



## Libraries Provide Essential Services

- ✓ Public libraries help people learn new things no matter their age.
- ✓ Public libraries improve communities by helping people learn new skills that lead to better jobs.
- ✓ Public libraries attract good businesses to the area.

*“Indispensible, essential and important to a sense of community...”*

- E-Government
- Careers and Educational Choices
- Health Information and Resources
- Educational Support
- Personal Growth and Development
- Children and Youth Activities



FLORIDA DEPARTMENT of STATE

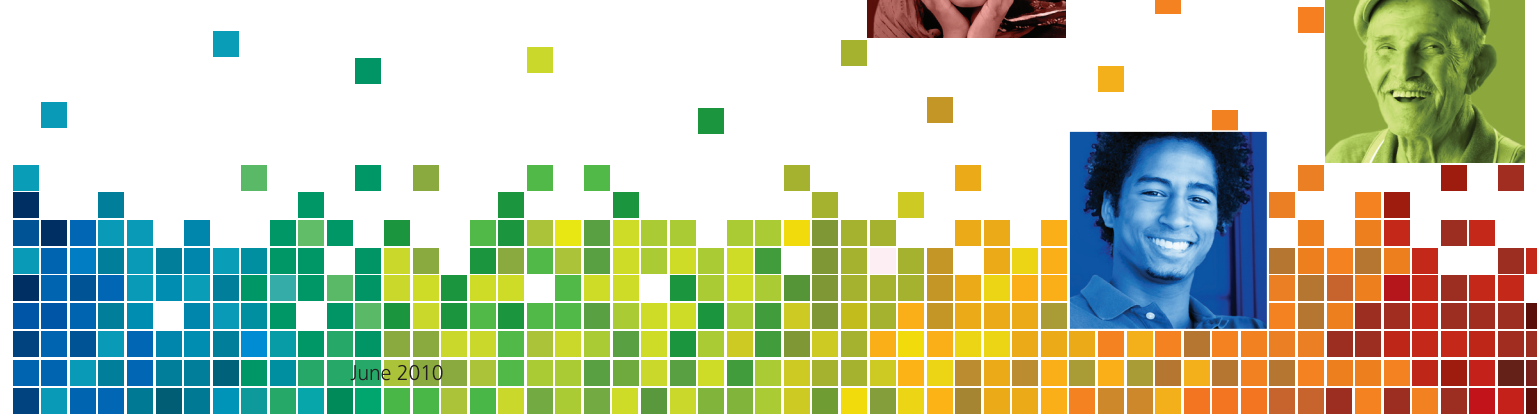
Division of Library and Information Services

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# Taxpayer Return on Investment in Florida Public Libraries



For every tax dollar received, Florida public libraries in 2008 provided **\$8.32** in value.



## Florida Libraries Support a Strong Economy

- ✓ **Jobs Created** - A job is created for every \$3,491 of public support to Florida libraries.
- ✓ **Income or Wages Increase** - Income (wages) increases by \$22.97 for every dollar of public support to libraries.
- ✓ **Gross Regional Product Increases** - The value of all goods and services produced in the state of Florida increases by \$10.57 for every dollar of public support to libraries.

*“I owe the library for finding a job in this tough economy.”*

*“I needed access to a computer for job hunting on a daily basis. I was able to visit the library to accomplish this.”*

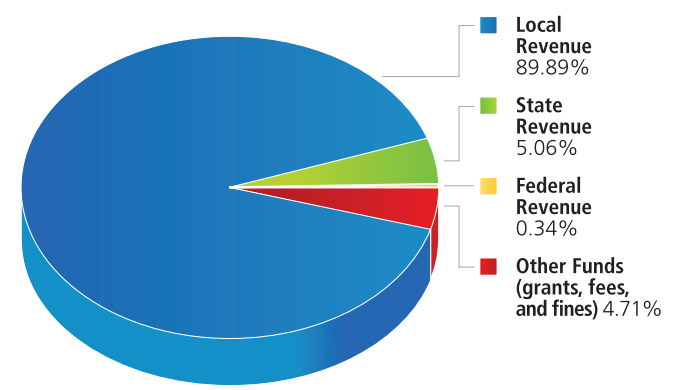
*“[I] Learned how to use Excel.”*



## Funding

- ✓ Visits to public libraries increased over 7% between 2007 and 2008 while funding increased less than 1%.
- ✓ Nearly 90% of public library funding comes from local sources.

