Actual<br>2020 |
|--|----------------|----------------|----------------|
| <b>Revenues</b>  |                |                |                |
| Government transfers   | 5,053,150      | 5,325,675      | 4,968,061      |
| Other revenue  | 225,500        | 158,053        | 151,055        |
|  | 5,278,650      | 5,483,728      | 5,119,116      |
| <b>Expenses</b>  |                |                |                |
| Salaries and benefits  | 3,906,800      | 3,780,167      | 3,581,966      |
| Building   | 293,050        | 246,702        | 242,443        |
| Other operating expenses   | 492,000        | 491,284        | 477,262        |
| Administrative expenses  | 136,100        | 272,431        | 119,525        |
|  | 4,827,950      | 4,790,584      | 4,421,196      |
| <b>Excess of Revenues over Expenses Before<br/>Under-noted Items</b> | 450,700        | 693,144        | 697,920        |
| <b>Other Income/(Expense)</b>  |                |                |                |
| Amortization of tangible capital assets                              |                | (927,178)      | (947,494)      |
| <b>Annual Surplus/(Deficit) from Operations</b>                      |                | (234,034)      | (249,574)      |
| <b>Accumulated Surplus - Beginning of Year</b>                       |                | 7,157,370      | 7,406,944      |
| <b>Accumulated Surplus - End of Year</b>                             |                | 6,923,336      | 7,157,370      |
| <b>Other Financial Information</b>                                   |                |                |                |
| Capital Asset Additions - Library Resources                          |                | 354,892        | 344,380        |
| Capital Asset Additions Other  |                | 393,153        | 169,214        |
| Transfers to Reserve Funds   |                | 199,279        | 346,953        |
| Transfers from Reserve Fund  |                | 270,042        | 171,899        |

## Donations

Estate of Mildred Shirley Barrie - \$25,000  
 SC Johnson - \$5,000  
 Samantha Martin - \$200  
 Extend Communications - \$144  
 Dava Parr - \$100  
 Mary Varga - \$90  
 Brittany Douglas - \$50

Dona Rolston - \$50  
 Ruth Watt - \$50  
 Melanie Austin - \$45  
 Ed Sharp - \$35  
 Brian Roach - \$15  
 Plus, several monthly contributors and  
 anonymous donations

# MISSION

Brantford Public Library provides free access to information, ideas and opportunities for discovery, and spaces in which to use and share them. Our expertise and services are accessible and help empower the citizens of Brantford.

# VISION

A community connected through innovation, discovery and creativity.

# PRINCIPLES AND VALUES

We believe in intellectual freedom

We believe in access for all

We will treat everyone with courtesy and fairness

We will be efficient and effective in all we do to provide quality service in a welcoming environment

We will be innovative and timely in our response to technology and the information needs in our community

We will work in partnership with other organizations to further the Library's mission

[WWW.BRANTFORDLIBRARY.CA](http://WWW.BRANTFORDLIBRARY.CA)

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