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FINANCIAL HIGHLIGHTS:
FY 2018-19 IN NUMBERS (OCTOBER 1 – SEPTEMBER 30, 2019)

INCOME FY 18/19

21%
3%
9%
5%
16%
4%
38%

EXPENSE FY 18/19

56%

ASSETS, LIABILITIES & NET ASSETS

ASSETS $376,035
LIABILITIES $129,965
NET ASSETS $246,070

SUMMARY OF REVENUES & EXPENSES

CONTRIBUTIONS $246,586
MEMBERSHIP $ 85,953
WORKSHOPS & WEBINARS $ 34,279
CONFERENCE $ 91,084
PRESERVATION DESIGN AWARDS $ 57,855
OTHER REVENUE $ 16,461
TOTAL EXPENSES $478,135
EXCESS REVENUE OVER EXPENSES $ 54,083

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WEBINARS
Beyond Black: After Black, What’s the future of Historical Councils?
Building a Middle-ground for the Economic Benefits of Historic Preservation
Califone and Federal Legislation and Legal Updates for historic Preservation
Care Stories in Accessible and Efficient Historic Window Replacements
Challenge & Change, Part 1: The Inclusion of Historical and Cultural Resource Needs
Challenge & Change, Part 2: A New Model of Historic Structure & the California Historical Building Code
Historic Preservation, Part 1: Identifying and Protecting Historic Neighborhoods
Historic Preservation, Part 2: Using HABS/HAER to Protect California’s Unique Historic Architecture
Planning & Building, Part 1: The Importance of Campaign Planning Statements
Planning & Building, Part 2: The Importance of Campaign Planning Statements
Planning & Building, Part 3: Case Studies in Current Bill Preservation Advocacy in Law, Parks, California Environment-Growth Equities Act
Preservation Advocacy, a Day in the Life, Part 1: Lessons Learned from Preservation Advocacy in Law, Parks, California Environment-Growth Equities Act
Preservation Advocacy, a Day in the Life, Part 2: Lessons Learned from Preservation Advocacy in Law, Parks, California Environment-Growth Equities Act
Planning,Zoning & Land Use, Part 1: Lenses for Planning
Planning, Zoning & Land Use, Part 2: Lenses for Planning
Planning & Development, Part 1: Case Studies in Current Bill Preservation Advocacy in Law, Parks, California Environment-Growth Equities Act
Marketing & Communications: Part 1: Communication Strategies
Marketing & Communications: Part 2: The Importance of Social Media in Historic Preservation
Marketing & Communications: Part 3: Case Studies in Current Bill Preservation Advocacy in Law, Parks, California Environment-Growth Equities Act
Marketing & Communications: Part 4: Case Studies in Current Bill Preservation Advocacy in Law, Parks, California Environment-Growth Equities Act
TOURS AND SPECIAL EVENTS
California Preservation Tour to San Diego
Preservation in3D: Improving Preservation through 3D Documentation
Downtown Los Angeles: Adapting House Projects by Historic Places
The San Francisco Hinge History & Lore Tour Twice monthly “San Francisco Hinge History & Lore” Tours
ORIENTATION AND GENERAL INFORMATION
California State Historic Tax Credits Passage of SB 451 (Atkins) was our biggest advocacy priority this year. Working with Senate Pro Tem Toni Atkins, CPF led a statewide coalition to pass SB 451, the California Historic Rehabilitation Tax Credit. We secured unanimous approval in both the Senate and the Assembly and led a successful statewide letter writing campaign asking Governor Gavin Newsom to sign the bill. California now joins 36 other states that provide a tax incentive for the rehabilitation of historic properties, making hundreds of projects feasible. This bill will require annual appropriation as part of the budget process, and we will continue to advocate to ensure it stays. Read more at californiapreservation.org/b451.
SUPPORTING LOCAL ACTION
We leverage our network to bring statewide attention and support for the places that matter to communities across California, including writing numerous letters of support.
- Led a major letter writing campaign to support the State Historic Tax Credit (SB 451) and amend bills that would have seriously weakened preservation rules.
- Wrote to oppose repealable harm to the Neutra designed Connell House in Monterey and the Capitol Fountain in Sacramento, and to support the sensitive rehabilitation of Horton Plaza in San Diego.
- Sent letters to support the nominations of the Bay Street Beach Historic District, a rare historic African American site of leisure, and the Japanese Hospital in Boyle Heights, one of the few places where Asian Americans could receive medical treatment in the early twentieth century.

