

Economic Impact Report

2018



barrielibrary.ca
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 Barrie Public
LIBRARY

Executive Summary

The Barrie Public Library (BPL) provides services from our 40,000 ft² Downtown library, 15,000 ft² Painswick Branch, and our Digital Library.

In 2018, we served a population of over 162,000 people, employed over 100 staff, and offered over 6,800 hours of library service. Our patrons borrowed more than 1.2 million physical and digital items, and more than 36,000 people attended our programs.

The economic benefits analyzed in this study are separated into two distinct categories: Direct Benefits and Indirect Benefits.

Direct Benefits are created through the tangible services and resources BPL provides the community. These figures are determined by comparing the cost of paid alternatives to library services and resources.

Indirect Benefits are created by BPL contributing to the local economy through wages, capital improvements and job opportunities. All calculations in this report are based on 2018 measurements.

Every dollar invested in BPL generates a value benefit of \$4.05.

- ▶ \$2,818.84 per branch hour
- ▶ \$856.52 per active cardholder
- ▶ \$543.88 per household
- ▶ \$206.21 per resident



\$33.5 million
Total Economic
Benefit in 2018



Overview

We began this process with a thorough review of economic impact studies. Since 2009, many libraries and municipalities have completed Economic Impact Studies, including: Halifax, Ottawa, Edmonton, London, Hamilton, and Toronto. The methodology used in this study mirrors the industry standard created by the Martin Prosperity Institute in 2013 that has been used throughout Canada as well as the United States, United Kingdom and Australia.

The method used is purposefully conservative to estimate the library's impact on the City of Barrie and only included services which could be reasonably measured. Market value is determined through an environmental scan of actual retail costs in the community.

Additionally, only quantitative benefits like circulation and programs are measured. This study does not account for all the value the library provides to the community. The social impact of the library's equitable space, early literacy and lifelong learning initiatives cannot be measured.

The Barrie Public Library is a vital space and resource for everyone living, working and studying in Barrie. We embrace our vision to promote literacy and transform lives by providing knowledge, information, and resources that enrich, empower, and educate.

Background

Each of the following sections includes a brief explanation of how the calculations were made.

Our study reflects average market prices for materials based on specific material types from consumer retailers. Program costs reflect paid programs offered in the community including crafting, educational, and sport programs offered through the City's Recreation Centres and Georgian College.

Direct Tangible Benefits

Direct tangible benefits are the value created by usage of free services provided by the Barrie Public Library in lieu of paid alternatives.

COLLECTIONS: CIRCULATION & IN-LIBRARY USE

Our collections include digital and physical resources that can be borrowed by customers, as well as the value of our holds service and in-house use of materials, including:

- ▶ Books
- ▶ e-Books
- ▶ e-Audiobooks
- ▶ Music CDs & audiobooks
- ▶ DVDs & Blu-Rays
- ▶ Video games
- ▶ Movie, TV, & music streaming
- ▶ Magazines & newspapers
- ▶ Online magazines & newspapers



\$18.3 million
of economic benefit
USAGE OF MATERIALS

The market value of each resource is calculated based on an average price from consumer retailers with a discount of 40% applied because the materials are borrowed instead of owned.

Each type of book (adult, children and teen) and format is separated out both in price and circulation for accuracy when determining value.

DIGITAL LIBRARY

Our Digital Library includes access to ebooks and audiobooks through OverDrive, Ebsco, and Gale, and access to eBooks, eAudiobooks, graphic novels and comics, and streaming movies, TV, music through Hoopla, as well as magazines and newspapers through PressReader and RBDigital.



\$2.2 million
of economic benefit
DIGITAL LIBRARY

These services are valued by looking at average monthly usage and subscription costs in the retail market. This value is included in the overall Collections benefit of \$18,328,571 and is separated here to highlight online usage.



Direct Tangible Benefits

TECHNOLOGY ACCESS

BPL supports digital literacy and provides access to innovative technologies in the library. The estimated value of access to our public computers and free WiFi totaled \$219,681 in 2018.

BPL patrons used nearly 175,000 computer and WiFi sessions in 2018. The value of WiFi sessions is calculated based on comparable charges at a local internet café.



PROGRAMS

In 2018, more than 36,000 people participated in over 1,680 free programs, equivalent to approximately 1 in 4 Barrie residents attending a program in 2018.

