

Chapter VI. Case Studies of Individual Library Economic Impacts

Introduction

The statewide economic benefits of public libraries were presented in chapters two and four. In this chapter, results are presented from the additional analyses of 14 individual public libraries in the State of Texas. The results highlight benefits at the local level, whether the library serves a small community, an entire county, a medium-sized city, or a major metropolitan area. The results also highlight how and why there is variation across individual libraries in their economic impacts at a point in time.

First, libraries whose directors responded to the spring 2012 survey were sorted into five categories based on the population of their service areas:

- Fewer than 10,000 people
- 10,000 and 50,000 people
- 50,000 and 100,000
- 100,000 and 500,000
- More than 500,000

The second step was to review the aggregate of directors' responses in each category on two questions regarding operating expenditures. For both employee salaries and other operating expenditures, directors were asked for their best estimates of the percentages of expenditures made inside their library's service area. They were asked to choose from five possibilities: (a) Not much—less than 25%; (b) Less than half—25% to 50%; (c) More than half—50% to 75%; (d) Most—75% to 90%; and (e) Nearly all—90+%. For example, at one extreme a director might respond that Nearly All of the library's salaries and other operating expenditures were made within their service area. At the other extreme, a director might respond that less than 25% of salaries and other operating expenditures were made in the service area. The second possibility would mean there is substantial "leakage," or spending outside the library's service area.

For each of the five population categories, the most frequent answers for each of the two questions were determined. Then specific libraries were identified as possible candidates to represent their population groups. Within each of the five population categories, libraries were divided between those with capital expenditures during the year and those with no such expenditures. For the population categories

in which there were numerous libraries, e.g., fewer than 10,000 people and between 10,000 and 50,000 people, identifying libraries which were representative of the entire category was straightforward. For the other population categories, the task proved more challenging, with the libraries being less representative of the entire group. Nonetheless, candidate libraries were identified in each population category, with more potential candidate libraries in the population categories of fewer than 10,000 people served and between 10,000 and 50,000.

Library directors were contacted by email and asked if they wished to participate in the process, which would culminate in a short report describing the economic impacts of their library. In the email, directors were informed that they would be required to provide detailed data about their main expenditures and where these expenditures were made. Along with the email, directors were sent the form for the detailed data and also a fictitious sample of what a completed report might look like. All three items (sample email, expenditure form, and sample report) appear in Appendix D.

Fourteen library directors agreed to participate. The libraries are listed below by population category.

Fewer than 10,000

Alpine Public Library
Hemphill County
Krum Public Library
Refugio County (Dennis O' Connor Public Library)

Between 10,000 and 50,000

Belton (Lena Armstrong Public Library)
Canyon Lake (Tye Preston Memorial Library)
Seguin-Guadalupe County Public Library

Between 50,000 and 100,000

Hood County Public Library
Marshall Public Library
Victoria Public Library

Between 100,000 and 500,000

Tom Green County Public Library System

More than 500,000

Austin Public Library
Fort Worth Public Library
Harris County Public Library

The individual reports presented here have been reviewed by officials in their respective communities. Each of the reports describes a unique set of library services, different patterns of operating expenditures, and the presence or absence, as well as the amount of, capital expenditures. It is critical to remember that each library's economic benefits in relation to its expenses can be affected by each of the above factors as well as

“leakage.” Further, these reports show economic impact estimates as snapshots in time—some libraries with capital expenditures, for instance, will have lower ROIs during construction than in future years when their service levels increase and their capital expenditures recede. For all these reasons and others, comparisons across the different libraries should be minimized. The reports are intended to provide directors, their boards, and officials from cities and counties a general idea of the benefits in relation to costs.⁴⁶

Definitions for the terms used in the estimates are presented below. Calculation of a summary statistic (ROI) for total spending, including capital expenditures, is as follows: “Total” (Economic Impacts/Benefits) from Table 4 divided by “Total Spending” from Table 1. Calculation of a summary statistic (ROI) for operating activities only, which excludes capital expenditures and economic benefits from capital expenditures, is as follows: the sum of “Total” from Table 2 and “Total Effect” from Table 3 divided by “Total Operating Costs” from Table 1.

Definitions

Leakage: Refers to spending that occurs outside a particular geographic area, e.g., community, region.

Direct Impact: The measured economic activity (expenditures, employment, wages) recorded by the library.

Indirect Impact: Captures the additional activity related to the library’s supply chain based on the local composition of the economy.

Induced Impact: Captures the impact of household spending driven by salaries earned by library employees, as well as indirect employees.

Multiplier Effect: Includes the direct, indirect, and induced impacts related to the library to demonstrate the rippling effect of economic activity related to expenditures, employment, and wages.

⁴⁶ Please note that Texas State Library and Archives Commission annual reports do not contain a detailed breakdown of circulation by media type (e.g. book, audio, video). The annual reports do contain a detailed breakdown of collections by media type however. Using the information about total circulation and the breakdown of the collection by media type, we assumed a library’s 2011 circulation parallels the library’s 2011 collection in terms of proportions. For example, if a library’s collection is 95% books and 5% audio/visual media, then we assumed its 2011 circulation is 95% books and 5% audio/visual. Once those proportions were determined for each library, the estimated number of books circulated was multiplied by the per book amount to generate a total value of that library’s book circulation.

Alpine Public Library

The Alpine Public Library serves a population of 5,905 in the City of Alpine, Texas, but also serves the entire population of 9,232 in Brewster County. With 6,624 registered borrowers, the library provides direct services beyond their intended service population to 72% of the county population, while providing increased economic activity to the local community as a whole.

TABLE 1. ALPINE PUBLIC LIBRARY

County	Brewster
MSA	None
Employees (FTEs)	3.6
Headcount	8.0
Total Income	\$335,509
Wages	\$101,657
Benefits	\$8,397
Collection	\$43,521
Other Operating Costs	\$123,767
Total Operating Costs	\$277,342
Capital Outlays	\$198,304
Total Spending	\$475,646



The library had operating costs of \$277,342 in FY2011. Of the operating income, 90.2% derived from local revenue sources. Private grants comprised 6.2% of operating revenue, and the remaining 3.6% came from the Loan Star Libraries Grant award. The library had \$198,304 in capital spending that occurred outside Brewster County. With these operating costs, the library:

- Employs 3.6 full-time equivalent paid staff from the local community (with an average salary and benefits of \$30,360);
- Maintains a collection of 31,794 items which were circulated 45,106 times in FY2011; and
- Provides 11 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 32,164 times; 2,804 of these visits were specifically to attend programs for children.