RECORD ATTENDANCE AT OUR PROGRAMS
This year we provided training and information at more than 90 events, from our conference in Palm Springs to workshops and tours around the state. The fiscal year marked a significant milestone: record attendance numbers, with more than 3,000 registered attendees, including our workshops, webinars, annual conference, and Preservation Design Awards. This marks the most attendees we have ever had at our programs in our recorded attendance history.

A HELPING HAND TO YOUTH AND STUDENTS
We are significantly investing in communities most underserved and in need of preservation support. Our annual conference this year hosted over a dozen students from universities across the West Coast. In March, we invited eleven students to attend a full day workshop on Affordable Housing at no cost. This year also marks the third consecutive year that we have provided support to students through our growing student scholarship program, made possible by the generous support of Liz’s Antique Hardware and individual donors to our Scholarship Fund.

Our Impact on People & Places

<table>
<thead>
<tr>
<th>2000+ People attended CPF programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 Tour attendees on more than 28 tours</td>
</tr>
<tr>
<td>600+ Attendees at our Annual Conference in Palm Springs</td>
</tr>
<tr>
<td>320+ Volunteers</td>
</tr>
<tr>
<td>28 Unique educational events</td>
</tr>
</tbody>
</table>

This year was a time of major movement for the California Preservation Foundation, with activity throughout the state and across the country as we work to move preservation forward.

We co-sponsored the SB 451, the California Historic Rehabilitation Tax Credit, a bill that will dramatically change the preservation landscape. Now that the bill has passed, hundreds of preservation projects will now be feasible that otherwise wouldn’t pencil out, and it will encourage the development of historic properties throughout the state. In addition to pushing SB 451 forward, we have been active in Sacramento, successfully working to amend upload bills to include protections for historic properties.

We started off our fiscal year last October with a move into our brand new office, located in the historic Agriculture Building at 101 The Embarcadero in San Francisco. The new space has helped us to streamline many of our operations, and has re-invigorated our partnership with the Port of San Francisco, who is working to protect and sensitively restore many of the city’s historic piers.

In March, CPF Trustee Chris Warey and I went to Washington, DC to gather with preservationists from around the country for Preservation Action’s Lobby Day, to push for preservation priorities.

After a recent relocation to pass SB 451, the State Historic Tax Credit:
- Coined with partners from around the country on Preservation Action’s Lobby Day, to push for preservation priorities.
- Added a new platform for sharing local stories and advocacy successes to our statewide audience through our monthly newsletter.
- Welcomed attendees from around the country at their annual meeting in San Francisco, the annual conference of the National Trust for Historic Preservation.

The fifth phase of the landmark Route 66 study was completed in December 2018. CPF is proud to have a lead role with the National Park Service Route 66 Corridor Management Program and the firm of Mixed and Hunt to document the length of the historic “Mother Road.”

We have even been making moves outside of California, including presenting at a symposium on URM Seismic Resilience in Portland, OR, and collaborating on the 2020 Spring meeting of the National Preservation Partners Network in Dallas, TX.

Finally, this year we welcomed three new Trustees: Rita Gofeld (South Los Angeles), Jeff Caldwell (Pasadena), and Michael Gibson, Esq. (Redondo Beach). Bill and Darrell Washingat Deborah Rosenthal and Board President, Andrea Gahse. While they are no longer on the Board of Trustees, we look forward to continue to engage with them as we all work to advance preservation in California.

Cindy L. Heitzman Executive Director
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(October 1 – September 30, 2019)

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