BPL's programs are free for all ages and target everyone from babies to seniors. The value of comparable community program sources for children and adults were measured and averaged by age; the result was a benefit of more than \$630,000.



36,073
participants



\$633,792
of economic
benefit



\$219,681
of economic benefit
ACCESS TO TECHNOLOGY

These services were valued by looking at average monthly usage and subscription costs in the retail market.

Direct Tangible Benefits

REFERENCE & DATABASE SERVICES

Library staff respond to information questions via email, phone, social media and in-person. BPL provides first-class educational resources and research databases filled with peer-reviewed journals free of charge to support all levels of learning - from homework help for grade school students to post-secondary academic papers.

BPL also provides access to a wide variety of digital products for independent learning, including Lynda.com, Mango Languages, Universal Class, and ArtistWorks as well as Ancestry for genealogical research.

The costs of paid alternatives of these collections were gathered from comparable retail reference services and the retail cost of accessing articles and database services.

By providing these resources and answering Barrie's questions, BPL created over \$2.3 million in value for our community in 2018.



11,100
questions
answered



\$166,500
of economic
benefit



146,068
database
sessions



\$2,191,020
of economic
benefit

VALUE OF AN OPEN HOUR

The value of an open hour considers all activity that happens in a branch during regular open hours. This number is then divided by the total number of all branch open hours in a year.

The following activities were used to calculate the value of **one open hour** at a branch:

- ▶ Physical circulation (Books, CDs, etc.)
- ▶ In-Library materials use
- ▶ Holds delivered
- ▶ Programs for all ages
- ▶ Reference & database services
- ▶ Computer sessions & WiFi usage



6,864
hours
across 2
branches



\$2,819
per Hour in Branch

The total value of resources used inside the branch was divided by the annual hours open, resulting in a value of \$2,819 per hour in 2018.

Indirect Benefits

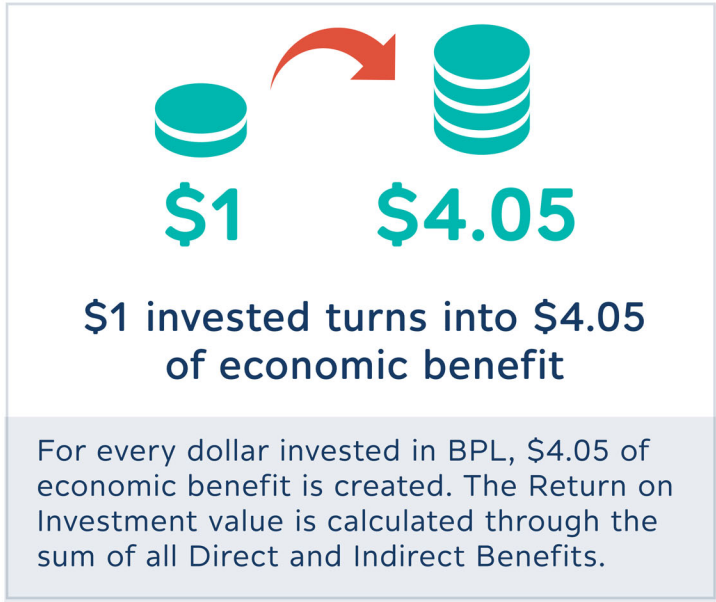
Indirect benefits include the many ways the Barrie Public Library contributes to the local economy through purchasing, wages and investment. This benefit includes the initial spending and multipliers based on traditional economic impact methodologies.

RETURN ON INVESTMENT

Many library programs, initiatives and services cannot be adequately measured in dollars and cents.

Through various outreach initiatives, the Barrie Public Library engages with the community beyond our physical spaces to create meaningful impact.

This social and cultural impact is difficult to measure. We are proud to support and participate in community partnerships and attend community meetings and events.



\$857

BPL Card Value

The value of a Barrie Public Library card is \$856.52 based on the 39,076 active cardholders who borrowed physical materials in the last two years.



\$206

Value Per Citizen

There are 162,305 residents in our service population with an average benefit per resident of \$206.21.

