

Fletcher Free Library Return on Investment Calculator:				
Service Comparison	Enter Data ↓	Service Value to Your Community	What it Means	How Value Was Calculated
Per Person Contribution to the Library	\$2,236,774.00	\$52.61	This is what the average person pays toward the library.	Total receipts divided by the population served.
Book Purchases - Adult & UA	123,227	\$2,464,540.00	This is what the community would have paid if they had to buy books rather than borrow them.	Adult books circulated multiplied by \$20 (price in between a hard and softcover book.)
Book Purchases - Children	101,688	\$2,033,760.00	This is what the community would have paid if they had to buy children's books rather than borrow them.	Children's books circulated multiplied by \$20 (price in between a hard and softcover book.)
Classes/Programs	6,034	\$54,306.00	This is what the community would have paid for entertainment at the movies or a class at the local college.	Program attendance multiplied by \$9, based on the cost of a 1/2 movie ticket.
Computer & Internet Access	15,672	\$188,064.00	This is what the community would have paid to use the Internet at a cybercafe.	Internet uses multiplied by \$12, based on the cost of computer use per hour at <i>Krinko's Copy Center</i> .
DVD Rentals	7,070	\$134,330.00	This is what the community would have paid to purchase a DVD	DVD's circulated multiplied by \$19, the minimum cost for purchasing a newly released DVD
eBook	24,870	\$223,830.00	This is what the community would have paid to download and purchase eBooks	eBook's circulated multiplied by \$9
Downloadable Audio Book	35,937	\$323,433.00	This is what the community would have paid to download an audio books.	Downloadable audiobook circ multiplied by \$9, the average cost for a downloadable book
Information Requests (Reference Questions)	25,177	\$62,942.50	This is what the community would have paid for information requests through <i>Google Answers</i> .	Reference Questions asked multiplied by \$2.50 per question, the minimum charge per question on <i>Google Answers</i> .
Self-Directed Activities	11,499	\$28,747.50	This is what the community would pay for a self-directed activity	Self-directed activities that patrons took part in multiplied by \$2.50, the approximate wage they are paid within MHLs.
Library of Things Loan	2,644	\$39,660.00	This is what the community would have paid if they had to buy books rather than borrow them.	Library of Things loans multiplied by \$15.00
ILL Requests & Filled	1420	\$35,500.00	This is what the community would have paid if they had to buy books rather than borrow them.	ILL Loans requested and received multiplied by \$25.00
Meeting Room Use per hour	318	\$7,950.00	This is what the community would have paid if they had to rent a room	Meeting room use multiplied by \$25.00
Museum Passes Borrowed	195	\$4,875.00	This is what the community would have paid admission to a museum or science center for a family of 4 or less.	Museum passes borrowed multiplied by \$25.00
Database searches (Consumer Reports, Newspapers, Magazines)	163219	\$1,632,190.00	This is what the community would have paid if they get past a firewall for back issues of periodicals or subscribe to online services.	Data bases searches multiplied by \$10.00
Total Value to Community		\$7,234,128.00		
<b>Value Per Capita</b>	<b>42,513</b>	<b>\$170.16</b>	<b>Calculate PS ROI by dividing the service value total by the total tax paid to support the library</b>	<b>\$170.16</b>

Per Person Contribution to the Library  
**\$52.61**  
 Difference or Added Value  
**\$117.55**