Bradford West Gwillimbury Public Library
2018 Highlights Council Presentation
May 21, 2019
Our Mission

We are a community gathering place providing access to knowledge, ideas and cultural experiences.
Our Vision

We strive to offer diverse collections, accessible technology, enriching cultural experiences and dynamic, interactive spaces. Library staff is welcoming, knowledgeable and committed to engaging the community through collaborative and innovative programming.
Library Collections

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td># Circulations</td>
<td>285,142</td>
<td>298,379</td>
<td>4.6</td>
</tr>
<tr>
<td># ebooks Downloads</td>
<td>8,218</td>
<td>13,072</td>
<td>59.1</td>
</tr>
<tr>
<td># eAudio Downloads</td>
<td>3,120</td>
<td>4,140</td>
<td>32.7</td>
</tr>
</tbody>
</table>

- Books
- Audiovisual materials
- Magazines
- Online databases and other digital content
- Multilingual collection
Library Services

<table>
<thead>
<tr>
<th>Service</th>
<th>2017</th>
<th>2018</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td># New Cardholders</td>
<td>2,069</td>
<td>2,213</td>
<td>7</td>
</tr>
<tr>
<td># Wifi Uses</td>
<td>41,344</td>
<td>51,696</td>
<td>25</td>
</tr>
<tr>
<td># Room Bookings</td>
<td>1,379</td>
<td>1,496</td>
<td>8.5</td>
</tr>
<tr>
<td># Self Checkout Borrowers</td>
<td>79,049</td>
<td>99,534</td>
<td>25.9</td>
</tr>
<tr>
<td># Self Checkout Items</td>
<td>150,344</td>
<td>165,660</td>
<td>10.1</td>
</tr>
</tbody>
</table>

- Hours of operation: 66 hours/week
- Reference and information services
- Local history and genealogical information
- Public computers with popular software applications
- Wireless Internet access
- Community meeting space
Library Programs

• 1,223 programs offered with 35,472 participants
• 44 outreach visits, connecting with 5,200 residents
• 6 Art Exhibits in addition to Studio Art Tour
• Culture and information partners include:
  • Town of Bradford West Gwillimbury
  • Barrie Jazz & Blues Festival
  • BWG Diversity Action Group
  • Bradford Fine Artists
  • Bradford Women’s Group
  • CHATS
  • Friends of the Library
  • Leisure Services
  • Local History Association
  • Mommunity
  • Simcoe Muskoka District Health Unit
  • Studio Art Tour
BWGPL’s Total Economic Impact

VALUE OF USING COLLECTIONS, SERVICES AND SPACES $7,842,345

+ VALUE OF INDIRECT BENEFITS $3,413,042

= BWGPL’S TOTAL ECONOMIC IMPACT $11,255,387

The Library generates $1,511.30 in direct tangible benefits for each open hour
Value of Library Services

Summary of Economic Impact

<table>
<thead>
<tr>
<th>Service</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value of accessing computing services</td>
<td>$305,799</td>
</tr>
<tr>
<td>Value of borrowing library materials</td>
<td>$3,181,474</td>
</tr>
<tr>
<td>Value of using library materials in the library</td>
<td>$78,624</td>
</tr>
<tr>
<td>Value of attending educational programs</td>
<td>$1,064,160</td>
</tr>
<tr>
<td>Value of meeting rooms, study rooms, work space</td>
<td>$586,808</td>
</tr>
<tr>
<td>Value of using information services</td>
<td>$2,625,480</td>
</tr>
<tr>
<td>Value of Indirect Benefits</td>
<td>$3,413,042</td>
</tr>
<tr>
<td>TOTAL ECONOMIC IMPACT</td>
<td>$11,255,387</td>
</tr>
</tbody>
</table>
More Perspectives On Economic Impact

- Economic Benefit/Resident: $383.69
- Economic Benefit/Household: $1,008.13
- Return on Investment (ROI): 465%

Every dollar invested in BGWPL generates $4.65 of value.
Feedback

“I would like to give a huge compliment to the staff of the BWG Library. You are the best! Always ready to find you the type of book you are look for, and always helpful if you are stuck with an IT issue. I love coming here – the atmosphere in this Library is so positive, friendly and welcoming!”
~ Brenda Winter, Patron

“We have been attending programs for over five years and they are amazing. My children don’t attend daycare so the Library is the perfect place to socialize them so they are ready for school. Overall, amazing staff and programs.”
~ Tiffany Moore, Patron

“I would like to thank you for the exceptional Library you have created. BWGPL understands that a Library is more than just a place to store books: it is the communal living room of a community where all kinds of connections are made.”
~ Rhobi Jacobs, Patron