

## 2019 Library Services Return on Investment (ROI) Calculator

Feb. 2021

I. 2019 Total Library Operations Spending **\$2,049,474**

### II. Circulation of Physical Books, DVDs, CDs etc....

Category	Circulation Count	Price per Item	Value	Comparison	Sellback	Net Value	% of Library Value
Books	277,690	\$23.80	\$6,609,022	Purchase	50%	\$3,304,511	
Periodicals	8,910	\$5.00	\$44,550	Purchase	0%	\$44,550	
Movies on DVD/VHS	209,040	\$3.00	\$627,120	Rent	NA	\$627,120	
Music CD/Cassette	18,915	\$9.99	\$188,961	Purchase	50%	\$94,480	
Books on CD/Tape	9,109	\$10.47	\$95,371	Rent	NA	\$95,371	
Playaway/Tablet Books	0	\$10.47	\$0	Rent	NA	\$0	
<b>Physical Circulation Subtotal</b>						<b>\$4,166,033</b>	<b>57.3%</b>

### III. Electronic Circulation (eBooks, streamed movies, music downloads, etc..)

Category	Circulation Count	Price per Item	Value	Comparison	Sellback	Net Value	
eBooks	43,669	\$12.50	\$545,863	Purchase	0%	\$545,863	
Audiobook Download	12,151	\$21.00	\$255,171	Purchase	0%	\$255,171	
Magazine Digital Downloads	671	\$5.00	\$3,355	Rent	NA	\$3,355	
Movies Streamed	1,375	\$4.00	\$5,500	Rent	NA	\$5,500	
Music Downloads	5,745	\$0.99	\$5,688	Purchase	0%	\$5,688	
<b>Electronic Circulation Subtotal</b>						<b>\$815,576</b>	<b>11.2%</b>

### IV. Reference Services

	# of Items	Value/Use				Value	
Non-circulating Periodicals used by Patrons	0	\$5.00				\$0	
	# of Library Visitors	# of Reference Items	Avg Cost	Value	Sellback	Net Value	
Use of Reference Materials	142,428	14,243	\$106.75	\$1,520,419	50%	\$760,209	
	# of Answers	Value/Hr.	Time/Answer			Value	
Reference Questions & Answers	36,660	\$50.00	6 minutes			\$183,300	
	Database # of Times Used	Value/Use				Value	
Electronic Database Usage Method A*	7,464	\$10.00				\$74,640	
* SEE INSTRUCTIONS. Fill in ONLY Cell B32 OR Cell B34, not both.	Database Hrs. Used	Value/Hr.				Value	
Electronic Database Usage Method B*	0	\$40.00				\$0	
<b>Reference Services Subtotal</b>						<b>\$1,018,149</b>	<b>14.0%</b>

### V. Computer & Technology Services

	# of Hours	Price/Hr.		Value	
Patron Computer Use	21,722	\$29.40		\$638,627	
	# of Hours	Price/Hr.		Value	
Wi-Fi Use	58,705	\$5.00		\$293,525	
	# of Items	Price/Item		Value	
Wi-Fi "Hot Spot" Lending	211	\$14.50		\$3,060	
	# of Patron Hrs.	Value/Hr.		Value	
Computer Training	0	\$25.00		\$0	
<b>Computer &amp; Technology Subtotal</b>				<b>\$932,152</b>	<b>12.8%</b>

### VI. Other Library Services

	# of Events	Rent/Event		Value	
Meeting Room Use	292	\$50.00		\$14,600	
	Attendance	Value/Participant		Value	
Children's Library Programs	14,196	\$20.00		\$283,920	
	Attendance	Value/Participant		Value	
Young Adult Library Programs	102	\$15.00		\$1,530	
	Attendance	Value/Participant		Value	
Adult Library Programs	1,503	\$25.00		\$37,575	
	# of Sessions	Price/Hr.		Value	
Homework Help Sessions	0	\$60.00		\$0	
* SEE INSTRUCTIONS. Fill in ONLY Cell B58 OR Cell B60, not both.	# of Students Helped	Price Per Student		Value	
Homework Help Sessions	0	\$20.00		\$0	
	# Meals/Snacks Provided	Price per Meal		Value	
Summer Food Programs	0	\$2.25		\$0	
	# of Library Outreach Trips	Patron Cost Saved Per Trip	Average # of Patrons Per Trip	Value of Outreach	
Outreach Services (Bookmobile etc.) Method A**	0	\$2.90	0	\$0	
* SEE INSTRUCTIONS. Fill in ONLY Cell B64 OR Cell B66, not both.	Avg # of Books/Visit	# of Library Trips Saved	Cost Per Trip	Value	
Outreach Services (Bookmobile visits and books delivered to patrons) Method B**	607	3	202.3333333	\$587	
<b>Other Library Services Subtotal</b>				<b>\$338,212</b>	<b>4.7%</b>

### Grand Total Benefits of Library Circulation & Services

**\$7,270,122**

### VII. Ratio of Library Benefits to Expenditures

2019 Total Library Operations spending (from cell B3)

**\$2,049,474**

**Direct Benefit to Spending Ratio**

**3.55**

### VIII. Economic Multiplier

**2018 BEA**

BEA Household Consumption Multiplier

**1.2649**

**Multiplier Impact to Consumers of Value of Library Services**

**\$9,195,977**

**Economic Multiplier Benefit to Spending Ratio**

**4.49**