

BRACEBRIDGE PUBLIC LIBRARY

Annual Report 2016



The Bracebridge Public Library is an essential community hub providing everyone with materials and experiences that open minds, explore our world, inspire discovery, entertain and foster lifelong learning.

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EXECUTIVE SUMMARY

The Library Board hopes the reader of the Bracebridge Public Library's 2016 Annual Report will obtain a broad understanding of the value of the Town's library through the figures and narratives used. This summary has been prepared to provide an overview of some of the key issues reported.

Growth continues at the Bracebridge Public Library. Circulation at the Library includes material signed out or used in the library, use of databases available online through our website, and items loaned to other libraries. This year saw increases in the use of materials available in the Library as well as electronic resources. More adult special events were offered this year which were enjoyed by 516 attendees, over 100% more than attendance at special events in 2015. Twice a year, we conduct "typical week" surveys required to gather data for the Ministry of Tourism, Culture and Sport. During our survey in November (a typically slower month), we recorded over 1300 visitors entering the Library. This translates to over 65,000 people coming to the Bracebridge Public Library in 2016. (Page 3)

The Library as knowledge & technology centre. Information requests were up by almost 10% in 2016. Bracebridge Public Library has 3 staff with post-graduate qualifications in Library Science providing assistance to patrons in the Information & Digital Services Department. This is important for the high level of service we provide to people seeking information on such things as setting up a small business, health and legal issues and navigating the world of personal technological devices such as e-readers. E-book use is continuing to rise, although at a slower rate than the big leaps of 5 or 6 years ago. In 2016, ebooks made up 9% of the total circulation, which was a 1% increase. (Pages 7 & 8)

Beaver Creek - Medium Library. The Bracebridge Public Library has had a contract with Correction Services Canada since 1998 to provide library services to the inmates at the medium security institution. Almost 20 years later, this contract came to a close at the end of March 2016. The Library's cost to run this service could no longer be supported by the Correction Service budget. (Page 9)

Our Children's Department programs also had a successful year with 5,469 participants. This is commendable considering our small children's area and a single staff member responsible for the bulk of the activity planning and presentation; not to mention that we had a changeover of staff and were without a Children and Youth Services Librarian for 1 ½ months. Story time is designed for children aged 3-5 and their caregivers. This program follows the Every Child Ready to Read principals: Read, Sing, Play, Write and Talk. 2016 also saw an abundance of class and group visits with 1,296 students attending. Not only do these visits help to ensure that young children become familiar and comfortable in the library but the presentations showcase our library resources and correspond with the school curriculum. (Pages 9 - 11)

Donations reflect community support. Each year we are fortunate to receive donations from many patrons and organizations such as the Pittsburgh-Muskoka Foundation, Browning Island Cottagers' Association, Spinning Reels (a local movie club) and the Friends of the Bracebridge Public Library. This year we were particularly pleased to receive a bequest from the Estate of Bonnie and Archie Sowman. (Pages 11 - 12)

Libraries are often overlooked as economic drivers for a community, but that value is affirmed regularly for the Bracebridge Public Library through patron comments such as "...your vibrant library was one of the key things that we took into consideration in choosing a community where my husband and myself would retire to." The "highlights" identify the vibrancy of the Library in 2016. (Pages 13 - 15)

Long time Library Board member retires. The year ended with the regretful acceptance of Bob Taylor's resignation from the Library Board. He has been a strong supporter of the Library and served for 23 years as a Library Board member. He acted as Library Board Chair for 12 of those years. His contribution will be missed. (Page 15)



OVERVIEW

“A library outranks any other one thing a community can do to benefit its people. It is a never failing spring in the desert.” Andrew Carnegie (Scottish American industrialist & benefactor of over 3,000 libraries)

The Bracebridge Public Library’s Annual Report contains numerous charts and graphs that give a numerical measure of the library in our community. However, as a knowledge centre, technology centre and most importantly, a community centre, there are a myriad of ways to use this facility. The library of the 21st century has developed far beyond a building that simply houses materials to be borrowed by the public. Members and visitors in our community will find a place to join with others in learning and sharing information, or simply to be in the presence of others in a quiet spot in the Library. Others may come in and use the public computers for any number of reasons, not check out any library material, but having stayed for an hour.

The Bracebridge Public Library’s 2016 Annual Report is intended to provide a broad understanding of the value of the Town’s library through both figures and narratives.

The collection resources generate the bulk of the year’s activity on a per item basis and have traditionally been used to measure the library’s accomplishments each year. The chart below shows the use of these resources at the Bracebridge Public Library (BPL). This year, Beaver Creek - Medium Library figures have not been included to prevent an unrealistic skewing of the percentage difference. These resources, which include material signed out or used in the library, use of databases available online through our website, and items loaned to other libraries, saw a 3.7% increase over 2015.

