



# **The Economic & Social Value of Innisfil ideaLAB & Library**

Final Report

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*We work with libraries across North America to help them clarify their goals and empower them to use data to inform decision-making, support advocacy, and communicate impact.*

*We value and believe that libraries are an essential public good and have an important role in sustaining democracy.*

*Our core values – professionalism, social responsibility, and accountability – informs our professional practice.*

*We are committed to building evaluation capacity in the library sector and encourage libraries to integrate program evaluation processes into daily practice. To this end, we provide clients with the tools and training to “connect the dots” between library activities and community outcomes.*

*The land on which Brightsail Research has its headquarters in Toronto, Canada has, for thousands of years, been the traditional land of the Huron-Wendat, the Seneca, and most recently, the Mississaugas of the Credit River. Today, this meeting place is still the home to many Indigenous people from across Turtle Island and we are grateful to have the opportunity to work on this land.*



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# Introduction

Publicly funded memory institutions – galleries, libraries, archives, and museums -- continue to be asked to demonstrate their economic value, and to increase efficiency with public resources. It is not a uniquely Canadian condition; in her bibliography of international library impact studies, Roswitha Poll (Poll, 2018) lists 140 studies assessing the financial value of libraries.

The results of the Innisfil ideaLAB & Library’s economic and social impact study demonstrates that the programs and services provided by the Innisfil ideaLAB & Library deliver a strong Return on Investment and make a significant social contribution to the Town of Innisfil.

## Methodology

This study uses two methodologies to measure the economic and social contributions Innisfil ideaLAB & Library makes to the Town of Innisfil.

### Economic Impact

The economic impact of the Innisfil ideaLAB & Library is calculated using cost-benefit analysis (CBA), which shows whether the benefits of an activity exceed its costs. The CBA approach is used extensively in North America to determine “value-for-money” and “return on investment” (ROI) in public expenditures many public sectors, including education, healthcare, and libraries.

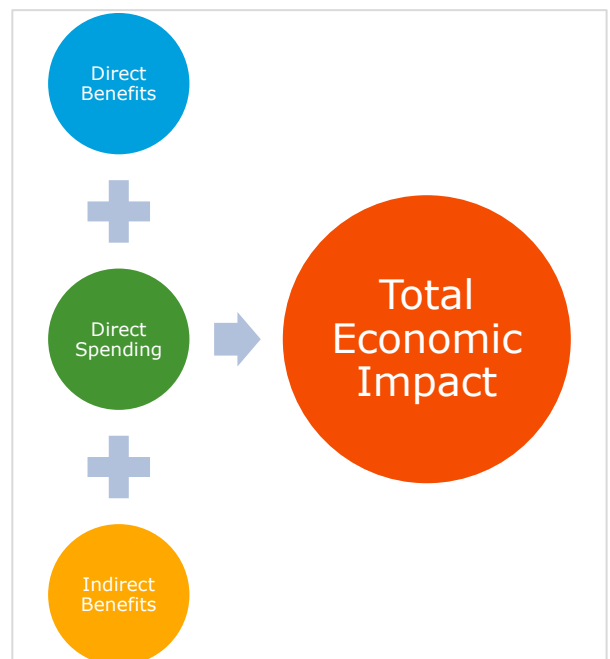
Total economic impact is the sum of 3 elements:

1. **Direct Benefits**

Direct benefits are activities that accrue to an individual or organization and can be reliably estimated. This analysis measured the monetary value of library programs and services – including collections use, programs, reference & database services, technology use, and space use – against the market cost of replacement for those services. For each program and service, usage data provided by the Innisfil ideaLAB & Library were multiplied by conservative market values for comparable programs and services provided by other organizations.

2. **Direct Spending**

Direct spending is the money allocated to the institution and then spent on operations, capital, material, wages, and other expenses. In effect, this money flows through the institution.



### 3. Indirect Benefits

The final element of total economic impact is indirect benefits. These benefits are the result of multiplier effects on direct spending; for example, a dollar paid to a contractor for a branch renovation is then re-spent in the community. The single dollar creates additional benefits across the community. Economic multipliers are used to calculate the indirect effects of expenditures on the economy. National and provincial multipliers from Statistics Canada range from 1.4 to 2.0.

Taken together, these three elements provide an estimate of the total impact on the economy.

