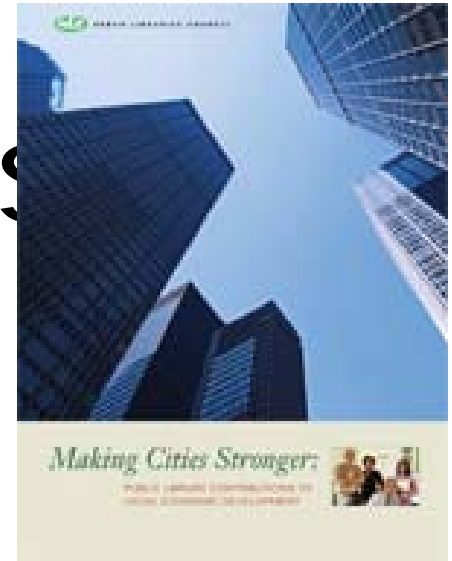


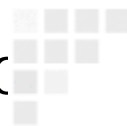


# Making Cities Stronger



## Public Library Contributions to Local Economic Development

August 16, 2006  
Presentation to

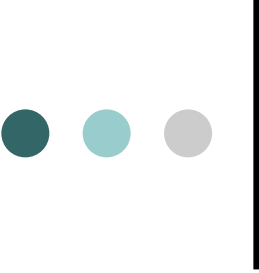


**ICMA**

*Leaders at the Core of Better Communities*



**URBAN LIBRARIES COUNCIL**



*“Strengthening the  
public library as an  
essential part of urban  
life”*



URBAN LIBRARIES COUNCIL



# What Makes Cities and Counties Vibrant?

## o **Strong Local Economy**

- **Traditional economic development strategies**
- **Emerging human and social capital strategies**





# Building the Value Proposition for Libraries

- *Placing a Value on Public Libraries*, Glen Holt, Don Elliott, 1999  
([www.slpl.lib.mo.us/libsrc](http://www.slpl.lib.mo.us/libsrc))
- *The Economic Impacts & Benefits of Florida Public Libraries* – Information Institute, Florida State University, 2001  
([www.dlis.dos.state.fl.us](http://www.dlis.dos.state.fl.us))
- *The Economic Impact of Libraries on South Carolina* - School of Library and Information Science, University of South Carolina, 2005  
([www.libsci.sc.edu](http://www.libsci.sc.edu))
- *The Seattle Public Library Central Library: Economic Benefits Study*, 2005  
([www.berkandassociates.com](http://www.berkandassociates.com))
- *Carnegie Library of Pittsburgh – Community Impacts & Benefits*, 2006 ([www.clpgh.org](http://www.clpgh.org))



URBAN LIBRARIES COUNCIL



# Library Value - \$

## o **Direct Return on Investment**

- \$1 generates \$3 in benefit (Pittsburgh)
- \$1 generates \$2.86 (South Carolina)
- \$16 million in new spending (Seattle)
- \$1 generates \$6.54 (Florida)





# Library Value – Social Capital

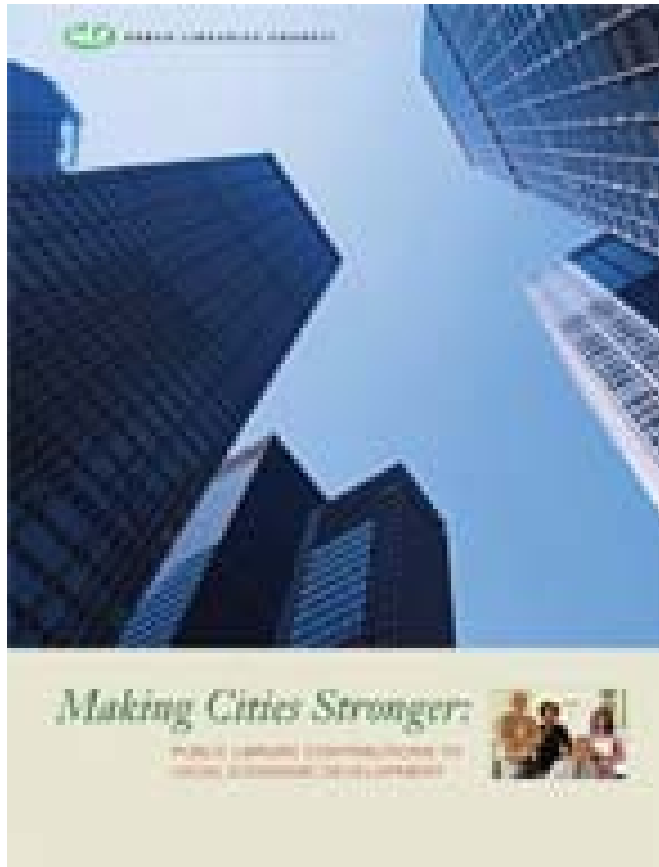
## ○ Indirect Social Benefits

- Access to information saves consumer \$
- Access to computer technology
- Job/Career resources
- Business resources (small business)
- Support for education
- Community asset (business development; destination, character, livability)