<u>YEAR</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
Circulation BPL	113,120	112,622	109,430	110,840	107,356
In House BPL	5,224	5,173	5,526	6,966	5,884
Electronic Resource	9,024	14,307	21,319	27,513	37,439
TOTAL	127,368	132,102	136,275	145,319	150,679
% Difference	6.8%	3.7%	3.2%	6.6%	3.7%

A variety of programs also provide data that measure the Library’s goals. Our Children and Youth Services Department programs had a successful year with 5,469 participants. This is commendable considering our small children’s area and a single staff member responsible for the bulk of the activity planning and presentation; not to mention that we had a changeover of staff and were without a Children and Youth Services Librarian for 1 ½ months. Without a designated program room, we have been hesitant to provide adult programs in space that would necessitate closing access to specific collections for patrons. However, we feel this is a lost opportunity to show people what libraries in the 21st century really offer a community beyond the traditional book-lending. More adult special events were offered this year which were enjoyed by 516 attendees, over 100% more than attendance at special events in 2015. Book Club, Writing Circle, Internet training and other events totalled an additional 316 attendees.

Twice a year, we conduct “typical week” surveys required to gather data for the Ministry of Tourism, Culture and Sport. During our survey in November (a typically slower month), we recorded over 1300 visitors entering the Library. This translates to over 65,000 people coming to the Bracebridge Public Library in 2016.



CIRCULATION AT THE BRACEBRIDGE PUBLIC LIBRARY (BPL)

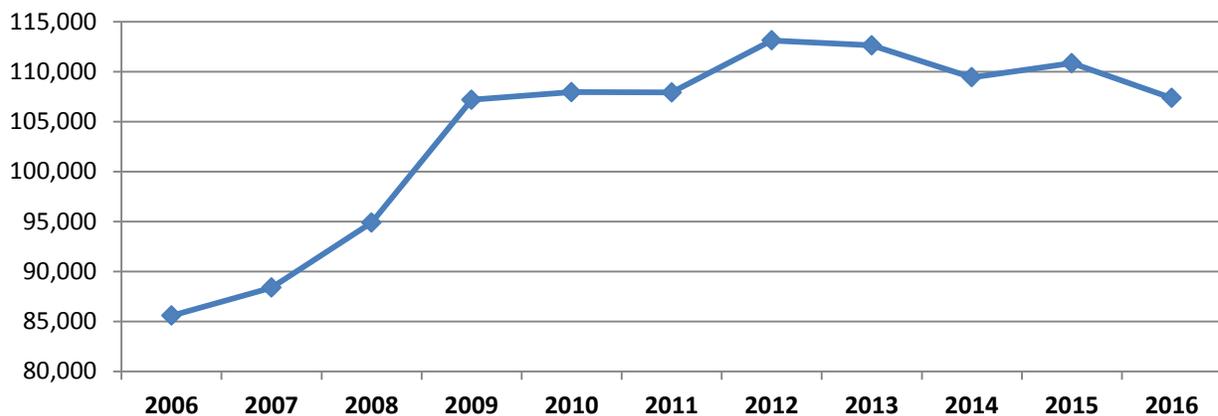
Circulation at the BPL dropped by 3% this year. The average monthly circulation was 8,946, which equates to an average of 14 fewer items per day of operation.

No specific factor can be attributed to the drop in circulation. Possible factors may include the loss of the added traffic of members of the BPL Writer’s Circle which moved to a new venue in the fall or attendance of parents, as children’s programs were suspended during the staff turnover of our Children & Youth Services Librarian. We also saw fewer students with the closing of Nipissing University. We housed their collection for the Muskoka Campus and students were often seen making use of the Library for studying.

Circulation counts reported are for materials being checked out but do not include those same numbers being checked in. Circulation staff also register new patrons, collect fines and fees, and resolve patron circulation queries, among other duties. They are front-line workers who contribute to a positive library experience for a wide range of clientele. Exceptional service skills are required particularly when dealing with the collection of fines.

As can be seen by the graph below, circulation in the past 5 years shows no fluctuations greater than plus or minus 5%. The Library continues as an essential community hub.

CIRCULATION 2006 – 2016



July and August continue to be our busiest months with the influx of summer residents and patrons using the Library more during vacations. We can generally expect an average of about 2,000 more items circulated in each of those months. December generally has lower circulation but even more so in 2016 with several days of inclement weather. October saw a significant drop of 9%, likely the result of repairs to our walkway which impeded access to the Library. Some patrons stayed away, knowing the work was being done, while others were witnessed handing materials for return to staff outside the Library, stating they would return to checkout material another time.

Mondays and Saturdays continue with the highest hourly rates while having the fewest hours of operation. Sundays reflect online renewals and use is not noteworthy.