### Return on Investment

Return on Investment (ROI) is calculated by taking the total economic benefits – the sum of direct benefits and indirect benefits – to the Town of Innisfil and dividing them by the cost to provide the service (direct spending).

$$\frac{\text{Direct Benefits} + \text{Indirect Benefits}}{\text{Library Spending}} = \text{Return on Investment}$$

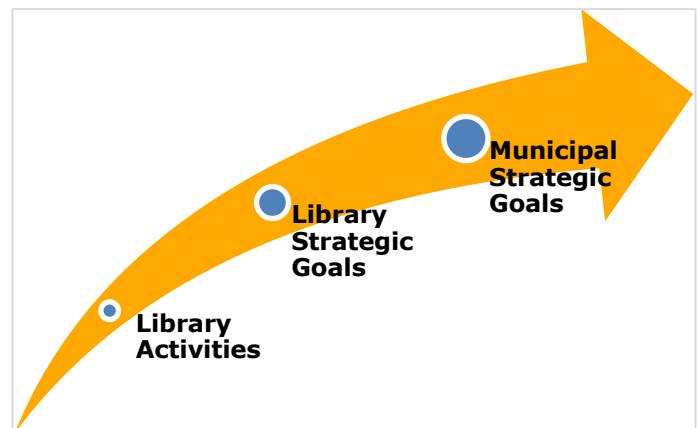
### Social Impact

Measuring the value of library programs and services in economic terms only tells part of the story. Public libraries are committed to improving the quality of life in their communities by delivering programs and services that support multiple kinds of literacy, life-long learning, and foster community engagement and participation.

Measuring social impact requires using a framework to provide structure for setting targets and measure progress towards those targets. This study uses two authoritative social impact frameworks to demonstrate how the Innisfil ideaLAB & Library contributes to making Innisfil a better place for residents.

### Strategic Alignment Framework

At the local level, public libraries demonstrate their social value by showing how library activities contribute to the goals of the governments to which they belong. Demonstrating the connection between library activities and municipal goals can improve the library-municipality relationship and build advocacy with government stakeholders.



## United Nations Sustainable Development Goals Framework

The United Nations Sustainable Development Goals (UN SDGs) were designed by the United Nations to be a “blueprint to achieve a better and more sustainable future for all.” The 17 UN SDGs were adopted by all United Nations Member States – including Canada – in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.



Libraries are key partners in this global work. Achieving all the Goals depends on libraries and the services they provide. The International Federation of Library Associations (IFLA) has been actively involved with the creation and promotion of the UN 2030 SDGs. They have advocated for the inclusion of access to information, safeguarding of cultural heritage, universal literacy, and access to information and communication technologies in the framework.

Libraries play a significant role in helping to provide knowledge, understanding, and resources to our communities. By providing information at the local level, libraries provide resources, skills, and tangible ways to achieve the goals of the SDGs.

The American Library Association (ALA) collaborated with IFLA to develop tools, support, and guidance to help libraries demonstrate how they contribute to the UN SDGs. Doing this work and connecting it to the SDGs makes it easier to advocate for libraries at the local, regional, and provincial level.

### Data Used in this Study

Brightsail Research collaborated with the Innisfil ideaLAB & Library over a five-month period to gather and analyze data and information on budgets, spending, meeting room use, and on the volume of programs and services provided by the Innisfil ideaLAB and Library to the residents of Innisfil. The Innisfil ideaLAB & Library provided data, including performance measurements that are publicly reported annually, as well as additional information gathered specifically for this report. All data are from 2022.

### The Value of Collections

Some library economic value studies apply a 20% discount to the value of collections to account for the difference between borrowing and owning an item. Other studies do not apply this discount since the borrower is receiving 100% of the value of the item during the lending period. This study uses 100% of collection value.

## **Calculating Indirect Benefits**

Economic multipliers are used to calculate the indirect effects of expenditures on the economy. National and provincial multipliers from Statistics Canada range from 1.4 to 2.0. This study uses a multiplier of 2.0 to calculate the indirect benefits.

