



Castle Rock Town Council
100 N. Wilcox St.
Castle Rock, CO. 8010

June 14, 2023

Ladies and Gentlemen,

The Castle Rock Museum is a valuable cultural resource for the community. One of its primary goals is to provide an interesting way to educate the community on the tremendous and varied history of this town. Our Castle Rock Museum gives its residents a sense of place. New residents frequently visit the museum to get a perspective on the community they have chosen to make their home. The museum is also on the top of the list of places for visitors to Castle Rock. Every year the museum hosts visitors from at least 40 states and nine or ten foreign countries. CRHS provides this service via the Museum at the lowest cost because of its management by a non-profit organization. Because the Society and Museum adhere closely to the goals of the Miller Fund, the resources for the operation of the museum can be provided with non-tax dollars. Last year the museum celebrated its 25th year of operation with your consistent support. For the third year in a row the museum has conducted the Scavenge the Rock scavenger hunt as a community event with the support of the Town of Castle Rock and the Downtown Merchants association. The scavenger hunt features historic buildings and downtown business.

The goal of the Historical Society for 2024 is two-fold: A) continue to form new relationships with a broader base of members from our growing community and B) provide a quality learning experience for the enjoyment and education of the visitors. For the third year the museum has conducted the Scavenge the Rock scavenger hunt in partnership with the Town of Castle Rock and the Downtown Merchants. The museum now has support from the Douglas County Garden Club. In recent years the museum has expanded the vision of highlighting our history by adding featured exhibits which focus on a special event or an era in Castle Rock History. The museum has provided exhibits at other local sites. This year the museum will provide an exhibit naming the third medical office building at Adventist Hospital. The building is named for Dr. Walter A. Palmer, who opened his practice here in 1903 and served as mayor of Castle Rock in 1909 and 1910. We expanded our reach with outdoor access through the marker program and outdoor interpretive signage. We are now using a variety of social media platforms including Instagram, Youtube, and Facebook.

Over the last few years through grants, donations and the support of local businesses the museum has been able to insure the integrity of the 148 year old building. The CRHSM will continue social media use to spread our message of education and community connectedness. The society and museum were able to resume most of their traditional activities and fundraising last year. The Trolley tour, the walking tours (Historic Downtown, Cemetery and Ghost Tours) and Victoria's Tea have all returned. We would love to host our fundraising tea at Cantil School in the future, if it is affordable.

In addition to the grant from the town the CRHSM seeks funds as follows:

- Grants for museum building and restoration
- Individual and foundation donations
- Leveraging membership in Colorado Gives and other charitable endeavors
- The museum donation box and Gift shop
- Increased membership
- Business and community support
- Donations of gifts or services from local businesses
- Fundraising events

During 2024 the Castle Rock Historical Society and Museum plans to:

- Provide interesting and educational information about the history of Castle Rock. This year's special exhibit is planned to be the Civilian Conservation Corps Camp in conjunction with the opening of a new town trail. The staff at the museum maintains the two exhibits at Castle Rock Adventist Hospital medical office buildings. In conjunction with the town Historic Preservation Board and Downtown Merchants we now have an annual Scavenger Hunt to provide a fun way to learn about town history. Even out of town visitors participated.
- Use volunteers to run tours, support new museum exhibits, guide visitors, help promote the Society and perform restoration duties.
- Provide community education by hosting school group tours of all ages, and historic based programs for local community groups, both onsite and off site.
- Participate in local community events such as the Car Show, Festival of Trees, County Fair, Trick or Treat and Senior Center Craft Fair and participate in other area events like archeology day.
- Provide no cost historic walking tours, trolley tours, cemetery tours and fun ghost tours, while welcoming donations from participants.
- Expand its outreach through online exhibits and videos and direct connection with DCSD teachers around the CO State History Standards.
- Welcome new residents and provide them with an historic view of the community
- Offer entertaining and educational programs monthly, perhaps at Cantil School.

Several of these ventures have involved working with town staff and we are grateful to partner with the town in promoting this special place.

The Castle Rock Historical Society is committed to our mission of historical education, maintaining the sense of community, and the small-town feel of Castle Rock. Your steadfast support has helped enable us to receive over \$100,000 in grants and donations over the last few years. These grants help ensure the continued preservation and stability of our beloved 148-year old D & RG Depot museum. Although we have been able to obtain more sponsorships this year, we are asking for a 6% increase in funding to manage the costs of utilities and personnel. We look forward to the approval of our 2024 grant request and meeting with you at the Town Council meeting as scheduled.