URBAN LIBRARIES COUNCIL

- Image & Identity



## ***Making Cities Stronger - 2006***



**URBAN LIBRARIES COUNCIL**



# Making Cities Stronger

## ○ **Methodology**

- ULC member library survey
- Field studies
- Analysis & evaluation in the context of emerging economic development theory



URBAN LIBRARIES COUNCIL



# Making Cities Stronger

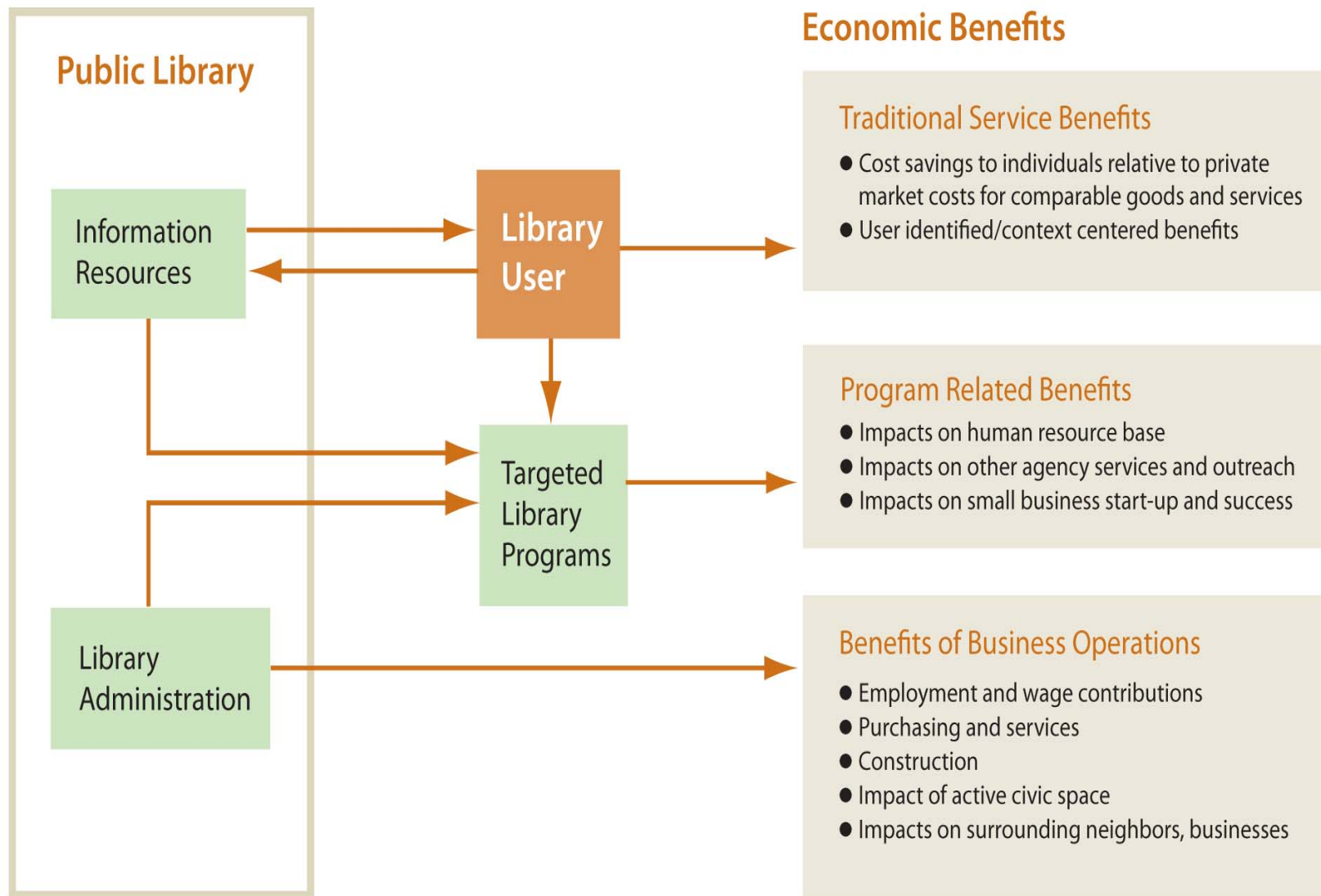
*Key Findings:*

- **Early literacy services** contribute to long-term economic success
- **Library employment and career resources** prepare workers with new technologies
- **Small business resources and programs** lower barriers to market entry
- **Public library buildings are catalysts** for physical development



