

# Historic Preservation Month

May 2024

**Goal:** To raise awareness for Historic Preservation Month and encourage residents/visitors to explore the Town’s history by participating in events that will provide education and fun for all ages.

**Audiences:** Castle Rock residents, visitors and history enthusiasts

**Key Messages:**

- May is Historic Preservation Month. Celebrate the history that helped shape our Town by participating in curated events throughout the month which will be posted on our website at CRgov.com/**historicpreservation**.
- Much of Castle Rock’s charm is found in historic buildings and its rich cultural past. Historic preservation gives people a sense of place and connection to the past.
- The Town provides tangible support towards the preservation, rehabilitation and restoration of Town buildings through the Design Assistance Program, the Downtown Historic Preservation Grant and the Local Restoration Grant.

**Event messaging:**

- To help celebrate and share Castle Rock’s rich history, you’re encouraged to participate in events planned throughout May – Historic Preservation Month.
- Scavenge the Rock, the main event, is a month-long scavenger hunt is designed to help participants learn about the history of Castle Rock. It’s a partnership among the Castle Rock Museum, Downtown Merchants Association, Historic Preservation Board and the Town. Scavenge the Rock will take place Wednesday, May 1, through Friday, May 31, with a grand prize drawing on June 1. Pick up a clue sheet at the Castle Rock Museum, 420 Elbert St. Then, spend the month trying to answer the questions. Return your completed clue sheet to the museum for a chance to win prizes. The museum is open from noon to 5 p.m. Wednesday through Friday and 11 a.m. to 4 p.m. Saturday. Prizes include golf gift cards, Summer Concert Series tickets and more

**Tactics/Deliverables:**

Deliverables	Deadline	Team member
<b>Online</b>		
Historic Preservation Month webpage: Ways to Celebrate HPM – see list below	April 19	Trinity
Calendar items on CRgov (trolley rides, tea, etc.) Museum to submit to Town for posting on events calendar.	April 19	CJ
News Release online	May 1	Trinity
<b>Social Media</b>		
News Release – FB/IG/ND/TW <ul style="list-style-type: none"><li>• Post 1: NR/HPM kickoff, link to webpage/events</li></ul>	May 1	Trinity
FB/IG/ND <ul style="list-style-type: none"><li>• Post 1: Ways to celebrate HPM – find all 5 posters around Town. (Will tease the Museum’s scavenger hunt)</li></ul>	May 10	Trinity /Shared by Downtown Alliance and Museum as content calendar allows

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<ul style="list-style-type: none"> <li>Post 2: Our Town Over Time: Then/now photos</li> <li>Post 3: Reminder to find all posters</li> <li>Post 4: Reminder to finish the hunt</li> <li>Post 5: Scavenger Hunt Awards</li> </ul>	<p>May 17</p> <p>May 24</p> <p>May 30</p> <p>June 3</p>	Museum/Trinity
Add events to weekly What To Do This Weekend posts when possible		Trinity
LI <ul style="list-style-type: none"> <li>Post 1: What is HPM/Town history</li> </ul>	May 6	Trinity
<b>Printed Materials</b>		
Placemats for local restaurants (300)		Brad
Town Talk: April calendar of events	March 29	Trinity
Town Talk: May article	April ?	Trinity
E-Newsletter Development Highlight	April 24	Trinity
<b>Graphics</b>		
Sidewalk Poster (5)	April 19	Joelle
News Release graphic	April 22	Joelle
FB/ND/IG SMGs (5)	April 26	Joelle
LI SMGs (1)	April 24	Joelle
<b>Other Tools</b>		
Create unique QR codes for the 5 posters	April 15	Trinity
Create webpages for each QR code that shares a taste of CR history and provides clues to find other posters with unique history tidbits	April 15	Trinity

<b>Ways to Celebrate</b>		
Scavenge the Rock	May 1-31	
Trolley ride	May 4	
Victoria's Tea	May 18	
Historic Walking Tours	Self-guided	
Scan posters and learn more about Town history	May 1-31	

### Measuring Success:

We will monitor feedback on social media, visits to webpage and the number of completed clue sheets returned to the museum.

### Total Traffic – May

#### QR code activity

- HPM sidewalk poster 1 (Cantril) – 10 scans
- HPM sidewalk poster 2 (BB Cafe) – 16 scans
- HPM sidewalk poster 3 (Castle Rock Depot) – 15 scans
- HPM sidewalk poster 4 (Rock Park) – 11 scans
- HPM sidewalk poster 5 (Rec Center) – 7 scans
- HPM sidewalk poster 6 (MAC) – 2 scans

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HPM poster – 30 scans

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## **Museum Stats**

Trolley Tours on May 4th - 102 passengers

Victoria's Tea on May 18th - 79 tickets sold (92 actual attendees)

Scavenge the Rock for May - 170 clue sheets given out, 75 clue sheets returned and put in the drawing (which means we gave out 75 goodie bags). We had 21 people attend the prize drawing (you did not have to attend the drawing to win).

We gave out 53 prizes.

## **Social Media Stats**

FB – 4 posts / 8.9K reach / 53 engagement / 5 shares

IG – 4 posts / 2.4K reach / 89 engagement / 7 shares