The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library sponsored programs. For the Alpine Public Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF ALPINE PUBLIC LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	40,738	\$8.72	\$355,235
Audio-visual media circulation	4,368	\$1.00	\$4,368
Reference services	77	\$2.25	\$173
Trainings/tutorials	1,182 adult 76 youth 2,804 children	\$8.00 adult \$6.50 youth \$5.00 children	\$23,970
Internet access in library	8,332	\$17.40	\$144,977
Wi-Fi Internet access	156	\$5.00	\$780
Total			\$529,503

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Alpine Public Library generated economic activity through local employment and purchases in FY2011. Those supplier companies then, in turn, employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the county, collections are often purchased from outside the region.

The \$277,342 in direct library operating expenditures and \$198,304 in capital outlays led to \$505,001 in total economic activity in the local community in FY2011.

(See Table 3.) These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library’s level of economic activity led to an additional two employees in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF THE ALPINE PUBLIC LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	8.0	\$110,054	\$208,007	\$277,342
Indirect Effect	1.1	\$39,021	\$99,740	\$139,784
Induced Effect	0.9	\$24,203	\$52,393	\$87,875
Total Effect	10.0	\$173,278	\$360,140	\$505,001

As shown in Table 4 below, the total economic impacts from the Alpine Public Library were \$1,034,504 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACTS OF THE ALPINE PUBLIC LIBRARY

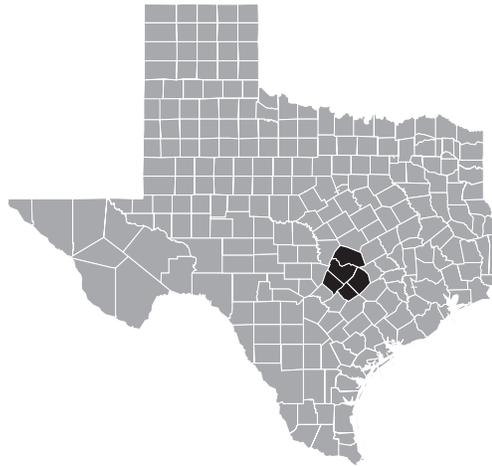
Type of Impact	Value
Library Services	\$529,503
Business Entity	\$505,001
Total	\$1,034,504

Austin Public Library

The Austin Public Library serves a population of 754,691 (2011) in the City of Austin, Texas, which is part of Travis County and the Austin-San Marcos metropolitan statistical area. With 519,788 registered borrowers, the library provides direct services to 69% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. AUSTIN PUBLIC LIBRARY

County	Travis
MSA	Austin-San Marcos
Employees (FTEs)	347.9
Headcount	357.0
Total Income	\$27,261,569
Wages	\$14,332,609
Benefits	\$5,665,719
Collection	\$2,764,971
Other Operating Costs	\$3,043,676
Total Operating Costs	\$25,806,975
Capital Outlays	\$2,752,721
Total Spending	\$28,559,696



The library had operating costs of \$25.8 million and capital outlays of \$2.8 million in FY2011. Of the operating expenditures, 98.5% came from local revenue sources. The remaining 1.5% came from the Loan Star Libraries Grant award (0.9%), other federal sources (0.1%), and from foundations and corporate grants (0.4%). With these operating costs, the library:

- Employs 347.9 full-time equivalent paid staff from the local community (with an average salary and benefits of \$57,491);
- Maintains a collection of 1,281,374 items which were circulated 4,663,483 times in FY2011; and
- Provides 653 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 3,540,095 times; 90,167 of these visits were specifically to attend programs for children.

The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library

sponsored programs. For the Austin Public Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF AUSTIN PUBLIC LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	4,053,499	\$8.72	\$35,346,511
Audio-visual media circulation	609,984	\$1.00	\$609,984
Reference services	181,798	\$2.25	\$409,046
Trainings/tutorials	23,642 adult	\$8.00 adult	\$680,525
	6,239 YA	\$6.50 YA	
	90,167 children	\$5.00 children	
Computer use	763,711	\$17.40	\$13,288,571
Wi-Fi internet access	280,800	\$5.00	\$1,404,000
Total			\$51,738,637

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Austin Public Library generate economic activity through local employment and purchases. Those supplier companies then, in turn, employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$25.8 million in direct library operating expenditures led to \$46.2 million in total economic activity in the local community in FY2011. (See Table 3.) Additional local benefits related to capital expenditures totaled \$1.3 million. These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library’s level of economic activity led to an additional 167 employees in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF AUSTIN PUBLIC LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	357.0	\$19,998,328	\$21,419,789	\$25,806,975
Indirect Effect	11.0	\$522,108	\$1,169,929	\$1,656,983
Induced Effect	156.4	\$6,494,203	\$11,983,274	\$18,779,377
Total Effect	524.4	\$27,014,639	\$34,572,992	\$46,243,335

As shown in Table 4 below, the total economic impacts from the Austin Public Library were \$99,265,839 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACT OF AUSTIN PUBLIC LIBRARY

Type of Impact	Value
Library Services	\$51,738,637
Business Entity	\$46,243,335
Capital Expenditures	\$1,283,867
Total	\$99,265,839

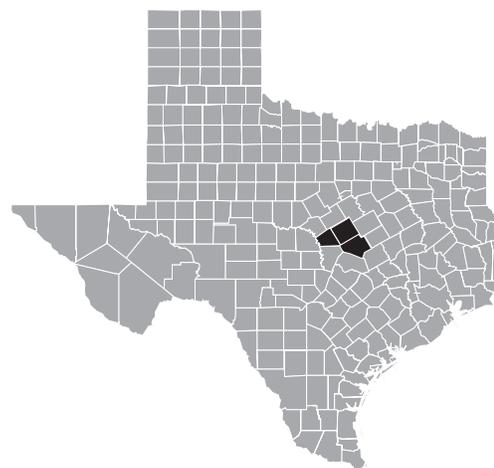
Belton

Lena Armstrong Public Library

The Lena Armstrong Public Library serves a population of 18,216 in the city of Belton, Texas, which is part of Bell County and the Killeen-Temple metropolitan statistical area. With 12,620 registered borrowers, the library provides direct services to 69% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. LENA ARMSTRONG PUBLIC LIBRARY

County	Bell
MSA	Killeen-Temple
Employees (FTEs)	5.0
Headcount	5.0
Total Income	\$328,371
Wages	\$163,082
Benefits	\$45,978
Collection	\$45,308
Other Operating Costs	\$40,817
Total Operating Costs	\$295,185
Capital Outlays	\$33,186
Total Spending	\$328,371



The library had operating costs of \$295,185 in FY2011, 98% of which came from local revenue sources. The remaining 2% came from the Loan Star Libraries Grant award. Capital outlays were \$33,200. With these operating costs, the library:

- Employs 5 full-time equivalent paid staff from the local community (with an average salary and benefits of \$41,812);
- Maintains a collection of 29,180 items which were circulated 58,415 times in FY2011; and
- Provides 8 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 40,429 times; 2,181 of these visits were specifically to attend programs for children.

