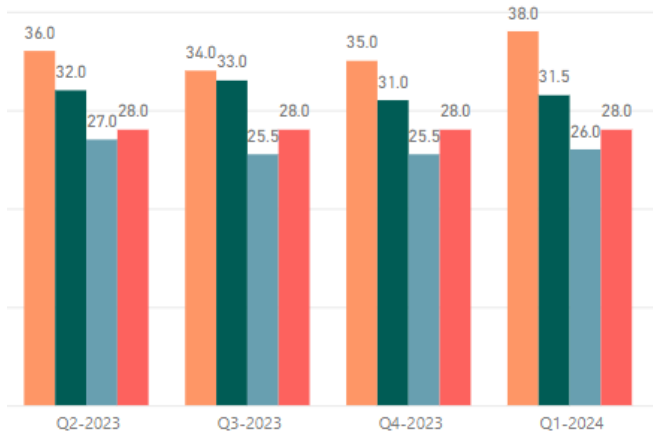
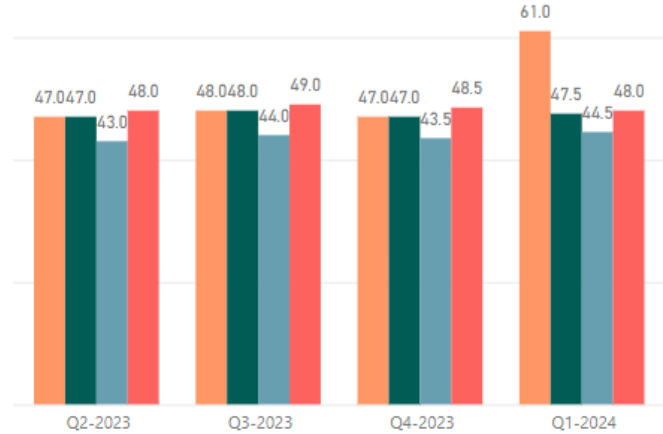


Q1 2024 Market Engagement

Market Reach



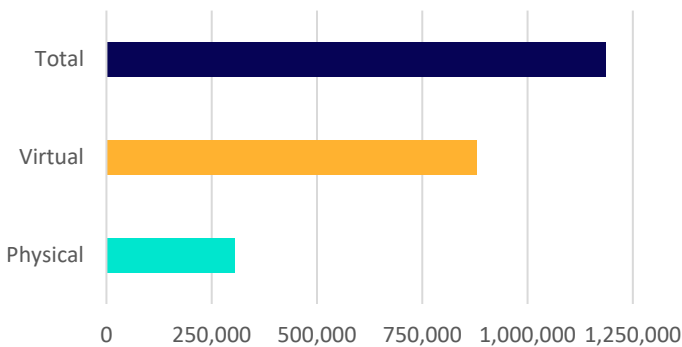
New Cardholder Retention



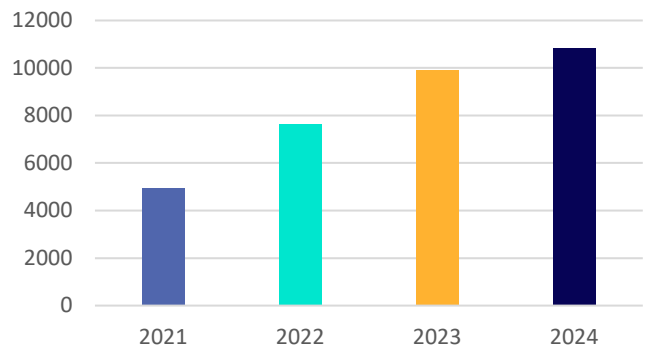
● Library
 ● Budget Category
 ● Population Category
 ● Savannah

Visits		
Year to Date		
Physical	Virtual	Total
304,813	880,981	1,185,794

All Cardholders		
New YTD	Active	Total
10,848	62,073	125,276



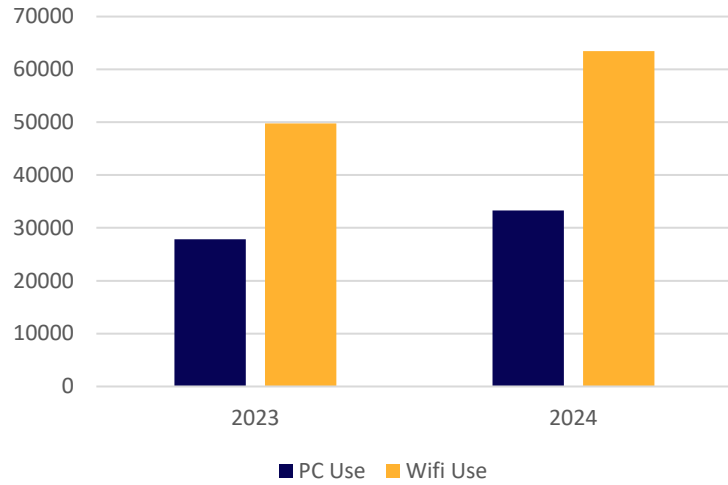
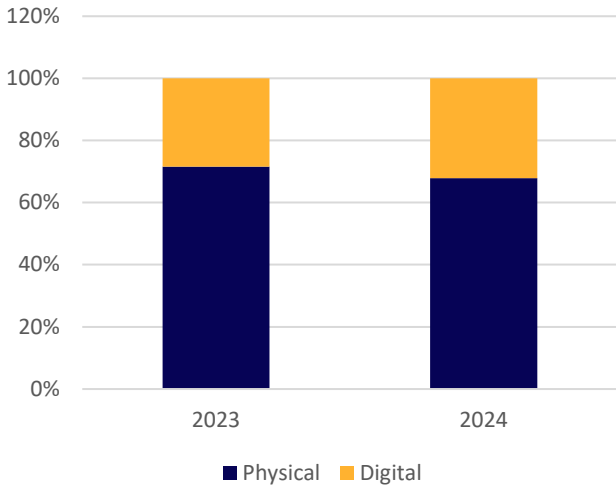
New Cardholders YTD Comparison



May 2024 Dashboard

Borrowing			
Year to Date Comparison			
	Physical	Digital	Total
2023	848,034	336,192	1,184,226
2024	826,388	391,668	1,218,056

Tech Access			
Year to Date Comparison			
	PC Use	Wi-Fi Use	Total
2023	27,866	49,766	77,632
2024	33,323	63,461	96,784



Number of Programs			
Year to Date Comparison			
	Offsite	Library	Total
2023	103	751	854
2024	56	644	700

Program Attendance			
Year to Date Comparison			
	Offsite	Library	Total
2023	2,381	15,479	17,860
2024	1,194	16,002	17,196

