



*edmonton* **public library**  
2004 annual report

## message from the Chair of the Board and Director of Libraries

WE ARE ALL VERY PROUD that the Edmonton Public Library celebrated the City of Edmonton's 100th anniversary in 2004 with a unique legacy, *Edmonton: A City Called Home* project, comprising two books and a complementary interactive website.

Continuing with our goal of providing customers with welcoming, accessible facilities, we were pleased to complete the renovation and expansion of the Sprucewood Branch. At the same time, communities using the Strathcona Branch continued to work with the Library to plan the restoration and expansion of the heritage library. It was also during 2004 that the renovations to the downtown Stanley A. Milner Library were completed, creating an improved and expanded space for downtown customers.

With the help of our creative and dedicated staff, we continued our innovative approach to delivering excellent service to meet the needs of Edmontonians. Those services ranged from providing free basic computer training for novices to offering "Bestsellers to Go" for avid readers; and from running pre-school programs for babies to creating online reading clubs for children, teens and adults.

For some time, the Board had been looking for a way to honour Lois Hole, an impassioned supporter and advocate of literacy and libraries. With her permission, we requested approval from City Council to name a branch in the west end in her name. Unanimous support was received in December and funding of \$7.3 million for the Lois Hole Library was granted. We look forward to the completion of this branch in the summer of 2006, as it will be a fitting legacy for a woman who made such a difference, and had such an impact on so many peoples' lives.

The Library's role in connecting Edmontonians to a world of information, contributes to the well-being and prosperity of our community. Through innovative delivery of services and efficient management of resources, the Edmonton Public Library continues to enhance the quality of life for people of all ages in the city.



**Dawn Fargey**  
Board of Trustees Chair




**Linda C. Cook**  
Director of Libraries

**5,220,329**  
visits  
to Library's  
16 locations

**3,271,108**  
visits to  
**www.epl.ca**

items  
**borrowed**  
**8,419,730**

**1,774,298**  
questions  
answered

**138,745**  
people  
attended **3,983**  
public programs

added to the  
collections  
**101,235**  
adult and  
children's books



added to the  
collections

**94,535**  
paperbacks

**40,295**  
AV materials

added to the  
collections

**45,759**  
periodicals  
added to the  
collections

added to the  
collections

**5,436**  
reference  
books

more than **300**  
volunteers

donated  
**3,370** hours

to provide Library Access service  
to customers unable to use  
traditional library services as  
well as three book sales to  
enrich collections

## *honouring leadership excellence*

THIS PAST YEAR, WE WERE THRILLED to be able to honour one of our most dedicated champions and to see our own Director recognized nationally for her leadership.

- City Council gave unanimous approval to the Library Board's request to name a west end branch after Alberta's 15th Lieutenant Governor, the Honourable Lois E. Hole. Construction of a \$7.3 million standalone facility to replace the Lessard Branch will start in 2005, with anticipated completion in the summer of 2006.
- Linda C. Cook, Director of Libraries, received the 2004 Outstanding Public Library Service Award at the Canadian Library Association conference in June and was later recognized at a City Council meeting.



Top: Dawn Fargey, Chair of the Library Board, led the Honourable Lois Hole at the spring promotion of the Lois Hole Library Legacy Program at the Mill Woods Branch.

Below: Director Linda C. Cook with Trustee Douglas Meggison at the Sprucewood Branch opening.

## creating a learning legacy

WE WERE PROUD TO BE A PARTNER in the creation of a centennial legacy project that celebrated the richness of Edmonton's past. The *Edmonton: A City Called Home* project included two books, *Edmonton In Our Own Words* and *Kidmonton: True Stories of River City Kids*, as well as an interactive website. Both books were on the bestseller lists in Edmonton during 2004.



Sharon Budnarchuk, Audreys Books; Dr. Carl Amrhein, Provost and Vice-President (Academic), University of Alberta; Mayor Bill Smith; Carolina Jakeway Roemmich; Linda Goyette; Linda C. Cook; and Ernie Ingles, Associate Vice President, Learning Services, University of Alberta at the *Edmonton In Our Own Words* book launch.



Linda Goyette (left), and Carolina Jakeway Roemmich (right) with one of the Edmontonians featured in the book *Edmonton In Our Own Words*.

