

2015 Library Services Return on Investment (ROI) Calculator (Based on 2014 Pricing)

I. 2015 Total Library Operations Spending **Amount**
\$6,915,167

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

Category	Circulation Count	Price per Item	Value	Comparison	Sellback	Net Value	% of Library Value
Books	1,065,909	\$19.50	\$20,785,226	Purchase	50%	\$10,392,613	
Periodicals	56,001	\$5.00	\$280,005	Purchase	0%	\$280,005	
Movies on DVD/VHS	653,272	\$3.00	\$1,959,816	Rent	NA	\$1,959,816	
Music CD/Cassette	55,167	\$9.99	\$551,118	Purchase	50%	\$275,559	
Books on CD/Tape	49,127	\$10.47	\$514,360	Rent	NA	\$514,360	
Playaway/Tablet Books	15,086	\$10.47	\$157,950	Rent	NA	\$157,950	
Physical Circulation Subtotal						\$13,580,303	47.6%

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

Category	Circulation Count	Price per Item	Value	Comparison	Sellback	Net Value	
eBooks	139,898	\$10.00	\$1,398,980	Purchase	0%	\$1,398,980	
Audiobook Downloads	49,977	\$23.00	\$1,149,471	Purchase	0%	\$1,149,471	
Magazine Digital Downloads	12,109	\$5.00	\$60,545	Rent	NA	\$60,545	
Movies Streamed	5,044	\$4.00	\$20,176	Rent	NA	\$20,176	
Music Downloads	4,778	\$0.99	\$4,730	Purchase	0%	\$4,730	
Electronic Circulation Subtotal						\$2,633,902	9.2%

IV. Reference Services

	# of Items	Value/Use				Value	
Non-circulating Periodicals used by Patrons	1,398	\$5.00				\$6,990	
	# of Library Visitors	# of Reference Items	Avg Cost	Value	Sellback	Net Value	
Use of Reference Materials	630,207	63,021	\$120.00	\$7,562,484	50%	\$3,781,242	
	# of Answers	Value/Hr	Time/Answer			Value	
Reference Questions & Answers	151,581	\$50.00	6 minutes			\$757,905	
	Database # of Times Used	Value/Use				Value	
Electronic Database Usage Method A	46,017	\$10.00				\$460,170	
* 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	
Reference Services Subtotal						\$5,006,307	17.5%

V. Computer & Technology Services

	# of Hours	Price/Hr		Value	
Patron Computer Use	79,518	\$18.00		\$1,431,324	
	# of Hours	Price/Hr		Value	
Wi-Fi Use	87,751	\$2.50		\$219,378	
	# of Patron Hrs	Value/Hr		Value	
Computer Training	174	\$25.00		\$4,350	
Computer & Technology Subtotal				\$1,655,052	5.8%

VI. Other Library Services

	# of Events	Rent/Event		Value	
Meeting Room Use	471	\$50.00		\$23,550	
	Attendance	Value/Participant		Value	
Children's Library Programs	22,689	\$20.00		\$453,780	
	Attendance	Value/Participant		Value	
Young Adult Library Programs	3,572	\$15.00		\$53,580	
	Attendance	Value/Participant		Value	
Adult Library Programs	205,174	\$25.00		\$5,129,350	
	# of Library Outreach Trips	Patron Cost Saved Per Trip	Average # of Patrons Per Trip	Value of Outreach	
Outreach Services (Bookmobile etc.) Method A*	204	\$2.80		\$571	
* SEE INSTRUCTIONS. Fill in ONLY Cell B45 OR Cell B47, not both.		Avg # of Books/Visit	# of Library Trips Saved	Cost Per Trip	
Outreach Services (Bookmobile etc.) Method B*	0	3	0	\$2.80	\$0
Other Library Services Subtotal				\$5,660,831	19.8%

Grand Total Benefits of Library Circulation & Services

	\$28,536,395	\$ 24,284,478	\$ 23,209,741
VII. Ratio of Library Benefits to Expenditures			
2014 Total Library Operations spending (from cell B3)	\$6,915,167	\$ 6,693,708	\$ 6,611,609
Direct Benefit to Spending Ratio	4.13	3.63	3.51
VIII. Economic Multiplier			
BEA Household Consumption Multiplier	1.4098		
Multiplier Impact to Consumers of Value of Library Services	\$40,230,610	\$ 34,236,257	\$ 32,721,093
Economic Multiplier Benefit to Spending Ratio	5.82	5.11	4.95