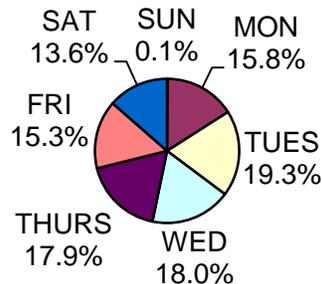
The chart below summarizes the average items per hour circulated by staff during the week:

<u>Day of the Week</u>	<u>Sunday</u>	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>
Items/hour Circulated	N/A	41	37	34	34	37	39



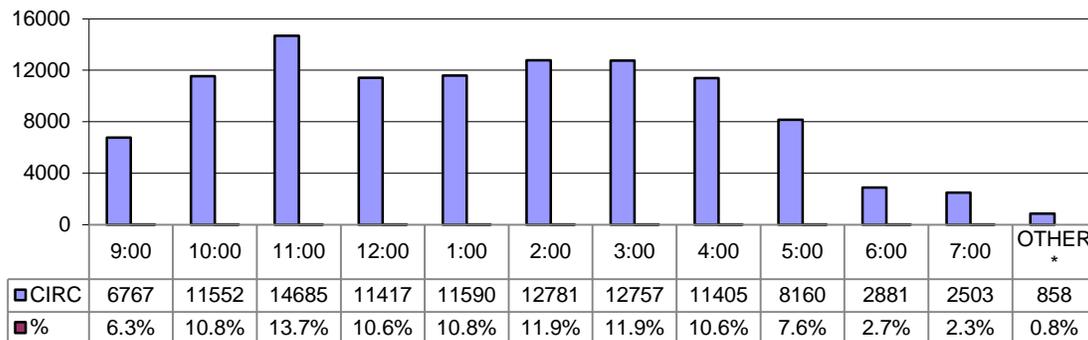
The graph below shows that the Library experiences consistent utilization during the week.

WEEKDAY CIRCULATION FIGURES



Afternoon circulation continues to be higher than mornings, with 45% and 42% respectively. Evenings saw a 1% increase over 2015 with 13% of the total circulation. We take advantage of the quieter evenings to present most of our adult programs.

CIRCULATION BY THE HOUR



* Note that "Other" includes after-hours Internet renewals.

LIBRARY MEMBERSHIP

Every year we see new residents coming to the library to get a card. We saw a slight increase of new patrons registered over 2015 with a total of 949. At the end of 2016, we had 8,700 library members.

Our statistical reports monitor usage among residents of Bracebridge and the District of Muskoka, with adults being the primary user group responsible for 89% of circulation. Statistics generated by the youth in our Library account for 9% of the total circulation, while non-residents of Muskoka account for 2%.

Circulation by user is only a close approximation as we need to be aware that situations, such as parents using their child's card to sign out their own selections and vice versa, affect the results. We also know that some families or spouses will share one card making our membership numbers lower than they might be.

Among the age categories, we also have cottagers in those statistics. While these seasonal patrons are in a minority, we continue to spread the word of their eligibility, as taxpayers, for a free library card and the great resources available to them. Their circulation represents only 4% of our total, but they are responsible for almost 4,200 items circulated, primarily over the 2 summer months.



COLLECTION DEVELOPMENT

Our professional librarians are responsible for acquisition and removal of materials. They analyze the various collections according to the uniqueness of the material and the use by our patrons.

A report to the Library Board at the end of 2016 by one of our Librarians, R. Holtz, emphasized the unfortunate position currently facing the Library. In order to find space on the shelves for new materials, many items are being removed that have not outlived their expected lifetime in terms of relevancy or circulation. We are unable to follow accepted library best practices of maintaining a core main library collection, but must acquire and remove material more in line with a transient branch library collection. To alleviate the effect of extensive discarding of our fiction collection, staff have made use of storage boxes in a corner of the Library to house titles that are older but still see sufficient circulation to warrant keeping.

According to our database reports, 5,422 items were added to the BPL collection in 2016. This figure does not include electronic databases and ebooks because they are not catalogued as part of our in-house collection. Print materials accounted for 88% of the roughly 5,400 items acquired, with audio visual, including music CDs and DVDs, at 12%. The average cost of print material is \$23 per item and \$27 for audio visual material, and range from \$12 to \$70 for ebooks.

The table below summarizes 2016 acquisitions as a percentage of the budget compared to percentage of circulation.

<u>Category</u>	<u>% of Budget</u>	<u>% of Circulation</u>
Adult Collection	49%	44%
Young Adult	5%	1%
Children's	16%	20%
Audio Visual	23%	32%
Magazines	7%	3%

The Adult collection continues to be the highest circulating category at 49%. While fiction will continue to lead the way, our readers are fairly consistent with their non-fiction interests. The most popular non-fiction topics include medical science, home economics (cooking/sewing) and the arts, with an average of 3 books on each of those topics borrowed every day the Library is open.

Print material offered by the Children's collection continues to surpass the circulation of audiobooks or DVDs in that department.

RESERVE SYSTEM

In addition to being able to reserve Bracebridge Library materials for pick-up, patrons have the benefit of the Inter-Library Loan (ILLO) system. The ILLO system provides reciprocal borrowing among libraries and enables us to satisfy the individual interests and informational needs among our patrons beyond our own collection. Our Inter-Library Loan Coordinator processes requests coming for BPL patrons from other libraries, as well as BPL items going out to and returning from other libraries. Regardless of whether items come from the BPL collection or from other libraries, patrons enjoy the ability to put an item on hold either from home via our website, or at the library with or without staff assistance.

The number of items reserved and checked out by our library patrons dropped by 2% from 2015 figures. A decrease was not unexpected as the inmates at the Beaver Creek – Medium Library made much use of the Reserve System as well as ILLO, and those reserves are included in the total.



