

2024 YEAR END METRICS

The year 2024 saw continued growth in almost all measured categories, with the number of new members and borrowers seeing increases equal to or greater than pre-pandemic numbers.

Circulation



214,681

Physical items



115,303

Digital items

English Circulation ↑ 2.8%

3.3%

Adult

5.7%

Teen

1.9%

Children

The increase in circulation compared to 2023.

Visitors



108,031
Visitors across
all fifteen (15)
branches

10%

The increase in
visitors compared
to 2023.

New Members



2,100 New Library
members

3.2%

The increase in new
members compared
to 2023.

2024 marks the first year since the pandemic that the number of new members exceeds that of pre-pandemic numbers (with 2,081 new members in 2019).

Borrowers



6,380 Unique
borrowers

6.8%

The increase in borrowers
compared to 2023.

2024 marks the first year since the pandemic that the number of borrowers exceeds that of pre-pandemic numbers (with 5,985 borrowers in 2019).

Program Attendance



14,865
Attended
Library
programs

11.6%

4,074
Adult
Program
Attendees

46.9%

1,713
Teen
Program
Attendees

16.1%

9,078
Children
Program
Attendees

The increase in program
attendance compared to 2023.

HOLIDAY OUTREACH

The SDG Library was excited to attend and support community-organized holiday events across the SDG Counties. Attendance at these events strengthened relationships between the Library and existing patrons and organizations, and created an opportunity for the Library to interact with residents who may not be aware of the services provided.

These events included:

November

- CPKC Holiday Train
- Lancaster Tree Lighting Ceremony

December

- Alexandria Lions Club Parade
- Morrisburg Parade
- North Dundas Parade of Lights



COMMUNICATIONS & MARKETING PLAN

The 2025 Communications and Marketing Plan was reviewed and approved by the Board. The plan builds upon the successes of existing programs and relates back to the SDG Library's Strategic Plan.

Key Objectives:

To refine and enhance our outreach efforts, ensuring that we effectively meet the evolving needs of our diverse patron base.



Through targeted campaigns and collaborative partnerships, we aspire to increase awareness of our products and services in efforts to increase our membership base.