## *going above and beyond*

WHETHER THE BARRIERS TO LEARNING are physical, cultural or technical, we work to create solutions that go beyond the expectations of our customers.

- Library Access Division offered home delivery service to about 10,000 readers who were unable to visit the Library due to illness or disabilities, and who live in extended-care institutions and private homes.
- To enhance information literacy, basic computer courses on Internet, email, and searching the Library's website were presented and attended by close to 300 people, including seniors, retired and unemployed persons.
- The Library helped Edmontonians answer close to two million questions on personal or business issues, including health, legislation, industry overview, employment forecast, salary surveys and information for job seekers.
- The Stanley A. Milner Library and other branches hosted English as a Second Language conversation classes and literacy tutoring while providing resources to 720 adult learners.

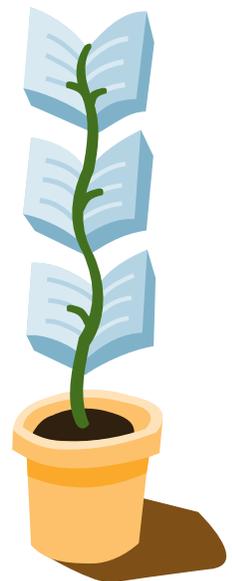


Child playing interactive games at a computer in the Children's Library. Left: Customer selecting a new book in the Other Languages section.

## creating a love of learning

OUR BELIEF IN THE POWER OF KNOWLEDGE inspired us to look for ways to reach young learners and instill a love of learning that will last a lifetime.

- The Library received a 2004 Parents' Choice merit award for the best pre-school programs from *Edmonton's Child* magazine. Close to 21,500 babies to pre-schoolers attended 1,139 programs at 16 library locations.
- For the first time, one hundred per cent of the grade six students in Abbott Elementary School attained a satisfactory level in provincial writing achievement tests in 2004. The school principal attributed this milestone in part to the Abbotsfield Branch Library staff working with local schools and agencies in the past few years to provide a positive library experience in a supportive environment.
- Working with Welcome Wagon, the Library's "Born to Read" packages were delivered to a city hospital and homes of new parents, offering free library memberships to the babies and a booklet of activities for new parents to share with their babies.
- Popular with Edmonton's children, the summer reading program, "Nature Sings" was attended by more than 18,000 children who read books and participated in summer activities.
- Library staff visited 378 classes of 54,000 students to promote literacy and the importance of reading.
- "Carnival of Stories" was the theme to celebrate International Literacy Day on September 8 at Sacred Heart School.



## *serving the community*

WE ARE CONSTANTLY LOOKING FOR WAYS to meet the community's evolving needs and provide services that improve the quality of life for all Edmontonians.

- In 2004, the Edmonton Public Library was again ranked among the best Canadian libraries in delivering excellent library service. Edmontonians consistently rate the Library as one of the best public services they receive for their tax dollars.
- The third and final phase to renovate and expand the downtown Stanley A. Milner Library was completed in 2004. The city provided \$4.8 million for the project over the construction period of six years and the Library raised close to \$3 million from other sources, including foundations, groups, individuals, and grants from the Alberta government.
- A total of 19 opening hours per week were added to three branches to meet customers' needs: Abbottsfield (three hours), Sprucewood (eight hours), Strathcona (eight hours).
- A community meeting was held on March 2 to provide information and receive feedback on the restoration and expansion of the Strathcona Branch.
- As an anchor member, the Stanley A. Milner Library participated in the Arts District Open House on May 30 and supported many downtown events such as Churchill Square opening, the Works, Christmas light up and others.
- Official ceremonies and a public open house on September 13 helped celebrate the successful completion of the first renovation and expansion project at Sprucewood Branch in its 46 years of operation.

The exterior and computer stations within the newly renovated Sprucewood Branch.



- A task force to explore library needs of aboriginal communities in Edmonton presented a report in October, with an analysis of past Library practices and input from aboriginal community members, Library staff, and other Canadian libraries.
- As Edmonton's centre for information, the Library assisted more than 500 non-profit groups and government departments in disseminating information contained in more than 30,000 brochures and other materials to Edmontonians.

