

“ I appreciate the effort CPF makes to address issues in their webinars and workshops that are urgent and important. **CPF is a big tent** that tries to be relevant to all of us working in the field in California.

KRISTA NICHOLDS
PRESERVE ORANGE COUNTY

“ CPF has the most comprehensive educational program that is available to professionals and students interested in historic preservation. **I have committed to the scholarship program because it is vital for continuing education in order to preserve our architectural history.**

LIZ GORDON
CPF SCHOLARSHIP SPONSOR

“ I appreciate [CPF's] long history of advocacy, and really like the renewed thought and effort put into the education programs and the conference. Up to date, inclusive and not just diverse resources and people. **This is the future of preservation.**

SUZANNE GUERRA

ANNUAL REPORT 2017-2018

CPF by the Numbers

1,500 People attended educational programs

300+ Attendees of rooftop tours of San Francisco

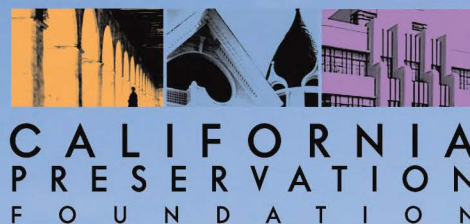
26 Bestowed 21 Preservation Design Awards and 5 Presidents Awards

20+ Full Day Workshops and Webinars

>500 Annual Conference Attendees in Palo Alto

>300 Volunteers

22 Rooftop and special tours



Message from CPF Executive Director

Cindy Heitzman



The California Preservation Foundation is a statewide network of more than 15,000 advocates, professionals, elected officials, business leaders, and volunteers who work to preserve California's architectural and cultural heritage. This year we celebrated our 40th anniversary by leveraging the support of our members to push for action, share information, and prepare for the future of preservation.

We **pushed for preservation action** by advocating to save the Historic Tax Credit and pass the Historic Tax Credit Enhancement Act, supporting a National Historic Trail designation for Route 66, and advocating for an increase to the Historic Preservation Fund.

We worked to **prepare preservationists for a changing climate**, hosting the first convening of Keeping History Above Water on the West Coast, and partnering with Office of Historic Preservation and others on the Climate Heritage Mobilization at the Global Climate Action Summit.

We **introduced new audiences to preservation**, launching a student membership and taking hundreds of people from around the world on biweekly rooftop tours of San Francisco's architectural and cultural history.

We **shared our expertise** with others, discussing preservation advocacy and technology with delegates from the Egyptian Ministry of Antiquities, and meeting with Asian and Pacific Islander Americans in Historic Preservation (APIAHiP) to help plan their bi-annual conference.

Our members and sponsors make our work possible, and we are incredibly grateful for your support.

Highlights



Launched a free student membership and awarded our first student scholarships.



Revised our membership options to provide greater access to educational programs.



Created an FAQ page to provide a quick guide to preservation basics.



Launched a jobs board to promote preservation employment around California.



Streamlined the process to request an advocacy alert, making it easier than ever to get statewide attention and action.



Helped to manage the Climate Heritage Mobilization Summit.



Shared preservation information at San Francisco History Days.



Advocacy Highlights

This year CPF issued more than a dozen Advocacy Alerts, calling on our members to take action in support of historic places. From a Neutra designed house in Pebble Beach and water towers in Chico, to legislation in both Sacramento and Washington D.C., our Advocacy Alerts have kept our members informed about urgent preservation matters.

Connecting Communities

Over the past 40 years, CPF has firmly established our role as the leader in statewide education and advocacy. By utilizing the power of a growing online presence, coupled with our ability to quickly connect people in all corners of the state, we are helping communities who face vexing preservation issues. In July we asked our members for advice and assistance in preserving Chico's historic water towers, after more than a year of advocacy from the Chico Heritage Association (CHA). More than a dozen CPF members reached out to help and, according to CHA member and CSU Chico Professor Michael Magliari, the responses they received "were very valuable and much appreciated! It was great to hear from people in other communities who had worked to save their own local water towers and who had good advice and information to share with us!"

Supporting Local Action

We leverage our network to bring statewide attention and support for the places that matter to communities across California. This year we wrote letters in support of an economic benefits study of historic preservation in Los Angeles, an expanded nomination of the US Naval Hospital Corona to the National Register of Historic Places, local designations for Rancho San Carlos and two historic districts in San Diego, increased funding for the restoration of San Francisco's Old Mint – and more.

Education Highlights

This year we provided training and information to more than 1,500 people at nearly 90 events, from our conference in Palo Alto to workshops around the state.