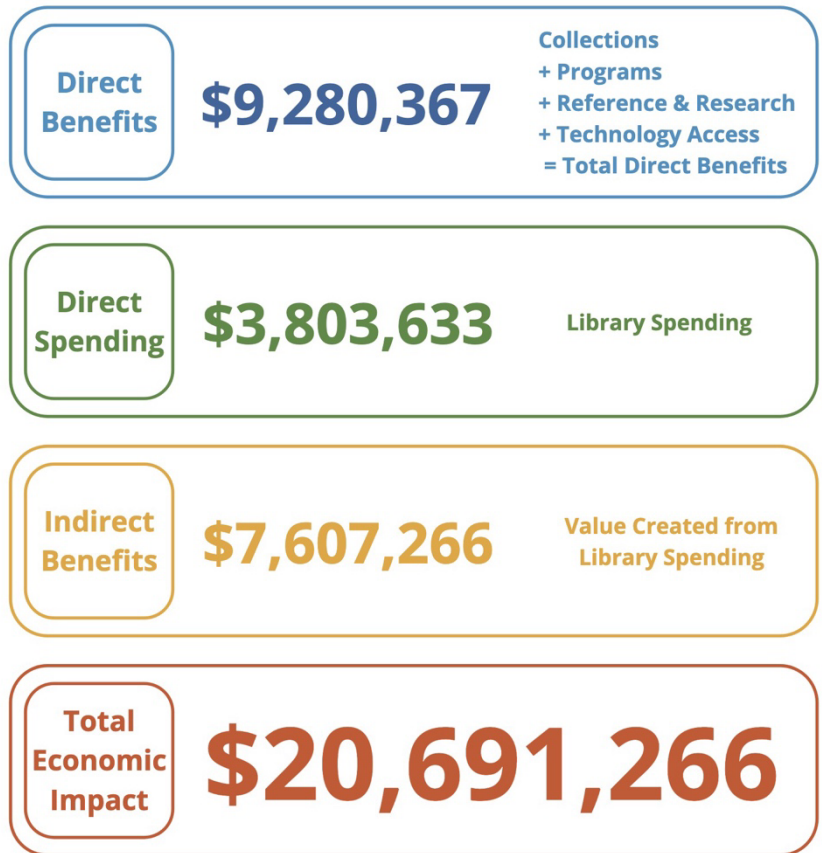
# Findings

## Total Economic Impact

Innisfil ideaLAB & Library creates over \$20.6 million in total economic impact.

**Innisfil  
ideaLAB &  
Library  
created over  
\$20.6 million  
in economic  
impact in  
2022.**

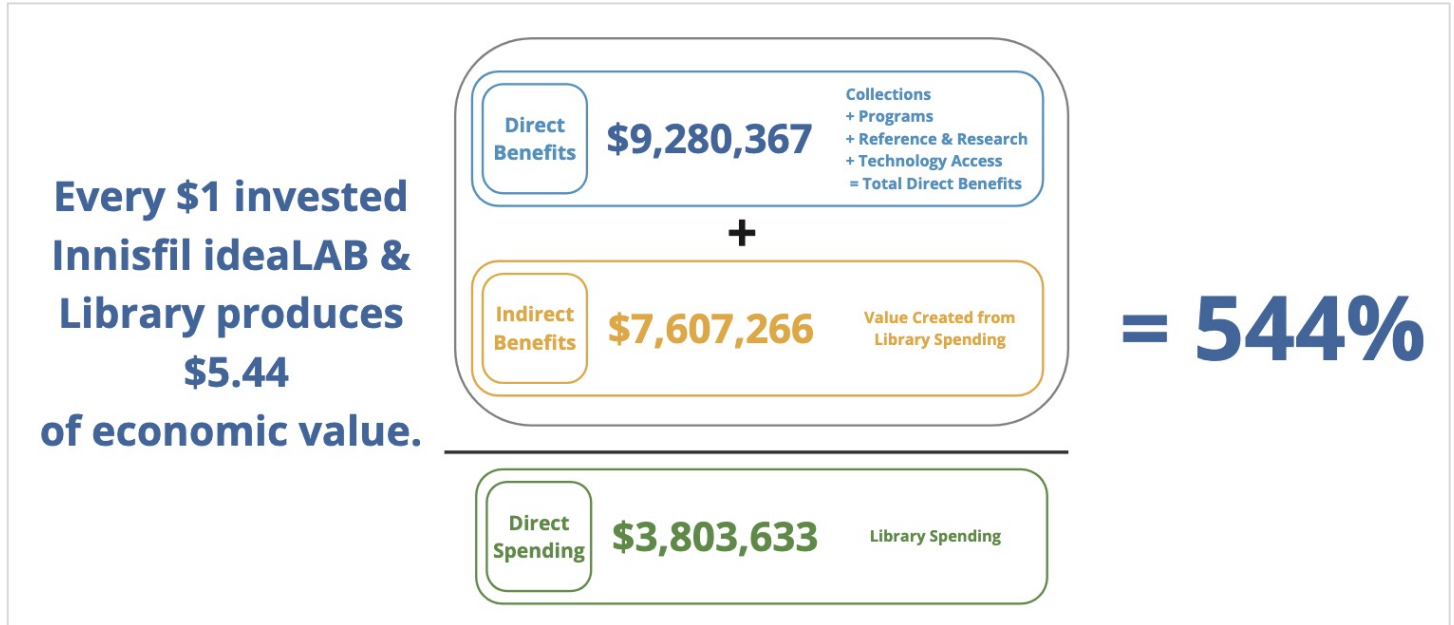
This study uses 100% of collection value and a multiplier of 2.0 to calculate indirect benefits.





