

**Date:** October, 2021

**To:** APA California Board of Directors

**From:** Steven A. Preston, FAICP and J. Laurence Mintier, FAICP. Chapter Historians **Subject: BUDGET REQUESTS – 75th ANNIVERSARY PLANNING, FY/CY 2022**

For purposes of budget planning, we have been asked to break out the “first year” (FY 2022) funding requests from the larger, 2-1/2 year program recommended in the 75th Anniversary Committee’s report. The following table provides our recommendation for items that we request be funded in the 2022 budget year:

**Item Estimated Cost Sponsor Opportunity?**

**FY/CY**

| 1. Anniversary Webpage | **$1000** | Yes | 2022 |
| --- | --- | --- | --- |
| 2. Archives Exhibit | **$1000**  (placesaver – discussions ongoing with CSUN) | Yes  CSUN, subject to their budget and requirements | 2022-2023 |
| 3. Book Celebrating APA/CA’s Planning History  This would be a book that explores  both APA CA and planning in California over the past 75 years. Published by Solano Press. | Pages: 150-200  Copies: 750-1000  Est. Cost:  **$8000**  (E-book also considered) | Possible,  depending on APA and publisher  requirements | 2022-2023 |
| 4. Branding and Logo | Design Dev.: NA  Promotion:  **$1500** | Not recommended | 2021-2022 |
| 5. Interactive Graphic Timeline | **$3000**  Placesaver/Actual Unknown – less if can be designed by volunteers | Yes | 2022-2023 |
| 6. Historical poster displays  throughout conference | Design (10) **$850**  [free if volunteered]  Retractable Stands (10) **$990** | Yes | 2022-2023 |
| 7. Oral Histories | No allocation yet –  Discussions beginning | Yes | 2022-2025 |
| 8. Public Information/ Social Media, Expanded | **$2500**  (Half of total requested for two-year period) | No | 2022-2023 |
| **TOTAL CY 2022** | **18,840** |  |  |