Sharing Hidden Histories

Our educational programs bring hidden stories to life, and share the message of preservation with new audiences from around the world. Last October we took 30 people on an exclusive, full-day tour of the Sacramento-San Joaquin Delta. The sold-out tour looked at the area through the lens of the sites associated with Asian Pacific Islander heritage, including the Bing Kong Tong Building, Miyazaki Bathhouse, the Walnut Grove Gakuen, and Locke's historic Boarding House. We also launched a bi-weekly tour of San Francisco rooftops, where we discuss the city's architecture, cultural heritage, and importance of preservation.

Investing in the Future

This year we made two significant investments in students, paving the way for the next generation of preservationists. In April we launched a student scholarship competition, providing educational funds for people pursuing a career in preservation. This year's winners, Kelsey Kaline and Mayela Caro, were chosen from a pool of well-qualified applicants, and we are excited to grow and expand the impact of this program. We also launched a new free student membership program, with nearly 50 people participating so far.



Webinars

California Historical Building Code Webinar

Can I Do That? Applying the Secretary of the Interior's Standards for the Treatment of Historic Properties

Crowdfunding Historic Preservation: Direct Public Offerings and Other Ways to Raise Funds

Historic Preservation: Direct Public Offerings and Other Ways to Raise Funds

From Nuclear Waste to Manholes – the What, Why and How of Surveys

Managing Change: Sustainable Approaches to Historic Preservation

Millard Sheets and Home Savings: Mid-Century Modern Architecture for Corporate and Urban Identity

Preservation Education: Learning from the Field

Volunteer Management for Historic Preservation Surveys and Advocacy

Playing Well Together: Coordinating Specific Plans, Zoning Codes and Preservation Guidelines

Preserving Buildings and Life Safety Too: Effective Use of the California State Historic Building Code

Tours and Special Events

California Preservation Awards in San Francisco

California Preservation Conference in Palo Alto, "Deep Roots in Dynamic Times"

Downtown L.A. Historic Core: Touring Some of the Newest Adaptive Reuse Projects

Evening Preservation Symposium and Networking Reception: Board Formed Concrete

The Sacramento-San Joaquin Delta: Touring the Hidden Corners of a Potential National Heritage Area

Workshops

A Commissioner and Planner's Primer to the California Environmental Quality Act

Accessible Design for Existing Buildings – Legal Insight and Case Examples

Keeping History Above Water: WEST

Navigating Historic Corridors: Preservation & Transportation Development

Putting the "Public" in Preservation: Case Examples in Community Outreach and Consultation

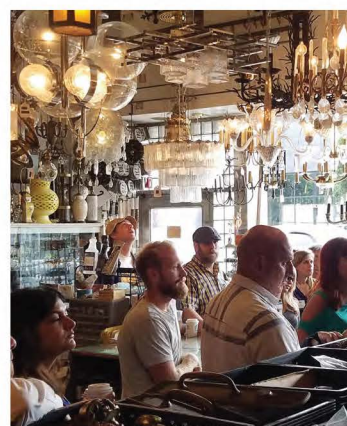
REALTOR® Marketing Advantages and Financial Incentives for Historic Residential Properties

Reinventing the Past: Adaptive Reuse Challenges and Successes

Salvaging the Past: Environmental and Preservation Issues in Architectural Salvage

The Preservationist Toolkit – The Basics of Preservation Planning, Technology and Advocacy

Under History's Canopy - Revealing the Layered Landscape of the Arboretum



2017-2018 Financial Report

Statement of Activities Year Ended September 30, 2018

Revenue and Support

Membership	\$87,851.00
Workshops & Training	\$32,357.50
Preservation Design Awards	\$49,629.59
Conference	\$72,495.00
Restricted Grants and Contributions	\$19,816.00
Contributions & Sponsorships	\$192,823.25
Other Sales	\$705.00
Interest and Dividends	\$86.26
Total	\$455,763.60

Expenses

Program Services	\$332,124.61
Management & Administrative	\$47,979.93
Fundraising	\$73,625.68
Total	\$453,730.22

Surplus	\$2,033.38
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Statement of Financial Position As of September 30, 2018

Assets

Cash	\$194,798.39
Investments	\$67,845.78
Accounts Receivable	\$25,195.75
Prepaid Expenses	\$4,920.67
Security Deposit	\$2,588.00
Property and Equipment (Net)	\$1,209.44
Total Assets	\$296,558.03

Liabilities and Net Assets

Accounts Payable	\$48,467.77
PTO Accrual and Payroll Liability	\$14,218.17
Deferred Revenue	\$41,885.27
Total Liabilities	\$104,571.21

Net Assets

Unrestricted Net Assets	\$57,870.92
Temporarily Restricted Net Assets	\$134,115.90
Total Net Assets	\$191,986.82

Total Liabilities and Net Assets	\$296,558.03
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2017-2018 Annual Partners

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