## Return on Investment

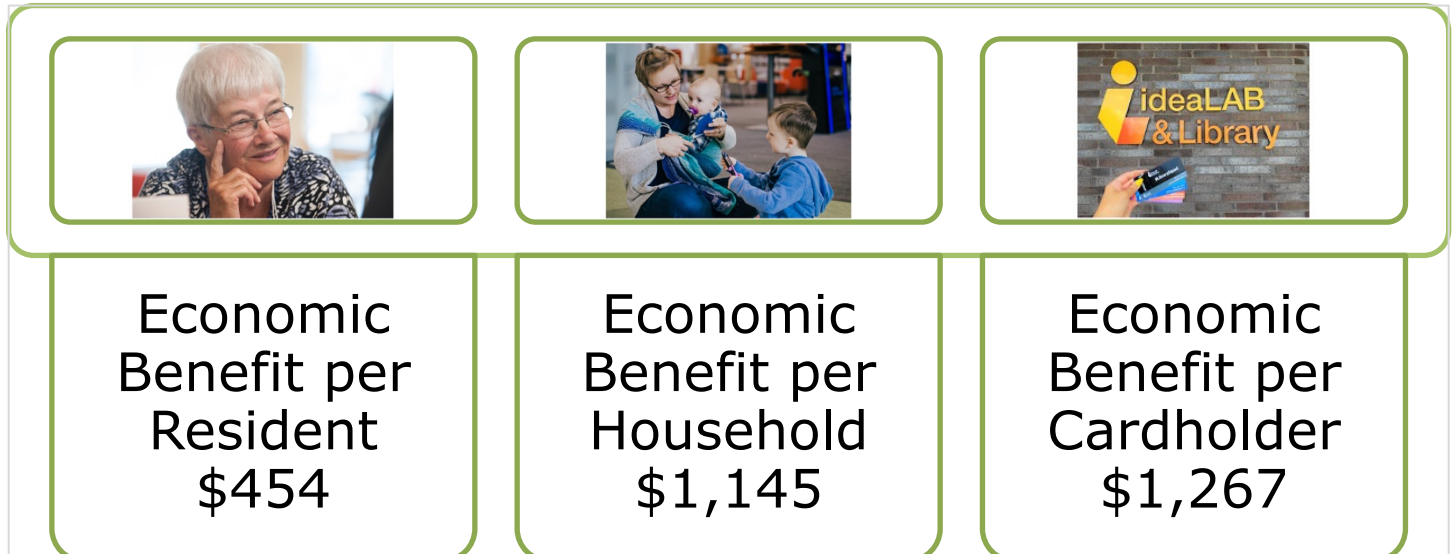
Every \$1 invested Innisfil ideaLAB & Library produces \$5.44 of economic value.



## Economic Benefit per Resident, per Household, and per Cardholder

Innisfil ideaLAB & Library delivers value at multiple levels:

- \$454 per resident
- \$1,145 per household
- \$1,267 per cardholder.



