2024
Niagara Falls Public Library
Annual Report

Niagara Falls Public Library

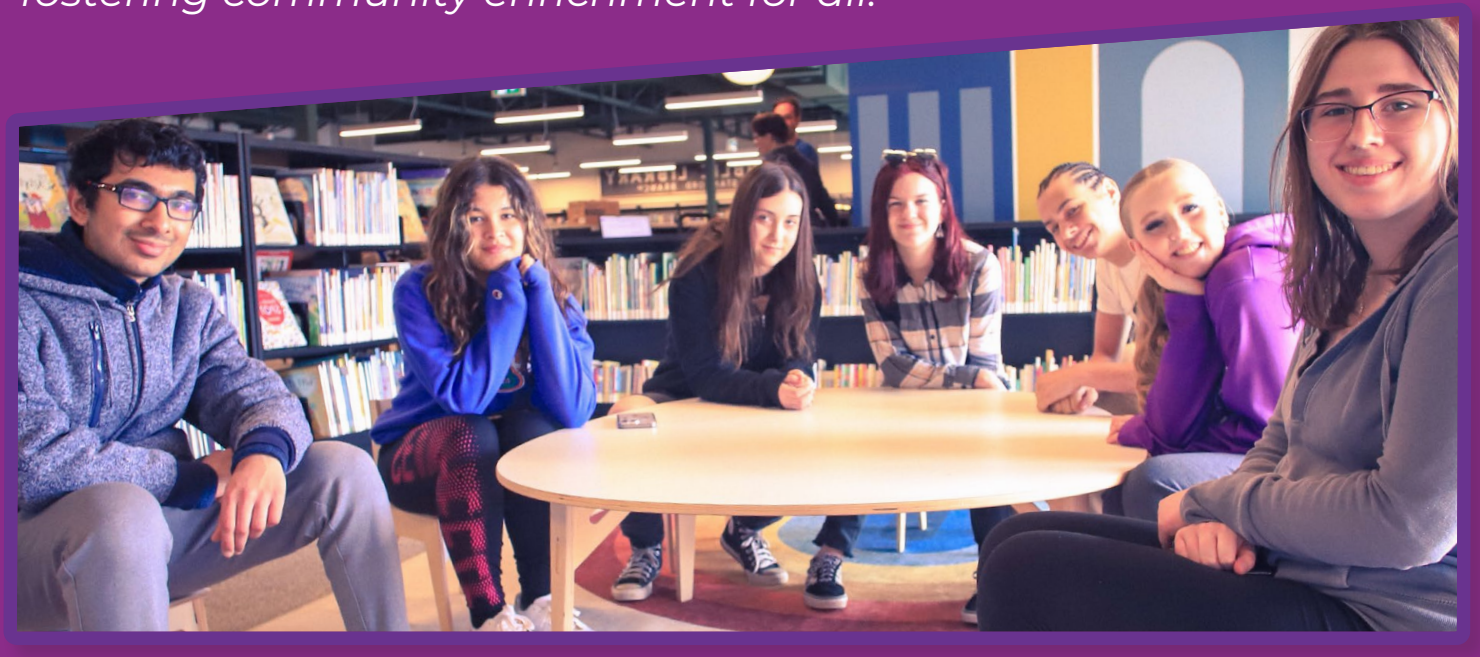
Vision Statement

To empower communities
and inspire the pursuit of discovery,
knowledge, and creativity.



Mission Statement

A gateway to information – through awareness,
connection, service, and access to technology –
fostering community enrichment for all.





A milestone year

In 2024, an expanded Stamford Centre Library reopened to the public. We launched the Bookmobile- an entirely new service point and outreach tool. Victoria Avenue Library celebrated 50 years of service. St. Catharines Public Library joined the Reciprocal Borrowing Agreement we share with many other libraries in the region.

Day to day, we made an impact on our community. 377,233 physical items and 301,220 digital items were borrowed, helping our community read, learn, and grow. 40,019 attendees at 2,277 programs were kept active and engaged. 297,167 visitors to our locations enjoyed a low-barrier public space to gather and spend time.

