



GEORGINA

## Georgina Public Library

The Georgina Public Library contributes to positive community relationships and community building by creating opportunities for social interaction among people with common interests. As identified in the 2017-2021 Strategic Plan, the mission of the Georgina Public Library is to “open doors to a lifetime of information, entertainment, and learning.”

The Georgina Public Library operates under the authority of the Ontario Public Libraries Act and is governed by a board of trustees. It provides public library services to the residents of Georgina through three branches located in Keswick, Pefferlaw and Sutton. Branches are open six days a week.

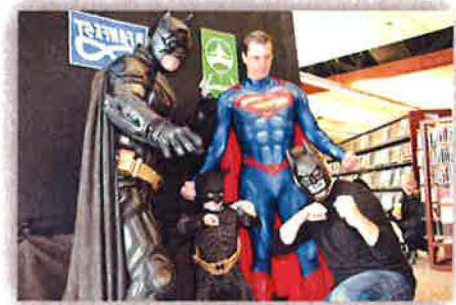
The Georgina Public Library provides services including:

- Digital and print resources including books, DVDs, eBooks, audio books, and digital magazines
- Early literacy programming for children
- Public Internet stations and Free Wi-Fi
- Programs for teens and adults
- Seminars, lectures and author talks
- Crafts and arts exhibits

15,000 – Active Library Users
30,000 – Library visits per month
1M+ – Library uses in 2018
350,000 – Items borrowed in 2018
\$4.91 – Return on Investment for every dollar given to the library

