



# **A NEW DAY AT EPL**

## **2010 ANNUAL REPORT**

# Message



## Board Chair and Chief Executive Officer

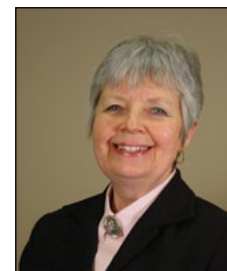
This past year was an extraordinary time for us—a year of incredible growth, change and opportunity. In 2010, EPL strengthened its leadership position on the Canadian and North American library scene with several important and innovative initiatives. Among them were the introduction of a Lending Machine at Century Park LRT station, development of *100 Great Books to Read Together* – a booklet aimed at fostering early literacy skills and, of course, the launch of our award-winning, revitalized brand.

We believe that EPL thrives by adapting to changing times, while remaining true to our mission – *We Share!* We found new, more effective, more imaginative ways to reach out to Edmontonians and to share our rich resources with them. Our Community-Led Service Philosophy continued to receive national and international recognition for taking library services outside our buildings as nineteen devoted community librarians spent countless hours meeting with hundreds of neighbourhood groups across the city. We relocated and expanded the Abbottsfield – Penny McKee Branch at the east end of 118<sup>th</sup> Avenue to meet the changing needs of the community. Meanwhile, we are in the planning and construction phases of five other building projects that will bring the library closer to many more Edmontonians. In addition, we continue to be library industry frontrunners in technology, adding text reference services and an iPhone “app” to the number of ways customers can conveniently interact with EPL.

This year we deepened long-standing bonds, while forging important new ones. With continued generosity from Dr. Stanley A. Milner, the downtown children’s library was expanded, renovated and renamed the Shelley Milner Children’s Library in honour of Dr. Milner’s late daughter. A new co-operation agreement was struck with the Calgary Public Library Board that will provide a stronger voice for public libraries in the province. Lastly, EPL rounded out its partnerships with all Edmonton school districts by signing an agreement with Conseil scolaire Centre-Nord to promote French and English literacy for children and youth.



Thanks to the leadership of our Board of Trustees, continued support from City Council and the provincial government, the kindness of our donors and sponsors, tireless effort from the Friends of EPL and enthusiasm of our staff and customers, EPL continues to fulfill its community and civic mission. For nearly a century EPL has been an integral part of people’s lives in all corners of the city. Looking ahead, excitement builds as we begin to plan our centennial celebrations in 2013 and envisage how our library system will have an even greater impact on people’s lives in the next 100 years. *Spread the words.*



**Joan Welch**  
*Chair, Board of Trustees*



**Linda C. Cook**  
*Chief Executive Officer*

## 2010 Board of Trustees

The Edmonton Public Library Board consists of 10 trustees, one of whom is a member of City Council.

Ms Joan Welch, Chair  
Mr. Brent McDonough, Vice-Chair  
Mrs. Ellen Calabrese-Amrhein  
Councillor Don Iveson  
Mr. Michael Janz

Ms Karen Lynch  
Mr. John J. McDonald III  
Ms Kiann McNeill  
Mr. Jeff Reynolds  
Dr. Carol Suddards

# Customers



## It's a Jungle Out There – TD Summer Reading Club

Giraffes, elephants and crocodiles joined customers at the library all summer long as EPL hosted the launch of the national TD Summer Reading Club, “Destination Jungle”. This year’s Summer Reading Club had the highest number of registrants in 16 years with over 15,000 children of all ages participating. Of these, nearly 5,300 children completed six hours of reading, an increase of more than 80% from 2009.