While the ILLO system is appreciated by many, a high number of loans is often a reflection of the quality of the library’s collection. Patrons may be able to ultimately check out the title they want, but there is a cost to this service which includes the obvious staff time, as well as the inconvenience of the waiting period for the patron.

The following table compares 2016 to 2015 reserve activity.

<u>Location</u>	<u>2015 Reserves</u>	<u>2016 Reserves</u>	<u>% Increase</u>	<u>Monthly Average</u>
Bracebridge Public Library	4,499	4,406	-2.1%	367
Inter-Library Loan	1,472	1,438	-2.3%	120
Total	5,971	5,844	-2.1%	487

INFORMATION & DIGITAL SERVICES

“Google can bring you back 100,000 answers. A librarian can bring you back the right one.” Neil Gaiman (Author, listed in the Dictionary of Literary Biography as one of the top ten living post-modern writers)

Bracebridge Public Library is very fortunate to have highly skilled, trained and knowledgeable Librarians who assist library patrons in the Information & Digital Services Department; all of whom have post-graduate qualifications in Library Science. This is important for the high level of service we provide to people seeking information on such things as setting up a small business, health and legal issues and navigating the world of personal technological devices. Genealogy is one of the most popular hobbies today and our library has great human and material resources to assist in these searches for family and local history. Staff are able to answer queries via email, telephone or in person.

An example of the service provided in the Information & Digital Services Department is the day a gentleman was helped to navigate the District of Muskoka’s online Web Map. He needed the boundaries and dimensions of a large lakefront property, the contour lines, and wanted to look at the latest aerial photos in order to get a feel for the property with respect to building on it. He had no idea that this resource existed, and how easy it is to use with a little bit of help getting started. He had tried the Province of Ontario mapping service and didn’t find it particularly useful. Staff were able to access mapping data in layers at a much more detailed scale than the old 1:50,000 topographic maps. Needless to say, the patron was extremely pleased and appreciative.

Another query was a call from a seasonal resident who had a newspaper article about the history of Eilean Gowan Island and wanted contact information regarding copyright. The resident provided staff with the heading and a description of the article but was unable to provide a date or from which paper it came. Without that information, staff were unable to search the microfilm but did manage to find the same article in our Muskoka Collection Vertical Files which are developed by staff. The resident was phoned back with the missing date, the name of the paper, and who to contact regarding copyright.

The following table summarizes 2016 information requests compared to previous years.

<u>YEAR</u>	<u>In Person</u>	<u>Telephone</u>	<u>Email</u>	<u>Total</u>
2016	5,288	538	151	5,977
2015	4,849	465	129	5,443
2014	5,103	486	171	5,760



TECHNOLOGY

For more than a couple of decades now, libraries have provided resources in alternative formats using the latest technology. Recent years have seen rapid changes in technology and libraries continue to keep abreast of these developments as budgets allow.

Technology has influenced our in-house collection as well as our online offerings. While we still have audiobooks on CD, our audiobook MP3 Playaways collection continues to grow. Another format to consider are Playaway Views. These are hand-held devices with pre-loaded video of stories and non-fiction documentaries which are easily accessed by children. Our video games collection also continues to develop as we keep up with the requests by patrons for the latest console games.

Our website provides a variety of useful databases which make the Bracebridge Library “virtual” 24/7. It is possible for anyone to create a website which has the potential for containing erroneous information so it is important for people to feel confident that our resources have been vetted by professional staff. These online databases provide reliable research data including health-related issues, consumer information, genealogy and career resources. The Library’s subscription to the Ontario libraries’ shared OverDrive collection also provides free access to e-books and e-audiobooks. To reduce the waiting period for bestseller titles, we have purchased a collection of e-books, called OverDrive Advantage, which are only accessible by BPL cardholders.

It is sometimes a challenge to keep up with the fast pace of technological changes, but the Bracebridge Public Library Board supports a budget that enables the provision of electronic resources and the continual updating of hardware and software required to achieve this. Each year we generally upgrade 5 or 6 staff and public computers as warranties expire. In 2016, we upgraded the public computers to the Windows 10 operating system as it was determined that many people who were upgrading their home computers and often needing assistance at the Library, were moving to that operating system.

The number of people who bring their own laptops to use the Library’s wireless access has increased but there is still a significant amount of use of the computers that are made available to the public.

The public computers are occasionally reserved to offer a group workshop on various helpful topics, but it is becoming apparent that most of our seniors prefer the one-on-one assistance provided by our Internet Trainer. This is a very popular service which will be supported in 2017 with some additional staff hours.

“E-resources” which include databases and ebooks, made up 15% of the collection budget. E-resources rose 6% to represent 26% of total collection use (not including materials used in-house). This was primarily the result of a new function of NoveList Plus which integrates with our online catalogue for an enhanced user experience and records use counts from the subsequent patron interactions. Ebook use lost ground in a comparison with total e-resource use due to this increase; however e-book use alone is continuing to rise, although at a slower rate than the big leaps of 5 or 6 years ago. In 2016, ebooks made up 9% of the total circulation, which was a 1% increase. Unlike our physical materials available for circulation, e-resource use is not affected by weather or events happening at the library building.