The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library

sponsored programs. For the Lena Armstrong Public Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF LENA ARMSTRONG PUBLIC LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	55,226	\$8.77	\$481,571
Audio-visual media circulation	3,189	\$1.00	\$3,189
Reference services	3,361	\$2.25	\$7,562
Trainings/tutorials	144 adult 75 YA 2,181 children	\$8.00 adult \$6.50 YA \$5.00 children	\$12,545
Internet access	7,633	\$17.40	\$132,814
Wi-Fi internet access	676	\$5.00	\$3,380
Total			\$641,061

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Lena Armstrong Public Library generate economic activity through local employment and purchases. Those supplier companies then, in turn, employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$295,200 in direct library expenditures led to \$406,303 in total economic activity in the local community in FY2011. (See Table 3.) Local capital expenditures led to an additional \$27,014 in benefits. These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library's level of economic activity led to an additional employee in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF LENA ARMSTRONG PUBLIC LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	5.0	\$209,060	\$233,196	\$295,185
Indirect Effect	0.2	\$5,407	\$9,415	\$10,028
Induced Effect	0.9	\$29,608	\$61,670	\$101,090
Total Effect	6.1	\$244,075	\$304,281	\$406,303

As shown in Table 4 below, the total economic impacts from the Lena Armstrong Public Library were \$1,074,378 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACT OF LENA ARMSTRONG PUBLIC LIBRARY

Type of Impact	Value
Library Services	\$641,061
Business Entity	\$406,303
Capital Expenditures	\$27,014
Total	\$1,074,378

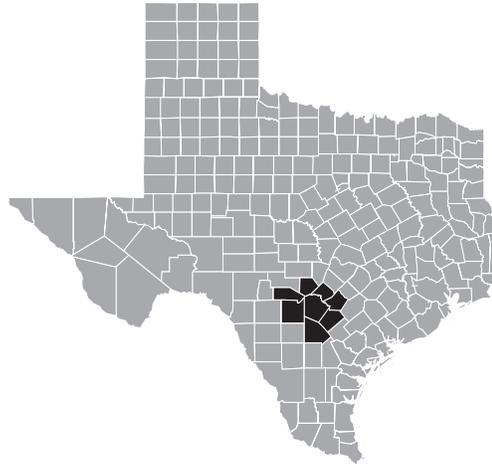
Canyon Lake

Tye Preston Memorial Library

The Tye Preston Memorial Library serves a population of 21,584 (2011) in the Canyon Lake area, which is part of Comal County and the San Antonio metropolitan statistical area. With 15,025 registered borrowers, the library provides direct services to more than 69% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. TYE PRESTON MEMORIAL LIBRARY

County	Comal
MSA	San Antonio
Employees (FTEs)	7.0
Headcount	8.0
Total Income	\$453,668
Wages	\$178,318
Benefits	\$29,882
Collection	\$35,108
Other Operating Costs	\$137,870
Total Operating Costs	\$381,178
Capital Outlays	\$1,871,082
Total Spending	\$2,252,260



The library had operating costs of \$381,178 in FY2011, 97.5% of which came from local revenue sources. The remaining 2.5% came from the foundations or corporate grants (1.1%) and from the Loan Star Libraries Grant award (1.4%). With these operating costs, the library:

- Employs 7.0 full-time equivalent paid staff from the local community (with an average salary and benefits of \$29,743);
- Maintains a collection of 35,764 items which were circulated 115,606 times in FY2011; and
- Provides wireless connectivity and 26 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 68,243 times; 3,585 of these visits were specifically to attend programs for children.

The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and

audio-visual media, access to the Internet, and additional workshops and library sponsored programs. For the Tye Preston Memorial Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF TYE PRESTON MEMORIAL LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	99,363	\$8.72	\$866,445
Audio-visual media circulation	16,243	\$1.00	\$16,243
Reference services	792	\$2.25	\$1,782
Trainings/tutorials	2,318 adult	\$8.00 adult	\$36,820
	54 YA	\$6.50 YA	
	3,585 children	\$5.00 children	
Internet access	14,819	\$17.40	\$257,851
Wi-Fi access	6,500	\$5.00	\$32,500
Total			\$1,211,641

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Tye Preston Memorial Library generate economic activity through local employment and purchases. Those supplier companies then, in turn, employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$381,178 in library operating expenditures led to \$678,094 in total economic activity in the local community in FY2011. (See Table 3.) Additional local benefits from capital expenditures totaled \$2.25 million. These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library’s level of economic activity led to an additional two and one-half employees in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF TYE PRESTON MEMORIAL LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	8.0	\$208,200	\$285,884	\$381,178
Indirect Effect	0.7	\$29,579	\$56,216	\$79,353
Induced Effect	1.9	\$73,956	\$136,329	\$217,563
Total Effect	10.6	\$311,735	\$478,429	\$678,094



As shown in Table 4 below, the total economic impacts from the Tye Preston Memorial Library were \$4,143,796 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACT OF TYE PRESTON MEMORIAL LIBRARY

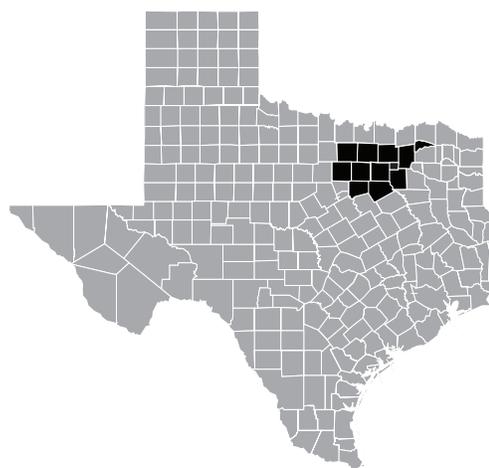
Type of Impact	Value
Library Services	\$1,211,641
Business Entity	\$678,094
Capital Expenditures	\$2,254,061
Total	\$4,143,796

Fort Worth Library

The Fort Worth Library serves a population of 741,206 (2011) in the City of Fort Worth, Texas, which is part of Tarrant County and the Dallas-Fort Worth metropolitan statistical area. With 412,764 registered borrowers, the library provides direct services to more than 55% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. FORT WORTH LIBRARY

County	Tarrant
MSA	Dallas-Fort Worth
Employees (FTEs)	275
Headcount	260
Total Income	\$20,370,768
Wages	\$9,306,267
Benefits	\$3,036,247
Collection	\$2,560,905
Other Operating Costs	\$4,283,982
Total Operating Costs	\$19,187,401
Capital Outlays	\$405,938
Total Spending	\$19,593,339



In addition to the nearly \$406,000 in capital outlays, the library had operating costs of approximately \$19.2 million in FY2011, 97.7% of which came from local revenue sources. The remaining 2.3% came from the Loan Star Libraries Grant award (0.7%), foundations and corporate grants (0.1%), and other federal sources (1.5%). With these operating costs, the library:

- Employs 260 full-time equivalent paid staff from the local community;
- Maintains a collection of 1,080,108 items which were circulated 4,511,578 times in FY2011; and
- Provides 550 public computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 1,922,559 times; 40,509 of these visits were specifically to attend educational programs for children.

