

WAUKESHA PUBLIC LIBRARY 2007 ANNUAL REPORT



DIRECTOR'S MESSAGE

Waukesha Public Library is our community's investment in the future of its citizens. It is also our City's promise that every community member, regardless of heritage, education, ability, or economic status, will be able to enjoy equal access to materials that inform, educate, entertain, and inspire.

Our 2007 report focuses on the return on investment that citizens earn on the portion of their tax dollars used to support the library. We take great pride in providing our community with an extraordinary library that continually ranks in the top ten percent of libraries in the nation, and doing so in a cost effective manner.

I hope that you have enjoyed visiting the Library this year, or using our website, and that you have been enriched by something you read, learned, listened to, or viewed. Thank you for valuing what a public library contributes to a community, and for supporting the Waukesha Public Library!

Jane Ameel

**According to a 2007 community survey,
99.5% of citizens would recommend
Waukesha Public Library to a friend!**

Library Board of Trustees

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David Brostrom, Associate Director, Public Services
Howard Pringle, Associate Director, Support Services

Waukesha Public Library
321 Wisconsin Avenue
Waukesha, Wisconsin
www.waukesha.lib.wi.us

WAUKESHA PUBLIC LIBRARY ACHIEVES

682 % Return On Investment¹

FOR THE WAUKESHA COMMUNITY!

Adult Books **\$12,317,220**

493,213 books checked out x \$20*
61,324 audio books checked out x \$40*

* Based on an estimate of the average discounted costs at Amazon.com™

Children's & Young Adult Books **\$6,259,350**

394,110 books checked out x \$15*
11,590 audio books checked out x \$30*

* Based on an estimate of the average discounted costs at Amazon.com™

Movies **\$1,891,845**

378,369 videos & DVDs checked out x \$5*

* Based on the average cost of renting new releases

Music **\$969,072**

80,756 CDs checked out x \$12*

* Based on the average cost of a music CD or the cost of downloading 12 songs

Magazines **\$102,548**

25,637 checked out x \$4*

* Based on the average newsstand cost of a magazine

Adult Programs **\$16,625**

3,325 program attendees x \$5*

* Based on half the cost of attending a movie

Children's Programs **\$148,778**

21,254 program attendees x \$7*

* Based on the average cost of a single Waukesha Park/Recreation program

Public Internet **\$730,590**

121,765 hours used x \$6*

* Based on the cost of one hour of basic computer use @ Kinko's™

Reference Questions **\$193,380**

64,460 customer questions answered x \$3*

* Based on a \$50/hour professional services (average reference question is answered in 3.5 minutes)

¹ THE LIBRARY RECEIVED \$3,316,909 IN TAXPAYER FUNDING AND RETURNED \$22,629,408 WORTH OF MATERIALS AND SERVICES TO THE COMMUNITY.