Public Library Support by Source 2008

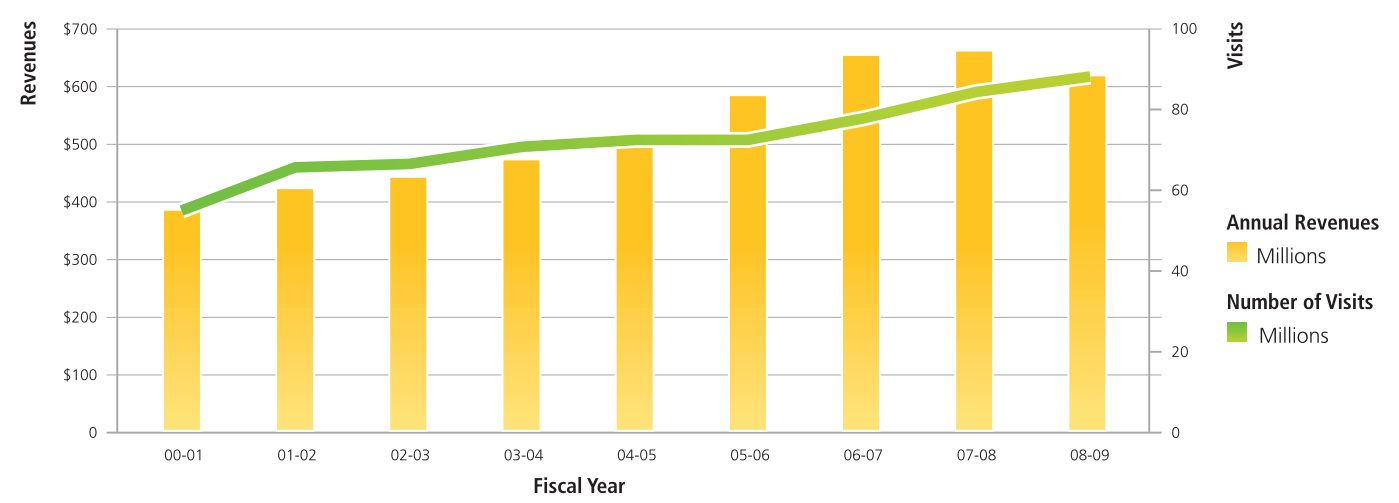


## Return on Investment

**For every tax dollar received, Florida public libraries in 2008 provided \$8.32 in value.**  
The value provided by Florida public libraries increased significantly from 2004 to 2008.

| Florida Public Libraries Return on Investment 2004 and 2008 comparison: | 2004      | 2008             |            |
|---|-----------|------------------|------------|
| Total Revenue Investment  | 449.3     | <b>668</b>       | (millions) |
| User Investment (cost to use library services)                          | 1.72      | <b>2.9</b>       | (billions) |
| Cost to Use Alternatives  | 4.05      | <b>7.19</b>      | (billions) |
| Total Net Benefits to Users   | 2.33      | <b>4.29</b>      | (billions) |
| Community Economic Benefits Lost  | 447       | <b>1,149</b>     | (millions) |
| Lost Use Benefits   | 155       | <b>79</b>        | (millions) |
| Economic Return   | 2.93      | <b>6.23</b>      | (billions) |
| <b>Return on Investment</b>   | 6.54 to 1 | <b>8.32 to 1</b> |            |

Florida Public Library Annual Revenues and Visits



## Definitions

- Revenue Investment:** The revenues supporting public libraries including federal, state and local funds; fees and fines; and cash gifts and donations.
- User Investment:** The investment by users in their time, travel, purchases, and other items necessary to use public libraries or specific services.
- Cost to Use Alternatives:** The estimated costs to use alternatives to the public libraries should they cease to exist, and should users decide to pursue alternatives (measured in terms of time and other expenditures).
- Total Net Benefits to Users:** The added cost to use alternatives to the public library. This is equivalent to the cost to use alternatives minus the user investment.
- Community Economic Benefits:** These are benefits that flow from the public library such as library spending with vendors, contractors, etc., in the state; revenues generated by vendors and contractors in the library (e.g., copying, coffee shop, gift shop); and spending that occurs as a result of library use (e.g., restaurants, stores, coffee shops).
- Lost Use Benefits:** These are benefits derived from use that would be lost if public libraries did not exist.
- Economic Return:** The results of public library use that can be expressed in economic terms.
- Return on Investment (ROI):** The relationship between the total economic benefit and the total investment in public libraries.
- Gross Regional Product (GRP):** An indicator of the economic well-being of an area measured in terms of the total economic output. The GRP numbers in this report refer to the state of Florida only.