## Early Literacy – It’s Never Too Early

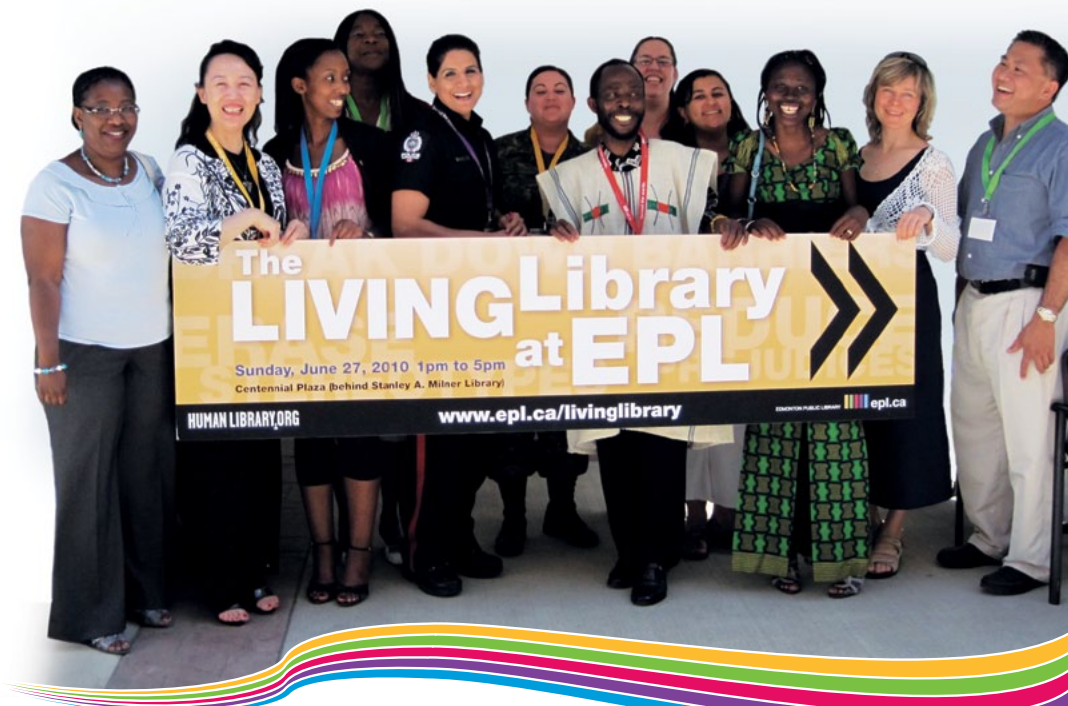
EPL took another giant leap in promoting and fostering early literacy skills with the development of *100 Great Books to Read Together* – a celebration of books that parents and caregivers can read with their kids. Early literacy videos were also created with tips on developing early literacy skills in children. The videos, found on [epl.ca](http://epl.ca) and EPL’s YouTube channel, were included in the Top Ten Innovations in Libraries by industry guru Stephen Abram.



2010 SRC illustrator, Stephane Jorisch, and TD Bank Financial Vice President, David Ross, with grade 2/3 class from St. Catherine Elementary; Children’s author Barbara Reid

## Real People on Loan – LIVING Library

EPL celebrated Canadian Multiculturalism Day in June by ‘lending out’ living books – real people with real stories to tell! Seventy-six readers ‘borrowed’ one of 11 living books during the Sunday afternoon event in Centennial Plaza. Through talking and sharing, they learned about the person’s experiences including the problems and prejudices faced because of race, gender, sexual orientation, job, lifestyle or cultural background.







## Food4Fines Helps Customers and the Food Bank

In November, EPL held its second Food4Fines day – a chance to welcome back customers who have stopped visiting the Library because of late charges. With a single food donation to Edmonton's Food Bank, up to \$25 in late fees were waived from a customer's account. At the end of the day, customers had donated over 7,200kg of food (three times more than in 2008) and late charges were waived from more than 4,200 customer accounts.



## Celebrating Aboriginal Culture

National Aboriginal Day was celebrated in style in June with traditional performances including singing and dancing as well as storytimes for families. EPL also participated in festivities at the Alberta Legislature grounds and at Canada Place.

## WrestleMania® 26 Reading Challenge

Three Edmonton students were among 21 grand prize winners from across North America of the Young Adult Library Services Association WrestleMania 26 Reading Challenge. The three lucky winners each earned a prize of \$2,000 for EPL which they presented to the library before heading off to Glendale, Arizona to see WrestleMania 26 live.



# Community

## We're Bigger Than Our Buildings

EPL's nationally and internationally recognized Community-Led Service Philosophy takes library services beyond the walls of the library, builds relationships with communities and delivers library services to meet their needs. Community librarians – 19 in total – spent more than 4,600 hours meeting with over 300 Edmonton neighbourhood groups to create connections and understand needs.

## Newcomers Become Canadian Citizens

For a second straight year, EPL hosted a Canadian citizenship ceremony at the Stanley A. Milner library. In August, 49 newcomers took the final step to becoming Canadian citizens as Madame Judge Sonia Bitar presided over the ceremony and administered the Oath of Citizenship.



New Canadian citizens at EPL

## Language of the Heart

EPL's partnership with the Edmonton Multicultural Health Brokers continued with the development of *Language of the Heart*, a world language storytime program aimed at early literacy needs of families and children who speak a language other than English. The six-week pilot program was successfully offered in Tagalog at the Mill Woods Branch. More than 45 parents and children were welcomed at each session. For some this was their first contact with a North American library or with a storytime.