The following table compares the number of users of technology provided by the library over three years.

<u>Year</u>	<u>Database Use</u>	<u>Public PCs</u>	<u>Wireless Use</u>	<u>Ebook Use</u>
2016	37,439	9,910	3,612	13,349
2015	16,029	9,571	3,199	11,484
2014	10,198	10,086	2,285	11,121



BEAVER CREEK - MEDIUM LIBRARY (BCM)

In 1998, the Bracebridge Public Library was contracted by Correction Services Canada to provide library services to the inmates at the local medium security institution. This unique partnership in Canada's correctional system provided inmates and Correction Services staff with a modified public library service within the security parameters of the Correctional facility.

Almost 20 years later, this contract came to a close at the end of March 2016. The Library's cost to run this service could no longer be supported by the Correction Service budget. We are proud of the service provided over the years. We leave with the hope that many of the inmates developed a sense of familiarity with a public library's resources and will seek out their community's library upon their release.

Due to the short period of service in 2016, statistics are minimal. While the library was open to the inmates to the end of March, loans were restricted during the last 3 weeks in order to ensure material was returned before Bracebridge Library staff left. The total circulation for the 3 months was 2,205.

Library staff are to be commended for the work that was done to leave the BCM Library in good order for Correction Services to take over library service at the facility.

CHILDREN'S SERVICES

The 2016 year saw some changes for the Bracebridge Public Library's Children's Department. Ashleigh Whipp was hired in September to take over the role of Children and Youth Services Librarian from previous employee, Caroline Goulding. This transition period inspired some changes as Ashleigh brought her work experience to the department. She is particularly keen to attract more teens to the library.

The library continued to provide story time programs throughout 2016. Tales for Twos was offered on Thursday mornings and was designed for children between the ages of 6-24 months and their families. The program highlighted the music and board book collection of the library and allowed children the opportunity to make first friendships and enjoy the library space. Parents were able to interact with each other, learn about appropriate resources (both in the library and on our website) and find just the right lullaby to put baby to sleep.

Family story time was hosted on Wednesday and Thursday mornings and was designed for children aged 3-5 and their caregivers. This program followed the Every Child Ready to Read principals: Read, Sing, Play, Write and Talk. Children and their caregivers were introduced to new songs, rhymes, letter recognition, stories, puppets, and a craft activity. This program remains very popular and can command an attendance of 20 children. In addition to our regular story times, the library also ran special holiday story times. These story times featured seasonal stories, songs, crafts, games, and snacks and were very popular. The Halloween and Christmas story time saw upwards of 25 children and their families.



In addition to story times, the library also offered a variety of after-school programs for school-aged children. LEGO Build continues to be very popular with this demographic. Other programs included movie showings, and special monthly crafts. Some craft program highlights were "Blackout Poetry" and



"Make Your Own Christmas Ornaments". These crafts were free for children and corresponded with available library material. After running the Blackout Poetry craft, there was an interest in children's poetry books, and after the Christmas craft, there was increased demand for holiday themed craft books. The movie showings were free and included popcorn. Movies were shown on P.A days and over Christmas break.

2016 also saw an abundance of class and group visits. Two programs are utilized to facilitate outreach in schools; *Read to Succeed* for Grade 4 as well as class visits for the primary grades. *Read to Succeed* saw a further drop in participation from 2015 and will be discontinued in 2017 in favour of increased focus on Grades 1 to 3. The number of students participating in class visits, at either the Library or the school, saw a slight increase this year with 1,296 attendees. In the fall of 2016, the grades 1 to 3 classes of Bracebridge P. S. attended the library every 3 weeks for a presentation lead by our Children's Librarian on holiday traditions from around the world. These presentations showcased our library resources and corresponded with the school curriculum. The children were given library cards and signed out one library book per visit. These visits help to ensure that young children become familiar and comfortable in the library. Other periodic group visits included Muskoka Falls P. S., Guides, Beavers, and Spark groups.

Every year, the Library participates in the TD Summer Reading Club program. A theme is determined and is used to brand the Readopoly game board and registration cards. Players move around the squares on the board which direct them to read books on various topics. Over 100 children played 575 times, a bit more than last year.

Participation in our summer programs continues to rise with a 42% increase over 2015. A number of weekly activity programs such as Crazy Creations, Go Wild!, LEGO Club and an art workshop with Nancy Hunter entertained and educated another 484 participants. We were very fortunate to have Quinn Salverda return as our summer student (partially funded with the assistance of a federal youth grant), especially as she kept the programs running after Caroline Goulding left in early August.

The library participated in several programs in the community including Books for Brunch, Family Literacy Day, and the District of Muskoka program Get Ready for Kindergarten. The Library booth at the Bracebridge Fall Fair also marketed our Children's programs.



