

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



Bradford West Gwillimbury Public Library

Our Mission

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



Bradford West Gwillimbury Public Library

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

	2017	2018	% Increase
# Circulations	285,142	298,379	4.6
# ebooks Downloads	8,218	13,072	59.1
# eAudio Downloads	3,120	4,140	32.7

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



Library Services

	2017	2018	% Increase
# New Cardholders	2,069	2,213	7
# Wifi Uses	41,344	51,696	25
# Room Bookings	1,379	1,496	8.5
# Self Checkout Borrowers	79,049	99,534	25.9
# Self Checkout Items	150,344	165,660	10.1

- 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

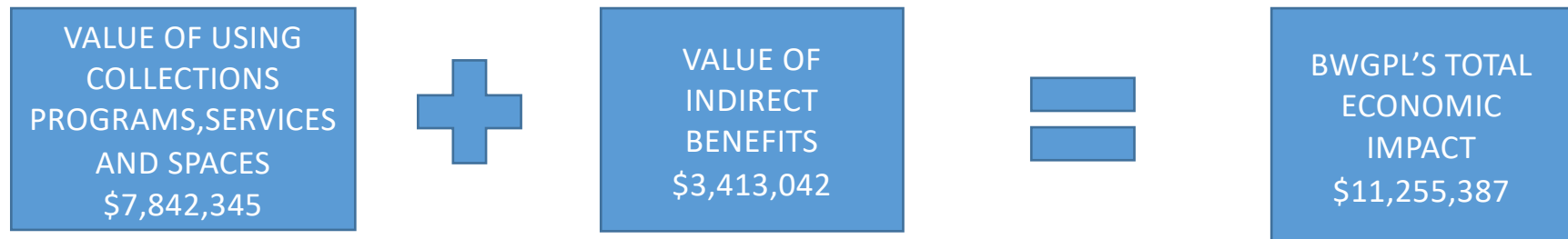


Library Programs

- 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 Mamas Group
 - Bradford Women's Group
 - CHATS
 - Friends of the Library
 - Leisure Services
 - Local History Association
 - Simcoe Muskoka District Health Unit
 - Studio Art Tour



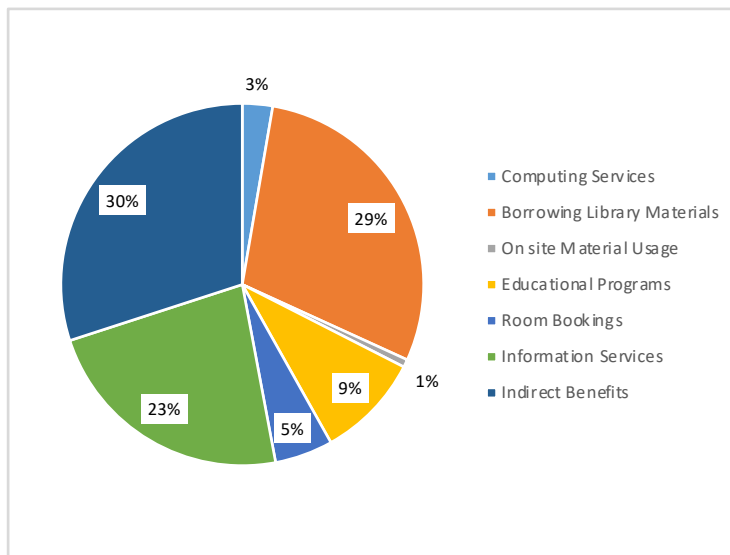
BWGPL's Total Economic Impact



The Library generates \$1,511.30 in direct tangible benefits for each open hour



Value of Library Services



Summary of Economic Impact	Dollar Value
Value of accessing computing services	\$305,799
Value of borrowing library materials	\$ 3,181,474
Value of using library materials in the library	\$ 78,624
Value of attending educational programs	\$ 1,064,160
Value of meeting rooms, study rooms, work space	\$ 586,808
Value of using information services	\$ 2,625,480
Value of Indirect Benefits	\$ 3,413,042
TOTAL ECONOMIC IMPACT	\$11,255,387



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



Bradford West Gwillimbury Public Library

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 looking 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



QUESTIONS?

Terri Watman

Chief Executive Officer

twatman@bradford.library.on.ca

Phone: (905)775-3328 x 6101

Website: www.bradford.library.on.ca

E-mail: bwgmailbox@bradford.library.on.ca

Facebook: <https://www.facebook.com/bwglibrary/>



Bradford West Gwillimbury Public Library