



WBPL

wasaga beach public library

2025

Year in Review



Find it here.

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TABLE OF CONTENTS



Chair's Message	3
2025 at a Glance	4
Everyday Use, Everyday Impact	6
Family Service Programs	7
Adult & Senior Programs	8
Community, Arts & Culture	9
Digital Reach & Community Visibility	10
Looking Ahead	11



CHAIR'S MESSAGE

Every aspect of the Wasaga Beach Public Library expanded in 2025 – the library has moved beyond offering services to becoming a community anchor for the people of Wasaga Beach.

Library patrons told us to make sure the warm, welcoming energy of our staff moved with the collections, and it did. And with this energy the meaning of *Find it Here* changed as library services expanded to meet the growing possibilities of our new facilities.

This 2025 Year in Review tells the stories of how our new library has impacted the role the library plays in the community – along with the Arena and gathering rooms, it has become a favourite destination for people to connect, learn, access services, be entertained and have fun. It tells the stories through the numbers and the facts that show that the library is not just a new building, it's an active, well-used public space – a community anchor.

We are responding to the full Wasaga Beach community – the families, youth, seniors and other groups who describe the library as a favourite destination where they feel welcome and find what they're looking for.

We are expanding the partnerships that make this happen. Partnerships with community groups and businesses, and with existing schools and those that will open in the next few years to provide Kindergarten through Grade 12 learning for all of our children and youth.

The story of 2025 is one of growth and community impact.

As we look back, the Board and staff join the community in celebrating our second year in a favourite Wasaga Beach destination – the library.

Lorraine Gruzuk
Board Chair

2025 WBPL Board

Lorraine Gruzuk - Chair
Jody Mayhew - Vice Chair
Ellen Timms - Council Representative
Rosanna Vryvogel
Corrine Lalonde

Peggy Harris
Susan Reynolds
Shann Leighton
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2025 AT A GLANCE

If 2024 was the year of opening a new chapter for Wasaga Beach Public Library, 2025 was the year that momentum held strong. This was a year of continued demand, steady growth, and meaningful community use. Across the board, residents continued to show that WBPL is not simply a new building, but an active, well-used public space woven into daily life in Wasaga Beach.

Core library use remained strong throughout 2025. Membership grew to 12,220, with 1,967 new library cards issued over the year. Computer use rose 14 per cent to 10,104 sessions, while the collection grew by 8 per cent to 43,372 items.



Total
Memberships
12,220



New
Memberships
1,967



EVERYDAY USE, EVERYDAY IMPACT

The most-visited areas within the library were the collection, public computers, and laptop bars. The Tatham Engineering Children’s Zone and the Sarah Foden & Dora Marcucci Children’s Program Room also saw especially strong use, reflecting the library’s role as a busy and welcoming space for residents of all ages.

Library staff also supported a high volume of everyday patron needs. In 2025, staff answered 4,258 library-related questions by phone and 9,428 in person, provided tech help to 1,795 people, and assisted with 2,525 emailed print jobs. Together, these figures point to steady, practical use of the library and the wide range of support it provides.



PROGRAMS THAT BROUGHT PEOPLE TOGETHER

Family Services had another standout year. Across 2025, the department delivered 505 sessions and 14,144 engagements. TD Summer Reading reached a new record, with 530 children registered. The Summer Kick-Off event drew 446 participants, while Holly Jolly Christmas Fest welcomed a record 139 participants. Self-directed family activities also remained a major success, generating 4,634 engagements over the course of the year. These figures highlight the continued strength of WBPL's family programming and its ability to create fun, welcoming, and well-attended experiences for local children and caregivers.



PROGRAMS FOR ALL AGES

Adult programming was delivered with a strong public-facing impact. In 2025, the library offered 371 adult programs and secured two Ontario Seniors Community Grant-funded initiatives, helping expand opportunities for older adults in the community. Georgian Bay Reads welcomed 137 attendees, while the collaborative mural project brought people together in a unique and creative way, with 509 tiles created across 27 sessions. These programs reflect the breadth of WBPL's adult offerings and its role in fostering creativity, lifelong learning, and community participation.



COMMUNITY, ARTS & CULTURE

WBPL continued to grow as a community hub through partnerships, volunteerism, arts, and outreach. The library worked with 16 partner organizations to deliver 19 services or programs, strengthening connections between the library and the wider network of supports and opportunities available in the community.