Respectfully,

Ron Claussen, President, Castle Rock Historical Society Board of Directors

Contact: Angie Deleo, Museum Director

420 Elbert St. Castle Rock, CO. 80104. 303-814-3164

Board of Directors

President, Ron Claussen

Vice President, Randy Reed

Treasurer, Sue Goff

Recording Secretary, Barb Allamian

President Emeritus, Dorothy Kelly

Public Relations,

Member at Large, John Berry

Member at Large, Debbie Rietsch

Member at Large (non-voting) Angie Deleo, Museum Director

III. 2024 Proposed Performance Objectives

Specific services to the Town the organization proposes to provide as a result of Town funding:

- 1. To continue to discover, collect and promote the preservation of any archive material, sites, buildings and oral history which may help to establish or illustrate the history of the Castle Rock area. The Castle Rock Museum has illustrated the geology, exploration, settlement, development, town government, conditions, events, public figures and progress of the town.*
- 2. Hold open the Castle Rock Museum four days per week, five hours per day, excluding holidays, with no admission charge.*
- 3. Provide permanent exhibits of artifacts and curated exhibits at the Castle Rock Museum.*
- 4. Continue to curate traveling and rotating exhibits at the Castle Rock Museum while improving our online presence.*
- 5. Continue hosting historical tours of the Castle Rock area. Past examples include an annual Trolley Tour, Summer Walking Tours and other periodic tours such as quarry tours.*
- 6. Continue providing informative historical presentations to groups including the general public, seniors, and to school children. If school budgets are such that schools cannot send children to the Museum we will go to the schools.*
- 7. Assist economic development of Castle Rock by presenting the development of Castle Rock from the founding to the present day, and encourage growth of local businesses as our partners, all the while preserving the small town atmosphere. The walking tours are designed to encourage people to spend time in the downtown area. The museum frequently entertains questions from newcomers and visitors about information on the town beyond history.*
- 8. Participate in local community activities, such as Starlighting, Car Show, County Fair, Senior Center Craft Fair and others when the society and museum can make a beneficial contribution.*

**2024 SERVICE ORGANIZATION
FUNDING APPLICATION**

ORGANIZATION REQUESTING FUNDING:

Castle Rock Historical Society & Museum

I. 2024 FUNDING REQUEST (Please use this form for this information and not another format.)

Breakdown of funds (For what specifically would monies from the Town be used?)

<u>Salaries, including taxes & insurance</u>	<u>\$71,250</u>
<u>Utilities</u>	<u>\$9,150</u>
<u>Office Equipment & Building Mainenance</u>	<u>\$7,100</u>
<u>Building Insurance</u>	<u>\$3,200</u>
<u>Exhibit & Artifact preservation</u>	<u>\$1,000</u>
<u>Events</u>	<u>\$500</u>
 TOTAL FUNDING REQUEST	 <u>\$92,200</u>

II. 2024 PROJECTED ORGANIZATION BUDGET

(Please use this form for this information and not another format.)

2024 projected organizational budget

(Including funding from the Town) \$104,200

Projected sources of revenue

<u>Museum donation box & CO Gives</u>	<u>\$3,000</u>
<u>Gift shop & community rewards</u>	<u>\$1,500</u>
<u>Town of Castle Rock</u>	<u>\$92,200</u>
<u>Fundraising & Donations</u>	<u>\$7,500</u>

TOTAL PROJECTED REVENUE \$104,200

Projected expenditures

(By major budget category)

<u>Payroll</u>	<u>\$72,050</u>
<u>Utilities</u>	<u>\$9,150</u>
<u>Office Equipment, Building Maintenance & Security</u>	<u>\$10,475</u>
<u>Professional Assoc. Memberships, Staff Training & travel</u>	<u>\$1,250</u>
<u>Artifact preservation, restoration & equipment upgrades</u>	<u>\$6,500</u>
<u>Outreach, fundraising & events</u>	<u>\$1,750</u>
<u>Facility improvements</u>	<u>\$1,650</u>

TOTAL PROJECTED EXPENDITURES \$102,825

III. 2024 PROPOSED PERFORMANCE OBJECTIVES

Please propose up to eight measurable performance objectives that your organization will strive to accomplish **in direct relationship to any funding and contract awarded by the Town.**

In accordance with the contracts, organizations will be required to track and report on attainment of the objectives at the middle and end of the contract term.

EXAMPLES OF POTENTIAL PERFORMANCE OBJECTIVES:

Chamber: Conduct X one-on-one business consultations during 2021 through the Castle Rock Economic Gardening program.

EDC: Produce bimonthly economic activity updates (number of prospects, jobs and capital investment) that highlight critical issues affecting economic expansion in the Town of Castle Rock.

Historical Society: Hold open the Castle Rock Museum four days per week, five hours per day, excluding holidays, with no admission charge, 100 percent of the time.

Senior Center: Provide shuttle service to seniors and people with disabilities five days a week, excluding holidays, 100 percent of the time.

Youth Initiative: Serve X individuals through the WrapAround program during 2022.

Downtown Merchants Association: Provide an annual event series, free to the public, consisting of: three Starlight movies, the Classic Rock Cruise-in Car Show, Oktoberfest, ...

Downtown Development Authority: Increase attendance at Rink at the Rock by X percent over 2021.

IV. SUPPLEMENTAL INFORMATION

a) Provide a cover letter no longer than three pages that includes:

- a. **A summary of how the requested funding would be leveraged with other dollars and volunteer resources to maximize the return on the Town's requested investment (What does your organization expect to generate using monies the Town might give?)**
- b. *The name of and contact information for the person within the organization responsible for administration of the requested contract*
- c. *If applicable, the amount of additional funds requested this year, and an explanation for the request*
- d. *Any further discussion about the application as deemed necessary by the requesting organization*

b) Provide a list of the board of directors of the organization