



KALKASKA COUNTY
LIBRARY

▶ *Expect Something Unexpected!*

**PUBLIC LIBRARY RETURN
ON INVESTMENT(ROI):**

A CHEAT-SHEET OF METHODS
AND SAMPLING OF FINDINGS

- ▶ EMPLOYMENT & EXPENDITURES*
- ▶ REFERENCE SERVICES
- ▶ PROGRAMS
- ▶ USE OF MATERIALS
- ▶ COMPUTERS & WI-FI ACCESS
- ▶ DATABASES

REPORTS/FINDINGS*	ROI
Taxpayer return on investment in Florida Public Libraries (2004)	\$10.18
Reinvesting and renewing for the 21 st Century (San Francisco Public Libraries, 2015)	\$9.11
Taxpayer return on investment in Pennsylvania Public Libraries (2007)	\$5.50
Economic impact of public libraries in South Carolina (2005)	\$4.48
Placing Economic value on the services of public libraries in Suffolk County (2005)	\$3.93
Economic benefits of public libraries: Value For Money (Ohio Public Libraries, 2008)	\$3.81
Carnegie Library of Pittsburgh: Community Impact and Benefits (2004)	\$3.00
Texas Public Libraries: Economic Benefits and Return on Investment (2017)	\$4.64
Minnesota Libraries' Return on Investment (2011)	\$4.62
Public Libraries–A Wise Investment: A Return on Investment Study of Colorado Libraries (2009)	\$4.99
Mean ROI = \$5.43	

* Includes GDP; gross output; value added; leakage; direct, indirect, and induced impacts; and multiplier effect

**Additional recent ROI reports: Salt Lake County, UT (2010, \$5.47-\$6.07); Santa Clara County, CA (2012, \$2.50-\$5.17); Toledo Lucas County, OH (2015, \$3.87); Toronto (2012, \$4.63)