

2023 Year In Review



Find it here.

Chair's Message

The Wasaga Beach Public Library at 120 Glenwood Drive tells the story of how a small community grows. Our Town's population when it opened in 1994 was approximately 7,000, and 25 years later, the population is estimated at 27,000. We live in a thriving and growing town, and our library services needed to expand. As a result, 2023 saw the final year of operations for our Glenwood library – in early 2024 we moved to the new facility at 544 River Road West - the Wasaga Stars Arena and Wasaga Beach Public Library.

Closing the doors at 120 Glenwood was a time for honouring its legacy of connecting people through learning, innovation, culture and creativity. The Legacy Book of Memories is still available at the new library for patrons to contribute cherished memories.

Throughout 2023, the library maintained responsive service despite reduced programming due to the impending move. Visitor numbers and items borrowed exceeded previous records. Traditional partnerships expanded through social media and an updated website, facilitated by new branding for a seamless transition.

New staff, crucial for expanded programming and services, underwent professional learning to transfer the warm, welcoming energy of the previous library to our new space.

The Board credits Town Council and staff for their financial and municipal support, positioning the library as a key community service. Thanks to the vision of past Library Boards, the new library opened with diverse collections, makerspace capabilities, and community connections, poised for future growth. The Library Board shares the staff's excitement as we transition from 2023 to 2024 in our new library—a space to connect, learn, and discover.

Lorraine Gruzuk
Board Chair

2023 WBPL Board

Lorraine Gruzuk - Chair	Rosanna Vryvogel	Susan Reynolds
Jody Mayhew - Vice Chair	Corrine Lalonde	Shann Leighton
Ellen Timms – Council Representative	Peggy Harris	Patricia Copeland
	Barbara Kodors	

WBPL 2023 Facts & Figures

Patrons

60k

Visitors

42%

Increase

9k

Active Users

35%

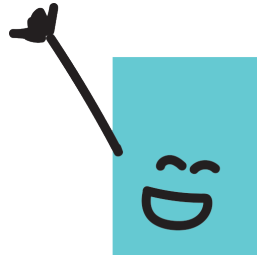
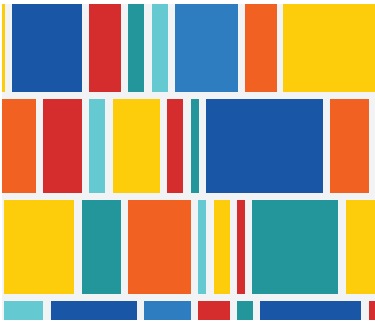
Increase

1.2k

New Cards

14%

Increase



Program Participation

11,284

Participants

871

Programs

The Collection

92k

Items Borrowed

4.5k

Increase

100k

WI-FI Users

66+k

Digital Resource Sessions

5.7k

Items Added

17%

Increase



Social Media

527k

Impressions

26%

Increase

363k

Reach

26%

Increase

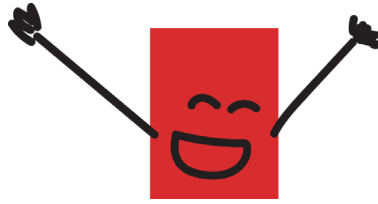
3.8%

Above Industry Average

Engagement Rate

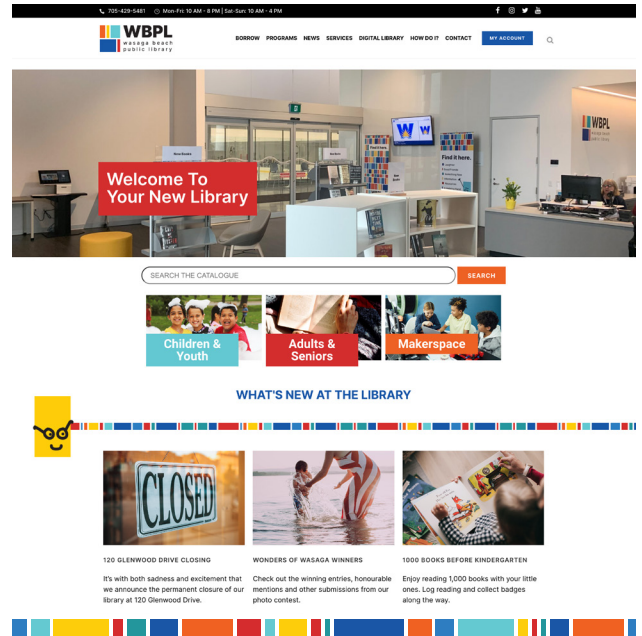


Serving Our Community



A Fresh Look

This year marked an exciting chapter for the library as it unveiled a new identity with the launch of a cohesive and dynamic brand that resonates with its community. Accompanying this re-branding initiative is the introduction of a redesigned website, featuring a modern and user-friendly interface.



