2009 Marshfield Public Library Facts

My Library Director duties include filing an annual report on the Marshfield Public Library with the Wisconsin Department of Public Instruction. This involves a ton of statistics, financial information and enough challenge to exhaust my fitness and sanity that I usually need a vacation day or two for recuperation. It is also an opportu



sanity that I usually need a vacation day or two for recuperation. It is also an opportunity to consider the meaning of those numbers. Here are a few fast facts. Share them with your friends.

At Marshfield Public Library in 2009

453,482 items were checked out

• 229,308 visitors crossed the library threshold

• 28,589 Reference questions were answered

• 55,135 people used the Internet

• 7,352 attended children's programs

• 998 meeting room uses were recorded

Koni Belongia 3/10



Just to illustrate these statistics, imagine a line of people standing a comfortable, but close 2 feet apart (Would you be comfortable standing closer than that?) extending from the Reference Desk and heading North on Highway 13 over two miles beyond the Spencer Kwik Trip.

Marshfield Public Library plays an important role in keeping people connected to information in all of its forms. For some residents, the Library is their only place to access the Internet. In 2009, the 55,135 Library Internet uses average out to 15 users per hour with WI-Fi users. The library has only 19 public access Internet stations. Open or not, the library provides service through electronic resources on the web. There were over 11,900 sessions on the library's licensed databases.



If the 7,352 children who participated in children's programs held hands and stood in an ever squirming line, they would reach from the Library to Wildwood Park & Zoo and back twice.

Every hour that the Library is open is important. Some use the library for school projects, consumer information, self-education, job searching and others just for fun. Approximately, 670 people visited the library each day in 2009. Each day that your library was open, an average of:



- 1,326 items were checked out
- 670 people came through the door
- 161 people searched the Internet
- 86 reference questions were answered
- 3 meetings were held

RETURN ON INVESTMENT

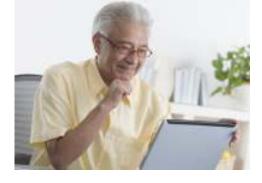
Library service provides an important return on the investment made by the community. 453,482 items were lent to eager library users in 2009. A national study values the use of books at \$15 each. Applying that conservatively to just the 226,180 books checked out in 2009 and it brings a **community value of over \$3.39 million dollars**. Even when you take only half of the study's \$15 value applied to the 41,245 audio books and music CDs checked out, it amounts to \$309,337 in value. Applying a \$4 value to the 179,909 DVD and video cassette checkouts brings an **additional \$719,636** of community value. This doesn't include the magazines, sheet music, software or equipment.





Last year 7,352 children attended library programs. Using the average \$5 cost of a children's matinee movie ticket, the value of those programs is over **\$36,760**. This does not even touch the value of instilling the love of reading and books in the hearts and minds of our youth.

Internet use from the last privately provided service in Marshfield, cost \$2.50 per half-hour. Taking the 55,135 uses in 2009 and multiplying by the \$2.50, brings a **\$137,837** return.





Library meeting rooms are very popular. In 2009, they were used 998 times without charge. A four hour room use at the new hotel conference center costs \$100 for non-profit groups. At half that rate, library room use comes to a **\$49,900** value. Many Library room uses are by small non-profit and service organizations. Without free Library room use some of them couldn't afford to meet.

Combined that's over \$4.64 million in value.

Total library operating expenditures in 2009 were \$1.42 million.

Your library is a valuable community asset!