



WILDWOOD

July 19, 2023

MEMORANDUM

To: Historic Preservation Commission Members

From: Department of Planning and Parks

Re: **Wildwood History Book Pricing Information (Wards – All)**

Cc: Historic Preservation Commission Members
The Honorable James R. Bowlin, Mayor
Thomas Lee, City Administrator
John A. Young, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Melanie Rippetoe, Assistant Director
Kristin Naeger, Superintendent of Parks and Recreation
Travis Newberry, Senior Planner

BACKGROUND

The final edition of the Wildwood History Book represents the culmination of five (5) years of work and now includes its last chapters. These last chapters provide the history of the incorporation movement, from its start, which was in response to a number of land use, roadway, and governance issues by St. Louis County that were negatively impacting the area, to its successful conclusion on September 1, 1995. The final chapter of it will celebrate the first twenty-five (25) years of the City from that date in the form of a photo essay. The planned date for completion and launch is September 23, 2023, the scheduled day of the City's annual Celebrate Wildwood Event.

To date, a substantial investment has been made by the City towards the completion of this history book, as well as past editions of it, which were distributed free of charge at past Celebrate Wildwood Events. This final book not only includes new content, but has been professionally formatted and copy-edited, and will be published in a variety of formats intended to accommodate different price points.

This Memorandum is intended to provide baseline cost and pricing information for each format of the book to generate discussion on each of them. Based on past discussions, the goal is to make the book as affordable as possible, while also recouping the original investment and potentially funding future preservation activities through its sales.

On June 23, 2023, the Wildwood History Book Launch Planning Committee met and discussed recommendations for book pricing. Debbie Ward, of Silver Tablet Marketing, advised the members of the following considerations:

- Book prices can be reduced, but not increased.
- Psychologically, more people will buy the book if the price ends in an odd number, particularly a "7" or a "9."
- If the intent is to encourage customers to buy the hardcover version of the book, it is better for the paperback book to be closer to it in pricing.

At the end of this discussion, Committee Members recommended the following prices for each format of the book:

- E-Book: \$9.99
- Paperback: \$37.00
- Hardcover: \$57.00

The following is a breakdown of this pricing for each format of the book.

E-Book Format

Authors can choose between a 35% royalty option and a 70% royalty option for the E-Book format. The 70% royalty option is only available to copyrighted works in certain markets. Regardless of which royalty option is available, the minimum list price for the Wildwood History Book is **\$2.99**. The minimum list price is calculated as follows: $\text{Royalty Rate} \times (\text{List Price} - \text{applicable VAT}) = \text{Royalty}$. Committee Members recommended **\$9.99** as the list price.

	Minimum List Price	Maximum List Price
<i>35% Royalty</i>	\$2.99	\$200.00
<i>70% Royalty</i>	\$2.99	\$9.99

If the recommended \$9.99 is charged for the E-Book format, the estimated royalty is **\$6.99**.

PAPERBACK (272 pages, 8.5" by 11") - STANDARD COLOR INTERIOR

Authors receive a 60% royalty for paperback books. The minimum list price is calculated as follows: $(\text{Royalty Rate} \times \text{List Price}) - \text{Printing Costs} = \text{Royalty}$. The minimum list price for this format is **\$20.71**. Committee Members recommended **\$37.00** as the list price. However, at this proposed cost, the estimated royalty received for the paperback book is more than the hardcover version of it. Thus, a few more pricing options have been provided on the next page of this Memorandum, with estimated royalties for each.

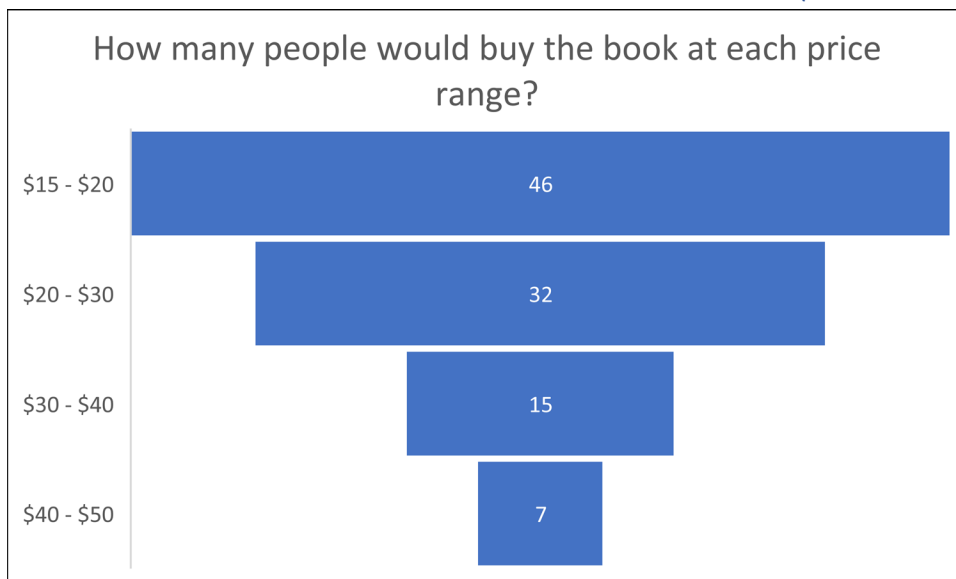
	Minimum List Price	Printing Cost	Potential List Price	Estimated Royalty
60% Royalty	\$20.71	\$12.42	\$37.00	\$9.78
	\$20.71	\$12.42	\$35.00	\$8.58
	\$20.71	\$12.42	\$33.00	\$7.38
	\$20.71	\$12.42	\$29.00	\$4.98

HARDCOVER (272 pages, 8.25” by 11”) – PREMIUM COLOR INTERIOR

Authors receive a 60% royalty for hardcover books. The minimum list price is calculated as follows: (Royalty Rate x List Price) – Printing Costs = Royalty. The minimum list price for this format is **\$45.68**. Committee Members recommended **\$57.00** as the list price. Again, the Department researched additional options.

