

**For Immediate Release  
October 30, 2019**

## **CALEDON PUBLIC LIBRARY RELEASES ECONOMIC IMPACT REPORT**

*CALEDON, ONTARIO* - Caledon Public Library (CPL) is a vital service and vibrant community space but did you know that CPL also makes a significant economic contribution to the Town of Caledon? In a presentation to Town of Caledon Council this week, Colleen Lipp, CEO and Chief Librarian for Caledon Public Library shared the results of CPL's recent economic impact study.

With a measurable economic impact of more than \$14 million, the study shows that Caledon residents receive \$4.21 in benefits for every \$1 invested in the library. "Measuring and communicating the Library's economic impact aligns with the Board's strategic objective to Build Relationships by raising stakeholder awareness of the inherent value to the community and highlighting the need for continued investment in services and facilities" said Lipp.

The study used a methodology first developed for Toronto Public Library by the Martin Prosperity Institute at the University of Toronto. It evaluated benefits created from direct interaction with programs, activities, and services, as well as indirect benefits from spending, employment, and procurement using 2017 data.

Key findings include:

- the value of items borrowed totaled \$7.3 million
- the benefit to the nearly 17,000 residents who attended our programs was \$621,650
- CPL's efforts to bridge the digital divide and support residents' need for accurate and timely information were valued at \$350,000
- CPL generates \$635 in direct benefits for every hour open
- The value of a CPL membership is \$529 per year

"As a service that is nearly fully subsidized by taxpayers, and whose ability to charge for services is limited by the Public Libraries Act, the Library Board and staff also appreciate the importance of being truly accountable to Council and ultimately residents by ensuring a good return on investment" said Lipp. A copy of the full report was released at the May 2019 meeting of the Caledon Public Library Board and can be found online on the library website.

The results of the study reinforce exactly what the Caledon Public Library is working to do – to build community and transform lives. They show public libraries bring so much more value to our community than the initial investment in them. "Many residents make full use of the benefits provided by the Caledon Public Library – and for those who don't, we hope this entices them to come on in and see what they are missing."

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**About Caledon Public Library**

Supporting a growing community of communities across 700 square kilometers, [Caledon Public Library](#) offers services, collections and programs in our six branches. Located in small villages as well as urban centres, these hubs serve as the cornerstones of the community, connecting people to information and each other. With an ever expanding number of digital tools, CPL provides access to downloadable eBooks and streaming movies and music. Whether connecting, collaborating or creating in our spaces or discovering and getting inspired from the comfort of home, all is possible – and free - with your library card.

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