URBAN LIBRARIES COUNCIL

## Model Distinguishing Economic Benefits Derived from Library Service and Administrative Functions





# Early literacy services contribute to long-term economic success

<b>Early Literacy</b>	School readiness/academic success
Community Campaigns	Elevate awareness of the need to read early and often
Baby Lap-Sit to PreK reading activities	Elevate levels of early literacy, expand learning resources
Outreach to parents and caregivers	Elevate levels of early literacy, improve quality of child care
Child care training and certification	Strengthen community-wide child care provider network, improve child care worker qualifications



URBAN LIBRARIES COUNCIL



# Early literacy services contribute to long-term economic success

- Broaden support for outreach to parents and area caregivers
- Strengthen partnerships with area child service providers
- Evaluate literacy program and collect meaningful data over time.



# Library employment and career resources prepare workers with new technologies

## Workforce Development

	Expand quantity and competencies of local workforce, long-term community economic capacity
Access to technology	Expand employment aptitudes, competencies
Access to internet	Expand access to employment search and application opportunities
Access to technology training	Expand employment skills and opportunities
English language training, adult literacy resources & services	Expand employment opportunities, economic sustainability
Career skills workshops (w/agencies)	Provide support for career pathways, expand audiences/reach of agencies



URBAN LIBRARIES COUNCIL



# Library employment and career resources prepare workers with new technologies

- Strengthen connections with area workforce development agencies
- Build better employer connections
- Know your customers
- Know the broader workforce outlook/trends.



# Small business resources and programs lower barriers to market entry

<b>Small Business Support</b>	Strengthen key local enterprise base and stimulate new job creation
Access to databases and other resources	Reduce cost for research and planning
Technical assistance for start-ups and micro-enterprises	Reduce costs and barriers to entering market, reduce failure rates, expand audience for other local agencies involved in small business support, expand small business sector
Technical assistance to existing businesses	Strengthen viable small business sector, expand reach and lower costs of other local agencies with shared facilities and resources, increase clustering of enterprises for competitive advantages





# Small business resources and programs lower barriers to market entry

- Invest in targeted staff development and training
- Build community-wide access to business information resources
- Aggressively market business resources
- Understand and support small business clusters and financing
- Provide tailored support for micro-enterprises



# Public library buildings are catalysts for physical development

<b>Physical Development</b>	Contribute to vibrant urban and suburban life
Downtown (often "central" or "main")	Anchor development, generate foot traffic, revitalize commercial and cultural activity
Mixed-use, residential	Provide amenity value, generate foot traffic, increase quality of life and safety
Mall, commercial development	Generate traffic, but not sales competition, strengthens developer financing pro forma
Joint-Use	Reduce development costs, generate synergy of consumers/service providers





# Public library buildings are catalysts for physical development

- Demonstrate that public and private services can work together in mutually supportive ways
- Identify ways in which public libraries can complement local development plans
- Provide data to change developer perceptions
- Understand the challenges in shared buildings.



- ● ●

# Public library buildings are catalysts for physical development



URBAN LIBRARIES COUNCIL



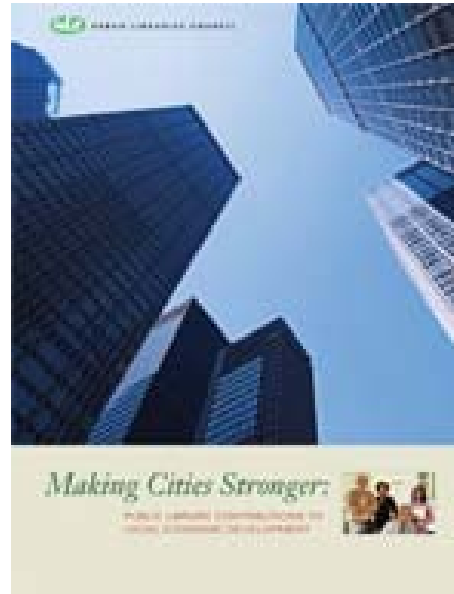
# Making Cities Stronger

**Public libraries –**

*Going from “nice to have” to  
an **ESSENTIAL** contributor  
to local economic  
development!*



**URBAN LIBRARIES COUNCIL**



For a copy of this  
publication:

[info@urbanlibraries.org](mailto:info@urbanlibraries.org)

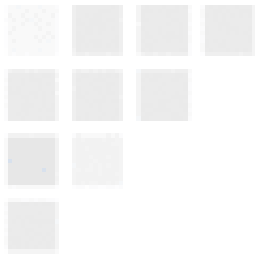


**URBAN LIBRARIES COUNCIL**



# Making Cities Stronger

THANK YOU



**ICMA**

*Leaders at the Core of Better Communities*



URBAN LIBRARIES COUNCIL