



# Newmarket Library Community Report 2025



Newmarket  
Library Board



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# Message from the Board Chair and Vice-Chair

2025 marks the final year of our most recent three-year strategic plan. As the library board looks ahead at the vision for the future, we reflect on three guiding pillars that have shaped every initiative and achievement over the past three years: Empowering Our Community, Ensuring Welcoming and Accessible Spaces, and Providing Engaging and Relevant Services. These pillars have been the foundation for embracing our ethos of “Anything and Everywhere.”

This vision has propelled us beyond the traditional concept of a library collection, positioning the library as a vibrant, relevant, and inclusive community hub in the heart of Newmarket. From expanding access through innovative services like our new “Library on the Go” kiosks, to hosting large-scale events that bring people together, we have worked to ensure the library is not just a destination, but a central gathering space for all.

Our commitment to accessibility and engagement has strengthened connections across the community, while evolving services reflect changing trends in how residents interact with their library—whether in person or online. These accomplishments underscore the adaptability and creativity that define our library’s future.

Looking ahead, we are thrilled to announce that in the upcoming year, the library will open on Mondays for the first time—an exciting way to continue showing up for our community and expanding access to library services.

On behalf of the Library Board, we extend sincere gratitude to our CEO and staff for their dedication and vision. Together, we have built a strong foundation for the next chapter.

Sincerely,  
Darryl Gray, Newmarket Library Board Chair  
Kelly Broome, Vice-Chair





# Message from the Library's CEO

Tracy Munusami

As our world has changed dramatically during this decade, so have libraries. From political conflicts to the affordability crisis, from the advent of AI to the loneliness epidemic, libraries are at the front-line of so many of the issues we are experiencing day-to-day.

Over the past year, we've watched our community's relationship with the library evolve

in inspiring ways. Fewer people are coming in for a quick transaction, but they're engaging with us in more diverse and meaningful ways, through digital resources, unique borrowing experiences, and programs that bring people together.

A major highlight has been expanding our physical reach with two new Library on the Go Kiosks at the Ray Twinney Recreation Complex and the Magna Centre. These kiosks anchor the library in places families visit every day and make discovering something to read easy and fun.

We've also deepened our community connections through partnerships with groups like the Senior Iranian Multicultural Association (SIMA), 108 Health Promotion, York Region's Repair Cafes, Upper Canada Mall Outreach and many more. These collaborations help us meet people where they are, creating welcoming spaces for learning, culture and connection.

Together, these shifts show the library becoming more present and connected than ever, growing beyond a single building into a vibrant network of places, partnerships, and experiences across Newmarket.

I want to extend a heartfelt thank you to all the Newmarket Library staff. They are directly on the frontline, trying to balance a multitude of community needs and dynamics every day. Their passion and dedication have made a tremendous impact on the daily lives of so many residents, and the success stories profiled in this report reflect just the tip of the amazing things happening at Newmarket Library.

Sincerely,  
Tracy Munusami, CEO



## BY THE NUMBERS 2025

**28,005**  
Active Library Members

**\$4,449,631** Amount saved by Library users borrowing items

**8,354**  
Reference Questions Answered

**174,650**  
In-person visits to the Library

**213,501**  
Visits to the Library's Website

**447,572**  
Physical Items Borrowed

**203,424**  
E-Books Borrowed

**14,586**  
Program Attendance

**236**  
Outreach events Attended

**51,647**  
Online Database Usage

**5,016**  
Lendery Items Borrowed

# Our Strategic Goals

## 1 EMPOWERING OUR COMMUNITY

### Membership GROWTH

This year, library membership grew by an impressive 26%, reflecting our ongoing commitment to making library services welcoming, accessible, and relevant to everyone in our community.

Growth was the result of a thoughtful, multi-pronged approach designed to meet people where they are. Our outreach efforts expanded significantly, with a consistent presence at Recreation/Leisure facilities, participation in community events, and strong partnerships with local schools. These opportunities allowed us to connect directly with residents, share what the Library has to offer, and invite new users to become part of our growing Library community.