> *You've helped raise me! The library is one of the most essential spaces in any community! Thank you and here's to the next 50!!!!*
>
> Heather Fraser

We're Making an Impact

Summer Reading Club

1,322
kids participated



94%
read more often

93%
learned something new

94%
enjoy reading more

"It helps me with school reading & the reading club is like a game."
-2024 TD Summer Reader

Early Literacy Programs

4,993
kids & parents joined

267
early literacy programs

92%
of parents felt more confident in helping their children learn

Tech Help

95%
used the digital skills learned to do something new or different

93%
completed a task or goal they could not do or could not do as well before.

227
appointments helping with technology & device problems

the return of Stamford Centre

Stamford Centre Library, which had been missed by the community and staff alike, reopened on April 2, 2024 and celebrated a grand opening on June 15.

From opening day through the end of 2024, Stamford Centre Library had 52,237 visitors, 6,628 of them joining us for the 408 programs we offered in the spacious MacBain Family Community Room and 277 used the Stamford Kiwanis Club and Rotary Clubs of Niagara Falls study rooms for quiet work.





> *You being at Summer Street is huge. We have people we didn't even know were readers who are now coming out of their shell.*
>
> Lara Lorge,
> Community Health Broker, Niagara Region



beep beep- it's the Bookmobile!

On May 3, 2024, we launched the Bookmobile and now we can bring library service to the far corners of Niagara Falls.

We were everywhere in 2024: celebrating Canada Day and the Santa Claus Parade, and visiting the five city high schools, Birchway Niagara, Summer Street Shelter, Chippawa Lions Park, and housing co-ops on Kalar Road. We offered 644 service hours at 349 stops, saw 2,982 people, signed 372 of them up for library cards, and circulated 3,174 items.

Our library on wheels worked hard and, on average, for every Bookmobile stop, one person signed up for a library card, and for every person who visited the Bookmobile, one item was checked out.

Victoria Avenue Turns 50!

On Saturday, November 23, the Victoria Avenue Library celebrated the 50th anniversary of its grand opening in 1974. We had 195 people join us for an open house that included exhibits of photos, press clippings, and artefacts related to the building's history and a variety of activities. Many shared how important Victoria Avenue has been in their lives.

We hosted a murder mystery fundraiser in the evening, allowing the celebration to continue while raising much-needed funds.



> *I remember visiting this big library, full of natural light with my family as a kid to pick out my next book*
>
> Jim Diodati



> *I always loved this library growing up. The staff were always kind and helpful.*
>
> Tanya Koldenhof



Library stats

297,167 in-person visits **+19%**

445,345 virtual visits **+26%**

22,884 active cardholders **+15%**

5,122 new card registrations **+28%**

2,277 programs **+10%**

40,019 program attendees **+4%**

43,216 wifi sessions

32,247 computer sessions

32,196 questions answered

377,233 physical items borrowed

301,22 digital items borrowed

678,453 total items borrowed **+20%**

The numbers on this page are a year-over-year comparison to 2023

Grants

Young Canada Works	$13,306
Canada Community Revitalization Fund	$110,868
McCall MacBain Foundation After School Program Grant	$30,000
Niagara Community Foundation: Puzzle Grant	$1,500
Niagara Community Foundation: Seed Squad	$1,500





Donations

Niagara Falls Public Library thanks the Stamford Centre Library revitalization project donors.

