



Recommendation for Action

File #: 19-2465, **Agenda Item #:** 27.

8/22/2019

Posting Language

Approve an ordinance waiving up to \$2,650 in Library Department photo/digital scan reproduction and publication fees for Arcadia Press, Inc., in exchange for royalties for use of Austin History Center historical photos.

Lead Department

Library Department

Fiscal Note

The waiver of these fees will result in unrealized revenue estimated at \$2,650 for the FY 2018-19 Austin Public Library Department. A fiscal note is attached.

Prior Council Action:

City Council approved similar agreements with Arcadia Press, Inc., on March 8, 2012, January 23, 2014, February 2, 2017, and February 15, 2018.

For More Information:

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Additional Backup Information:

The Austin History Center (Center) wishes to enter into a publishing royalty agreement with Arcadia Press, Inc., a publishing house that specializes in local and regional pictorial history books, for a book that Arcadia plans to publish about the University of Texas at Austin. The proposed agreement would allow Arcadia to use certain Center images in the book and pay a royalty fee of 4% on book sales in lieu of paying the photo digital scan and publication/display fees listed in the Library Department's current fee schedule. This RCA will authorize waiver of up to \$2,650 in fees for Arcadia Press during the current fiscal year. From analysis of prior agreements, the Center anticipates recovering the waived fees from royalties received over the life of the agreement.

In addition to the royalty payments, the Center will receive publication credit in the book, including placement of the Center's logo on the back cover of the book. This presents an opportunity for the Center to celebrate and promote the history of Austin. The Center has seen an increase in photo orders each time an Austin photo book has been published in the past, and the Center's manager also anticipates increased donations of historic photographs to the archives as a result of the partnership for the publication of the book. By partnering on these types of projects, the Center is better able to fulfill its mission of preserving, documenting, and making accessible the history of Austin.