

THE ECONOMIC IMPACT

OF THE MILTON PUBLIC LIBRARY
ON THE TOWN OF MILTON



Residents are receiving outstanding value for their investment

Each and every day **Milton Public Library (MPL)** is making a difference in people's lives.

Statistics on library usage are remarkable and growing steadily – and delivering real value to the community. Equally impressive, but often harder to obtain, are finding metrics outside of usage counts that show a tangible and quantifiable impact.

In July 2014, **MPL** completed a detailed analysis of its economic impact, using a methodology developed by the Martin Prosperity Institute, Rotman School of Management for the Toronto Public Library (in December 2013). This was a first attempt by a Canadian library to measure in concrete economic terms the return on investment for library service. Public libraries have been encouraged to use this methodology and openly share their results. MPL's data has been reviewed and verified by the Martin Prosperity Institute, Rotman School of Management.

KEY FINDINGS FROM MPL'S ECONOMIC IMPACT ANALYSIS

MPL creates nearly
\$30 million
in total economic impact
(which equates to \$930 per household, and \$312 per capita).

Investing in **MPL** results in a return on investment of **467%** for the Town of Milton.

CONT'D >>

“ Milton Public Library delivers a strong return on investment through the delivery of library services that enhance Milton’s competitiveness, as one of the fastest growing communities in North America, and contribute to a better quality of life for all. ”



MPL generates over **\$3,000 in direct benefits** every hour that it is open

The value of a library membership is **\$600/year**



For every **\$1 invested in MPL**, Miltonians receive **\$5.67**



MPL generates many **intangible benefits** offered through community **partnerships**



thank you...

MPL would like to thank the Toronto Public Library and Martin Prosperity Institute (Rotman School of Management, University of Toronto) for taking a leadership role in publishing their ground-breaking study: *“So Much More: the Economic Impact of the Toronto Public Library on the City of Toronto”*, and sharing the methodology with public libraries. MPL would also like to thank the Halton Hills Public Library for developing a template based on TPL’s formulae and guidance.



For more detailed information about MPL’s Economic Analysis, please email **administration@mpl.on.ca** or call **905-875-2665 x3295**

connect with us and **be inspired**



MAIN LIBRARY 1010 MAIN ST. EAST | BEATY BRANCH 945 FOURTH LINE