

## Library Board Highlights

This year, the Library Board and management have focused their collective attention on the following significant outcomes:

- Growing library awareness both inside and outside Library spaces and planning for service expansion
- Ensuring continued relevance through careful and sustainable service planning
- Fostering inclusion to remove barriers and ensure everyone feels welcome in Library spaces
- Supporting a learning focused workplace culture



### • Holly Community Library

SmartCentres has awarded the leasehold improvements on the Library space to a contractor. The contractor, architect, and representatives from SmartCentres recently toured our Painswick Library to ensure finishes and the general ‘look and feel’ of the Library system will be represented in the renovations made to the Holly space.

Library management has ordered the shelving and furniture for the new library. Several pieces of technical infrastructure have been ordered as well.

The layout chosen for this library follows the modern and flexible model introduced at our Painswick location this summer.



## • Economic Impact Study

The Library Board has recently received an Economic Impact Study from Library staff for information. The desired outcome in undertaking this study was to demonstrate the Library's leadership, value, and return on investment to the citizens of Barrie. Calculating the economic impact of the Library on the City of Barrie using researched methodology is a key component of stewardship. This study provides one perspective on the Library's economic impact and complements the many other metrics, customer survey findings, and anecdotal stories from our users that illustrate the value of the Library to the Barrie community. Library staff members intend to recreate the study every 5 years using updated data.

Since 2009, many libraries and municipalities have completed Economic Impact Studies, including Halifax, Ottawa, Edmonton, London, Hamilton, and Toronto. The methodology used in this study mirrors the industry standard created by the Martin Prosperity Institute in 2013. This standard has been used throughout Canada as well as the United States, United Kingdom and Australia.

The results of the study are derived from the use of conservative market values for library services and include only those services which could be reasonably measured. The Library's study demonstrates that, based on a conservative estimate, the Barrie Public Library produced more than \$33 million in total economic impact to the City of Barrie and provided a strong return on investment of 404% in 2018.

Additional highlights from the study show the following for 2018:

- Total direct plus indirect benefit to the City of Barrie was \$33,369,432
- Benefit to each Barrie Resident for every dollar invested in the Library: \$4.05
- ROI per resident: \$206.21
- ROI per household: \$543.88
- ROI per library member/Value of a Library Membership: \$856.52
- The value of every hour the library is open is worth \$2,818.84

This study confirms that the Barrie Public Library is an excellent investment for the City of Barrie and its citizens.

The complete Economic Impact Study is attached.

## • Land Acknowledgement

The Library did not have an official land acknowledgement and has been unofficially using the City of Barrie's acknowledgement for certain programs and events since 2019. As a step in the Library's journey to reconciliation and decolonization, it was important to develop a distinct land acknowledgment that conveys the Library's commitment to understanding the complete history of Canada as well as recognizing and expressing gratitude to the First Nations, Inuit, and Metis land that the Library operates on.

Through the summer, Board Members and Library Management worked with a local organization called [Journey into Truth](#) to develop a [purpose statement and land acknowledgement](#) that will be read before meetings, gatherings, and events.

## Expanding our Reach

The Library is a smart investment that can transform lives and communities. We continue to go beyond our walls to serve people where they are. Expanded outreach allows us to welcome new library users and help current users discover new opportunities.

Working in collaboration with the City of Barrie Parks Department, the Library installed temporary promotional signs at five major parks in Barrie - Batteaux, Painswick, Loughheed, Southshore and Sunnidale this past summer. The signs invited park visitors to unravel the mystery and play the Summer Reading Club game. Over 260 families posted their answers on the Library's Reading Tracker App with countless impressions made for the duration of the signage promotion from July to September.



We celebrated the newly refreshed Dunlop Street during OpenAir Dunlop events, sharing Library resources and inviting patrons to visit a library location for browsing in-person.



Registered outdoor Storytimes and Kindergarten Bootcamp returned to both our library locations and at the Holly Community Centre this summer. Caregivers were thrilled and eager to participate in our socially distanced live programs



Kids and caregivers returned to our library spaces to browse, select, and read, with a 166% increase in registered Summer Reading Club readers over 2020. A total of 774 participants, 133 book reviews, 1633 challenges were completed, and 9629 books logged for summer 2021!

## Supporting our Community

- **Access to Critical Resources**

While our Library *buildings* may have been closed periodically during the pandemic, at no point has the Library been ‘closed’. When we couldn’t invite patrons inside, we were quick to bolster our virtual offerings – live and recorded online programs, expanded access to regularly ‘in-house use only’ resources like Ancestry, extended access to Wi-Fi around our buildings and Express Pickup for convenient and safe pick up of holds.

In early September, the Library became a popular destination for vaccine certificate printing and later, staff members helped residents access the vaccine certificate QR code on their devices.

To ensure the community always has access to accurate information, the Library’s Information Barrie team has kept the [Community Information Directory](#) up to date with pandemic-related community information.

- **Staff and Volunteer Vaccination Policy**

A COVID-19 Vaccine Policy for staff and volunteers was approved by the Board at a Special Board Meeting on September 8, 2021. This was adopted in tandem with the City of Barrie as an important control measure that helps to protect our staff members and patrons from COVID-19.