We also launched a renewal campaign to re-connect with people whose memberships had lapsed, reminding them of the many resources, programs, and services they can enjoy at the Library. Our streamlined online registration process removed barriers by allowing residents to sign up from anywhere, at any time. New software allowed us to verify member identification digitally, and allowing members to activate their Library cards right from their email inboxes.

Taken together, these efforts ensure every resident has simple, convenient access to library services.



### Creating Library cards for First Graders

In response to recommendations from the Town of Newmarket's Dismantling Anti-Black Racism Task Force, the Library launched a new pilot program in 2025 to ensure that every first grader begins their learning journey with a Newmarket Library card.

Starting with five local schools, this initiative will grow in the coming years, expanding to more students and families throughout our community, underscoring our commitment to equity and inclusion.

We also enhanced our Library presence at school outreach events as well, connecting with students, caregivers, and educators. Introducing children to the Library at an early age sets them up for success.



## Growing community partnerships

This year, the library enhanced its role as a community hub by building new partnerships with local agencies and grassroots organizations. These collaborations provided vibrant cultural and educational programming, including our first Lunar New Year celebration with 108 Health Promotion Association and our inaugural Persian New Year event with the Senior Iranian Multicultural Association. We also partnered with STEM-focused organizations for our MakerHub Fête and worked with the Women's Centre of York Region to host a festive Meet and Greet with Santa. These partnerships help us reach new audiences, foster inclusion, and create meaningful experiences for all.

## Providing support for newcomer seniors in our community

Newmarket Library was awarded a \$21,000 Ontario Seniors Community Grant to strengthen connections with newcomer seniors in our community.

The funding supports initiatives that build cultural bridges, including translated materials, expanded collections in Farsi and Chinese, and collaborative events with partners such as 108 Health Promotion Association and the Senior Iranian Multicultural Association.

These efforts will culminate in larger celebrations for Lunar New Year and Persian New Year, hosted both at the Library and throughout the town.

By investing in inclusive programming and resources, we are ensuring that seniors, especially newcomers, feel welcomed, supported, and connected as new members of our community.



## Enhancing customer experience and convenience

As part of our commitment to making the Library experience more welcoming and convenient for patrons, we redesigned how and where services are delivered throughout the building. You can now check out library materials on all three floors and get full-service assistance at our new information desks.

New self-checkout stations on every floor further enhance convenience and accessibility. These changes improve the overall customer experience by making it easier to ask questions, get support, and borrow materials wherever you are in the library, creating a more welcoming, responsive, and user-centered space.



# Our Strategic Goals

## 2

## ENSURING WELCOMING & ACCESSIBLE SPACES

### Extending the Library's reach

In 2025, we introduced two Library on the Go book kiosks to extend the reach of the Library in our community, bringing Library services closer to where people live, work and play.

A kiosk can be found in the Magna Centre, across from the swimming pool on the main floor, and in the front entrance foyer at the Ray Twinney Recreation Complex.

These book vending machines have been especially popular at Magna Centre, where families often check out children's books while waiting for swim lessons, skating practice and other recreational programs.

As a single library system, Newmarket Library's book kiosks are a major step forward in expanding Library access. Our tagline is Anything and Everywhere, and the kiosks are a way of taking the Library experience beyond our doors and into the community to connect with residents where they are. In the process, we are redefining what Library service can be in our community.