Language of the Heart at Mill Woods Branch





## Partnership with Conseil scolaire Centre-Nord

A new partnership agreement promoting French and English literacy for children and youth rounded out EPL's partnerships with all of the Edmonton-based school boards. Through the partnership, EPL reaches out to approximately 1,800 francophone students across seven schools in the city. One of the first programs the Library shared was the School Library Card Program delivering free EPL library cards to students in their classrooms.

## Books on the Square

With help from the Friends of EPL, the Library held its first-ever outdoor book sale in Sir Winston Churchill Square in August. Hundreds of people filled the square to get great deals on books, CDs and DVDs. The one-day sale generated over \$12,000 in net revenue. In total, this year's five book sales contributed over \$96,000 with all proceeds going to the new Clareview Branch.



## Great Libraries Shape Great Cities

In the weeks leading up to the municipal election, we asked Edmontonians to show election candidates how much they love their public library. Customers answered the call by sharing stories, wearing buttons and displaying bumper stickers and lawn signs around the city. The city-wide "I ♥ EPL" campaign shared with municipal election candidates all the great ways EPL impacts our city and encouraged candidates to continue their commitment to helping build great cities by supporting great libraries. And, of course, we asked Edmontonians to hit the polls too!



# Technology



## There's an App for Us!

EPL's new mobile app, a first in Canada for an urban library system, launched in September. The app allows customers to browse the Library's catalogue from their Apple mobile device. Customers can find and discover what materials are available online as well as manage their accounts right from their iPhone, iPod Touch or iPad. Apple's mobile devices can use GPS functionality to map out exactly where the nearest branch is as well as the location of the nearest available copy of a title.

## Books in a Vending Machine?

To keep up with Edmonton's growing population, EPL opened a library vending machine at Century Park LRT station in collaboration with the City's Transportation Department. Stocked with paperbacks, DVDs and video games, and coupled with a returns drop box, the Lending Machine provides borrowing and drop-off of library materials for commuters. EPL is the first public library in Canada to have a complete borrowing system and drop-off location outside of a library building.



Councillor Don Iveson, Trustee Dr. Carol Suddards, Linda Cook and Mayor Stephen Mandel officially open the Lending Machine

## Customers Help Themselves

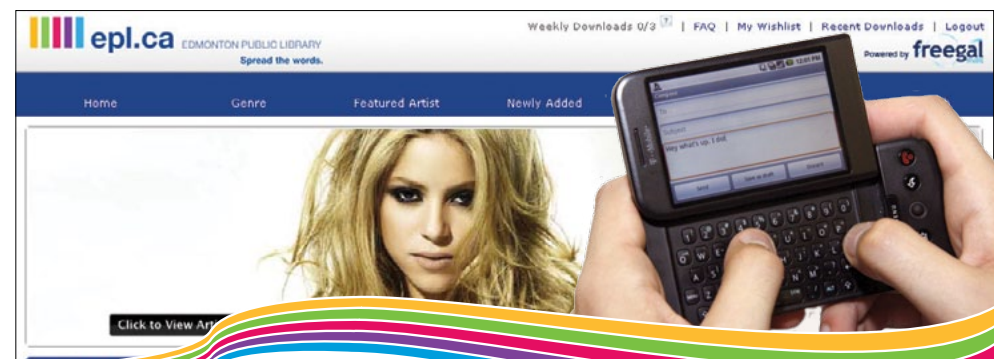
Thanks to the investment of municipal and provincial governments in the implementation of self service checkout technology in 2008, EPL experienced a 38% increase in borrowing of library materials between 2008 and 2010 without an increase in staffing during that time. In 2010, 84% of the items borrowed (over 11 million items) were checked out at the self service stations.

## EPL + Freegal = "Free Legal Music"

In October, EPL doubled the size of its online music offerings and significantly increased its downloadable music collection by adding Sony Music Canada's catalogue of songs through the Freegal Music service. Freegal gives EPL card holders access to over half a million songs from Sony's popular music catalogue where they can legally download up to three free songs in the MP3 format each week. In less than 3 months, EPL customers downloaded almost 6,000 songs.

## OMG - Text Reference Services are Here!

Customers were able to use their mobile phones to text the library their questions beginning in August. EPL added instant messaging / texting to its reference services giving customers a full set of options – text, phone, email and online chat – to connect to these services. EPL is the first major public library in Canada to offer text reference services.





# Open Spaces



## Abbottsfeld Branch Gets Bigger and Better

After months of planning and construction, Abbottsfeld residents were treated to a brand new library in a brand new location along 118 Avenue. The Abbottsfeld – Penny McKee Branch officially re-opened its doors in October. At over 9,000 square feet, the expanded space is nearly double the size of the previous library and offers customers additional public computer stations, an expanded program room, a larger children's area and more reading areas for adults and teens.

