

Valuing the County of Brant Public Library Economic Impact Study 2024



MEASURING THE VALUE OF PUBLIC LIBRARIES: SROI

Public libraries provide free services, making it challenging to showcase their economic impact.

Social Return on Investment (SROI) addresses this by assigning a dollar value to CBPL programs and tools across key domains such as education, culture, inclusion and wellbeing, economic development, civic engagement, and public space.

For example, a free computer class is valued based on what a private business would charge for similar training.

Adjustments for factors like deadweight and attribution ensure the results accurately reflect benefits unique to libraries in these essential areas.



Learn more and access the full toolkit here https://resources.olservice.ca/ld.php?content_id=36958446

BY THE NUMBERS

For every municipal dollar invested in 2023, there was a SROI of **\$6.37** for every person in Brant, with a total economic benefit of **\$15,659,046.80**.

Using the same calculation, CBPL's SROI in 2023 was **637.20%**.

Total Economic Benefit

\$15.6 Million

Social Return on Investment

637.20%

Value for each municipal dollar invested

\$1 = \$6.37

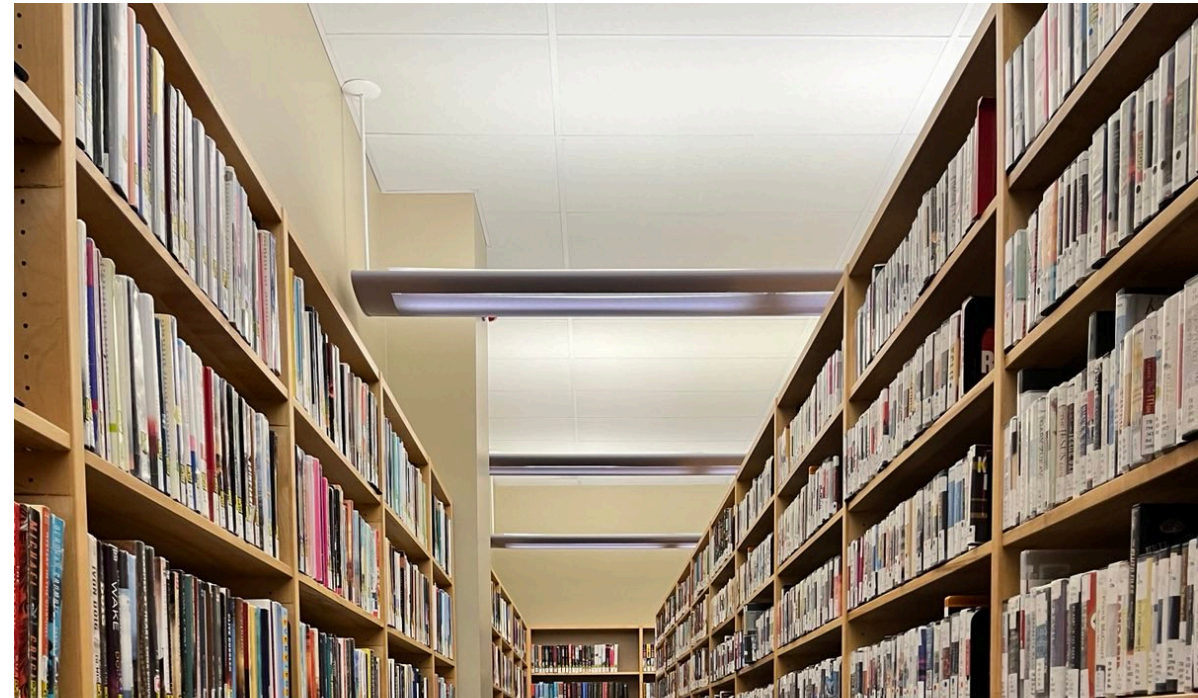
VALUING EDUCATION, ENTERTAINMENT & LEISURE

Education



\$1,448,544.68

CBPL's free educational resources—such as books, databases, and digital literacy programs—enhance lifelong learning opportunities for residents.



Entertainment & Leisure



\$9,910,766.06

Entertainment services like lending books, movies, games, and hosting leisure programs form the largest share of the economic benefit.



VALUING INCLUSION & WELLBEING, AND CULTURE

Inclusion & Wellbeing

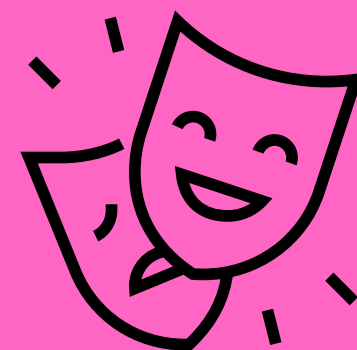


\$176,715.75

CBPL fosters social inclusion through accessible programs that bridge gaps for marginalized and underserved populations.



Culture



\$184,396.93

Cultural initiatives, such as author talks, local history programs, and arts-based workshops, preserve the community's heritage while enriching the collective cultural experience.

VALUING ECONOMIC DEVELOPMENT AND CIVIC ENGAGEMENT

Economic Development



\$2,341,519.55

CBPL plays a critical role in local economic development. Entrepreneurs and small businesses leverage Makerspaces, research resources, and networking events to innovate and grow.



Civic Engagement



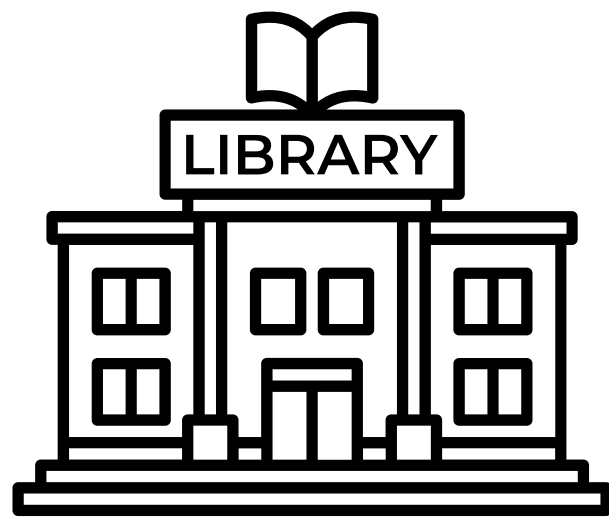
\$48,840.47

Through programs that encourage civic literacy and volunteerism, CBPL strengthens community engagement and fosters an informed and active County.



VALUING SPACE

Space



\$1,548,263.36

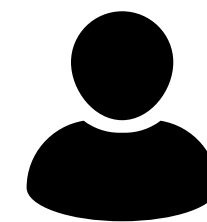
The library's physical spaces serve as invaluable community hubs for study, collaboration, and events.



Study Results

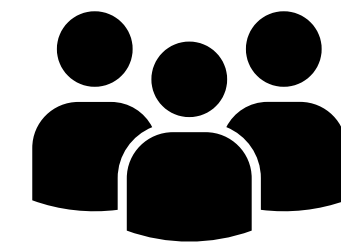


The County of Brant Public Library delivers an outstanding return on investment while providing essential services that elevate education, culture, economic development, and overall well-being.



Benefit per Resident

\$396.69



Benefit per household

\$1059.62

With a total economic benefit of \$15.66 million and a return of \$6.37 for every dollar invested,

CBPL is a cornerstone of the community, empowering residents and businesses alike. Investing in the library means investing in the future prosperity and cohesion of the County of Brant.



COUNTY OF BRANT

Public Library

brantlibrary.ca/economicimpact