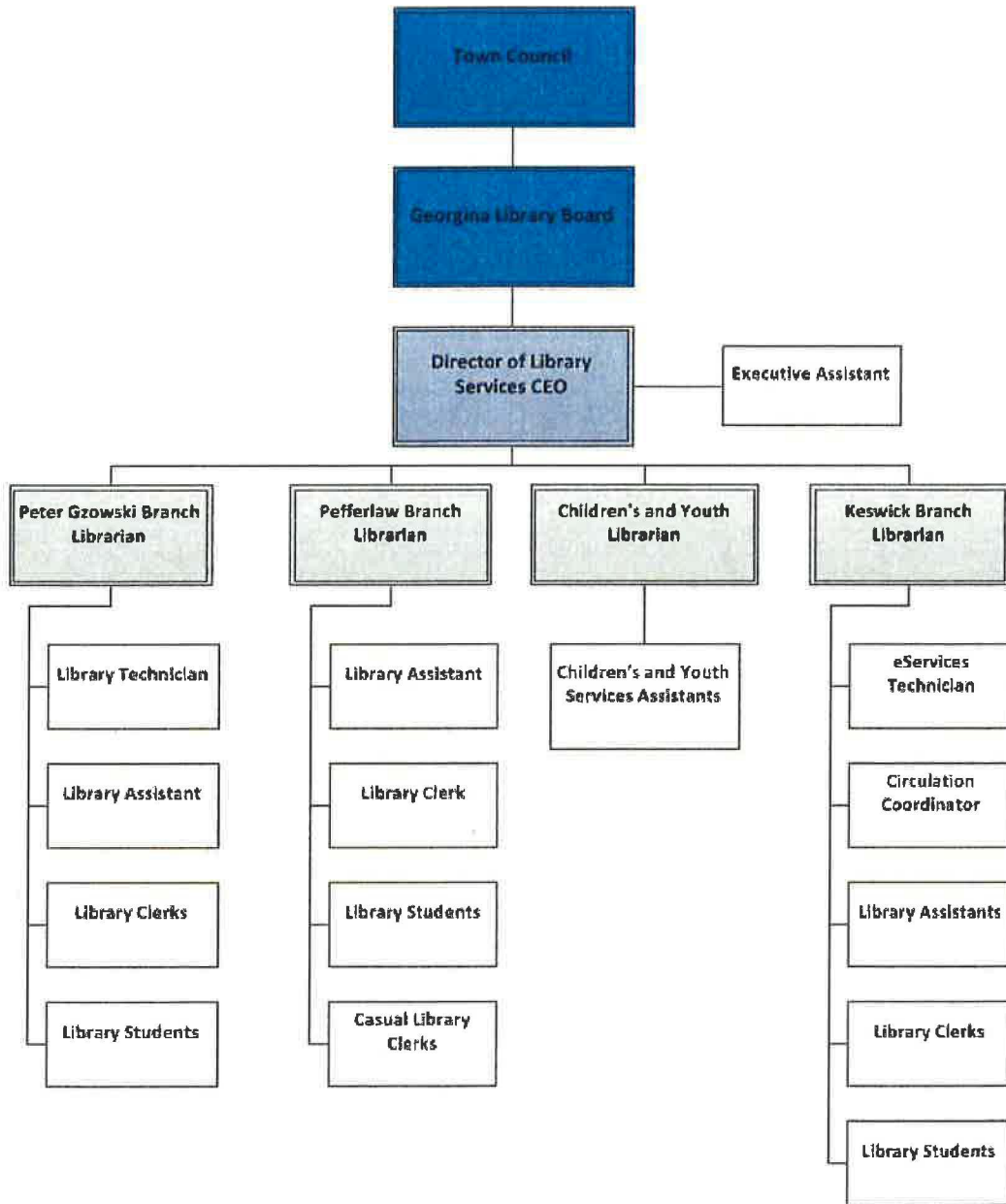
## 2018 Success Story

### Celebrating fun and families at FanFest



The Georgina Public Library offers all the essential services citizens expect from their local library, while leading the delivery of cutting-edge programs that appeal to the public. In April 2018, more than 1,400 people attended Georgina FanFest 3, the Library's free "comic-con for families." Participants had access to activities throughout the library, including arts and crafts, LEGO building, video gaming, touring emergency response vehicles, and meet-and-greet times with fan-favourite fictional characters. A number of community partners from across York Region participated and helped make the event a success, including: York Region, Jericho Youth Services, York Pride, York Region Transit, York Regional Police, Georgina Fire and Rescue Services and York Region Paramedic Services.

Organizational Chart



2018 Accomplishments

- Georgina FanFest 3 – 1,400+ attendees
- Increased outreach programming and activities
- Ten per cent increase in borrowing of library items over last year
- Library Rebranding and Marketing Plan

- Launch of Lynda.com, an online training database
- Nominated for a library innovation award for Georgina FanFest 3 by the Ontario Ministry of Tourism, Culture and Sport
- Return On Investment Study of library services

## Major Operating Drivers

- Continuing pressure to maintain and replace technology in support of library operations and patron instruction
- Demographics – providing services for a growing and aging population in Georgina
- Financial Resources
  - Continued weak Canadian dollar has reduced the library's purchasing power in terms of collections and electronic resources
  - Decrease in available federal and provincial grants to public libraries
  - Increasing cost of books due to inflation

## Major Initiatives Planned for 2019

- Additional children's programming at all three locations
- Freegal – a free and legal download music service for library card holders
- Library Marketing and Branding Strategy implementation
- Multilingual collection
- Charging stations for smart phones and digital devices at all branches
- New Library Board Trustee orientation

## DEPARTMENT: LIBRARY

## GEORGINA - 2019 BUDGET

	2018 ACTUALS TO DATE	2018 APPROVED BUDGET	2019 BASE BUDGET	2019 GROWTH RELATED	2019 SERVICE LEVEL	2019 LEGISLATIVE CONTRACTUAL	2019 INFLATION RELATED	2019 OTHER ITEMS	2019 FINAL BUDGET	% BUD/BUD VARIANCE	\$ BUD/BUD VARIANCE
<b>DIVISION TOTALS</b>											
Revenue	(2,497,577)	(2,503,420)	(2,503,420)	(13,000)	(33,780)	(58,900)	(5,220)	30,730	(2,583,590)	3.2%	(80,170)
Expenses	2,221,132	2,503,420	2,503,420	13,000	33,780	58,900	5,220	(30,730)	2,583,590	3.2%	80,170
<b>TOTAL BY DIVISION</b>	<b>(276,445)</b>	-	-	-	-	-	-	-	-		-
Administration	(2,024,197)	(2,055,070)	(2,055,070)	(13,000)	(33,780)	(42,900)	(5,220)	(970)	(2,150,940)	4.7%	(95,870)
Keswick Library	1,080,385	1,377,710	1,377,710	13,000	19,500	31,200	5,220	28,100	1,474,730	7.0%	97,020
Sutton Library	383,049	383,800	383,800	-	14,280	5,850	-	(18,400)	385,530	0.5%	1,730
Pefferlaw Library	284,318	293,560	293,560	-	-	5,850	-	(8,730)	290,680	(1.0%)	(2,880)
<b>TOTAL BY PROGRAM/ COST CENTRE</b>	<b>(276,445)</b>	-	-	-	-	-	-	-	-		-