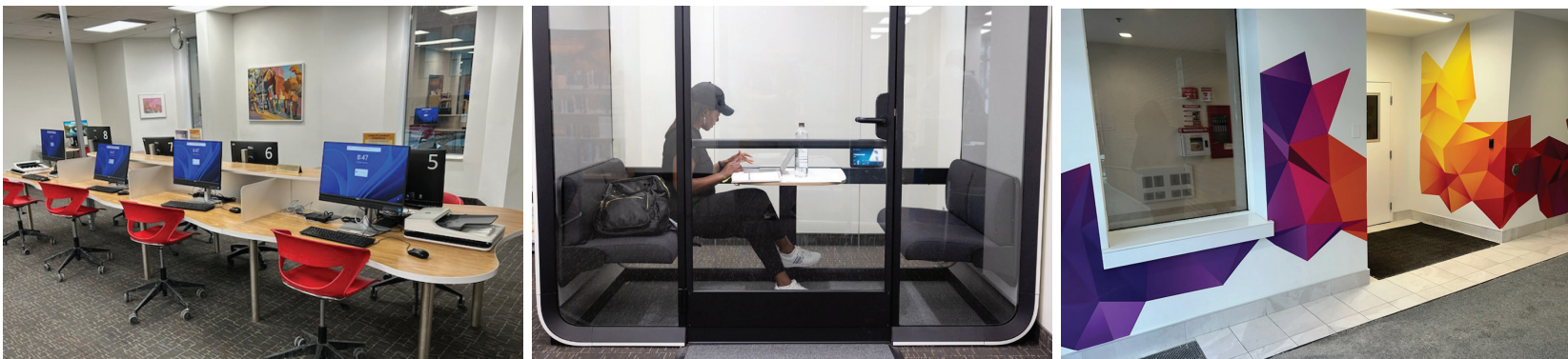
Over 8,000 checkouts this year



# Revitalizing the Library's look



The library underwent exciting upgrades to create a brighter, more welcoming space. The second floor was repainted, and high school students from Sacred Heart Catholic High School designed a wonderful lighthouse mural for the teen area. The redesigned foyer now feels modern and inviting. To improve accessibility, the computer area was relocated to the main floor for greater visibility and ease of use. Also, new signs outside the library provide a bolder exterior that aligns with our branding. Looking ahead, new sound-proof study pods will soon be installed on the lower level, further enhancing quiet, focused studying and small group meetings.



## Our Strategic Goals

# 3 PROVIDING ENGAGING & RELEVANT SERVICES





# Summer Reading Club sets new record

Last year the Library set an ambitious goal to reach 650 registrations for the annual TD Summer Reading Club, and we exceeded that goal spectacularly!

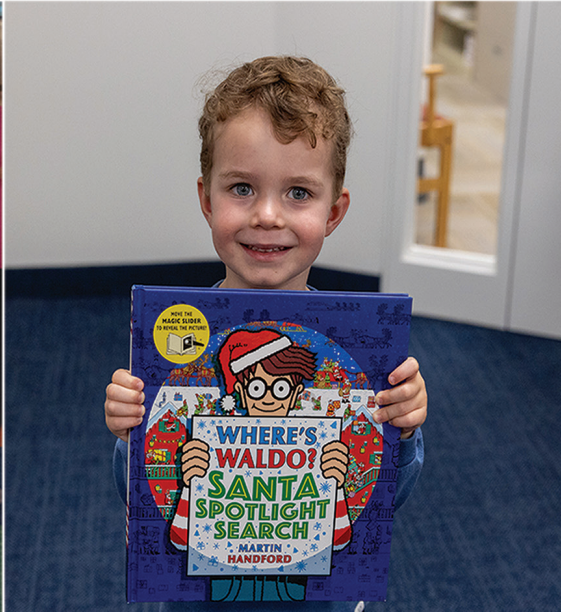
Our Read Around the World theme attracted 1,284 participants, marking a 120% increase over last year's 583 registrations.

This success was a result of a streamlined sign-up process making it easier for children to register. Our outreach team were also instrumental in getting the word out at the venues and events they attended. Nearly half of the children who registered for the

Summer Reading Club did so through their interaction with outreach staff out in the community.

Our new milestone in participants is something we are proud of as we continue to promote literacy in our community by keeping children engaged in reading during the summer months when school is out.

We look forward to next year when we will once again celebrate all the youngsters and their families who are enthusiastic about reading.



