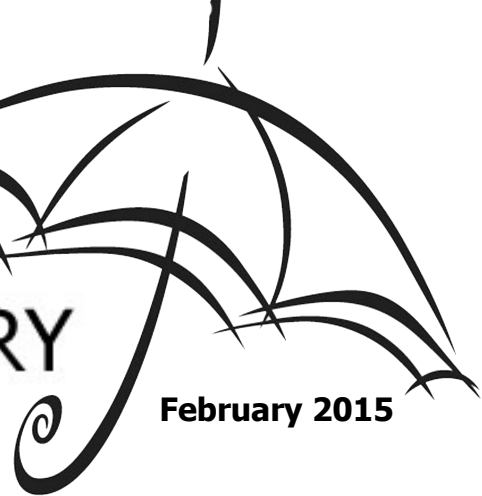


# Under the Umbrella

## STRATFORD PUBLIC LIBRARY



February 2015

### SPL's Economic Impact

Each and every day Stratford Public Library (SPL) makes a difference in people's lives. Library use is consistently high and delivers real value to the community. However, proving its real dollar value is sometimes harder to do.

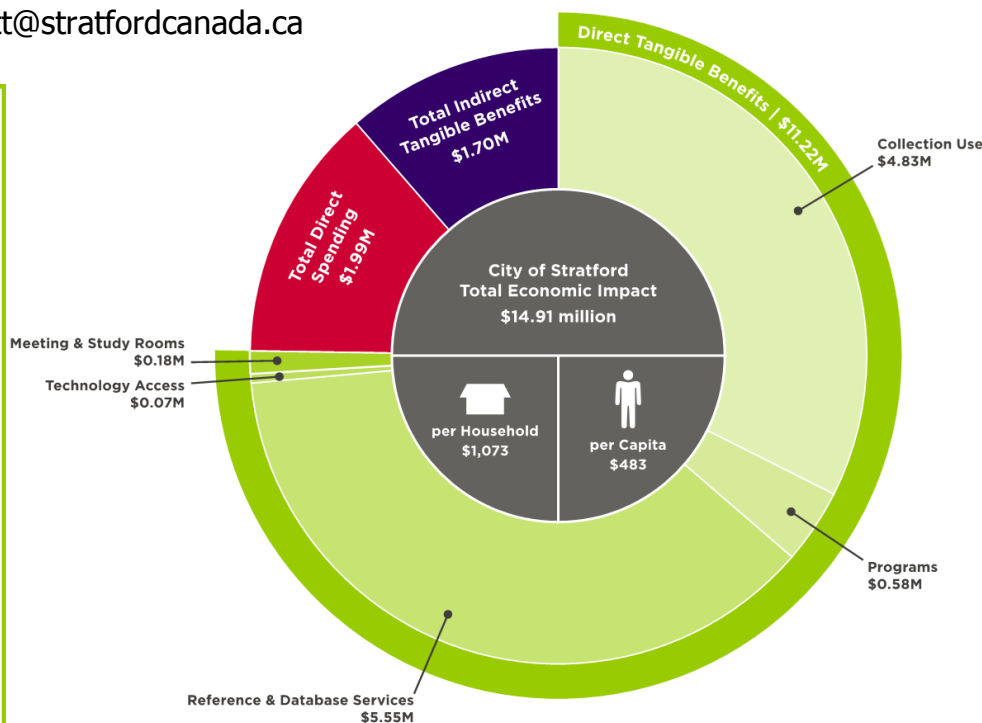
A December 2013 report by The Martin Prosperity Institute concluded that for every \$1 spent, the Toronto Public Library provided \$5.63 in benefits. It was the first study of its kind in Canada. In the spring of 2014, The Institute graciously provided this tool to all Ontario libraries.

On January 26th, Kimberly Silk, the Data Librarian from The Martin Prosperity Institute presented the following facts about the Stratford Public Library's economic impact on our city.

For more information contact Library CEO, Julia Merritt at 519-271-0220 x110 or [jmerritt@stratfordcanada.ca](mailto:jmerritt@stratfordcanada.ca)

#### Significant Impacts in Stratford

- For every \$1 spent, the City of Stratford receives \$7.48 in benefits
- Return On Investment (ROI): 648.2% (mid-point)
- For every hour the library is open, Stratford receives \$1,940 in benefits
- Total economic impact of SPL is \$14.91 million



#### HOURS

Monday - Thursday 10am-9pm  
 Friday 10am-6pm  
 Saturday 10am-5pm  
 Sunday 2-5pm

#### UPCOMING CLOSURES

Sunday February 15 &  
 Monday February 16  
 for Family Day

#### CONNECT WITH US

P. 519-271-0220  
 E. [askspl@pcin.on.ca](mailto:askspl@pcin.on.ca)  
 A. 19 St. Andrew Street  
[www.stratford.library.on.ca](http://www.stratford.library.on.ca)

## Adult Programs

### Blind Date with a Book, Volume 3

February 13 - 20

Discover hidden gems from our collections that are looking for their perfect match. Read their classified ads that hint at the delectable books under-the-covers.

The best part of your blind date is – no hurt feelings, and you get to tell us all about it, even if your date is a dud!

**“Rate your date” by March 13** and you’ll be entered into a draw for some truly date-worthy prizes from our sponsors: Chocolate Barrs, Flowers on York, Video+Books+Cds, Revel Caffe and Fanfare Books.

Stud or dud? You never know until you take a chance on that blind date with a book!



### Good Book Group

An ever-changing group of people who enjoy getting together to talk about books.

**February Title:**

**419 by Will Ferguson**

Tuesday February 3 • 2pm or 7pm • Program Room • Drop-in



### SUPE Club

For those who enjoy paranormal romance and urban fantasy. **February**

**Title: Angel's Ink by Jocelynn Drake •**

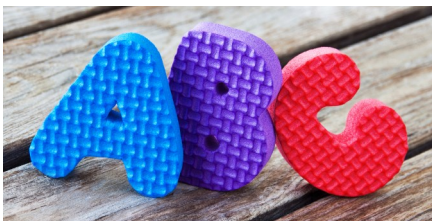
Wednesday February 25 • 7pm • Program Room • Drop-in



## Youth Programs

### STORYTIMES

**NEW!** All storytimes are now drop-in; no registration required. Free!



**Baby Steps:** Wednesday mornings, 10:15-11:15am, Feb. 4 - Mar. 25.

**Story Starters:** Thursday mornings, 10:30-11:30am, Feb. 5 - Mar. 26.

Visit [stratford.library.on.ca/zone/programs](http://stratford.library.on.ca/zone/programs) for details.

### The Every Child Ready to Read<sup>®</sup> Philosophy!

“Learning to read begins before children start school. From the time they are infants, children learn language and other important skills that will help them learn to read. Developing early literacy skills makes it easier for children to read once they begin school.”

Every Child Ready to Read<sup>®</sup>

**Talking \* Singing \* Reading \* Writing \* Playing**

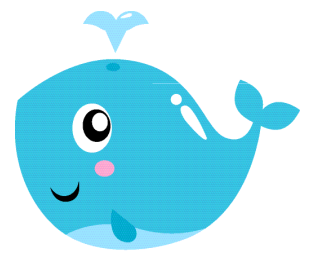
### Whale of a Tale

Join us for interactive storytelling, songs, puppets, crafts, and play.

**Mondays • 6:30-7:15pm**

Library Auditorium

Free, drop-in



If you require this document in an alternate format, contact the Library by phone 519-271-0220 or email [askspl@pcin.on.ca](mailto:askspl@pcin.on.ca)