

## MANAGEMENT REPORT



North Vancouver District  
Public Library

Date: March 20, 2015  
Author: Nicola McLaren – Business Manager

Meeting date: April 23, 2015  
To: Library Board  
From: Nicola McLaren – Business Manager

Subject: **50<sup>th</sup> ANNIVERSARY EVENTS: FINANCIAL REPORT**

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### **SUMMARY**

2014 was the 50<sup>th</sup> Anniversary of the North Vancouver District Public Library, and events and celebrations were held throughout the year. In 2014 the Board authorized the use of up to \$20,000 from surplus to fund these celebrations.

This report summarizes the financial effect of these events and celebrations.

### **PURPOSE**

This report is for information.

### **DIRECTOR'S COMMENT**

The 50<sup>th</sup> Anniversary presented NVDPL with a wonderful opportunity to celebrate the past during a transitional year of actively planning for the future.

### **POLICY**

Current Finance Policy states:

#### **6.6 SURPLUS**

In November 1997, Mayor and Council of the District of North Vancouver approved a surplus distribution policy that allows the North Vancouver District Public Library to retain 50% of any

surplus reported in the year-end accounts, provided that the funds are used for a specific purpose to be determined by the Library Board.

## **STRATEGIC IMPLICATIONS**

The 50<sup>th</sup> Anniversary celebrations contributed to the following Strategic Framework areas:

### **#2 – Provide engaging space to create knowledge and share stories**

Members of the public were invited to events, most of which were free, and encouraged to share their stories and memories of NVDPL over the years.

### **#4 – Foster a culture of community collaboration**

The 50<sup>th</sup> anniversary allowed the Library to connect with patrons past and present in a different way, and to celebrate the shared history and future connections.

## **DISCUSSION**

The 50<sup>th</sup> Anniversary Events consisted of:

- Five “1964 days” held in all branches, where decorations, cupcakes, displays and staff costumes brought the Library back to 1964. On these days, fines were rolled back to 1964 levels, which allowed the Library to collect some fines that otherwise might never have been collected as patrons took advantage of the opportunity to “clean up” their fines balances at temporarily lower rates.
- Special edition 50<sup>th</sup> Anniversary book bags and library cards were created. These were sold throughout 2014 and continue to be sold in all our branches. Cost recovery is expected as these items are sold.
- A Birthday Party was held on the Lynn Valley Plaza on September 27, 2014. Cupcakes, balloons, face painting, balloon animals and musical entertainment created a festive party atmosphere. This event was well attended, and was opened by speeches from local politicians and Library Chair..
- Initiated by a staff member, on November 1, 2014 we hosted a Fashion Show of 1964 fashions, hosted by local fashion historian Ivan Sayers. This event was a ticketed event, and included an afternoon tea.
- On December 6, 2014 the Lynn Valley Library was the site for a ticketed evening gala event to launch the newly published book on the history of the NVDPL. Author Dave Obee generously donated his time spent writing this book, and provided a presentation on the history of the Library. These anniversary books will continue to be sold in all library branches throughout 2015 and beyond.

## FINANCIAL IMPLICATIONS: 2014

EVENT	REVENUE	COSTS	NET COST (REVENUE)	OPERATING BUDGET EFFECT	SURPLUS USED
<b>1964 Days &amp; general</b>	-	\$ 4,154	\$ 4,154	\$ 1,202	\$2,952
<b>Anniversary bags</b>	\$1,433	\$ 8,301	\$ 6,868	(\$ 1,433)	\$8,301
<b>Fashion Show &amp; Tea</b>	\$3,794	\$ 3,574	(\$220)	(\$ 2,175)	\$1,955
<b>Book Launch Soiree</b>	\$2,153	\$ 3,774	\$ 1,621	\$ 1,321	\$ 300
<b>Birthday Party</b>	-	\$ 1,692	\$ 1,692	\$ 1,692	-
<b>TOTAL</b>	<b>\$7,380</b>	<b>\$21,494</b>	<b>\$14,115</b>	<b>\$ 606</b>	<b>\$13,508</b>

### Other items

<b>Fines – 1964 Days</b>	Collected: \$5,485	Waived: \$9,639	
<b>50<sup>th</sup> Anniversary Books</b>	Revenue: \$1,290	Cost of sales (including promo copies): \$2,597	Inventory at Dec 2014: \$11,228

While not possible to prove, experience indicates that many of the fines waived on the 1964 days would have been unlikely to be collected under other circumstances, as patrons took advantage of the unexpected short term reduction in fines to clear old balances off their cards that otherwise would not have been collected. The anecdotal evidence suggests that this allowed some patrons to “reactivate” their library cards that were currently not in use because of the accumulated fines.

## FINAL REMARKS

The 50<sup>th</sup> Anniversary celebrations were diverse and well received by staff, patrons and the community. This was a unique year of celebration for NVDPL.

The Board authorized \$20,000 from subsidy to fund these celebrations. The actual amount of subsidy used was \$13,508, which was conservative given the authorized amount. As the sale of the anniversary books and bags continues in 2015 (and beyond), additional cost recoveries will be achieved, and the enjoyment the the anniversary events by patrons, community members and staff made 2014 a year of celebration.