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New Braunfels Library Participates in State-Wide Study

Texas Public Libraries: Economic Benefits and Return on Investment

New Braunfels, Texas — The New Braunfels Public Library was included in a state-wide study by The Texas State Library and Archives Commission, which showed that the economic benefit from public libraries in Texas was \$2.407 billion in 2011, despite the modest \$0.545 billion collective cost those libraries. For each dollar spent, the return on investment was \$4.42.

Included in the study was the usage of the library by business people conducting online research and printing documents. These patrons make productive use of the library's free Wi-Fi, its coffee available for purchase and a comfortable setting in which to work.

New Braunfels Public Library Director Gretchen Pruett said "The study indicates that the patrons who utilize the library for business purposes are often from these areas: sales and consulting, tutors, and owners of home businesses.

The study, prepared by the Bureau of Business Research at the University of Texas at Austin, includes financial statistics, case studies and a survey of Texas public library directors. The study states: "While the identifiable economic benefits are significant, public libraries' economic impacts are far greater than we can estimate as many economic benefits are difficult to quantify."

The study is available for review at www.tsl.state.tx.us/roi.

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