



November 2025



Community Impact & Return on Investment Report

**Friends of the Leon
Valley Public Library**

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THE ROLE AND MISSION OF THE FRIENDS OF THE LEON VALLEY PUBLIC LIBRARY

The Friends of the Leon Valley Public Library is a long-standing nonprofit, non-policy-making organization composed of local residents and businesses dedicated to supporting and promoting the library as a cultural, educational, and community asset for Leon Valley and the surrounding area. Established in 1977, the Friends have played a vital role in enhancing the library's services, visibility, and connection to the community.

The Friends provide support through:

- **Financial contributions** that fund books, furnishings, technology, and programs not covered by the library's operating budget.
- **Volunteer service** that extends staff capacity, assists with events, and strengthens community engagement.
- **Advocacy and outreach** that promote literacy, learning, and civic participation.

The Friends sponsor a variety of events and fundraisers that both engage the public and reinvest directly into the library. These include the annual Breakfast with Santa, the newly introduced Mini Golf in the Library, and the popular book sales—which continue to gain momentum and attract new visitors each year. Together, these events provide opportunities for residents to connect, support local literacy initiatives, and experience the library as a vibrant hub of community life.

Together, these efforts embody the Friends' mission to ensure that the Leon Valley Public Library continues to thrive as a welcoming center for learning, recreation, and community connection—a place where every dollar raised and every volunteer hour given directly benefits the people of Leon Valley.

FINANCIAL STATEMENT FROM MARYANNA CHRISTENSEN, FRIENDS OF THE LIBRARY PRESIDENT

Financial accounts of the Friends of the Leon Valley Public Library, a 501(c) 3 non-profit organization whose mission is to “promote the interest and welfare of the Leon Valley Public Library as a cultural and educational asset to the City of Leon Valley and the surrounding area.”

Statistics for the book sales held at the Annex for the following fiscal years:

October 1, 2022 – September 30, 2023	\$3,695.92
October 1, 2023 – September 30, 2024	\$2,977.89
October 1, 2024 – September 30, 2025	<u>\$2,206.28</u>
Total	\$8,880.09

Other funds acquired by the Friends and made available to the Leon Valley Pulic Library during the same years:

Mini Golf in the Library (2 years)	\$2,525.00
Breakfast with Santa/Silent Auction	\$10,190.02
Donations	<u>\$4,442.00</u>
Total	\$17,157.02

In addition, the Friends have paid for special programs for adults and children, additional books added to the various collections, lockers for staff and volunteers belongings, new DVD rack along with furniture and fixtures for use in the Children’s wing.

Maryanna S. Christensen
President
Friends of the Leon Valley Public Library

ECONOMIC BENEFITS AND RETURN ON INVESTMENTS FOR TEXAS PUBLIC LIBRARIES

In 2017, the Bureau of Business Research of the IC² Institute at The University of Texas at Austin released a report in partnership with the Texas State Library and Archives Commission (TSLAC) titled *Economic Benefits and Return on Investment in Texas Public Libraries (ROI Report)*.

The study concluded that for every \$1.00 invested, Texas public libraries generated an estimated \$4.64 in community value, representing approximately a 5% increase over the prior 2012 study (Jarrett).

Researchers measured library impact through multiple services, including:

- Reference assistance
- Educational and literacy programs
- Volunteer contributions
- In-library use of materials
- Computer and internet access
- Wireless connectivity
- Electronic databases
- Circulation of materials

While this data remains the most recent official statewide ROI analysis, it is now several years old. Recognizing the need for updated research, the Texas Library Association (TLA)—supported by a \$550,000 grant from the Andrew W. Mellon Foundation—is currently conducting a new study examining the financial return on investment of Texas libraries, including analysis of funding trends, usage patterns, and public sentiment. Results are expected to provide updated economic impact findings once published.

THEORETICAL ROI GROWTH AND NATIONAL COMPARISONS

Between 2012 and 2017, the Texas ROI increased by about 5%, reflecting greater utilization of digital services, technology access, and community programs. Given inflation, increased costs of comparable educational and internet services, and the growing community dependence on public libraries, it is reasonable to estimate continued ROI growth since 2017.

If that 5% trend continued conservatively, the 2025 ROI would be approximately \$4.87 per \$1 invested. Adjusting for inflation, service expansion, and the heightened value of digital access, a moderate national estimate would range between \$5.00 and \$5.40 per \$1 invested.

The Massachusetts Library Association's Value Calculator, which uses updated national data to measure local service value, estimates public library returns ranging from \$3.00 to over \$6.00 per \$1 invested, depending on local service mix and community engagement.

Taken together, these data suggest that the current, realistic value range for library investment lies between \$4.80 and \$6.00 in community benefit for every \$1.00 spent—a strong and

consistent return across diverse library systems nationwide.