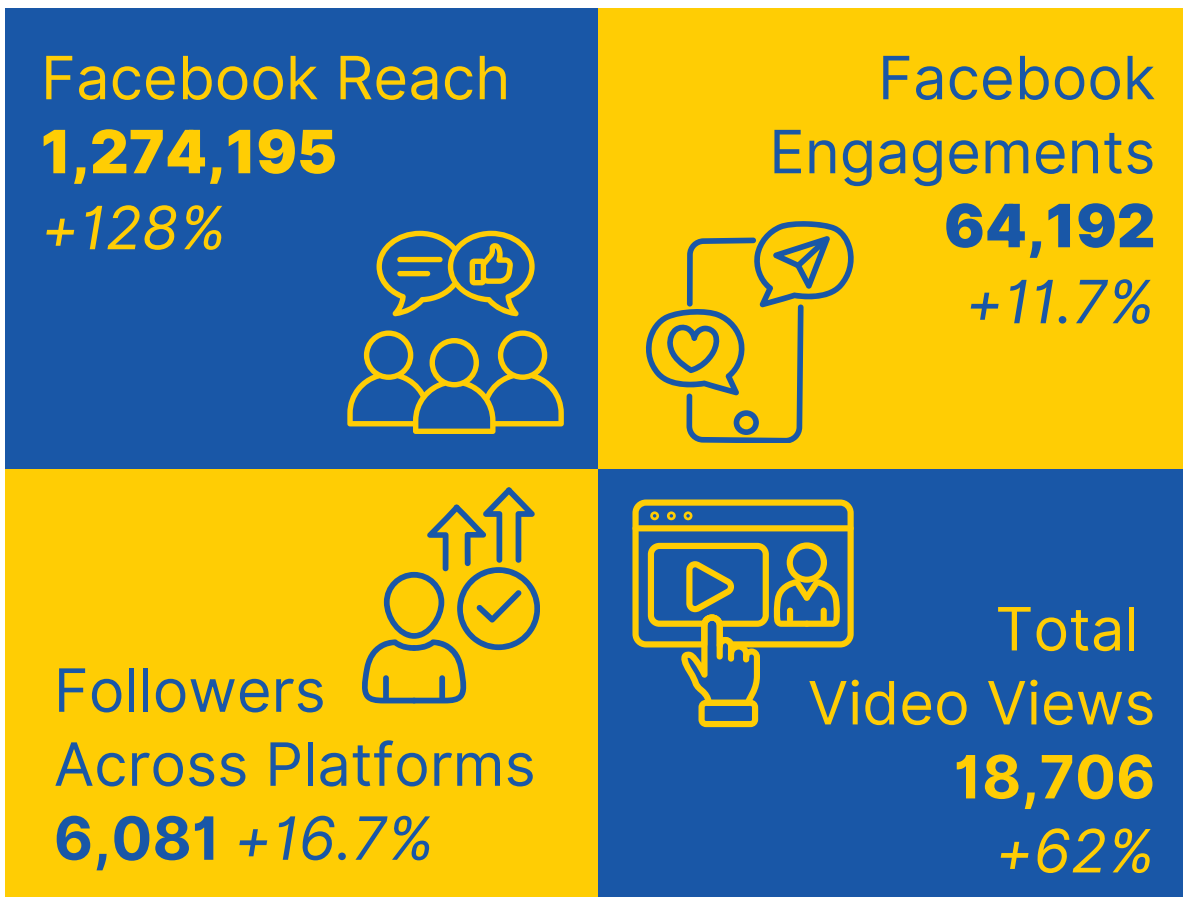
The library's cultural role also continued to expand. In 2025, WBPL hosted 18 gallery exhibits, including the first Summer in Wasaga showcase. These exhibits helped animate the building, celebrate creativity, and provide residents and visitors with more ways to engage with local arts and culture.

The Bookmobile and outreach team completed 58 visits, reached 1,343 people, and distributed 485 free books and puzzles. These visits helped extend the library's presence beyond its walls and ensured continued access and connection in the broader community.



DIGITAL REACH & COMMUNITY VISIBILITY

WBPL's digital presence remained strong in 2025. Facebook content alone reached 1,274,195 users (+128%), 64,192 engagements (+11.7%), 18,706 video views (+62%), and 2,568 followers (+16.7%). The broader year-end social media report shows 2,381 posts and 6,081 followers across platforms. Together, these numbers reflect a strong online presence that helped the library promote programs, share stories, and stay connected with the community throughout the year.



LOOKING AHEAD

In 2025, WBPL continued to build on its strong foundation, with steady use, strong participation, and ongoing community impact. Residents continued to use the building in high numbers, participate in programs, rely on staff support, and engage with the library both in person and online.

The story of 2025 is one of consistency, growth, and community impact. Wasaga Beach Public Library continues to deepen its role as a place for connection, curiosity, creativity, and belonging.



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wasaga beach public library



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