## Innisfil ideaLAB & Library's Economic Impact Compares Favourably

Library	Study Year	Census Population	# Branches	Return on \$1 Invested
Toronto Public Library	2013	2,615,060	98	\$5.63
Halton Hills Public Library	2014	59,008	2	\$3.96
Milton Public Library	2014	84,362	2	\$5.67
Pickering Public Library	2014	88,721	3	\$5.85
Stratford Public Library	2015	30,886	1	\$5.63
Kawartha Lakes Public Library	2015	73,214	15	\$7.05
London Public Library	2015	366,151	16	\$6.68
Ottawa Public Library	2016	883,391	33	\$5.17
Newmarket Public Library	2016	79,978	1	\$7.85
Markham Public Library	2017	301,709	8	\$5.97
Bradford West Gwillimbury	2018	35,325	1	\$4.65
Woodstock Public Library	2018	40,404	1	\$7.20
<b>Innisfil ideaLAB &amp; Library</b>	<b>2023</b>	<b>45,537</b>	<b>3</b>	<b>\$5.44</b>

## Economic Value: Direct Benefits

This study analysed the five main categories of Innisfil ideaLAB and Library programs and services:

- Collection Use - Books, periodicals, audio books, CDs, DVDs, Blu-rays, video games, digital materials, and items in the Library of Things.
- Programs – For children, teens, adults, and seniors to support literacy, culture, workforce development, and lifelong learning.
- Space – Used by the community for meetings and collaboration.
- Reference & Database Services – To support career development, eLearning, personal research, and business development.
- Technology – Access to computer technology and the Internet to support career development, eLearning, personal research, and business development.

Innisfil ideaLAB & Library programs and services delivered an economic benefit of \$9,280,367 in 2022.

Direct Benefits		
<b>Collection Use</b>	<b>Volume</b>	<b>Total Value</b>
Circulation	228,035	\$ 4,206,857
In-house Use	213,000	\$ 4,473,000
<b>TOTAL COLLECTION USE</b>	<b>441,035</b>	<b>\$ 8,679,857</b>
<b>Programs</b>	<b># of Attendees</b>	<b>Total Value</b>
All Programs	15,170	\$ 170,575.00
<b>TOTAL PROGRAMS</b>	<b>15,170</b>	<b>\$ 170,575.00</b>
<b>Space Use</b>	<b># of Bookings</b>	<b>Total Value</b>
All Bookings	596	\$ 17,782.25
<b>TOTAL SPACE USE</b>	<b>596</b>	<b>\$ 17,782.25</b>
<b>Reference &amp; Database Services</b>	<b>Amount</b>	<b>Total Value</b>
Total Reference Queries	4,161	\$ 62,415
eLearning Usage	2,112	\$ 8,448
Licensed Web Databases Searches	6,359	\$ 158,975
<b>TOTAL REFERENCE &amp; DB</b>	<b>12,632</b>	<b>\$ 229,838</b>
<b>Technology Access</b>	<b># of sessions*</b>	<b>Total Value</b>
Total Workstation Usage & Wi-Fi Usage	72,926	\$ 182,315
<b>TOTAL TECHNOLOGY ACCESS</b>	<b>72,926</b>	<b>\$ 182,315</b>
<b>Total Direct Benefits</b>		<b>\$ 9,280,367</b>

\*A single technology session is 60 minutes.

## Collection Use

Market values for circulated items are derived from retail prices sourced from Amazon.ca and Indigo Books & Music. Since items range in price depending on format and audience, conservative values are used. This study uses 100% of collection value.

Circulated items delivered an economic benefit of \$4,206,857 in 2022.