The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library

sponsored programs. For the Fort Worth Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF FORT WORTH LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	3,647,016	\$8.72	\$31,801,980
Audio-visual media circulation	864,562	\$1.00	\$864,562
Reference services	609,355	\$2.25	\$1,371,049
Training, tutorials & educational programs	13,088 adult 8,725 YA 40,509 children	\$8.00 adult \$6.50 YA \$5.00 children	\$363,962
Computer use	405,656	\$17.40	\$7,058,414
Wi-Fi access	44,304	\$5.00	\$221,520
Total			\$41,681,487

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Fort Worth Library generate economic activity through local employment and purchases. Those supplier companies then, in turn, employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$19.6 million in library expenditures (operating and capital) led to \$36.4 million in total economic activity in the local community in FY2011. These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library's level of economic activity led to an additional 124 employees in the metroplex, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF THE FORT WORTH LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	275.3	\$12,342,514	\$15,733,669	\$19,187,401
Indirect Effect	16.1	\$1,149,630	\$1,996,845	\$3,104,006
Induced Effect	107.7	\$5,082,401	\$9,014,775	\$14,078,170
Total Effect	399.1	\$18,574,545	\$26,745,289	\$36,369,577

As shown in Table 4 below, the total economic impacts from the Fort Worth Library were \$78,051,064 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACTS OF THE FORT WORTH LIBRARY

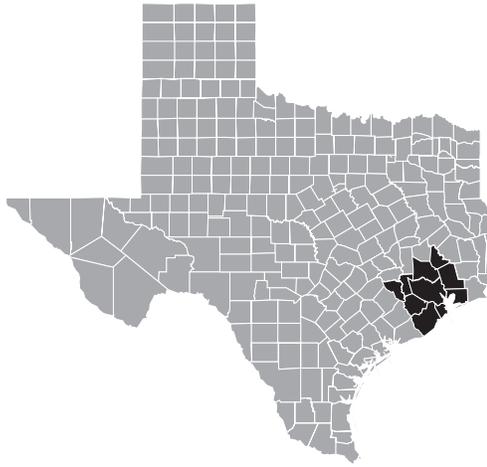
Type of Impact	Value
Library Services	\$41,681,487
Business Entity	\$36,369,577
Total	\$78,051,064

Harris County Public Library

The Harris County Public Library in Houston, Texas, serves a population of 1,757,728 in Harris County, which is part of the Houston-Galveston-Brazoria metropolitan statistical area. With 1,008,537 registered borrowers, the library provides direct services to 57% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. HARRIS COUNTY PUBLIC LIBRARY

County	Harris
MSA	Houston-Galveston-Brazoria
Employees (FTEs)	320.0
Headcount	361.0
Total Income	\$29,445,192
Wages	\$12,377,844
Benefits	\$4,519,776
Collection	\$3,427,497
Other Operating Costs	\$4,226,871
Total Operating Costs	\$24,551,988
Capital Outlays	\$1,771,241
Total Spending	\$26,323,229



The library had operating costs of \$24,551,988 in FY2011, 94.7% of which came from local revenue sources. Another 1.0% came from the Loan Star Libraries Grant award, 4.2% from other federal sources, and 0.1% from foundations or corporate grants. With these operating costs, the library:

- Employs 320 full-time equivalent paid staff from the local community (with an average salary and benefits of \$52,805);
- Maintains a collection of 2,232,536 items which were circulated 11,480,307 times in FY2011; and
- Provides wireless connectivity and 1,442 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 5,908,317 times; 160,055 of these visits were specifically to attend programs for children.

The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library

sponsored programs. For the Harris County Public Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF HARRIS COUNTY PUBLIC LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	9,929,318	\$8.72	\$86,583,653
Audio-visual media circulation	1,550,989	\$1.00	\$1,550,989
Reference services	1,376,500	\$2.25	\$3,097,125
Trainings/tutorials	170,158 adult	\$8.00 adult	\$2,323,363
	24,896 YA	\$6.50 YA	
	160,055 children	\$5.00 children	
Computer use	976,853	\$17.40	\$16,997,242
Wi-Fi access	158,288	\$5.00	\$791,440
Total			\$111,343,812

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Harris County Public Library generate economic activity through local employment and purchases. In turn, those supplier companies employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$24.5 million in direct library expenditures led to \$43.2 million in total economic activity in the local community in FY2011. (See Table 3.) Local benefits related to capital expenditures totaled \$1.9 million. These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library’s level of economic activity led to an additional 135 employees in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF HARRIS COUNTY PUBLIC LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	361.0	\$16,897,620	\$20,132,630	\$24,551,988
Indirect Effect	15.0	\$1,184,230	\$2,053,968	\$2,565,592
Induced Effect	120.1	\$5,634,654	\$10,232,844	\$16,052,921
Total Effect	496.1	\$23,716,504	\$32,419,442	\$43,170,501

As shown in Table 4 below, the total economic impacts from the Harris County Public Library were \$156,448,841 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACT OF HARRIS COUNTY PUBLIC LIBRARY

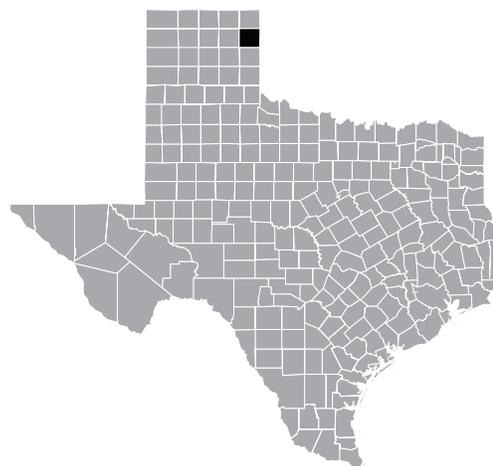
Type of Impact	Value
Library Services	\$111,343,812
Business Entity	\$43,170,501
Capital Expenditures	\$1,934,528
Total	\$156,448,841

Hemphill County Library

The Hemphill County Library in Canadian, Texas, serves a population of 3,807. With 2,732 registered borrowers, the library provides direct services to more than 71% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. HEMPHILL COUNTY LIBRARY

County	Hemphill
MSA	None
Employees (FTEs)	4.0
Headcount	4.0
Total Income	\$1,172,374
Wages	\$138,750
Benefits	\$64,824
Collection	\$37,628
Other Operating Costs	\$38,255
Total Operating Costs	\$279,457
Capital Outlays	\$762,917
Total Spending	\$1,042,374



The library had operating costs of \$279,457 in FY2011, 97.8% of which came from local revenue sources. The remaining 2.2% came from the Loan Star Libraries Grant award. With these operating costs, the library:

- Employs 4 full-time equivalent paid staff from the local community (with an average salary and benefits of \$50,894);
- Maintains a collection of 24,285 items which were circulated 25,513 times in FY2011; and
- Provides wireless connectivity and 6 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 27,637 times; 2,017 of these visits were specifically to attend programs for children.



