

**2018 Library Services Return on Investment (ROI) Calculator (based on pricing from 2017 report)**

**I. 2018 Total Library Operations Spending** Amount  
\$7,130,401

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

Category	Circulation Count	Price per Item	Value	Comparison	Sellback	Net Value	% of Library Value
Books	780,102	\$19.60	\$15,289,999	Purchase	50%	\$7,645,000	
Periodicals	36,190	\$5.00	\$180,950	Purchase	0%	\$180,950	
Movies on DVD/VHS	396,444	\$3.00	\$1,189,332	Rent	NA	\$1,189,332	
Music CD/Cassette	24,106	\$9.99	\$240,819	Purchase	50%	\$120,409	
Books on CD/Tape	28,712	\$10.47	\$300,615	Rent	NA	\$300,615	
Playaway/Tablet Books	22,731	\$10.47	\$237,994	Rent	NA	\$237,994	
<b>Physical Circulation Subtotal</b>	1,288,285					<b>\$9,674,299</b>	<b>31.5%</b>

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

Category	Circulation Count	Price per Item	Value	Comparison	Sellback	Net Value	
eBooks	177,039	\$10.00	\$1,770,390	Purchase	0%	\$1,770,390	
Audiobook Download	94,515	\$23.00	\$2,173,845	Purchase	0%	\$2,173,845	
Magazine Digital Downloads	7,443	\$5.00	\$37,215	Rent	NA	\$37,215	
Movies Streamed	12,372	\$4.00	\$49,488	Rent	NA	\$49,488	
Music Downloads	6,183	\$0.99	\$6,121	Purchase	0%	\$6,121	
<b>Electronic Circulation Subtotal</b>	297,552					<b>\$4,037,059</b>	<b>13.1%</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	457,054	45,705	\$111.50	\$5,096,152	50%	\$2,548,076	
	# of Answers	Value/Hr	Time/Answer			Value	
Reference Questions & Answers	87,629	\$50.00	6 minutes			\$438,145	
	Database # of Times Used	Value/Use				Value	
Electronic Database Usage Method A*	31,771	\$10.00				\$317,710	
* SEE INSTRUCTIONS. Fill in ONLY Cell B32 OR Cell B34, not both.	Database Hrs Used	Value/Hr					
Electronic Database Usage Method B*	0	\$40.00				\$0	
<b>Reference Services Subtotal</b>						<b>\$3,303,931</b>	<b>10.8%</b>

V. Computer & Technology Services							
	# of Hours	Price/Hr				Value	
Patron Computer Use	45,752	\$29.40				\$1,345,109	
	# of Hours	Price/Hr				Value	
Wi-Fi Use	2,070,982	\$5.00				\$10,354,910	
	# of Patron Hrs	Value/Hr				Value	
Computer Training	1,031	\$25.00				\$25,775	
<b>Computer &amp; Technology Subtotal</b>						<b>\$11,725,794</b>	<b>38.2%</b>

VI. Other Library Services							
	# of Events	Rent/Event				Value	
Meeting Room Use	904	\$50.00				\$45,200	
	Attendance	Value/Participant				Value	
Children's Library Programs	24,523	\$20.00				\$490,460	
	Attendance	Value/Participant				Value	
Young Adult Library Programs	4,074	\$15.00				\$61,110	
	Attendance	Value/Participant				Value	
Adult Library Programs	55,408	\$25.00				\$1,385,200	
	# of Sessions	Price/Hr				Value	
Homework Help Sessions	0	\$60.00				\$0	
* SEE INSTRUCTIONS. Fill in ONLY Cell B56 OR Cell B58, 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**	205	\$2.68				\$548	
* SEE INSTRUCTIONS. Fill in ONLY Cell B62 OR Cell B64, not both.	Avg # of Books/Visit	# of Library Trips Saved	Cost Per Trip			Value	
Outreach Services (Bookmobile etc.) Method B**	0	3	0	\$2.88		\$0	
<b>Other Library Services Subtotal</b>						<b>\$1,982,518</b>	<b>6.5%</b>

Grand Total Benefits of Library Circulation & Services	2018	2017	2016	2015	2014
	\$30,723,602	\$19,869,555	\$23,100,854	\$28,536,395	\$24,284,478

VII. Ratio of Library Benefits to Expenditures					
2017 Total Library Operations spending (from cell B3)	\$7,130,401	6,276,371	6,970,629	6,915,167	6,693,708
<b>Direct Benefit to Spending Ratio</b>	<b>4.31</b>	<b>3.17</b>	<b>3.31</b>	<b>4.13</b>	<b>3.63</b>

VIII. Economic Multiplier					
BEA Household Consumption Multiplier	1.2835				
<b>Multiplier Impact to Consumers of Value of Library Services</b>	<b>\$39,433,743</b>	<b>\$28,012,099</b>	<b>\$32,567,585</b>	<b>\$40,230,610</b>	<b>\$34,236,257</b>
<b>Economic Multiplier Benefit to Spending Ratio</b>	<b>5.53</b>	<b>4.46</b>	<b>4.67</b>	<b>5.82</b>	<b>5.11</b>