## New and Improved Children's Library

In May, the children's wing of the downtown library was officially named the Shelley Milner Children's Library, in honour of Dr. Stanley A. Milner's late daughter. Dr. Milner fully funded the initial Children's Library and thanks to his most recent contribution, the Children's Library was both expanded and renovated. During the ceremony, Dr. Milner also announced he is setting up an endowment fund of more than \$500,000 through the Edmonton Community Foundation for children's programming and services at EPL.



## The Meadows and Clareview

Planning for two brand new branches located in Edmonton's southeast and northeast continued with open houses to solicit community feedback. The Meadows and Clareview branches, both being built as part of City of Edmonton multi-purpose recreational facilities, are scheduled to open in 2013.



Rendering of new Clareview Branch



Rendering of new Meadows Branch

## Jasper Place and Highlands

The Jasper Place Branch design was finalized with demolition and construction beginning in early spring 2011. A temporary site was found to offer partial service while the branch is being rebuilt. The project completion is expected in 2012. Meanwhile, a design concept for the Highlands Branch was presented to the community and received overall positive feedback.





# Learning Culture



## Freedom to Read, Listen, View, Create, Perform...

EPL celebrated national Freedom to Read Week in February with a Freedom Challenge which engaged the community by asking people, "What does freedom mean to you?" Hundreds of Edmontonians responded with photos, poems, songs, short stories, videos and artwork. The week-long celebration culminated in the first ever *Freedom Ball* at the new Art Gallery of Alberta which attracted over 250 attendees and featured a performance by the local group, People's Poets, who mixed rhymes about life experiences with social and political commentary.



## Alberta Readers' Choice Award

The inaugural Alberta Readers' Choice Award was presented at the Alberta Book Awards Gala in May. Five books, along with their authors and guest jurors, battled it out during the month-long voting period. In the end, more than 14,000 online votes were tallied with readers giving the nod to Michael Davie for *Fishing for Bacon* (NeWest Press). The \$10,000 award, one of the largest literary prizes offered in Alberta, is presented by EPL in partnership with the Book Publishers Association of Alberta.

## Writers in Residence / Exile

Chris Craddock, a graduate of the University of Alberta's Fine Arts program, was welcomed as EPL's Writer in Residence. Chris hosted a monthly "Writers' Corner" program which brought together writers of all abilities from across the city to share their experiences.

In September, Goran Simić began his term as Edmonton's fourth Writer in Exile. Born in Bosnia-Herzegovina, Goran is an award-winning writer whose poetry, essays and reviews have appeared in all of the prominent journals of Bosnia-Herzegovina, Croatia and Serbia, as well as prestigious publications such as *The Times Literary Supplement*, *The Paris Review* and *Salmagundi*.



# Service Excellence



## A New Day at EPL

In April, EPL unveiled a new, fun and fresh brand, updating its look to better reflect the expert service, incredible content and unrivalled value that Edmontonians have come to expect from the Library. The launch itself included the largest MP3 Experiment in Western Canada, an interactive movie night that saw the Stanley A. Milner Library theatre bursting at the seams and a city-wide sticker contest.

The rebranding included a modernized logo, new library cards with catchy slogans, updated signage and an advertising campaign with TV commercials and transit ads. Since the launch, EPL has received requests from around the world to share its approach. The rebranding has received several awards, including the John Cotton Dana Public Relations Award from the American Library Association, the most prestigious award of its kind in North America.



## Borrowing? Alberta's Two Biggest Libraries Call it Sharing

The two Boards of Trustees for the Calgary Public Library and Edmonton Public Library signed a new partnership agreement that will see the two libraries recognize each other's customers and provide a stronger voice for public libraries in Alberta. The five-year agreement builds on the Calgary and Edmonton public library vision of promoting access, discovery and opportunity for individuals, families and communities. Hector Goudreau, Minister of Municipal Affairs, witnessed the signing of this historic agreement.

## Eggs and Pancakes for the Library

Albert's Family Restaurants renewed their partnership with EPL with the launch of the 2010 EPL Breakfast campaign during the month of November. A portion of sales went directly to the Library, supporting the purchase of new children's materials. The family restaurant chain also sponsored reprinting of EPL's popular *100 Great Books to Read Together* – a booklet designed to encourage literacy in children at an early age.