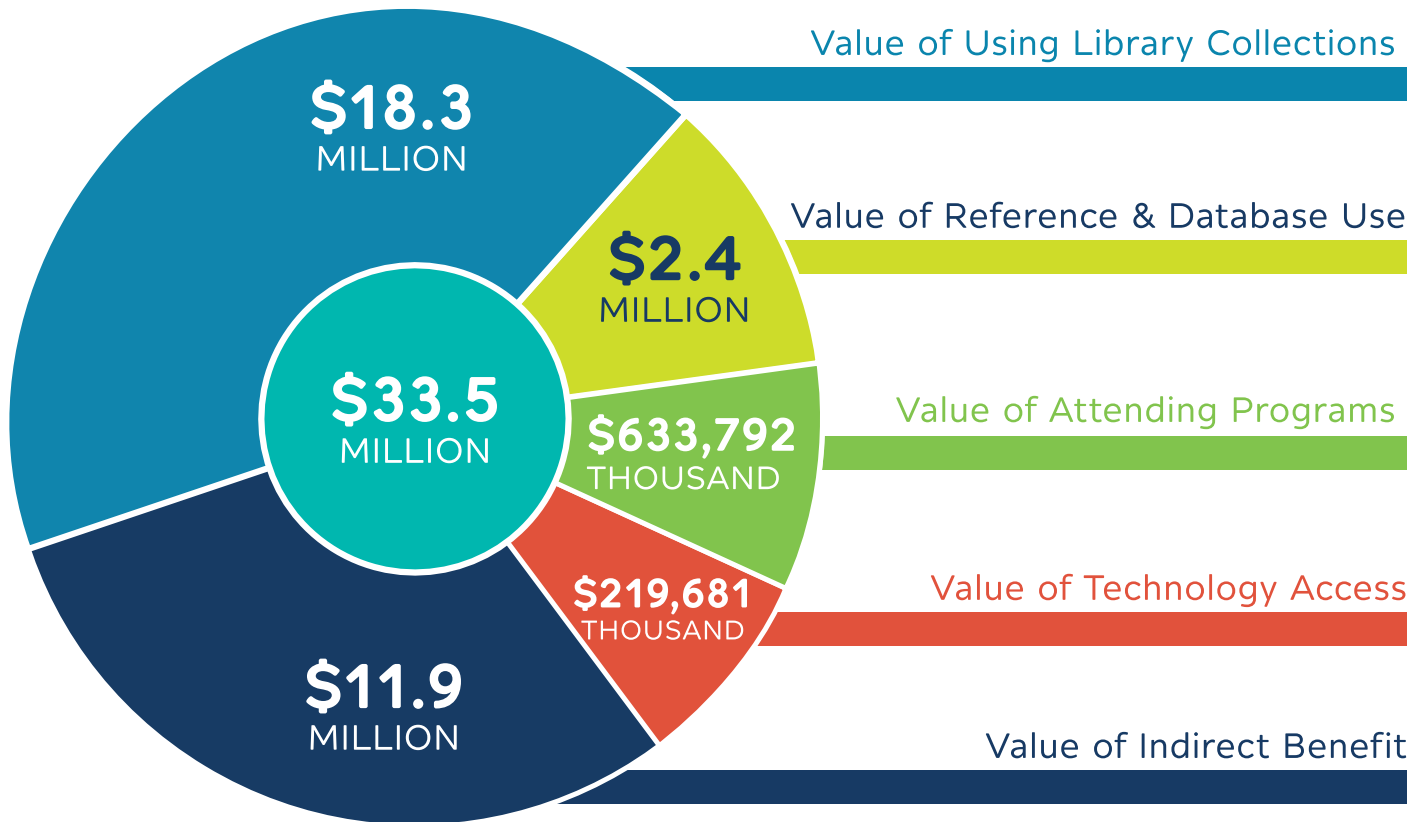


\$544

Value to Barrie Household

The 61,538 households in our service population (Barrie plus Oro-Medonte) result in an average benefit per household of \$543.88.

Economic Benefit of the Barrie Public Library



CONCLUSION

The Barrie Public Library contributed \$33.47 million in economic benefit to the local economy in 2018, with the largest impact resulting from our collections.

The Library supports individuals to grow and achieve their potential, entertains and educates through our programming, provides no-cost access to reference services and technology, preserves local history, fosters civic engagement, provides a safe space for gathering or independent activity, and provides access to growth opportunities for all.

These services are vital to the City of Barrie and contribute to our success as a community. The Barrie Public Library consistently works towards our vision of enriching the economic, social and cultural vitality of our community by opening doors to lifelong learning.