# Hosting cultural events



In 2025, the Library hosted two successful author events held at Newmarket's Old Town Hall. For International Women's Day, Canadian author Catherine Hernandez headlined a program enriched by live music from the York Chamber Ensemble and spoken word artist Desiree McKenzie.

Later in the year, Canadian explorer Adam Shoalts captivated a sold-out audience of over 150 attendees with tales of adventure. This event also featured local musicians The Pufferbellies and a nature photography exhibit by the Newmarket Group of Artists.

These programs celebrated literature, music and art, vibrant cultural experiences that resonated in the community, bringing people together.

# Major inclusive family events

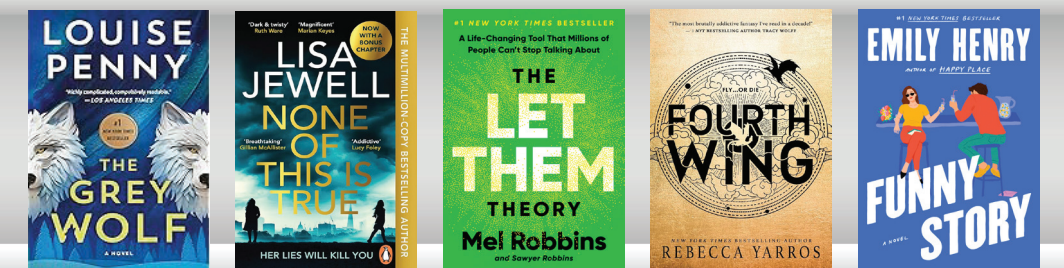
It was a year of big family events, starting with a March Break Dog Man Party that brought in over 500 visitors to the Library. Our Maker Hub Fête transformed the library into an immersive STEM celebration, partnering with local organizations to inspire creativity. Summer wrapped up with a lively Reading Club party featuring Celtic dance, Indian drumming, and Caribbean storytelling. These events highlight the Library's commitment to creating inclusive, engaging experiences for families, fostering learning and joy in every corner of our space.



# OUR TOP CHECKOUTS 2025

The most popular books, movies/TV series, and Lendery items borrowed from the Library during the year.

## TOP ADULT BOOKS



## TOP CHILDREN'S BOOKS



## TOP DVDS MOVIES & TV SERIES



## TOP ITEMS BORROWED FROM THE LENDERY

# THANK YOU TO OUR PARTNERS & SUPPORTERS

## Partners



## Sponsors & Funders

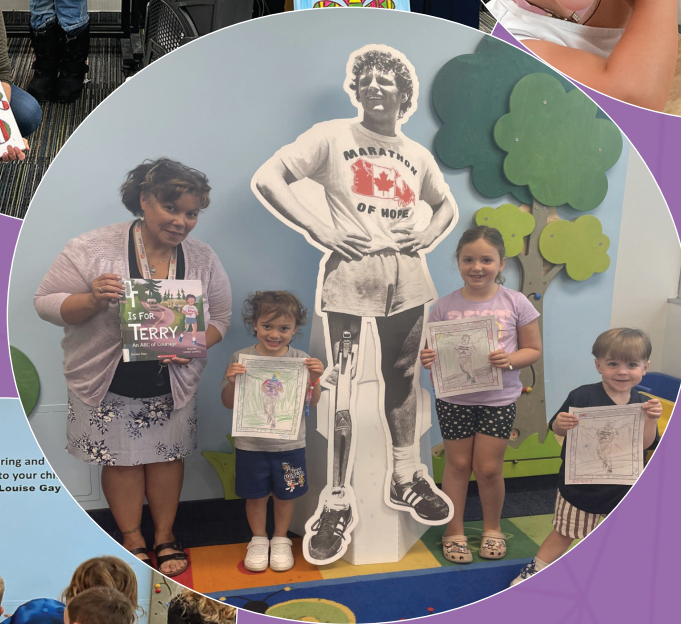


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# THANK YOU!

To all our patrons and the community we're proud to serve. Whether you visit to learn, explore, connect, or simply to enjoy a quiet moment, you make the Library a truly special place.



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