## Books2Eat Gala Fundraiser

The 5<sup>th</sup> Annual Books2Eat Gala took place at the Lois Hole Library. This year's theme, "Scene One, Cake Too", challenged cake designers to create edible delights based on books that have been made into films. Food, wine and music filled the evening, and proceeds from the gala went towards the purchase of books and materials for the new Clareview Branch.

## Planning for the Future

In September, EPL's Board of Trustees approved the Library's new vision statement, mission and strategic plan for 2011 to 2013. Opinions and ideas generated by Board members as well as staff, management, customers and community partners helped shape the statements and our direction for the next three years.



## Thank You for Your Support!

In November, EPL donors and sponsors were invited to the inaugural *Spread the Words Breakfast*. The morning provided EPL staff an opportunity to thank donors and sponsors for their support and allowed everyone to share stories about why they "♥" EPL. Guests were treated to an inside look at EPL today as well as what the future holds in store. The event, sponsored by Albert's Family Restaurants, was an excellent opportunity to reconnect with EPL supporters in our great city!

## Community Spirit

EPL was awarded a \$25,000 provincial grant from Alberta Culture and Community Spirit. The Library was able to purchase and install indoor and outdoor signage to reflect EPL's successful award-winning branding initiatives.



# Stats



## Statement of Revenue and Expenses

	2010	2009
City of Edmonton	\$28,208,000	\$26,922,000
Province of Alberta	4,375,261	4,338,011
Federal Government	4,252	-
<b>Fines and Charges</b>	<b>936,922</b>	<b>1,034,269</b>
<b>Annual Registration Fees</b>	<b>725,219</b>	<b>730,271</b>
<b>Other</b>	<b>1,152,447</b>	<b>603,243</b>
<b>Funding for Library Capital Projects*</b>	<b>8,561,421</b>	<b>10,063,261</b>
<b>Total Revenues</b>	<b>43,963,522</b>	<b>43,691,055</b>
<b>Salaries and Benefits</b>	<b>25,933,549</b>	<b>24,028,721</b>
<b>Books and Library Materials</b> (Subscriptions and Licenses)	<b>1,065,434</b>	<b>970,974</b>
<b>Maintenance of Properties</b>	<b>3,226,350</b>	<b>3,864,093</b>
<b>Supplies</b>	<b>2,883,644</b>	<b>2,325,456</b>
<b>Property and Equipment Rentals</b>	<b>1,585,594</b>	<b>1,478,944</b>
<b>Amortization of Tangible Capital Assets</b>	<b>9,710,259</b>	<b>9,134,938</b>
<b>Total Expenses</b>	<b>44,404,830</b>	<b>41,803,126</b>
<b>(Deficiency) Excess of Revenue Over Expenses</b>	<b>(\$441,308)</b>	<b>\$1,887,929</b>

Unaudited financial statements for the year ending December 31, 2010, with comparative figures for 2009

\*Includes capital funding from grants and contributions



## Collections and Services

	2010	2009
<i>In person</i>	5,602,576	5,623,814
<i>Website</i>	7,700,000	8,500,000
<b>Total visits to the library</b>	<b>13,302,576</b>	<b>14,123,814</b>
<i>Adult</i>	6,884,312	6,226,339
<i>Juvenile</i>	4,602,292	3,900,543
<i>Web renewals</i>	1,963,659	1,804,919
<i>Telephone renewals</i>	78,692	82,788
<b>Total items borrowed</b>	<b>13,528,955</b>	<b>12,014,589</b>
<b>In-house collections use</b>	<b>2,235,719</b>	<b>1,985,541</b>
<b>Public internet use</b>	<b>1,226,502</b>	<b>1,235,151</b>
<b>Questions answered</b>	<b>1,340,850</b>	<b>1,787,995</b>
<b>Programs presented</b>	<b>8,556</b>	<b>6,857</b>
<b>Program attendance</b>	<b>211,674</b>	<b>169,210</b>
<b>Items purchased</b>	<b>337,590</b>	<b>372,065</b>
<b>Magazine subscriptions</b>	<b>4,038</b>	<b>4,035</b>
<b>Print, music and film collection</b>	<b>1,953,354</b>	<b>2,020,998</b>
<b>Digital collection<sup>(1)</sup></b>	<b>1,424,466</b>	<b>820,531</b>
<b>Number of databases</b>	<b>109</b>	<b>107</b>
<b>Population of Edmonton<sup>(2)</sup></b>	<b>782,439</b>	<b>782,439</b>
<b>Number of libraries</b>	<b>17</b>	<b>17</b>

<sup>(1)</sup> Estimate of songs, videos, eBooks, eAudiobooks, magazines and newspapers in our collection

<sup>(2)</sup> City of Edmonton, 2009 Municipal Census





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