

# Public Library Return on Investment Study



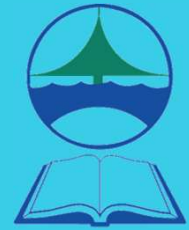
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CEO / Library Director

## Public Library ROI Study - 2017



What's the value of the  
Georgina Public Library to our  
Community?

# Public Library ROI Study - 2017



Attempt to estimate the tangible & intangible economic impact of library service to our community.

Methodology develop by K. Silk, Rotman School of Management, University of Toronto.

# Public Library ROI Study



## Study Findings

Based on 2017 Library activity statistics and budget.

# Public Library ROI Study Findings



Economic Benefit

Collection Use

**\$4,987,614.39**

# Public Library ROI Study Findings



## Economic Benefit

### Programs

**\$762,420**

# Public Library ROI Study Findings



## Economic Benefit

### Reference & Database Services

**\$1,003,600**

# Public Library ROI Study Findings

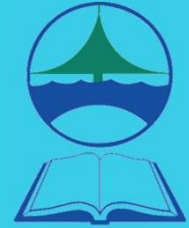


Economic Benefit

Technology Access

**\$293,244**

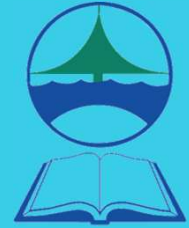
# Public Library ROI Study Findings



Total Estimated Tangible &  
Intangible Value

**\$8,622,514.05**

# Public Library ROI Study Findings



490.7%

Return on Investment (Midpoint)

## Public Library ROI Study Findings



For every \$1 given to the Library,  
we generate  
\$4.91  
for our residents.