

Cleveland Metroparks 100th Anniversary Coffee Table Book



Progress and
Proposals



Proposed
Outline

Market
Analysis

Internal
Contacts

Outside
Contacts

Proposed
Book
Sample

What We
Know



What We'll
Cover

Forward

- Written by a prominent Cleveland public figure.
- Former PD Publisher – Thomas Vail

Intro

- Brian will write.

Section 1

- Beginnings
 - General history/Timeline
 - Stinchcomb
 - Fredrick Law Olmsted Jr.

Section 2

- Places
 - Original Reservations
 - Expansion
 - New Acquisitions



Proposed Outline

Section 3

- People
 - Park Divisions
 - Park Visitors

Section 4

- Conclusion
 - Next 100 Years – Brian will write.



Proposed Outline



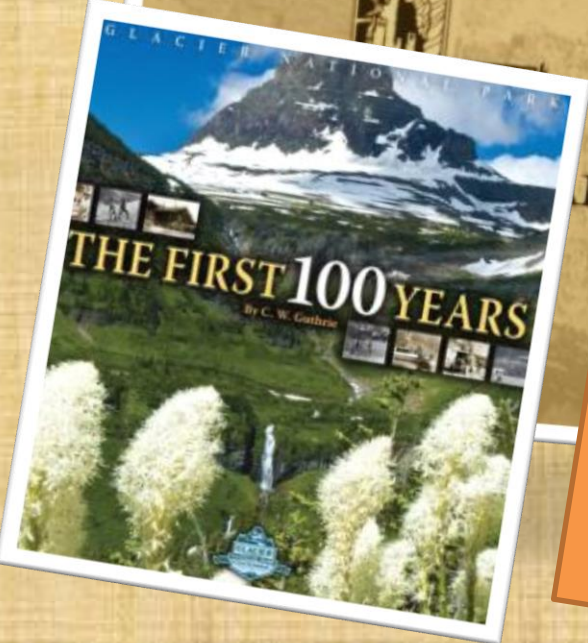
John Deere 175th Anniversary Book. *Best color palette*



Cleveland Metroparks 75th Anniversary – Designed and printed out-of-house. – *We need something more substantial.*



Mesa Verde National Park's 100 Year – *Nice internal design; not thrilled with the cover.*



Very nice all around. We focused on this as the prototype and will discuss later.



Market Analysis

Sue Allen
Editing Support

Kelly Manderfield
Coordinate with VisCom

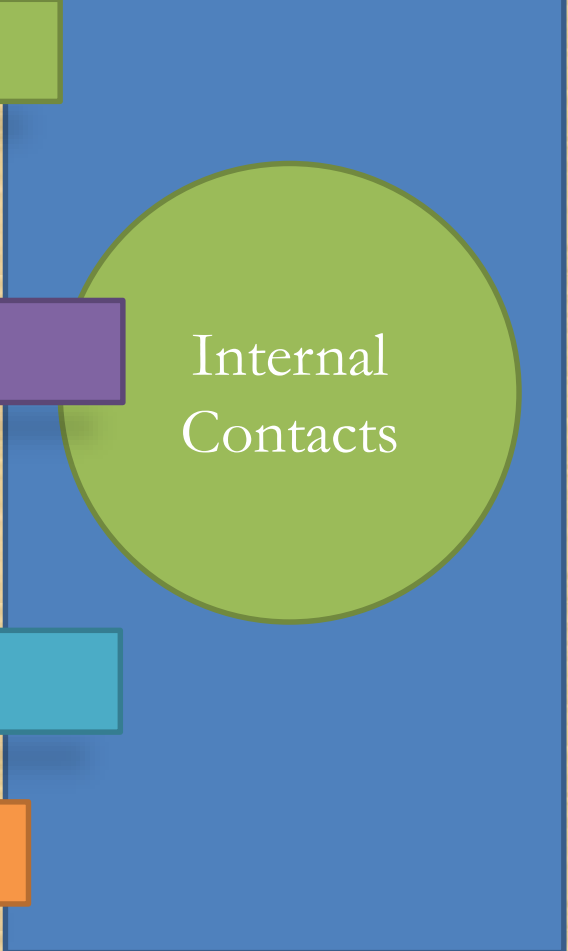
Laura Andrews
Support as needed

Joe Yachanin
Support as needed

Ron Ciancutti
Potential Author

Donna Cipriani
Design/Layout/In-house printing

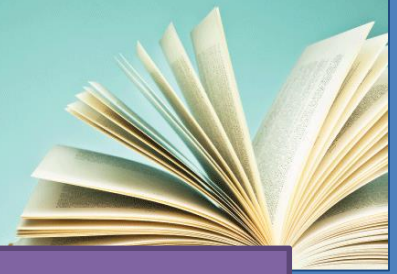
Sal Perconti
Design/Layout/In-house printing



Internal
Contacts

Carol Poh
Miller

Prominent local history author/Wrote the 75th
anniversary book/Very interested in the project



John
Grabowski

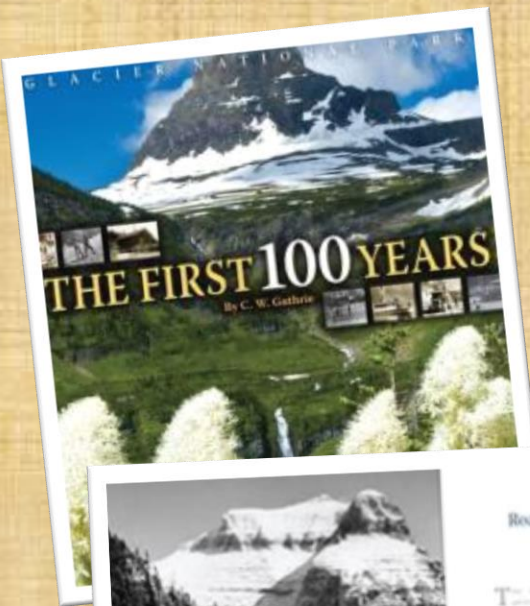
Western Reserve Historical Society/CWRU history
professor/Mentioned multiple partnership
opportunities/Possible author

Bill Barrow

Archivist at CSU in special collections/Supplied
multiple contacts/Will help with accessing the
Cleveland Press Archive

Ohio
University
Press

Great input on the design process/Suggested
grant opportunities



We picked *Glacier National Park: The First 100 Years* as our sample book.



- Features:
- Hardback
 - 120 – 175 Pages
 - Full Color
 - 12" x 11"
 - Dust Jacket

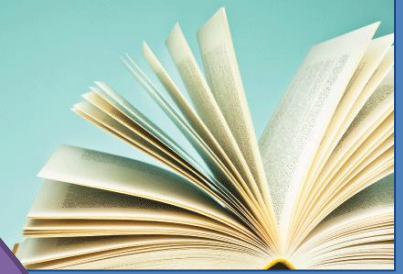
Proposed
Book
Sample



- Optional Upgrades:
- Foldouts
 - Cover Embossing
 - DVD / CD
 - Web Interface
 - Digital Download

Cost:

- Best estimate for *external printing*: \$30,000 for 1000 books.
- Numbers change depending on size of print run, number of illustrations, page size, binding, etc.



What
Know