

Historic Preservation Month

May 2023

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/TownHistory
- Much of Downtown Castle Rock's charm is found in historic buildings and its rich cultural past. Historic preservation gives people a sense of place and connection.
- The Town provides tangible support toward the preservation, rehabilitation and restoration of Town Downtown buildings through the Design Assistance Program, the Downtown Historic Preservation Grant and the Local Restoration Grant. – are these for historic buildings and Downtown buildings only?

Event messaging:

- Scavenge the Rock 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, Town of Castle Rock and the Town's Historic Preservation Board. Scavenge the Rock takes place Monday, May 1 through Friday, June 2, with a grand prize drawing on Saturday, June 3. Pick up a clue sheet at the Castle Rock Museum, 420 Elbert St. Then, spend the month working 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. Even if the Museum is closed, feel free to stop by — clue sheets will be available for pick up outside. Prizes include golf gift cards, Summer Concert Series tickets and more!
- Downtown Castle Rock and the historic Craig and Gould Neighborhood are plentiful with stories of our Town's past. Celebrate Historic Preservation Month by taking a self-guided walking tour. Find printed maps can be picked up __?__.
- Explore historic Downtown Castle Rock on the free Town Trolley. Enjoy learning about our Town's history on video screens playing while you ride.

Tactics/Deliverables:

Deliverables	Deadline	Team member
Online		
Historic Preservation Month webpage: Ways to Celebrate HPM – see list below	April 1	Katy
Calendar item on CRgov	April 1	Katy
News Release online	April 28	Katy
Social Media		
News Release	April 28	Katy
Facebook		
<ul style="list-style-type: none">• Post 1: History of the Rock/HPM kickoff, link to webpage/events• Post 2: Ways to celebrate HPM – historic walking tours/trolley	<ul style="list-style-type: none">May 1May 8	<ul style="list-style-type: none">• Katy/Brad to create content• Shared by Downtown Alliance and Museum as content calendar allows

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tours/share video (PSM or street sign history)		
• Post 3: Our Town Over Time: Then/now photos	May 15	
• Post 4: Reminder to finish hunt	May 22	
• Post 5: Scavenger Hunt Awards	June 1	
Instagram Reel		
HPM kickoff	May 1	Katy
HPM reminder to finish the hunt	May 22	
Instagram story with swipe up	May 15	Katy
Printed Materials		
Clue sheets	April 15	Museum
Downtown walking tour maps	April 15	Development Services
Placemats for local restaurants (300)	Order by April 3	Order/Deliver: Development Services
Town Talk: April calendar of events	March 20	Katy
Town Talk: May article	April 21	Katy
Graphics		
Sidewalk graphics (3)	Order by April 3	Joelle (design), Brad (order)
News Release graphics	April 26	Nick
Facebook SMG	April 26	Nick
Clue Sheet	April 15	Museum

Ways to Celebrate		
Scavenge the Rock	May 1-31	Museum
Victoria's Tea	May 13, 2 - 4 p.m.	
HPM Beer of the Month HPM Ice Cream of the Month	Wild Blue Yonder Glacier Ice Cream	TBD – Councilmember LaFleur
Historic Walking Tours		
Trolley tours		

Measuring Success:

We will monitor feedback on social media, visits to web page, participants on the trolley tour and the number of completed clue sheets returned to the museum.