



Tourism Whistler / Mike Crane

# 2014 Annual Report

Whistler Public Library  
[whistlerlibrary.ca](http://whistlerlibrary.ca)





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# Note from the Library Director and Chair of the Board of Trustees



Rain or shine the Whistler Public Library is one of the busiest places in our community. Last year, the facility was visited by over 245,000 people. As part of the resort community's commitment to providing the "Whistler Experience" the library aims to wow everyone who comes through our doors with exceptional library service and hospitality. It is this experience that regularly places the library in the top five attractions in Whistler. The library serves as an oasis of comfort for the bibliophile; a welcome centre for Whistler's immigrant population; a supportive social network for parents; a second home for seasonal workers; and a hive of energetic local wisdom for out of town visitors.



In 2014, following changes started in 2013, we reconfigured service areas to mirror library values: Barrier-free, engaged, efficient, and responsible. We improved the face of the library to welcome new visitors by warming our outdoor spaces with comforts like bistro seating, holiday decorations, and lights. We expanded outreach programs to be present at more community events, offered service in unexpected places, and animated our outside spaces. We enhanced our current practice of providing a community-driven collection, while keeping in mind our patrons' desires to know what to read next with improved retail display fixtures and integration of Novelist with our check-out system. We raised the profile of the library as a large-scale community event space by live streaming TED talks, and hosting the Multicultural Festival, Quest lectures and the library's birthday party.

As we continue to grow our presence in the community, we acknowledge the leadership of the library's Board of Trustees and ongoing support from the Province of British Columbia, the Resort Municipality of Whistler, American Friends of Whistler, the Friends of the Library, donors, staff and, of course, patrons. Thank you for your continued belief in and enthusiasm for the Whistler Public Library.

**Elizabeth Tracy**, Director, Whistler Public Library

**Gord Annand**, Chair, Whistler Public Library - Board of Trustees

# The Year in Review: Create, Cultivate, Innovate, Collaborate & Celebrate

**25,627**  
REFERENCE  
TRANSACTIONS

## Highlights in Service Excellence:

This summer we completed the Whistler Chamber of Commerce service challenge and over the course of 10 weeks, library staff team received nine 10 out of 10 scores showcasing the success of our vision to inspire wonder. Markers of excellence included greeting each patron, having a good attitude, providing a recommendation, knowing our products and services, and ending every interaction with a smile. The library takes pride in making every interaction a special experience for everyone who comes through our doors.

**30%**  
INCREASE  
IN CIRCULATION  
OF NEW ITEMS

## Create: Remodelling our service area

To mirror our service values to be barrier free, engaged, efficient and responsible we had to change the library's physical space. The front desk was repurposed to create a warm and welcoming area, which includes comfortable seating, a retail-style display, and small kiosk-style service podiums.

The renovation project was funded by the American Friends of Whistler (AFOW). The funds were donated to the library for the reconfiguration of the library service area in honour of Rod Rohda, former president of AFOW, to recognize his lifelong belief in service excellence.

## Cultivate: Community Book Club

In partnership with Whistler's local bookshop, Armchair Books, library staff initiated a community book club in July. The first group met in Florence Petersen Park, and regular participants have looked forward to monthly promotions on social media. Sets of books can be checked out for other local book clubs.

Armchair Books & Whistler Public Library  
**BOOK CLUB**





110,955  
VIRTUAL VISITS

34,305  
COMPUTER SESSIONS

## Innovation: Expanding our service capacity through the use of technology

In March 2014 the Whistler Public Library became a participant in the National Network of Equitable Library Service (NNELS). As a library, we have benefited from this downloadable digital resource to assist patrons, who identify themselves as having special accessibility needs. We have done our best to equip the library with technology resources required to extend barrier-free service to anyone.

Having a high-quality collection available in many formats had a profound impact on one local child's love of reading.

Providing my daughter with a variety of tools and teaching her how to use them has enabled her to become more independent in her learning at school and in her personal pursuits. A benefit of this is that her self-confidence is increasing, as she is able to enjoy the same stories as her friends and talk with her friends about them. She can be one of the crowd, and not be different, which is a huge deal for her.

- Shelagh Weightman



COLLECTIONS:

TOTAL PHYSICAL:

55,102

TOTAL ELECTRONIC:

72,701



TOTAL ADULT PROGRAMS: **297**  
 TOTAL CHILDREN'S PROGRAMS: **582**  
 TOTAL ATTENDEES: **20,576**

### Collaborate: Raising Readers

Collaboration is a cornerstone of any successful public library or community organization, and the Whistler Public Library's goal is to engage community partners to expand existing programs.

One of the new ways we put this into practice in 2014 was to become the home for the Sea to Sky corridor's Raise-A-Reader family literacy program. Jointly with our partner, the Literacy Table of Pemberton and Whistler, we have been able to provide a variety of family literacy programming.

This partnership is greatly valued and an example of how funding has had a ripple effect to build and strengthen participation and advocacy for library programs and services, while opening doors for further collaboration.

We have reached out to various educational and community partners to deliver the Raise-a-Reader programs, including School District #48, Sea to Sky Community Services, the Resort Municipality of Whistler and Whistler Community Services Society.

I had one parent say that she would read aloud more often with her children now even though they are old enough to read on their own. I had another parent say that they would play the creative thinking games at home, and another who expressed interest in the math literacy games.

- Sara Leach

### Celebrate: Multicultural Festival 2014

The library hosted Whistler's fourth annual Multicultural Festival and over 800 participants, who enjoyed free activities including painting a koinoburi (a traditional Japanese carp-shaped windsock), making origami tree ornaments, painting a Japanese mask and playing international children's games. Local businesses sold traditional Australian pot pies, Indian samosas and naan bread and Mexican tacos. Performances included a traditional Japanese story time and songs from the Squamish and Lil'wat First Nations.



# Numbers to Highlight & Statement of Operations



**27% INCREASE  
IN ELECTRONIC  
CIRCULATION**

**53,996  
ITEMS USED  
IN THE LIBRARY**

## For the year ended December 31, 2014

Total Revenues and Grants	\$178,393*
Total Expenditures	\$1,184,141
Municipal funding	\$1,005,749

## Numbers to highlight:

### Circulation

Physical materials	<b>192,186</b>
ebooks & downloadable audiobooks	<b>8106</b>
Other electronic material	<b>12,647</b>
Total electronic circulation	<b>20,753</b>
Total materials	<b>212,393</b>
Per capita	<b>19.44</b>
Increase from 2013	<b>2.4%</b>

POPULATION SERVED:

**10,951**

TOTAL CARD HOLDERS:

**15,066\*\***



\*Excludes donations/fundraising from third parties

\*\*Includes residents, BC OneCards and non-residents

# Whistler Public Library Leadership Team



## Whistler Public Library Board of Trustees

**Gord Annand**, Chair

**Mike McCarville**, Vice Chair

**Ralph Forsyth**, Treasurer

**Duane Jackson**, Municipal Representative

**Jennifer Wyne**

**Samantha Emm**

**Nancy Campbell**

**Margie Clare**

**Terry Deutscher**

**Rod Tindall**

**Paul Tutsch**

## Resort Municipality of Whistler Management

**Norm McPhail**, General Manager, Corporate and Community Services

## Whistler Public Library Senior Staff

**Elizabeth Tracy**, Director

**Nadine White**, Public Services Librarian

**Libby Mckeever**, Youth Services Librarian

**Lindsay Debou**, Materials Management Supervisor

**Suzanne Thomas**, Technical Services Supervisor

329 Main Street, Whistler, BC, V0N 1B4

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

The Whistler Public Library is a Resort Municipality of Whistler facility