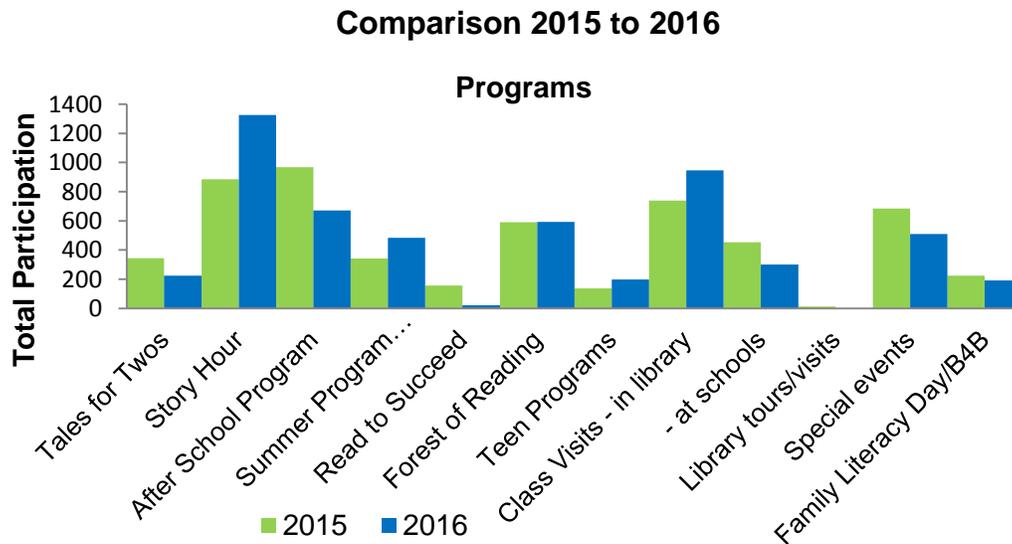
The 2016 Teen Summer Reading Contest had 17 participants who read multiple books which we feel is very positive. The winner of the contest received a Kobo Glo e-reader.

The Teen Blog initiated in the fall of 2015 continued into 2016 with a handful of participants but dwindled with the departure of Ms. Goulding. This may be reignited in the future as other initiatives to attract teens are also being planned. The Friends of the Library generously donated money to purchase new furniture for the dedicated Teen Area. A couch and bistro table and chairs were introduced to the space thereby giving teens a place to gather and work on their computers. Since the introduction of the furniture, more teens have been spending time in that space and making use of the computer table.

2016 was a transition year and would lay the groundwork for future initiatives. 2017 will be focused on strengthening community partnerships, reconnecting with local high schools, creating more technology based programming, increasing our social media presence and introducing our new Library mascot at community events.



The total participation in children’s and teen library programming for 2016 was 5,469. The following graph compares the attendance at programs between 2015 and 2016.



VOLUNTEERS

The Bracebridge Library receives frequent offers of volunteerism from the public and we are happy to make use of their services whenever possible, whether it involves the Visiting Library Service, helping with our Statistics Week, or high school students achieving their 40 hours of community work. We are very fortunate to have the 60 member Friends of the Library group who fundraise to provide money for expenditures outside our budget limits and who support the Library in other ways as well.

REVENUE

“Libraries provide material for free to reduce financial barriers to information access... But even more radically, [their] very existence provides an alternative vision to society – a vision of sharing rather than buying.” M. Williams & L. Sloniowski (*“Social justice librarianship for the 21st century”* OLA.ACCESS Summer 2012 vol. 18, no.3)

A “sharing” society is truly an appropriate way to describe the public library. We are fortunate to have municipal support that ensures a sharing vision; this financial contribution represents 88% of the Library’s budget. Revenue which we generate on our own includes library fees and fines (\$14,143), and printing and Internet fees (\$5,243). Money from sales of the Library’s books that have been weeded from the collection brought in \$950.

The Friends of the Bracebridge Public Library continue to be a very helpful source of funds which they generate through book sales and special events. In 2016 they donated \$3,526 that went towards the purchase of 4 casual chairs for the Adult and Children’s Department, an e-reader for the Teen Summer Reading Contest prize, as well as supplies for the Library’s annual Mystery Night event. This donation also funded the purchase of more library book bags but rather than the revenue going back to the Friends, it was decided that the sales would go directly to the Library.

The Pittsburgh-Muskoka Foundation has been an annual contributor, this year providing \$2,029 CDN. We are also pleased to see a yearly donation of \$200 from the Browning Island Cottagers’ Association. Other patron donations totalled \$1,459, some of which supported library collections.



Some donations are ear-marked for specific expenditures as with \$250 from Mark and Susan Benson of Royal LePage Lakes of Muskoka which paid for advertising our Mystery Night event. This year we received \$500 from Spinning Reels (a local movie club) which went toward the purchase of DVDs for our collection. We selected many of the titles which the group showed throughout the year.

We were honoured this year to be the beneficiary of an estate bequest of \$11,288 in memory of Bonnie and Archie Sowman who were long time library supporters. As Bonnie had expressed much interest in our plans for expansion, the bequest was deposited to the Bracebridge Library's Expansion Reserve by approval of the Library Board.

Family members Jonathan & his dad, Jason Briden, presented the cheque to the Library CEO.



Using the Statistics Canada's 2016 census population for Bracebridge of 16,010, the cost of library service this year was about \$50.00 per capita for the taxpayer.