Circulated Collection Use			
	Loans	Retail Value	Total Value
Books-Adult	52,381	\$23.72	\$ 1,242,477
Books-Young Adult	4,569	\$24.99	\$ 114,179
Books-Children	63,850	\$15.00	\$ 957,750
<b>TOTAL BOOKS</b>	<b>120,800</b>		<b>\$ 2,314,407</b>
Periodicals	4,697	\$8.00	\$ 37,576
<b>TOTAL PERIODICALS</b>	<b>4,697</b>		<b>\$ 37,576</b>
Audiobooks-Adult	2,499	\$14.49	\$ 36,211
Audiobooks-Children	72	\$20.00	\$ 1,440
<b>TOTAL AUDIOBOOKS</b>	<b>2,571</b>		<b>\$ 37,651</b>
Adult - Video - DVDs/CD	12,238	\$16.99	\$ 207,924
Children's - Video - DVDs/CD	5,000	\$19.89	\$ 99,450
Adult - Video - Blu-ray	1,518	\$19.30	\$ 29,297
Children's - Video - Blu-ray	272	\$13.00	\$ 3,536
<b>TOTAL VIDEOS</b>	<b>19,028</b>		<b>\$ 340,207</b>
Video Games	5,276	\$55.00	\$ 290,180
<b>TOTAL VIDEO GAMES</b>	<b>5,276</b>		<b>\$ 290,180</b>
Digital - eBooks	39,596	\$12.50	\$ 494,950
Digital - eVideo	2,669	\$5.00	\$ 13,345
Digital - eAudiobooks	17,953	\$30.00	\$ 538,590
Digital - eMagazines	15,070	\$5.00	\$ 75,350
<b>TOTAL DIGITAL</b>	<b>75,288</b>		<b>\$ 1,122,235</b>
LOT-Assistive Technology	49	\$18.00	\$ 882
LOT-Coding and Robots	101	\$70.00	\$ 7,070
LOT-Digital Media Lab	17	\$50.00	\$ 850
LOT-Games	244	\$40.00	\$ 9,760
LOT-Lendable Tech	111	\$450.00	\$ 49,950
LOT-Outdoor & Leisure	156	\$40.00	\$ 6,240
LOT-Toys and Instruments	241	\$30.00	\$ 7,230
LOT-hackLAB Kits	2,027	\$10.00	\$ 20,270
<b>TOTAL LIBRARY OF THINGS</b>	<b>2,946</b>		<b>\$ 102,252</b>
<b>Total Circulation</b>	<b>228,035</b>		<b>\$ 4,206,857</b>

## In-house Use of Materials

In-house use is the use of items in the library without them having to check them out. Market values for items used in-house are derived from retail prices sourced from Amazon.ca and Indigo Books & Music. Since items range in price depending on format and audience, conservative values are used. This study uses 100% of collection value.

Items used in-house delivered an economic benefit of \$4,473,000 in 2022.

In-House Collection Use			
	In-House Use	Retail Value	Total Value
Total in-house materials used	213,000	\$21.00	\$ 4,473,000

## Programs

Market values for programs are derived from comparable market prices sourced from comparable programs offered in Innisfil, and in Barrie when a comparable program isn't available in Innisfil. As each item had a price range, in each case the conservative value is used.

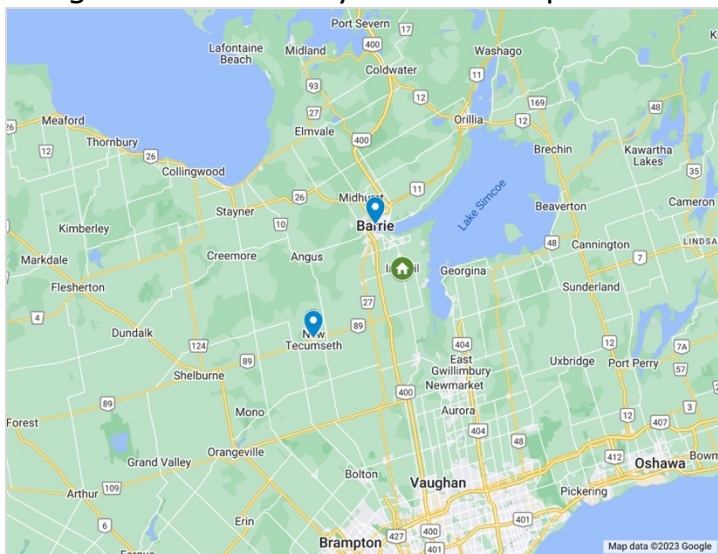
Programs provided an economic benefit of \$170,575 in 2022.

Programs			
	# of Attendees	Market Value	Total Value
Preschool Programs	5,636	\$ 15.00	\$ 84,540
Children's Programs	3,280	\$ 8.00	\$ 26,240
Teen Programs	610	\$ 5.50	\$ 3,355
Adult/Senior Programs	5,644	\$ 10.00	\$ 56,440
<b>Total Programs</b>	<b>15,170</b>		<b>\$ 170,575</b>

## Space Use

Innisfil has a modestly sized town centre and, as a result, there are few places for people to meet. A wide range of local and regional community services depend on partnerships with Innisfil ideaLAB & Library to deliver their services locally. Some partners pay the rental fee, some pay a reduced fee, and some use the space free of charge. Long-term partners include:

- Victorian Order of Nurses (VON)
- EarlyON Child & Family Centres
- Canadian Mental Health Association (CMHA)
- Youth Haven
- YMCA Settlement Services
- John Howard Society
- Elizabeth Fry Society
- Public Health
- Elections Ontario/Canada



In 2022, local and regional community partners used the Innisfil ideaLAB & Library’s meeting spaces 596 times, a value of \$17,782.