	Minimum List Price	Printing Cost	Potential List Price	Estimated Royalty
60% Royalty	\$45.68	\$27.41	\$57.00	\$6.79
	\$45.68	\$27.41	\$59.00	\$7.99

WILDWOOD HISTORY BOOK SURVEY RESULTS (2021 Celebrate Wildwood)



ANALYSIS

From the above information, which was collected based on the Book Launch Planning Committee recommendations, the estimated royalties from the proposed pricing were out of alignment with the intent of the Committee, which was to encourage purchase of the book format type that would generate

the most royalty or profit. With the paperback priced at \$37.00, the estimated royalty would be far higher, at \$9.78, than the hardcover priced at \$57.00, but receiving a royalty of only \$6.79. Yet, the proposed pricing scheme would encourage more customers to purchase the hardcover version. The Department thus explored several other pricing options with the goal of matching a final pricing recommendation with the intent of the Committee Members. To that end, it would be to the City's benefit to lower the paperback price and raise the hardcover price by just a couple dollars, thus leveling the estimated royalties between versions.

Recommendation

To potentially reach more customers at their price points, and maximize book profits, the Department of Planning is recommending the following pricing scheme:

<i>Book Format</i>	Recommended List Price	Estimated Royalty
<i>E-Book</i>	\$9.99	\$6.99
<i>Paperback</i>	\$35.00	\$8.58
<i>Hardcover</i>	\$59.00	\$7.99

In Closing

If any of the Commission Members should have comments or questions in this regard, please feel free to contact the Department of Planning at (636) 458-0440. A presentation is planned on this item at tonight's Commission meeting. Thank you for your consideration of this information and comments on the same.



WILDWOOD

Wildwood History Book – Book Launch Planning Committee

Wildwood City Hall – 16860 Main Street
Community Room
Friday, June 23, 2023, at 2:30 – 3:30 p.m.

Attendees:

Joe Vujnich, Director of Planning and Parks
Melanie Rippetoe, Assistant Director
Robyn Keefe, AICP, Planner
Jim Hrubes, Historic Preservation Commissioner
Dan Rowton, Historic Preservation Commission Secretary
Jan Stevens, Historic Preservation Commission Chair
Jill VonGruben, Archivist, Wildwood Historical Society
Lynda Kamp, President, Wildwood Historical Society
Debbie Ward, Silver Tablet Marketing

I. Welcome/Introductions

II. Updates

A discussion of book pricing occurred.

Ms. Ward advised the following:

- Book prices can go down, but not up (better to start with the larger number)
- Psychologically, more people will buy if the price ends in a “7” or “9”
- If the intent is to encourage people to buy the hardcover version of the book, it is better if the paperback version is closer in pricing

The discussion ended with the following recommendations for pricing:

- E-Book - \$9.99
- Paperback - \$37.00
- Hardcover - \$57.00

Furthermore, it was discussed that the “special edition” should not be discounted, or if so, the discount should be kept to a minimum.

Any present digital versions of the book were advised to be removed from public viewing and use.

It was discussed that a small gift or incentive should come with purchase of the hardcover book, such as a discounted membership to the Wildwood Historical Society and special bookmark.

III. Book Donations

The Wildwood Hotel was added to the list. It was discussed that the list was meant to be a brainstorm and would be refined.

IV. PR and Marketing

Ms. Ward presented, noting that a campaign with audio interviews had been discussed, along with posts tied into those promoting Celebrate Wildwood. Here are some other proposed ideas:

- Facebook live/Instagram live interview with Ms. VonGruben
- West News Magazine article (press release should be sent out in August)
- Realtors and subdivision trustees should receive an email blast (trustees should receive a swipe file to put on their own Facebook pages)
- Donation of the book to various entities could be filmed
- Director Vujnich proposed banners for Town Center promoting the book with a QR Code.
- Planner Keefe proposed filming a “read aloud” to 3rd or 4th graders. It was discussed that releases would need to be collected for that purpose, but that Rockwood could then do a social media blast, too.

V. Celebrate Wildwood

The Celebrate Wildwood discussion primarily involved parade planning. The Department of Planning requested the subcommittee members involved submit their list of needs as soon as possible, so Planner Keefe could do the appropriate recon and return with a timeline. It was discussed that Planner Keefe would not be designing the float but would connect the subcommittee members with any resources needed.

Ms. Kamp recommended, from experience, that if the book were designed to be a three-dimensional model, it should be made of plywood and not Styrofoam.

Mr. Rowton suggested an A-Frame billboard (not electronic) might be rented with a blown-up book cover on display. Ms. Ward suggested that handouts be distributed throughout the parade route. Ms. Rippetoe suggested a variety of book excerpts could be placed on the back of the

current postcard. Planner Keefe noted that students could be recruited to hand out the flyers as the float went past. It was proposed that NHS and STLCC be potential sources of assistance.

Finally, as a brainstorm, it was suggested a flat trailer with a pole could be used, with large book pages on it.

On a different topic, it was noted paper bags with handles should be on-hand for distribution of the book.

VI. Final Thoughts/Adjournment

After the meeting, it was discussed that, as a long-term project, a children's book could be fashioned out of the existing history book to be put along the storybook walk (32 pages, 17 kiosks).