2016 FINANCIAL SUMMARY (UNAUDITED)

The following is a summary of the 2016 financial activity.

<u>Revenue Source</u>	<u>Amount</u>	<u>Expenditure Areas</u>	<u>Amount</u>
Tax Levy:		Staffing:	
Town of Bracebridge	\$804,743	Salaries & benefits	\$554,474
External Grants & Other:		Operations & Capital:	
Province of Ontario	\$35,869	Library resources	\$104,193
Government of Canada	\$1,352	Building maintenance	\$42,502
Beaver Creek contract	\$18,195	General Operations	\$161,966
Fees, fines, donations, fundraising	\$42,976	Library reserves	\$40,000
TOTAL REVENUE	\$903,135	TOTAL EXPENSES	\$903,135



HIGHLIGHTS OF 2016

Libraries are often overlooked as economic drivers for a community, but that value is affirmed regularly for the Bracebridge Public Library through patron comments such as "...your vibrant library was one of the key things that we took into consideration in choosing a community where my husband and myself would retire to."

The library is an amenity that is attractive to retirees as well as businesses and their employees. Today's library is a multi-purpose facility whose goal is to meet the needs of the community for education (outside of academic institutions), entertainment, personal enlightenment and social connection. The Library Board's plans to improve our facility to meet these needs are ongoing with some positive developments more recently.

In the spring of 2016, the Library Board was presented with some options for our expansion plans with a motion passed by Council to allow the Board to consider some locations other than just the current location on Manitoba Street. After a review of the motion, two key locations were identified: the current location and a joint facility with the proposed future Recreation Complex. While we had postponed our Expansion Promotion sessions in anticipation of further developments, by the fall of 2016 it was apparent that there was some interest in the community for another session. Fifteen members of the public attended a session in October including one Council member, plus 5 staff including the Library Board Chair and CEO who presented. This session was similar to the monthly presentations last year, but with a different format not involving a PowerPoint. It was emphasized to attendees that no decision had been made about a location for the expanded library. The Board Chair and CEO presented another Expansion Information session in November which saw 28 attendees and 3 staff members. A history of the expansion work that has been done to date was presented, as well as the many functions that libraries today provide to a community. Attendees participated in a question and answer period.



A definite highlight of 2016 was the very successful Downton Abbey Tea event with about 30 participants, many in costume, and 7 staff and volunteers from the Friends helping out. Fine china, silver tea service and finger sandwiches set an impressive scene. Local retailer, Tea Infusion not only provided a special tea for the event, but provided numerous tea packages to be added to our prizes for attendees.

The Armchair Travel Series was enjoyed by many with several presentations: Antarctica with Bob and Lynn Jacob; Christine Lees did a wonderful presentation of her trip to India and everyone enjoyed the Chai tea, samosas and curried lentils provided for refreshments; Latin America presented by Keith Stratton; and a family trip to Poland with Michael Michalski.

Other special events included the Friends' Annual Strawberry Social, a Midnight Madness book sale outside the Library, and Tall Pine Tales presented by the writers' groups from Haliburton, Baysville and Bracebridge libraries. In addition to the Writing Circle readings, we were pleased to present 4 author readings in 2016. We partnered with Habitat for Humanity to offer a Renew-it Craft session with supplies from their ReStore. This program was open to adults and young adults to provide that demographic with an opportunity for creativity.



On occasion, local commercial enterprises have sought out the Library for space to make presentations. The Library received a request about providing program time and space for a couple of local merchants of assistive devices, particularly for seniors. While the program would be commercial in nature, we also felt it to be educational, so agreed to the rental of the Reading Room for a small fee. This prompted the development of a Program Policy in 2016. Two more commercial presentation proposals were reviewed and deemed to satisfy the Library's goals, and a small fee was charged for rental of the space. In a future expanded library with a designated program room, a formal fee structure will be determined. Lakeland Power rented the Reading Room to present information regarding the benefits of using fibre optics for home Internet access. Another commercial information session was presented by Amy Fraser from Muskoka Travel providing "Travel Tips for Seniors". These sessions were free to participants.



We continue to sponsor the Scarecrow contest at the annual Fall Fair and are able to set up a Library booth close to the scarecrow entries. This is a great opportunity to speak to many locals, cottagers and visitors about the Bracebridge Library specifically and public libraries in general. People are always impressed with how libraries serve their communities today.

Our Book Club and the BPL Writing Circle group are monthly activities aimed at the adult and young adult demographic. It was with dismay that we lost the BPL Writing Circle in the fall. Without a designated program room, the members felt it was difficult to read and critique their work effectively; knowing library patrons were close by browsing the collections. The Bracebridge Library will continue to provide a venue for special public readings by the group.

Nipissing University closed their chapter on Bracebridge with the removal of their collection from the Bracebridge Library. It was dismaying but it did not take staff long to rearrange the shelves to make use of the extra space.

As with any aging facility, repair work is ongoing. This year saw the interlock walkway replaced with concrete. We were very pleased with the workers and the end result, which patrons praised as well. Foundation repair work was done as had been recommended the previous year. Unfortunately, we are still plagued by leaks caused by ice build-up, so drywall repairs were needed. Further work will be done in the spring of 2017 to rectify this issue.