## *innovation in action*

WE INTRODUCED SEVERAL INNOVATIVE services and initiatives designed to improve service, ensure best value and help meet the specific needs and interests of our customers.

- One of the most popular new services introduced in 2004 was email notification to customers for holds pick up and due date reminders. This cost-saving new service also expedited turnaround time for circulation, increasing customer satisfaction.
- An Investor Education Centre located on the Second Floor of the Stanley A. Milner Library, was created to provide specialized online databases and resources to assist investors with their investment research. Sponsored by Alberta Capital Market Foundation, with assistance from EnCana, Melcor Development Ltd., and Stantec, the Investor Education Centre helped close to 1,500 customers research their investments.
- The new “Bestsellers to Go” initiative enables customers to borrow current adult fiction and non-fiction bestsellers for one week, without waiting in the request queue.



- Teen participation tripled in “Teen Survivor” – the five-week online summer reading club. The Library declared 2005 as “Year of the Teen” in recognition of teens as an important and active user group.
- Held from January to April, “The Big Chill” was the Library’s first online book club for adults, attracting 4,000 visits from book lovers.

## 2004 board of trustees

Ms. Dawn Fargey, Chair  
Ms. Alison Faid, Vice-Chair  
Dr. Marco L. Adria, Past-Chair  
Dr. Sheila Bertram  
Dr. Diana Davidson  
Ms. Ann Dea  
Mr. Nashir Karmali  
Dr. Austin Mardon

Mr. Douglas Meggison  
Mr. Colin W. J. Minor  
Councillor Michael Phair

### New Trustees in 2005

Mr. Tim Haysom  
Mrs. Joan Welch



Councillor Ed Gibbons; Dawn Fargey, Chair of the Board; the Honourable Lois Hole; Adrienne Canty, Sprucewood Branch acting manager; Linda C. Cook, Director of Libraries; Councillor Janice Melnychuk at the re-opening ceremonies of the Sprucewood Branch.



Teens who painted the mural celebrated at the unveiling at the Stanley A. Milner Library in December. The mural project was sponsored by Trustee Ann Dea.

# statement of revenue and expense

For the year ended December 31, 2004 with comparative figures for 2003

	2004	2003
<b>Revenue</b>		
Grants		
City of Edmonton	<b>\$22,527,000</b>	\$20,921,000
Province of Alberta	<b>2,857,586</b>	2,857,586
Annual Registration Fees	<b>720,708</b>	713,829
Fines and Charges	<b>811,252</b>	743,867
Other	<b>254,008</b>	274,130
<b>Total Revenue</b>	<b>27,170,554</b>	25,510,412
<b>Expenses</b>		
Salaries and Benefits	<b>17,076,527</b>	15,852,084
Books and Library Materials	<b>4,571,000</b>	4,115,000
Maintenance of Properties	<b>2,089,827</b>	1,976,937
Property and Equipment Rentals	<b>1,648,223</b>	1,504,681
Supplies	<b>1,645,150</b>	1,912,046
<b>Total Expenses</b>	<b>27,030,727</b>	25,360,748
<b>Excess of Revenue Over Expenses</b>	<b>\$139,827</b>	\$149,664

# *collections and services*

	2004	2003
Visits to Library	<b>5,220,329</b>	5,228,427
Items Borrowed		
Adult	<b>5,449,358</b>	5,190,418
Juvenile	<b>2,886,665</b>	2,927,252
Telephone Renewals	<b>83,707</b>	N/A
Total	<b>8,419,730</b>	8,117,670
In-House Collections Use	<b>1,675,200</b>	1,651,700
Public Internet Use	<b>892,477</b>	831,899
Questions Answered	<b>1,774,298</b>	1,898,169
Programs Presented	<b>3,983</b>	3,962
Program Attendance	<b>138,745</b>	139,121
Items Purchased	<b>287,260</b>	286,716
Magazine Subscriptions	<b>1,120</b>	1,100
Total Collection	<b>1,561,972</b>	1,766,809
Population of Edmonton*	<b>666,104</b>	666,104
Number of Libraries	<b>16</b>	16

\* Federal Census 2001



Edmonton  
Public Library

[www.epl.ca](http://www.epl.ca)