The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library sponsored programs. For the Hemphill County Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF HEMPHILL COUNTY LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	22,848	\$8.72	\$199,235
Audio-visual media circulation	2,665	\$1.00	\$2,665
Reference services	789	\$2.25	\$1,775
Trainings/tutorials	288 adult 2,017 children	\$8.00 adult \$5.00 children	\$12,389
Computer use	3,909	\$17.40	\$68,017
Wi-Fi access	988	\$5.00	\$4,940
Total			\$289,021

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Hemphill County Library generate economic activity through local employment and purchases. In turn, those supplier companies employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$279,457 in library operating expenditures led to \$346,719 in total economic activity in the local community in FY2011. (See Table 3.) Economic benefits from local capital outlays totaled \$707,242. These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library's level

of economic activity led to an additional one-half, part-time employee in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF HEMPHILL COUNTY LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	4.0	\$203,574	\$220,771	\$279,457
Indirect Effect	0.1	\$2,908	\$4,811	\$6,770
Induced Effect	0.5	\$15,366	\$37,486	\$60,492
Total Effect	4.6	\$221,848	\$263,068	\$346,719

As is shown in Table 4 below, the total economic impacts from the Hemphill County Library were \$1,342,982 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACTS OF THE HEMPHILL COUNTY LIBRARY

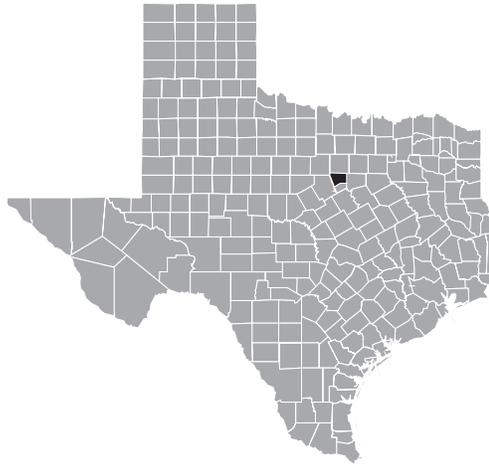
Type of Impact	Value
Library Services	\$289,021
Business Entity	\$346,719
Capital Expenditures	\$707,242
Total	\$1,342,982

Hood County Library

The Hood County Library in Granbury, Texas, serves a population of 51,180 (2011) in Hood County. With 25,294 registered borrowers, the library provides direct services to nearly half (more than 49%) of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. HOOD COUNTY LIBRARY

County	Hood
MSA	None
Employees (FTEs)	7.5
Headcount	9.0
Total Income	\$582,068
Wages	\$233,982
Benefits	\$86,994
Collection	\$86,593
Other Operating Costs	\$162,005
Total Operating Costs	\$569,574
Capital Outlays	\$0
Total Spending	\$569,574



The library had operating costs of \$569,574 in FY2011, 98.5% of which came from local revenue sources. The remaining 1.5% came from the Loan Star Libraries Grant award. With these operating costs, the library:

- Employs 7.5 full-time equivalent paid staff from the local community (with an average salary and benefits of \$42,797);
- Maintains a collection of 59,012 items which were circulated 157,093 times in FY2011; and
- Provides wireless connectivity and 16 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 136,997 times; 4,020 of these visits were specifically to attend programs for children.

The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library sponsored programs. For the Hood County Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF HOOD COUNTY LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	135,854	\$8.77	\$1,184,647
Audio-visual media circulation	21,239	\$1.00	\$21,239
Reference services	2,802	\$2.25	\$6,305
Trainings/tutorials	131 adult 4,020 children	\$8.00 adult \$5.00 children	\$21,148
Internet access in library	27,694	\$17.40	\$481,876
Wi-Fi access	2,600	\$5.00	13,000
Total			\$1,728,215

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Hood County Library generates economic activity through local employment and purchases in FY2011. In turn, supplier companies employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$569,574 in library operating expenditures led to \$999,420 in total economic activity in the local community in FY2011. (See Table 3.) These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library’s level of economic activity led to an additional three employees in the community, primarily through the purchases of goods and services made possible by employee spending.



TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF THE HOOD COUNTY LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	9.0	\$320,976	\$467,051	\$569,574
Indirect Effect	0.3	\$22,303	\$58,057	\$71,675
Induced Effect	2.7	\$129,304	\$229,351	\$358,171
Total Effect	12.0	\$472,583	\$754,459	\$999,420

As is shown in Table 4 below, the total economic impacts from the Hood County Library were \$2,727,635 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACTS OF THE HOOD COUNTY LIBRARY

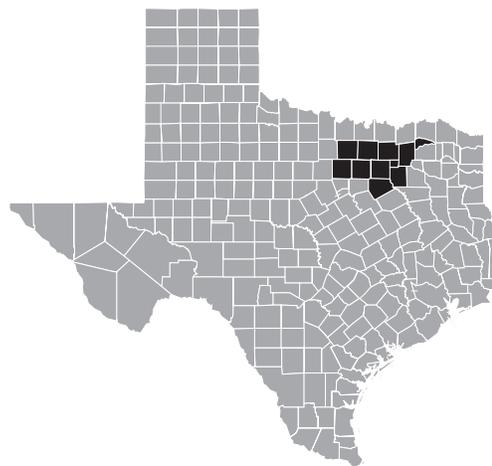
Type of Impact	Value
Library Services	\$1,728,215
Business Entity	\$999,420
Total	\$2,727,635

Krum Public Library

The Krum Public Library serves a population of 4,997 (2011) in the community of Krum, Texas, in Denton County, in the Dallas-Fort Worth combined metropolitan statistical area. With 2,244 registered borrowers, the library provides direct services to nearly 45% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. KRUM PUBLIC LIBRARY

County	Denton
MSA	Dallas-Fort Worth
Employees (FTEs)	2.0
Headcount	4.0
Total Income	\$92,686
Wages	\$63,249
Benefits	\$9,148
Collection	\$13,144
Other Operating Costs	\$13,568
Total Operating Costs	\$99,109
Capital Outlays	\$0
Total Spending	\$99,109



The library had operating costs of \$99,109 in FY2011, and 91.6% of total operating income derived from local revenue sources. The Loan Star Libraries Grant award accounted for 4.5% of funding, and foundations or corporate grants accounted for 3.9%. With these operating costs, the library:

- Employs two full-time equivalent paid staff from the local community (with an average salary and benefits of \$36,199);
- Maintains a collection of 26,151 items which were circulated 20,502 times in FY2011; and
- Provides wireless connectivity and 9 computer terminals for Internet access.



