



In partnership with the New Jersey State Library and the Highlands Regional Library Cooperative Funding and Resource Development Task Force

Valuing Libraries Worksheet

Mount Laurel Library Value of Services - 2011

Mount Laurel population	41,864 2010 Census
Non-residents with library cards	<u>2,758</u>
Total population served	44,622
Local and State Tax dollars FY11:	\$2,221,114
Visitors in 2011:	323,158
average 991 per day	

Library Service	Activity	Cost	Total
Computer Hours Used	44993	\$24.00	\$1,079,832
Reference Questions	37,348	\$2.50	\$93,370
Children + YA program participants	12,592	\$9.00	\$113,328
Adult program participants	4,606	\$10.00	\$46,060
Nonfiction books (adult + YA) lent	92,359	\$26.34	\$2,432,736
Fiction books (adult + YA) lent	114,141	\$28.42	\$3,243,887
Paperbacks (adult) lent	11,789	\$8.70	\$102,564
Juvenile books lent	163,352	\$19.45	\$3,177,196
ILL's lent	5,994	\$20.95	\$125,574
CD lent	55,196	\$12.00	\$662,352
DVD/VHS lent	216,695	\$3.60	\$780,102
Video games lent	17,655	\$7.95	\$140,357
Audio books lent	26,275	\$48.15	\$1,265,141
Audio books downloaded	3,159	\$28.79	\$90,948
Ebooks downloaded	4,043	\$12.99	\$52,519
Magazines lent	13,141	\$7.00	\$91,987
Newspapers	1,760	\$20.55	\$36,168
Meeting Room use	358	\$250.00	\$89,500

Total value of services \$13,623,622

Return on Investment: 613%

Every tax dollar spent equals \$6.13 of value returned to the community.

Budget

Tax dollars received from state and township

Library Service

Computer Hours Used
Reference Questions
Children + YA program participants
Adult program participants
Nonfiction books (adult + YA) lent
Fiction books (adult + YA) lent
Paperbacks (adult) lent
Juvenile books lent
ILL's lent
CD lent
DVD lent/VHS lent
Video games lent
Audio books lent
Audio books downloaded
Ebooks downloaded
Magazines lent
Newspapers
Meeting Room use

Notes

\$24.00 hour (0.40 minute) FedEx/Kinkos in Mount Laurel
\$2.50 Google's past charge for answering questions
\$9.00 average cost FunPlex/EduQuest - HRLC price list 2010
\$10.00 average cost concerts/wkshops - HRLC price list 2010
\$26.34 School Library Journal 2011 prices
\$28.42 School Library Journal 2011 prices
\$8.70 mass market paperback School Library Journal 2011 prices
\$19.45 School Library Journal 2011 prices
\$20.95 average cost of items borrowed
\$12 - Amazon - HRLC price list 2010
\$3.60 Red Box price for 3 days
\$7.95 cheapest monthly rate for video game rental - Gamefly
\$48.15 Bowker 2010 - HRLC price list 2010
\$28.79 audible.com non-membership price (ave NYT 10 best sellers)
\$12.99 average bestseller price on Amazon and B&N – July 2011
\$7.00 ave price 5 different titles - HRLC price list 2010
formula: (cost of papers)x(days open)x(5 uses daily) = 20.55x352x5
\$250 local commercial meeting room rates - HRLC price list 2010

HRLC = Highlands Regional Library Cooperative

http://ldb.njstatelib.org/ldb_files/ValuingLibrariesPriceList2010.xls