In addition, when local and regional community partners used the library’s meeting space, Innisfil residents save time and reduce mileage costs.

- \$13.87 per trip to Barrie
- \$22.44 per trip to Alliston

The dollar value of space use and the time and mileage saved does not include the value of the service being delivered by partners using the space.

### Reference Services & Database Use

Innisfil ideaLAB & Library staff provide expert research and reference services on-site, by email and over the phone. For the purposes of valuating the average reference question, assume each reference question requires 10 minutes to understand, research, and provide the answer, equal to a value of \$15.

The value of licensed reference databases and eLearning resources is based on the consumer pricing posted on these services’ websites for annual subscriptions. The value of \$4 per eLearning session and \$25 per search is consistent with comparable studies consulted for this report.

Reference services and database use provided an economic benefit of \$229,838 in 2022.

Reference Services & Database Use			
	Use	Market Value	Total Value
In-House Reference Usage	4,161	\$ 15.00	\$ 62,415
eLearning Usage	2,112	\$ 4.00	\$ 8,448
# of searches in licensed databases	6,359	\$ 25.00	\$ 158,975
<b>Total Reference Services</b>	<b>12,632</b>		<b>\$ 229,838</b>

### Technology Access

In 2022, Innisfil ideaLAB & Library visitors logged a total of 3,178 computer workstation sessions and 69,748 Wi-Fi sessions, with each session lasting just under one hour. Based on market research looking at the cost of a cup of coffee in local café with Internet access, assume a market value of \$2.50 per hour.

Technology access provided an economic benefit of \$182,315 in 2022.

Technology Access			
	# of sessions	Market Value	Total Value
Workstation usage	3,178	\$ 2.50	\$ 7,945
Wi-Fi Usage	69,748	\$ 2.50	\$ 174,370
<b>Total Technology Access</b>	<b>72,926</b>		<b>\$ 182,315</b>

## Economic Value: Direct Spending and Indirect Benefits

Determining the economic impact of an institution includes the analysis of direct and indirect benefits generated in the economy as a result of the institution's activities. Direct spending includes items such as institutional spending and wages, which directly affect the local economy. Indirect benefits, also known as the multiplier effect, include the re-spending of dollars within the local economy, which increases the total value of the direct spending.

Innisfil ideaLAB & Library stimulates the local economy through direct spending on goods and services and staff wages, which then result in indirect re-spending of dollars in the local economy. Direct and indirect benefits include money spent on:

- Library operations
- Library capital
- Library employment
- Library materials

Innisfil ideaLAB & Library provided the data for the capital and operating expenditures used in this analysis to calculate the direct spending. This study uses a multiplier of 2.0 to calculate the indirect benefits.

### Library Operations Spending

Operations spending (spending on items other than library materials, salaries, wages, and benefits) offer a benefit to the area which it serves. Contractors employ residents, contribute to the economy, pay taxes, as well as create an induced benefit to the businesses those employees frequent. Calculation of geography was done by office location of vendor.

Innisfil ideaLAB & Library spends the majority of its operational budget within Simcoe County. The expenditures below exclude salaries and library materials.

Operations Spending by Location			
	Direct Spend	% share	Multiplier 2.0
Simcoe County	\$ 246,779	82.6%	\$ 493,559
Rest of Ontario	\$ 35,398	11.8%	\$ 70,796
Canada	\$ 1,931	0.6%	\$ 3,862
International	\$ 14,803	5.0%	\$ 29,606

## Library Capital Spending

Library capital spending includes buildings and renovations and investment in new technology. The majority (65%) of Innisfil ideaLAB & Library’s capital budget is spent within Ontario.

Capital Spending by Location			
	Direct Spend	% share	Multiplier 2.0
Simcoe County	\$ 12,416	8%	\$ 24,833
Rest of Ontario	\$ 85,424	57%	\$ 170,849
Canada	\$ 4,967	3%	\$ 9,933
International	\$ 47,182	32%	\$ 94,364

## Library Employment Spending

Annual salary costs include full time and part time wages and benefit costs. The majority of Innisfil ideaLAB & Library employees live in the Town of Innisfil, and all employees live in Simcoe County. Wage impacts are multiplied as staff purchase goods and services within the community, providing revenue to those businesses and employees.