Over the course of FY2011, individuals visited the library 13,883 times; 1,066 of these visits were specifically to attend programs for children.

The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library sponsored programs. For the Krum Public Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF KRUM PUBLIC LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	18,809	\$8.72	\$164,014
Audio-visual media circulation	1,693	\$1.00	\$1,693
Reference services	2,783	\$2.25	\$6,262
Trainings/tutorials	103 adult 1,066 children	\$8.00 adult \$5.00 children	\$6,154
Internet access	4,968	\$17.40	\$86,443
Wi-Fi access	1,508	\$5.00	\$7,540
Total			\$272,106

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Krum Public Library generate economic activity through local employment and purchases. In turn, supplier companies employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$99,109 in direct library expenditures led to \$204,910 in total economic activity in the local community in FY2011. (See Table 3.) These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library's level of economic activity led to an additional employee in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF THE KRUM PUBLIC LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	4.0	\$72,397	\$81,269	\$99,109
Indirect Effect	0.1	\$8,290	\$13,787	\$21,615
Induced Effect	0.6	\$30,392	\$53,908	\$84,186
Total Effect	4.7	\$111,079	\$148,964	\$204,910

As is shown in Table 4 below, the total economic impacts from the Krum Public Library were \$477,016 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACTS OF THE KRUM PUBLIC LIBRARY

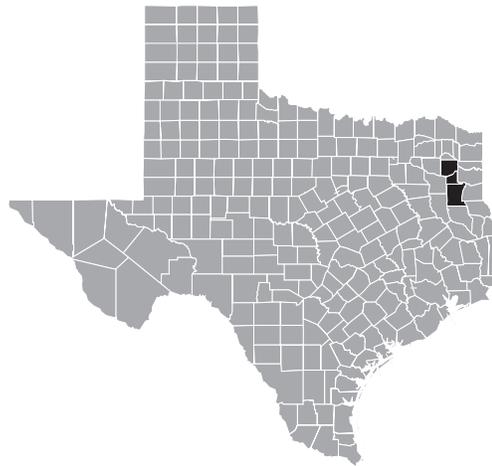
Type of Impact	Value
Library Services	\$272,106
Business Entity	\$204,910
Total	\$477,016

Marshall Public Library

The Marshall Public Library serves a population of 58,399 (2011) in the City of Marshall, Texas, which is part of Harrison County and the Longview-Marshall metropolitan statistical area. With 25,000 registered borrowers, the library provides direct services to approximately 43% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. MARSHALL PUBLIC LIBRARY

County	Harrison
MSA	Longview-Marshall
Employees (FTEs)	8.3
Headcount	9.0
Total Income	\$493,193
Wages	\$267,946
Benefits	\$74,570
Collection	\$68,055
Other Operating Costs	\$78,970
Total Operating Costs	\$489,541
Capital Outlays	\$0
Total Spending	\$489,541



The library had operating costs of \$489,541 in FY2011, 98.3% of which came from local revenue sources. The remaining 1.7% came from the Loan Star Libraries Grant award. With these operating costs, the library:

- Employs 8.3 full-time equivalent paid staff from the local community (with an average salary and benefits of \$41,143);
- Maintains a collection of 63,022 items which were circulated 63,053 times in FY2011; and
- Provides wireless connectivity and 14 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 86,791 times; 2,347 of these visits were specifically to attend programs for children.

The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library

sponsored programs. For the Marshall Public Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF MARSHALL PUBLIC LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	59,516	\$8.72	\$518,979
Audio-visual media circulation	3,537	\$1.00	\$3,537
Reference services	2,005	\$2.25	\$4,511
Trainings/tutorials	467 adult 2,347 children	\$8.00 adult \$5.00 children	\$15,471
Computer use	12,632	\$17.40	\$219,797
Wi-Fi access	3,900	\$5.00	\$19,500
Total			\$781,795

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Marshall Public Library generate economic activity through local employment and purchases. In turn, supplier companies employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$489,541 in direct library expenditures led to \$799,667 in total economic activity in the local community in FY2011. (See Table 3.) These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library’s level of economic activity led to an additional three and one-half employees in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF THE MARSHALL PUBLIC LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	9.0	\$342,516	\$445,482	\$489,541
Indirect Effect	1.4	\$15,024	\$32,965	\$64,645
Induced Effect	2.2	\$79,710	\$155,811	\$245,481
Total Effect	12.6	\$437,250	\$634,258	\$799,667

As is shown in Table 4 below, the total economic impacts from the Marshall Public Library were \$1,581,462 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACTS OF THE MARSHALL PUBLIC LIBRARY

Type of Impact	Value
Library Services	\$781,795
Business Entity	\$799,667
Total	\$1,581,462

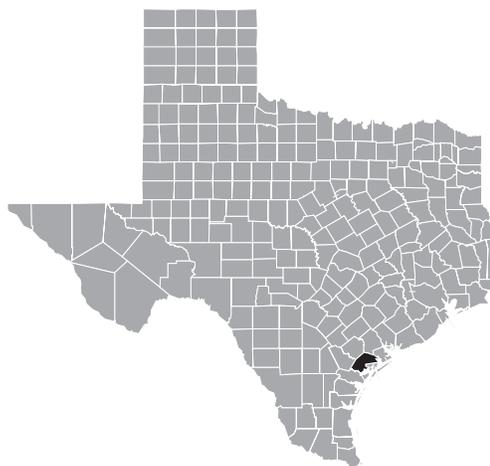
Refugio County

Dennis M. O'Connor Public Library

The Dennis M. O'Connor Public Library in the City of Refugio, Texas, serves a population of 7,383 (2011) in Refugio County. With 1,866 registered borrowers, the library provides direct services to more than a quarter of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. DENNIS M. O'CONNOR PUBLIC LIBRARY

County	Refugio
MSA	None
Employees (FTEs)	2.5
Headcount	4.0
Total Income	\$116,685
Wages	\$57,826
Benefits	\$27,577
Collection	\$14,010
Other Operating Costs	\$17,020
Total Operating Costs	\$116,433
Capital Outlays	\$510
Total Spending	\$116,943



The library had operating costs of \$116,433 in FY2011, and 61.8% of total operating income derived from local revenue sources. Private grants comprised 34.3% of operating revenue, and the remaining 3.9% came from the Loan Star Libraries Grant award. With these operating costs, the library:

- Employs 2.5 full-time equivalent paid staff from the local community (with an average salary and benefits of \$34,161);
- Maintains a collection of 18,423 items which were circulated 13,336 times in FY2011; and
- Provides 8 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 15,935 times; 865 of these visits were specifically to attend programs for children.

