

REPORT  
Regular Council Meeting  
1987 April 06

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THE CORPORATION OF THE DISTRICT OF BURNABY

TO: MEMBERS OF THE MUNICIPAL COUNCIL

RE: THE BOOK "PIONEER TALES OF BURNABY"

RECOMMENDATION:

1. THAT the budgetted expenditure for this project be increased by \$21,000.

REPORT

The work on this project has now progressed to the point where a final estimate of cost has been prepared for the book.

The 1986 budget approved was \$50,000 for 2,500 copies. This was based on an initial estimate of 300 pages of stories and 300 photographs. The response to this project has been much greater than anticipated, with the result that the number of pages has grown to 488 and the number of photographs to 610. The estimated cost is now \$67,234, \$46,678 of which was encumbered in 1986. We are therefore \$20,556 short, or say \$21,000.

Initially we had proposed a selling price of \$24.95 plus tax for a 300 page book. We now feel that a selling price of \$34.95 plus tax is justified for the 488 page book with over double the number of photographs as originally proposed. We would like to modify our marketing strategy to allow for a \$24.95 plus tax pre-selling cash price, which would hold until June 30, and after that date the selling price would become \$34.95. In other words, anyone paying in advance of June 30 would pay the \$24.95 price. The book should be available during the early part of June.

Application has been made to the Province for some financial assistance, and at this juncture we do not know if we will receive any assistance. If a grant is received it will reduce this shortfall. At this juncture we do not propose to change the 1987 revenue estimate.

Respectfully submitted,

*William A. Lewarne*  
William A. Lewarne,  
M A Y O R .

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