Library Employment Spending		
	Annual Salaries	Multiplier 2.0
Total Salaries - All Employees	\$ 2,867,739	\$ 5,735,478

## Library Materials Spending

Innisfil ideaLAB & Library spends almost 20% of its library materials budget within Simcoe County, and the majority within Ontario. We applied a multiplier of 2.0 to demonstrate economic impact.

Materials Spending by Location			
	Direct Spend	% share	Multiplier 2.0
Simcoe County	\$ 92,718	19%	\$ 185,435
Rest of Ontario	\$ 268,393	55%	\$ 536,786
Canada	\$ 14,640	3%	\$ 29,279
International	\$ 112,237	23%	\$ 224,474



## Social Value: Strategic Alignment

The Town of Innisfil's Community Strategic Plan Innovative Innisfil 2030 (Town of Innisfil, 2021) focuses on three strategic priorities:

- Plan for and manage growth, actively engage residents, attract, and support business, and promote economic prosperity.
- Ensure that opportunities exist for residents, businesses, and organizations to connect physically, socially, culturally, and digitally.
- Embrace the principles of sustainability to actively protect, maintain, and enhance the environment, assets, and amenities that the community depends on.

Innisfil ideaLAB & Library is a key partner that contributes to achieving the Town's strategic priorities.



For example, the Library:

- Attracts and promotes economic prosperity by offering free access to the Internet, a wide range of online learning opportunities, and technology to support emerging entrepreneurs.
- Connects individuals with each other and with technology, in-person and online, and supports civic engagement.
- Demonstrates sustainability through multiple environmentally focused programs that promote awareness about protecting our natural resources.
- Partners with community groups and social service agencies so they can deliver their services locally, use publicly funded space efficiently, and reduce driving time and associated fuel costs.

**Innisfil Community Strategic Plan 2030**

	Grow	Connect	Sustain
<b>Library Activities</b>	Innisfil residents logged 2,112 eLearning sessions, an economic value of \$8,448.	Innisfil residents logged 3,178 computer sessions and 69,748 Wi-Fi sessions, an economic value of \$182,315.	The seed library promotes environmental sustainability, genetic diversity, and helps people learn to grow their own food.
	Over 5,600 Innisfil adults participated in programs to be creative, engage with others, and learn something new, an economic value of \$56,440.	Over 9,500 Innisfil kids participated in fun and educational library programs, an economic value of \$114,135.	Pollinator gardens and award-winning monarch butterfly rearing programs encourage scientific curiosity and teach principles of sustainability.
		Innisfil citizens depend on the library to vote in municipal, provincial, and federal elections.	Public & community services use the library connect with clients, an efficient use of public dollars in a welcoming and safe place.
		Partnerships with community & social services in Simcoe County provides residents with the help they need in their community.	The Cookstown branch is LEED certified Silver. It is heated and cooled using the underground geothermal loop system installed under the field adjacent to the branch.
		The library meets the community's demand for meeting space in a welcoming place for all.	

# Social Value: United Nations Sustainable Development Goals

Innisfil ideaLAB & Library contributes to the UN SDGs by being a place that is open to all, by delivering programs to reduce social isolation, promoting education and awareness about environmental issues, offering free access to authoritative information, and supporting lifelong learning.



## Appendix A: Glossary of Terms

Direct Benefits	Activities that accrue to an individual or organization and can be assigned a reliable, specific financial value. The value may be derived in a variety of different ways and a range of values may be possible.
Direct Spending	Items such as institutional spending and wages, which have a direct impact on the local economy.
Indirect Benefits	Also known as the multiplier effect, is the benefit created by the re-spending of dollars within the local economy generated by the direct spending.
In-house Use	In-house use is the use of items in the library without them having to check them out.
Return on Investment	Also known as ROI, is calculated by taking the total economic benefits – the sum of direct benefits and indirect benefits – and dividing that sum by the cost to run the service (direct spending).
Social Impact	<p>A significant, positive change that addresses a pressing social challenge.</p> <p>Creating social impact is the result of a deliberate set of activities with a goal matching this definition.</p>
Total Economic Impact	The sum of direct benefits, indirect benefits, and direct spending. It is the combined impact across the entire economy.

## Appendix B: Sources

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