

## 187,256

In-person Visits 17.79%



## Physical Items Borrowed

4.92%

# 213,196

## 760,100

Electronic Items Borrowed

31.83%



The Welland Public Library is an inclusive community hub with 3 locations:

- Main Branch
- Seaway Mall Branch
- Diamond Trail Branch

## Cardholders

5.71%

# 22,447



## Programs

# 1,641

0.24%

## Attendees

30.54%

## Questions Answered

# 35,841

87.80%

## 83,087

10.37%

## Social Media Engagement



## 21,538



Items Circulated through LiNC 5.52%

Visits to Library Website 53.83%

# 635,068

Online Catalogue Use 25.85%

# 1,018,000

## New in 2024

- Celebrated the 200th anniversary of the library's operation in Welland
- Developed and launched a local history section on the library's website
- Investigated the purchase of a bookmobile to expand service to Welland's growing residential population
- Promoted WPL to 4,000 households in Welland via a mail-out campaign
- Replaced all public access catalogue terminals with tablets to improve user experience
- Conducted 3 community surveys to gather information to help improve service
- Updated signage and incorporated corporate branding into all facets of our communication through the creation of an advertising strategy
- Launched and expanded the Human Library Project and prioritized community outreach
- Continued digitizing local history materials and updating subject headings to ensure that search terms are inclusive