RATES PER SERVICES

Using the 2017 TSLAC ROI rates as a baseline, and applying both a conservative growth adjustment (5%, matching the increase observed between the 2012 and 2017 studies) and a higher adjustment based on cumulative inflation and increased market cost of digital/educational services (30%), we can reasonably estimate that the current value of library services falls between those two projections.

The midpoint of that range offers a realistic 2025 Estimated Value per Service, allowing us to update our impact calculations using current-dollar equivalents.

Service Type	2017 Value	Conservative (5% ↑)	High Value (30% ↑)	Estimated 2025 Average
Reference Question	\$2.79	\$2.93	\$3.63	\$3.28
Children's Program	\$6.50	\$6.83	\$8.45	\$7.64
Adult Program	\$12.50	\$13.13	\$16.25	\$14.69
Computer Terminal & Internet Use	\$17.40	\$18.27	\$22.62	\$20.45
WiFi Use	\$5.00	\$5.25	\$6.50	\$5.88
Children's Book Circulation	\$7.83	\$8.22	\$10.18	\$9.20
Adult Book Circulation	\$9.42	\$9.89	\$12.25	\$11.07

FY25 VALUE REPORT BASED ON RATES PER SERVICE

The following values are calculated using the estimated rates per service during the 2025 fiscal year.

Rate Per Service	Service Offered at LVPL	Total Service Used	Total Value
\$3.28	Reference Question	17,955	\$58,892.40
\$7.64	Children's Program (Attendance)	11,339	\$86,629.96
\$14.69	Adult's Program (Attendance)	10,968	\$161,119.92
\$20.45	Computer & Internet*	1,021	\$20,879.45
\$5.88	Wi-Fi	6,582	\$38,702.16
\$9.20	Children's Book	28,041	\$257,977.20
\$11.07	Adult Book Circulation	7,498	\$83,002.86

*We no longer have children's computer stations

THE RETURN ON INVESTMENT BY LIBRARY ANNEX BOOK SALES

Over the past several years, proceeds from the Friends of the Leon Valley Public Library's book sales at the Library Annex have been strategically reinvested into key library programs and collections. These expenditures demonstrate how community-supported fundraising directly enhances library services and generates measurable community value.

Example of Friends-Funded Projects (FY2023–FY2025)	Amount Spent	Estimated 2025 Value per Service	Estimated Community Impact
Adult Books	\$1,500	\$11.07	\$16,605.00
Juvenile Books	\$1,500	\$9.20	\$13,800.00
Summer Reading Program	\$4,600	\$7.64	\$35,144.00
Total Reinvested (Examples)	\$7,600	—	\$65,549.00

INTERPRETATION

These examples reflect the kinds of library investments made possible through funds raised at the Library Annex over the past few years. Using the 2025 estimated value per service, the Friends' reinvestment of \$7,600 has generated approximately \$65,549 in community impact—an 8.6-to-1 return on investment.

Each category represents a tangible, ongoing benefit:

- Adult and Juvenile Books increase access to reading materials, supporting literacy and lifelong learning across all ages.
- The Summer Reading Program fosters early literacy, academic readiness, and family engagement, producing long-term educational and social value.

This pattern of reinvestment illustrates that even modest community fundraising can yield high-impact returns, directly benefiting residents and reducing the burden on city and library operating budgets.

COMMUNITY AND ECONOMIC IMPACT BEYOND FUNDRAISING

Beyond its financial contributions, the Friends of the Library's book sales space serves as a community gathering place—a welcoming, low-cost, and locally focused venue where residents can browse, connect, and contribute to their city.

Providing a dedicated, ADA-compliant space for the Friends' operations offers several ongoing benefits to Leon Valley:

- **A place to gather and give back:** The book sale environment encourages casual social interaction among neighbors, families, and volunteers. It offers a comfortable, multigenerational space that fosters a sense of belonging and civic pride.
- **A sustainable, circular economy:** Every dollar spent at a Friends' sale stays in Leon Valley—recirculating directly into the library through materials, technology, and community programs. These funds offset city expenditures while supporting literacy and lifelong learning.
- **Local economic multiplier effect:** Shoppers visiting the sale often spend money elsewhere in the city—picking up coffee, dining locally, or attending nearby community events—contributing to Leon Valley's broader economic vitality.
- **Volunteerism and civic engagement:** The Friends' efforts create meaningful volunteer opportunities for residents, particularly seniors and families, providing social connection and purpose while strengthening the city's culture of service.
- **Environmental stewardship:** The resale and reuse of books keeps thousands of materials out of landfills annually, aligning with the City's sustainability goals and demonstrating responsible resource management.

By maintaining a dedicated, accessible space for the Friends of the Library, Leon Valley preserves not only an important funding stream for educational resources but also a unique community hub that continuously reinvests both economic and social value back into the city itself.