Federal Economic Development Agency for Southern Ontario
Kiwanis Club of Stamford Canada
McCall MacBain Foundation
Niagara Falls Professional Firefighters Association
NPEI (Niagara Peninsula Energy Inc.)
Rotary Club of Niagara Falls Sunrise/Sunset & Rotary Club of Niagara Falls
Royal Canadian Legion Branch 479
Stamford Centre Volunteer Firemen's Association
Travelodge Fallsview Hotel
Anne Andres-Jones
Charles Edward Young
Dr. Kevin Smith & Ms. Marian Lips Fund
John & Kathy Anstruther
Nancy & Luciano Lisi
Susan DiBattista

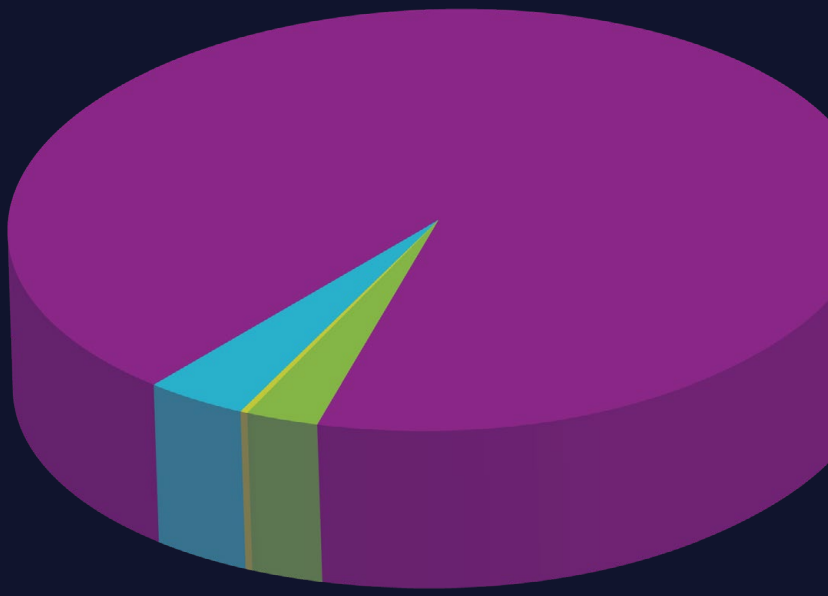
thank you!

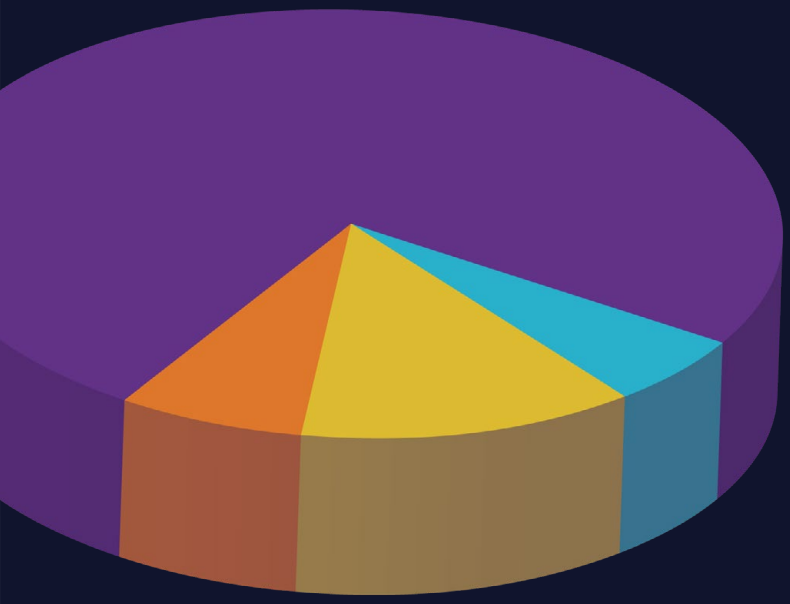
2024

Financials

Revenue

- 93% municipal contributions
- 2.6% provincial grants
- 0.4% federal grants
- 4% other revenue





Expenses

- 75% staffing & benefits
- 7% collections & digital resources
- 13% facilities & operations
- 5% administration & insurance

The financial information presented above is a high-level summary of the Library's operating activity for the year & is intended for general information purposes. The Library's full audited financial statements, prepared in accordance with public sector accounting standards & approved by the Library Board, are available on the Library's website.



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