Replacement of carpeting in the lower level staff work areas including the Circulation Desk and flooring in the staff room was done in 2016, which completed the renewal of flooring in the building. The interruption to library service was minimal due to the creative forethought of Circulation staff who set up a checkout station on the public side of the desk. Further cosmetic work will be done in 2017.

In the 2014 budget, the province announced the provision of \$10 million over three years, to help public libraries better meet the needs of Ontarians by improving IT resources. The fund was intended to help libraries improve and expand Internet and wireless services, develop user-friendly websites, enhance collection development with new technology, such as e-books, and encourage innovation and research.

Bracebridge Public Library followed these guidelines and used their 2016 fund allotment to purchase an Early Literacy computer station. This was needed to replace the one bought by the Dads of Bracebridge in 2011 which was worn out due to high use. A scanner was also bought to use in the digitization of pictures from the Library's Muskoka Collection. A small amount of grant money was used to purchase



some e-book titles for use by Bracebridge Library cardholders, to supplement the Ontario library-wide shared collection available on the Bracebridge Library's website www.bracebridgelibrary.ca

Ontario Public Library (OPL) Week was celebrated October 17 – 22 but actually kicked-off with a very successful Friends' bake and book sale on October 15. On October 17, we held our 2nd annual Mystery Night with a theme of a *Secret on the High Seas*. Once again, this was a great event, though participants were fewer than last year. Unfortunately, it coincided with Spinning Reels, which is a popular evening for many people. We were thankful for support from Mark and Susan Benson of Royal LePage Lakes of Muskoka who paid for advertising and the Friends who paid for prizes and refreshments.



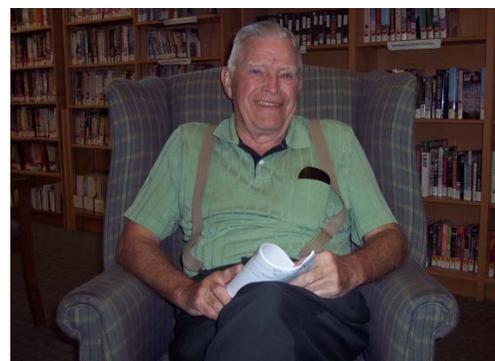
This year we paid for some advertisements to air on the local radio station during OPL Week. We were pleased with the messages and the entertaining way they were presented. The success of these ads will not be immediately apparent but the goal was to reach out and inform people in our community who are not necessarily current patrons.

Our Appreciation Tea gave an opportunity to thank the many people who have supported the Library by volunteering or by a financial donation. Mayor Graydon Smith was on hand to offer thanks on behalf of the Town.

The festive season kicked off with the Library staff and some Friends of the Library walking in the Santa Claus Parade. The parade theme this year was an International Christmas. Our entry consisted of each staff wearing a sandwich board wishing everyone a Merry Christmas in a variety of languages on the front and a promotion of library materials with an international theme on the back. Examples included books on learning a language, CDs of international music, travel guides and documentaries.

Several staffing changes took place in 2016 beginning with the discontinued service at the Beaver Creek Medium facility. While Sherry Fish planned to pursue other endeavours, Julene Jones returned to her Page position in April. This year we saw the departure of one of our long time Pages, Lynn Stewart. She had been with us for 20 years. Our Children & Youth Services Librarian, Caroline Goulding departed for the Fort Frances Library CEO position in August and Ashleigh Whipp was the successful replacement candidate who began in September.

The year ended with the regretful acceptance of Bob Taylor's resignation from the Library Board. He has been a strong supporter of the Library and served for 23 years as a Library Board member. He acted as Library Board Chair for 12 of those years. His contribution will be missed.





BRACEBRIDGE PUBLIC LIBRARY BOARD

The members of the Bracebridge Public Library Board for the 2014 to 2018 term are:

Arlie Freer, Chair	Councillor Chris Wilson, Council Representative
Anthony Barker	Terry Henderson
Mary (Lynn) Jacob	Mike Mayes-Stewart (filled vacancy in Apr 2016)
Carol Anne Robinson	Dorothy (Pat) Schofield
Robert Taylor (retired effective Nov 2016)	

BRACEBRIDGE PUBLIC LIBRARY STAFF

The members of the staff of the Bracebridge Public Library in 2016 were:

CEO/Chief Librarian	Cathryn Rodney
Information & Digital Services Librarians	Mary Armstrong Cindy Buhne Ruth Holtz
Library Assistant/Office Manager	Carolyn Dawkins
Children & Youth Services Librarian	Caroline Goulding (Jan – July) Ashleigh Whipp (Sept – Dec)
Inter-Library Loan Coordinator	Nancy Beasley
Circulation Clerks	Sue Ronson Trudy Vincent Sharyn Wilson
Pages	Chris Boorman Julene Jones (Mar - Dec) Karen Lambert (May – Oct) Debbie O'Blenes (Jan – Mar/Nov – Dec) Lynn Stewart (Jan – Mar)
Beaver Creek – Medium Library	Sherry Fish (to end of March) Julene Jones (to end of March)