



WILDWOOD

August 14, 2023

The Honorable City Council
City of Wildwood, Missouri
16860 Main Street
Wildwood, Missouri 63040

Re: **Wildwood History Book (Wards - All)**

Council Members:

BACKGROUND >>> The final edition of the Wildwood History Book represents the culmination of eight (8) 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 celebrates 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.

At its July 19, 2023, meeting, the Historic Preservation Commission voted for the paperback version of the book to be sold for no more than \$40.00, including tax, and for the hardcover version of it to be sold for no more than \$60, including tax, with the added direction to promote direct sales through the City versus selling the book through Amazon. This action was intended to provide a degree of flexibility to the City as responsible personnel and the Book Launch Planning Committee work out the logistical details for both selling the book at the 2023 Celebrate Wildwood Event and then long-term.

This letter is intended to form the basis for a budgetary request of City Council for the upfront cost of copies of the book, to be utilized for both direct sales and donations, of which the vast majority of the outlay will be returned through purchases.

BOOK PRICING RECOMMENDATION >>>

Book pricing has been discussed thoroughly by History Book Launch Planning Committee Members and Historic Preservation Commission Members, with an eye towards book affordability and reach, as well as a revenue source for future preservation activities. This combined input has led to the following pricing recommendation (independent of tax):

<i>Book Format</i>	<i>Printing Cost</i>	<i>Recommended List Price</i>	<i>Estimated Royalty (Sold Through Amazon)</i>	<i>Estimated Return (Sold Directly)</i>
<i>E-Book</i>	N/A	\$9.99	\$6.99	N/A
<i>Paperback</i>	\$12.42	\$35.00	\$8.58	\$18.00
<i>Hardcover</i>	\$27.41	\$59.00	\$7.99	\$20.00

BOOK DISTRIBUTION PLANNING >>>

There are two (2) primary means of distributing the book: 1) Sell through Amazon, or 2) Sell directly to local customers. While one (1) avenue of distribution does not preclude the other, there is clearly an advantage to selling directly, which could potentially generate a far greater return.

SELLING THROUGH AMAZON:

For both the paperback and hardcover versions of the book, the City will collect a 60% royalty on the profit generated from sale ((royalty X list price) – printing costs) (see above table for an estimated royalty per book sold).

PROS:

- Convenience to the customer and the City, particularly if the customer is not local to Wildwood.
- No upfront cost to the City.

CONS:

- Less revenue for the City, which means less of it being invested back into the community.
- Customers do not benefit from additional incentives offered at the local level: discounts, custom bookmark, discounted Wildwood Historical Society memberships and museum tours, signed by the author, etc.

SELLING DIRECTLY:

Kindle Direct Publishing (Amazon) will allow the City as the publishing entity to purchase “author copies” of the book at its printing cost, plus shipping (excludes Prime shipping). The City would order the books upfront and sell them at City events, including Celebrate Wildwood, at City Hall, and potentially partner with institutions and businesses to sell them at other locations locally. Estimated shipping costs are unavailable at this time, but research has shown them to be substantial, but decreasing as the quantity ordered increases.

PROS:

- More revenue for the City, which will be reinvested in the community.
- Customers would benefit from additional incentives offered at the local level: discounts, custom bookmark, discounted Wildwood Historical Society memberships and museum tours, signed by the author, etc.
- Sense of hometown pride.
- Immediacy of possession.

CONS:

- Upfront cost to the City.
- City would need to store books.
- City would handle the logistics of selling the books.

REVENUE COMPARISON (estimated):

<i>Number of Books Sold</i>	By Amazon (Based on Hardcover)	Directly by City (Hardcover)	Directly by City (Paperback)
<i>100</i>	\$799.00	\$2,000	\$1,500
<i>500</i>	\$3,995	\$10,000	\$7,500
<i>1000</i>	\$7,990	\$20,000	\$15,000
<i>1500</i>	\$11,985	\$30,000	\$22,500
<i>2000</i>	\$15,980	\$40,000	\$30,000

BOOK DONATIONS >>>

As a matter of good public relations, the Book Launch Planning Committee has assembled a list of suggested donations, which total approximately one hundred (100) copies. These donations would benefit the following entities and individuals:

- Area schools and school districts
- First responders (institutions)
- Regional institutions relevant to the book’s mission (Missouri History Museum, for example)
- Individuals and entities who offered testimonials
- Key contributors to the book’s content and development
- Business promoters
- Local library systems
- Awarding organizations (for book nomination purposes)

If one hundred (100) hardcover books were purchased for this purpose, it would cost approximately **\$3,000.**

COUNCIL DISCUSSION AND ACTION >>>

The Historic Preservation Commission is recommending the City sell the book locally through direct sales of the book in order to maximize revenue. Additionally, the Book Launch Planning Committee is

recommending the donation of approximately one hundred (100) copies of the book as good public relations.

Considering shipping price breaks, book donations, and expected sales, the upfront purchase of at least five (500) copies of the book for these purposes is recommended, and authorization for such is requested from City Council. 500 copies x \$30 (estimated cost of the hardcover author copy) = **\$15,000**. The expectation is that this money spent will be recouped.

Respectfully, the Department, on behalf of the Historic Preservation Commission, requests authorization from the City Council to purchase up to \$15,000 of author copies of the book (which will be a combination of hardcover and paperback copies) for future sale.

CONTACT INFORMATION >>> If any City Council Member should have other questions or comments before tonight's meeting about this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. This item is on tonight's Work Session Agenda under 'For Action.' Thank you for your review and direction on the same.

Respectfully submitted,

CITY OF WILDWOOD

Janice Stevens, Chair

Historic Preservation Commission

Cc: 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 of Planning and Parks
Kristin Naeger, Superintendent of Parks and Recreation
Travis Newberry, Senior Planner

*The Department of Planning and Parks developed this report, in conjunction with the Historic Preservation Commission. Content reflects the Commission's consideration of this subject and not necessarily an individual's position or opinion.