



Community & Economic Development Department

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Planning Division

HISTORIC PRESERVATION FUND COMMITTEE MEETING DATE: OCTOBER 7, 2019
AGENDA ITEM NO.: 3

SUMMARY

<i>Case Numbers</i>	PSP19-0050 (Workshop)
<i>Request</i>	A workshop by the City of Riverside to update and inform the Historic Preservation Fund Committee on of the Landmark Legacy Book sales status.
<i>Staff Planner</i>	Scott Watson, Historic Preservation Officer 951-826-5507 swatson@riversideca.gov

PURPOSE

The workshop on the Landmark Legacy Book sales status and marketing efforts will allow the Historic Preservation Fund Committee, and the public, the opportunity to provide feedback. No formal action is required by the Committee.

BACKGROUND

On September 9, 2016, the Historic Preservation Fund Committee approved a request from the City of Riverside's Community and Economic Development Department for \$31,619.16 from the Historic Preservation Trust Fund (HPTF) to pay for the production of 1,000 Landmark Legacy books. The production cost is \$31.62/book and the retail cost is \$40/book resulting in an \$8.38 profit. Exceptions have been made by the Community and Economic Development Director to allow the books to be sold at \$35 per book when purchased in bulk (three or more boxes) resulting in a \$3.38 profit. Book sales have included:

Sales of Landmark Legacy Book
As of September 19, 2019

Number of Books	Cost of Production	Profit	Sale Price	Amount deposited to HPTF
336	31.62	8.38	40.00	13,440
136	31.62	3.38	35.00	4,760
472	N/A	N/A	N/A	18,365

DISCUSSION

The primary point of sell for the book has been at City Hall through the Planning Division. Other efforts to sell the book include:

1. Advertisement:
 - a. Press Enterprise article dated October 3, 2016
 - b. NextDoor social media post
 - c. Books placed in City Hall lobbies
 - d. Flyers at 2019 California Preservation Foundation Conference
 - e. Letter sent to all owners of Landmark Properties
2. City sponsored events:
 - a. 2017 and 2018 Neighborfest
 - b. 2016 – 2019 Doors Open
 - c. 2018 ChalkFest
 - d. 2018 Harada House 100th Anniversary Celebration
3. Outside organizations for resale:
 - a. Old Riverside Foundation (ORF)
 - i. ORF's webstore
 - ii. Annual Meeting
 - iii. Home Tour
 - b. Mission Inn Foundation Museum store

An International Standard Book Number (ISBN) has been obtained to allow for resale at outside locations. With the exception of the Mission Inn Foundation Museum store, the book has not be purchased for resale at other bookstores. Local retail establishments have been approached about selling the book, but have chosen not to carry the book. Resellers have expressed that cost of the book does not allow for a suitable profit margin.

EXHIBITS LIST

1. Historic Preservation Fund Committee Staff Report - September 9, 2016
2. Historic Preservation Fund Committee Meeting Minutes - September 9, 2016
3. Landmark Legacy Flyer
4. Press Enterprise Article on Landmark Book – October 3, 2019

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