

Return on investment is a ratio between the net profit and cost of investment resulting from an investment of some resources.

Formula:

$$\frac{(\text{return} - \text{investment})}{\text{investment}}$$

Category	Amount
Circulation	\$172963.00
Program	\$13,529.32
Services	\$149,989.62
Net Return	\$336,481.94

Organization	Investment	ROI
Town of St. Paul	\$148,078.28	\$1.27
County of St. Paul	\$47,000.00	\$6.16
Community of St. Paul	\$3,593.37	\$92.64

*Community contribution has been calculated by adding up donations from till and FOL

Programs

Program Type	Comparable Value	Count	Return	Justification
Family Program	\$7.00	820	\$5,740.00	Used Children's program value from https://www.chelmsfordlibrary.org/services/library-use-value-calculator/
Children's Program	\$4.32	1460	\$6,307.20	http://www.ala.org/tools/research/librariesmatter/value-childrens-public-library-programs
Adult Program	\$6.48	165	\$1,069.20	http://www.ala.org/tools/research/librariesmatter/value-adult-public-library-programs

Paid Program	Value	Fee	Rate	Count	Return	Justification
Pelvic Health Information Session	\$6.48	\$5.00	\$1.48	15	\$22.20	Same amount as Adult program was used.
Summer Reading Program	\$4.32	\$3.00	\$1.32	296	\$390.72	Same amount as Children's Program was used

Total Program Return: \$13,529.32

Circulation

Print Materials	Average Price	25% of price	Circulation Count	Return Amount
Fiction Hard Cover	\$26.58	\$6.65	8087	\$53,738.12
Fiction Paper Back	\$9.00	\$2.25	1672	\$3,762.00
Hard Cover Non-fiction	\$29.42	\$7.36	4502	\$33,112.21
Paperback Non-fiction	\$20.75	\$5.19	68	\$352.75
Large Print	\$32.18	\$8.05	2044	\$16,443.98
Picture Book	\$18.68	\$4.67	4495	\$20,991.65
Easy Reader	\$6.84	\$1.71	1499	\$2,563.29
Ya Fiction	\$24.13	\$6.03	1002	\$6,044.57
Board Book	\$7.99	\$2.00	761	\$1,520.10
Graphic Novels	\$26.20	\$6.55	972	\$6,366.60

Non-Print Material	Estimate Return Unit Price	Circulation Count	Return Amount	Justification
eResources	\$2.13	5312	\$11,314.56	This is average of the circ item price calculated by NLLS
Magazines	\$1.28	1045	\$1,337.60	This is 25% of the average price of magazine in year 2013
Music CD	\$3.78	339	\$1,2581.42	This is 25% of the average price of Music CDs in 2017 https://www.statista.com/statistics/324374/music-albums-average-price-by-retailer-type-in-great-britain-uk/
DVD/Blu-Ray	\$1.75	3964	\$6,937.00	This is Redbox DVD price of March 29, 2018 https://slickdeals.net/f/11427139-psa-redbox-dvd-price-increased-to-1-75
Audio Book	\$8.43	812	\$6,845.16	This is 25% of the average price of audio book that has been converted in CAD https://ebookfriendly.com/audiobooks-price-comparison-ebooks-print-books/
Board Games	\$7.50	47	\$352.50	This is 25% of the average price of board games in 2010 https://www.theboardgamefamily.com/2010/12/buy-100-games-for-christmas/

Total Circulation Return \$172,963.50

Services

Free Services	Estimate Return Unit Price	Count	Return Amount	Justification
Wi-Fi Access	\$10/GB	100.409	\$1,004.09	This amount is equal to the top-up data cost of Telus mobile
Reference	\$2.96/question	2839	\$8,403.44	*See bottom of page for full calculation
Computer Access	\$12/hour	11375	\$136,500.00	This amount is in accordance with ALA's Library Value Calculator
Computer Help	\$58/hour	17	\$986.00	Average cost of 60 minute computer skills lesson calculated by Takelessons https://takelessons.com/computer-skills-lessons

Services for pay	Market Price	Library Charge	Difference	Count	Return Amount	Justification
Meeting Room Rentals	\$45.6/hour	\$10/hour	\$35.6/hour	52	\$1,851.20	average rate for small conference room was borrowed from https://www.davincimeetingrooms.com/meeting-room-rates
Fax	\$1.5/page	\$1.00/page	\$0.5/page	616	\$308.00	Staples's price has been used as market price
Projector and screen rental	\$67.50	\$50	\$17.50	2	\$35.00	Used lowest rate from http://www.rentaprojector.ca/-equipment-rental/-rental-prices.html
Exam	\$30.25	\$20	\$10.25	76	\$779.00	Used 3 hour rate from http://online.illinois.edu/proctoru
Lamination	\$2.76/ft	\$2.00/ft	0.76/ft	161.7ft	\$122.89	Staples's price has been used as market price. Used 3mil Ledger landscape orientation lamination to compare price per foot

Total Service Return: \$149,989.62

Reference cost calculation

Basic Assumption: (taken from Maryland State Law Library <https://www.lawlib.state.md.us/aboutus/annualreport/2017referencereport.pdf>)

49.4% of reference questions are 0-5 min long

35.4% of reference questions are 6-15 min long

10.7% of reference questions are 16-30 min long

3.3% of reference questions are 31-60 min long

1.2% of reference questions are over 60 min long

Formula derived from stat:

$(\text{Average staff wage}) * ((0.494)(0 \sim 5) + (0.354)(6 \sim 15) + (0.107)(16 \sim 30) + (0.033)(31 \sim 60) + (0.012)(60))$

$(\$0.3072/\text{min})((0 \sim 2.47) + (2.124 \sim 5.31) + (1.712 \sim 3.21) + (1.023 \sim 1.98) + (0.72))$

$(0.3072)(5.579 \sim 13.69)$

\$1.7138688 ~ \$4.205568 / question

Approx. \$2.96/question