The library played a critical role in distributing 2,599 resident parking passes to 1,319 customers.



A Growing Community

The library experienced a 35% growth in active users in 2023.

This impressive achievement can be attributed to effective marketing strategies, anticipation surrounding the introduction of the new library, and a commitment to community engagement.

This growth was achieved despite a reduction in programming during November and a complete absence in December.

Bridging Gaps With The Bookmobile

The library's bookmobile extended its reach to serve residents through the entire town.

As a result, bookmobile service time surged by an impressive 41%, with a particular focus on underserved areas.

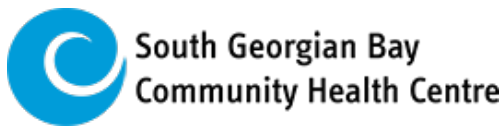
This strategic expansion aimed to reduce barriers to service, making the library more accessible for vulnerable residents and fostering a stronger sense of community engagement.



Building Community Partnerships

The library has cultivated robust and enduring connections with local community services, providers, and groups fostering an environment of inclusivity and accessibility within the library.

Our Partners Include...



Adult Programs

2,492

Participants in 2023

27%

Increase

231

Programs offered

30%

Increase

Grant Funds

Adult programs received \$23,448 in Ontario Government Seniors Community Grant funds in 2023.

These funds were instrumental in helping to facilitate 5 coach trips for Senior residents to cultural destinations including The Royal Ontario Museum, Art Gallery of Ontario, Black Creek Pioneer Village, McMichael Canadian Art Collection and the Canadian War Plane Heritage Museum.



Amplifying Arts & Culture

Arts and culture programs consistently rank among patrons' top preferences and align with the library's strategic priorities.

In 2023, these programs experienced a significant enhancement, more than doubling the number offered compared to the previous year.

This expansion led to an impressive increase of 582 additional engagements and included paint & art instruction, concerts, author talks and more.

Child & Youth Programs

8,730

Participants in 2023

57%

Increase

462

Programs offered

33%

Increase



Early Literacy Programs

With a continued focus on early literacy the library successfully engaged a growing number of families.

Literacy programs reached 76% more individuals in 2023 compared to the previous year.

This included a revamped 1000 Books Before Kindergarten Program reaching a record number of youth, Reading Buddies, a one-on-one tutoring program thanks to a \$10,000 Simcoe County School Board Grant, and multiple school outreach visits.

TD Summer Reading Club School Challenge

With support from The Friends Of The Library and the Municipal Grant, our summer School Reading Challenge reached record highs for participation.

Program participation grew by 437%.

A total of \$3,250 worth of books were procured for the benefit of participating schools, and an impressive 146,250 minutes of reading were collectively recorded by participating students.



Here We Grow

RFID Implementation

In 2023, the library implemented radio frequency identification tags across the entire collection, facilitating self-checkout machines, an inventory wand, and upgraded staff workstations. The self-checkout machines were launched in June, allowing patrons to customize their library experience.

Notably, from June to December, a total of 3,251 self-checkouts were completed.



The collection has grown by 65% since 2019.
Circulation in 2023 returned to pre-pandemic levels.



Closure & Reopening

January 14, 2024 the 120 Glenwood Drive location closed its doors in preparation for a new chapter.

Library staff worked diligently to transition its operations and prepare for the opening of a brand new state-of-the-art facility at its new location at 544 River Road West on January 29, 2024.

Staff are thrilled to share the new space, new resources and services with the community.

Community Voices

“Great public library. All the resources you might need. Lots of great books, wonderfully organized. Helpful, friendly and great staff. Good for all ages!”

“Loved it. A lively, warm, community library. The staff were very helpful and it was nice to see how active the space was.”

“I frequent this Library and count on reading their books, printing documents from my phone, and find the staff delightful and very helpful.”

“I love everything about the library!”

“I order my books online and pick them up when I get a call. Love this! You can also get books from other libraries for me, which is also wonderful.”

“Amazing book selection and friendly staff.”

“Our minds grow here!”

“It’s like a second home.”

“I’m so happy with the personal, go above and beyond service in Wasaga! Thank you.”

“We love the after school activities for kids!”

“As seniors both my husband and I have been guided by your wonderful staff on how to use our tablets to read from. Honestly the walk through step-by-step was amazing”

“I’ve had multiple staff at the library go out of their way to talk to my 4 year old daughter. They always go above and beyond to make her library experience a positive one.”

“Amazing staff & programs!”



What do you most about your library?



Questions?

Contact Us

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