The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library

sponsored programs. For Dennis M. O'Connor Public Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF DENNIS M. O'CONNOR PUBLIC LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	11,994	\$8.72	\$104,588
Audio-visual media circulation	1,342	\$1.00	\$1,342
Reference services	260	\$2.25	\$585
Trainings/tutorials	126 adults 865 children	\$8.00 adults \$5.00 children	\$5,333
Computer use	2,628	\$17.40	\$45,727
Wi-Fi access	312	\$5.00	\$1,560
Total			\$159,135

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Dennis M. O'Connor Public Library generate economic activity through local employment and purchases. In turn, supplier companies employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$116,943 in direct library operating and capital expenditures led to \$149,749 in total economic activity in the local community in FY2011. (See Table 3.) These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library's level of economic activity led to an additional part-time employee in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF THE DENNIS M. O'CONNOR PUBLIC LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	4.0	\$85,403	\$91,982	\$116,433
Indirect Effect	0.0	\$548	\$1,008	\$1,502
Induced Effect	0.3	\$7,608	\$18,343	\$31,814
Total Effect	4.3	\$93,559	\$111,333	\$149,749

As is shown in Table 4 below, the total economic impacts from the Dennis M. O'Connor Public Library were \$308,884 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACTS OF THE DENNIS M O'CONNOR PUBLIC LIBRARY

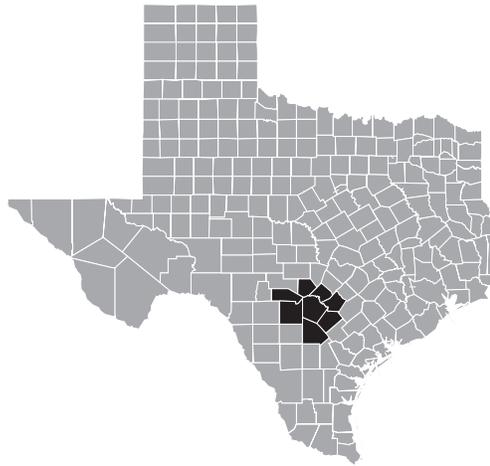
Type of Impact	Value
Library Services	\$159,135
Business Entity	\$149,749
Total	\$308,884

Seguin-Guadalupe County Public Library

The Seguin-Guadalupe County Public Library serves a population of 38,952 (2011) in the City of Seguin, Texas, and in Guadalupe County, which are part of the San Antonio metropolitan statistical area. With 34,041 registered borrowers, the library provides direct services to more than 87% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. SEGUIN-GUADALUPE COUNTY PUBLIC LIBRARY

County	Guadalupe
MSA	San Antonio
Employees (FTEs)	9.5
Headcount	12.0
Total Income	\$594,505
Wages	\$301,532
Benefits	\$103,416
Collection	\$98,041
Other Operating Costs	\$75,550
Total Operating Costs	\$578,539
Capital Outlays	\$0
Total Spending	\$578,539



The library had operating costs of \$578,539 in FY2011, 98.2% of which came from local revenue sources. The remaining 1.8% came from the Loan Star Libraries Grant award (1.4%) and from foundation and corporate grants (0.4%). With these operating costs, the library:

- Employs 12 full-time equivalent paid staff from the local community (with an average salary and benefits of \$42,626);
- Maintains a collection of 71,784 items which were circulated 229,389 times in FY2011; and
- Provides 31 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 187,161 times; 8,637 of these visits were specifically to attend programs for children.



The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library sponsored programs. For the Seguin-Guadalupe County Public Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF SEGUIN-GUADALUPE COUNTY PUBLIC LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	214,593	\$8.72	\$1,871,251
Audio-visual media circulation	14,796	\$1.00	\$14,796
Reference services	70,715	\$2.25	\$159,109
Trainings/tutorials	666 adult 179 YA 8,637 children	\$8.00 adult \$6.50 YA \$5.00 children	\$49,677
Computer use	44,488	\$17.40	\$774,091
Wi-Fi access	3,432	\$5.00	\$17,160
Total			\$2,886,084

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Seguin-Guadalupe County Public Library generate economic activity through local employment and purchases. In turn, those supplier companies employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$578,539 in direct library operating expenditures led to \$1.0 million in total economic activity in the local community in FY2011. (See Table 3.) These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library’s level of economic activity led to an additional three and

one-half employees in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF SEGUIN-GUADALUPE COUNTY PUBLIC LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	12.0	\$404,948	\$433,904	\$578,539
Indirect Effect	0.3	\$16,525	\$40,245	\$52,868
Induced Effect	3.3	\$131,018	\$241,507	\$385,423
Total Effect	15.6	\$552,491	\$715,656	\$1,016,830

As is shown in Table 4 below, the total economic impacts from the Seguin-Guadalupe County Public Library were \$3,902,914 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACTS OF THE SEGUIN-GUADALUPE COUNTY PUBLIC LIBRARY

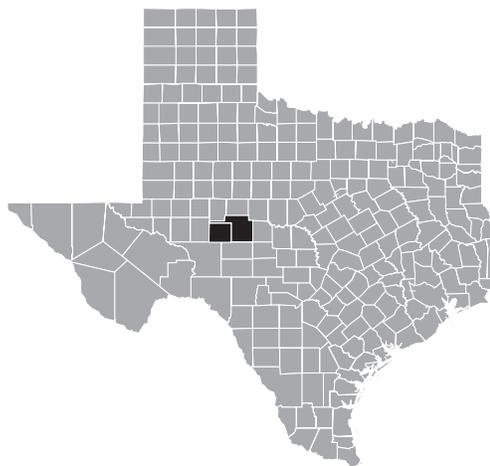
Type of Impact	Value
Library Services	\$2,886,084
Business Entity	\$1,016,830
Total	\$3,902,914

Tom Green County Library System

The Tom Green County Library System, in the city of San Angelo, Texas, serves a population of 110,224 (2011) in the Tom Green County and the San Angelo metropolitan statistical area. With 44,780 registered borrowers, the library provides direct services to 41% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. TOM GREEN COUNTY LIBRARY SYSTEM

County	Tom Green
MSA	San Angelo
Employees (FTEs)	32.0
Headcount	48.0
Total Income	\$6,530,011
Wages	\$940,373
Benefits	\$270,695
Collection	\$373,568
Other Operating Costs	\$274,540
Total Operating Costs	\$1,859,176
Capital Outlays	\$4,235,744
Total Spending	\$6,094,920



The library had operating costs of \$1,859,176 in FY2011, 99.2% of which came from local revenue sources. The remaining 0.8% came from the Loan Star Libraries Grant award. Capital outlays totaled \$4.2 million in FY2011, funded predominately by local sources. With these operating costs, the library:

- Employs 32 full-time equivalent paid staff from the local community (with an average salary and benefits of \$37,846);
- Maintains a collection of 289,627 items which were circulated 648,007 times in FY2011; and
- Provides wireless connectivity and 82 computer terminals for Internet access.



Over the course of FY2011, individuals visited the library 361,277 times; 14,065 of these visits were specifically to attend programs for children.

The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library sponsored programs. For the Tom Green County Library System, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF TOM GREEN COUNTY LIBRARY SYSTEM SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	564,155	\$8.72	\$4,919,432
Audio-visual media circulation	83,852	\$1.00	\$83,852
Reference services	217,500	\$2.25	\$489,375
Trainings/tutorials	2,360 adult	\$8.00	\$98,793
	1,475 YA	\$6.50	
	14,065 children	\$5.00	
Computer use	85,620	\$17.40	\$1,489,788
Wi-Fi access	49,140	\$5.00	\$245,700
Total			\$7,326,940

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Tom Green County Library System generate economic activity through local employment and purchases. In turn, those supplier companies employ and purchase from other companies, thus creating a multiplier effect.

While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$1,859,176 in library operating expenditures led to \$2.9 million in total economic activity in the local community in FY2011. (See Table 3.) Additional economic benefits totaling \$3.7 million derived from local capital outlays. These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library’s level of economic activity led to an additional 10 employees in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF TOM GREEN COUNTY LIBRARY SYSTEM OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	48.0	\$1,211,068	\$1,468,749	\$1,859,176
Indirect Effect	1.7	\$58,316	\$145,614	\$221,907
Induced Effect	8.1	\$263,225	\$512,977	\$850,873
Total Effect	57.8	\$1,532,609	\$2,127,340	\$2,931,956

As is shown in Table 4 below, the total economic impacts from the Tom Green County Library System were \$13,985,300 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACT OF TOM GREEN COUNTY LIBRARY SYSTEM

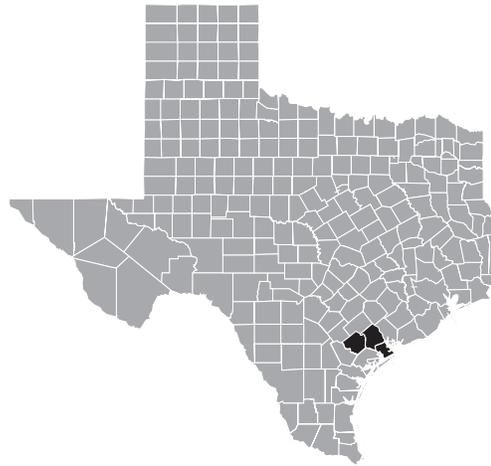
Type of Impact	Value
Library Services	\$7,326,940
Business Entity	\$2,931,956
Capital Expenditures	\$3,726,404
Total	\$13,985,300

Victoria Public Library

The Victoria Public Library serves a population of 86,793 (2011) in the City of Victoria, Texas, which is part of the namesake county and metropolitan statistical area. With 62,402 registered borrowers, the library provides direct services to more than 71% of the service population while providing increased economic activity to the local community as a whole.

TABLE 1. VICTORIA PUBLIC LIBRARY

County	Victoria
MSA	Victoria
Employees (FTEs)	30.5
Headcount	32.0
Total Income	\$1,957,031
Wages	\$835,983
Benefits	\$299,459
Collection	\$328,558
Other Operating Costs	\$404,625
Total Operating Costs	\$1,868,625
Capital Outlays	\$0
Total Spending	\$1,868,625



The library had operating costs of \$1,868,625 in FY2011, 98.8% of which came from local revenue sources. The remaining 1.2% came from the Loan Star Libraries Grant award. With these operating costs, the library:

- Employs 30.5 full-time equivalent paid staff from the local community (with an average salary and benefits of \$37,228);
- Maintains a collection of 148,960 items which were circulated 340,204 times in FY2011; and
- Provides 36 computer terminals for Internet access.

Over the course of FY2011, individuals visited the library 245,844 times; 10,156 of these visits were specifically to attend programs for children.



The economic impact of a library is comprised of two distinct types of impacts. First is the value of services provided by the library, including access to books and audio-visual media, access to the Internet, and additional trainings and library sponsored programs. For Victoria Public Library, the estimated values of services provided by the library are shown in Table 2.

TABLE 2. ECONOMIC IMPACT OF VICTORIA PUBLIC LIBRARY SERVICES

Service	# in FY2011	Value Per Service	Service Value Impact
Book circulation	293,970	\$8.72	\$2,563,418
Audio-visual media circulation	46,234	\$1.00	\$46,234
Reference services	38,474	\$2.25	\$86,567
Trainings/tutorials	1,629 adult 917 YA 10,156 children	\$8.00 adult \$6.50 YA \$5.00 children	\$69,773
Computer use	34,568	\$17.40	\$601,483
Wi-Fi access	2,600	\$5.00	\$13,000
Total			\$3,380,475

The second type of impact is the same as any other business, regardless of the service, goal, or intent. A business that hires individuals and purchases supplies, as all businesses do, will have a beneficial economic impact on the local community. The expenditures by the Victoria Public Library generate economic activity through local employment and purchases. In turn, those supplier companies employ and purchase from other companies, thus creating a multiplier effect. While much of the operating expenditures stay within the metropolitan area, collections are often purchased from outside the region.

The \$1,868,625 in library operating expenditures led to \$2.9 million in total economic activity in the local community in FY2011. (See Table 3.) These additional economic benefits were derived from the upstream economic linkages for library operations, as well as from household spending on goods and services in the community. The library’s level of economic activity led to an additional nine employees in the community, primarily through the purchases of goods and services made possible by employee spending.

TABLE 3. BUSINESS ENTITY ECONOMIC IMPACT OF VICTORIA PUBLIC LIBRARY OPERATIONS

Impact	Employment	Labor Income	Value Added	Output
Direct Effect	32.0	\$1,135,442	\$1,476,214	\$1,868,625
Indirect Effect	1.6	\$57,316	\$112,201	\$179,127
Induced Effect	7.9	\$287,196	\$551,010	\$874,345
Total Effect	41.5	\$1,479,954	\$2,139,425	\$2,922,097

As is shown in Table 4 below, the total economic impacts from the Victoria Public Library were \$6,302,572 in FY2011.

TABLE 4. TOTAL ECONOMIC IMPACTS OF THE VICTORIA PUBLIC LIBRARY

Type of Impact	Value
Library Services	\$3,380,475
Business Entity	\$2,922,097
Total	\$6,302,572

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