Castle Rock Town Council
100 N. Wilcox St.
Castle Rock, CO. 80104

June 14 2019

Ladies and Gentlemen,

Thank you for the opportunity to apply for community funding grants from the Philip S. Miller Charitable Trust. Past funding has enabled the Castle Rock Historical Society to operate the Castle Rock Museum and provide quality programs to the community in a cost effective manner. We are grateful for your steadfast support. This year the museum celebrates its 22nd year of operation. Over the years it has become a professional and progressive institution. We are grateful for the Town of Castle Rock support that helped make that possible.

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 and give 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. CRHS provides this 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.

The Historical Society's goals in 2020 will be to continue to provide a quality museum experience for the enjoyment and education of the visitors. In recent years the museum has expanded the vision of the museum to add featured exhibits which focus on a special event or era in Castle Rock History. Over the last few years the museum has received over $100,000 in grants used to insure the integrity of the 144 year old building. Our goal for 2020 will be to work on the restoration of some of our most important and needy artifacts. Our goal as always is to provide additional funding to the museum.

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

- Grants for museum building and restoration
- Donations from local business
- Leveraging membership in Colorado Gives and other charitable endeavors
- The museum donation box and Gift shop
- Increasing membership and business participation
- Fundraising events,such as our annual Victoria's Tea, historic bus tours and Fall BBQ
- Individual member donations

During 2019 the Castle Rock Historical Society and Museum:

- Provided interesting and educational information about the history of Castle Rock. This year's special exhibit entitled, "The Racetrack that put Castle Rock on the Map". It is the story of the Continental Divide Raceways in pictures, movies and objects.
- The staff at the museum maintains the two exhibits at Castle Rock Adventist Hospital, named in honor of Castle Rock citizens, nurse Mary Briscoe, and Dr. George Alexander. We hope to do more.
- The Society and Museum use volunteers to run tours , support new museum exhibits, guide visitors, help promote the Society and perform maintenance duties.
- The museum provided community education by hosting school group tours of all ages, and do historic based programs for local community groups.
- The museum and society participate in local community events such as the Car Show, Festival of Trees, County Fair and Senior Center Craft Fair..
- Conducted historic tours. The annual Trolley Tour, and the scheduled and special downtown walking tours are all extremely popular. The local "Holding History in You Hand" QR code plaque tours have been revitalized, offering new technology to learn about historic downtown Castle Rock. We now offer a certificate of completion. These tours are provided at no cost to the participants but they increase donations and are evidence of the vitality of the organization.
- The museum was able to upgrade and network its computers and hosted its first online exhibit with additional material on the CDR Racetrack.
- Other educational bus tours provided fun and served as fundraisers.
- Recruited top quality presenters who educate and entertain at the Society's free monthly meeting at the Philip S. Miller Library with an ever increasing audience.

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

For 2020 we are requesting a yearly amount of $79,500, an increase of $2500. Good executives operate continually with an eye to the future and really good ones learn to peer around corners to anticipate what can't be seen but have a very high probability of inevitability. The Castle Rock Museum faces such an inevitable succession of executive management within the next 1 - 3 years with the likely retirement of its Executive Director, Angie DeLeo. Angie has served with verve, dignity, deep caring and professionalism for nine years and has been woefully underpaid at $18,600.00 per annum. It is utterly indisputable that a new hire could not be gotten in the marketplace now or then to replace her for less than $25,000.00. As the volunteer president it is my earnest recommendation that an additional $2,500.00 be added to this 2020 request to bring her compensation up to $21,100.00. And it should be the next president's recommendation to increment it $2,500.00 per annum to bring it up to an eventual $25,000.00 so that a fruitful executive search can be performed when required for a highly qualified and competent new Museum Executive Director.
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 144-year old D & RG Depot museum. Thank you for your time and attention. We look forward to the approval of our 2020 grant request . We look forward to meeting with you at Town Council meeting as scheduled.

Respectfully,

Jerry Persall, President
Castle Rock Historical Society Board of Directors

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Board of Directors
President, Jerry Persall
Vice President, Staci McCormack
Treasurer, Ed Hooks
Recording Secretary, Cynthia Redfern
Corresponding Secretary, Dorothy Kelly (President Emeritus)
Member at Large, Sandy Kelley (Education Outreach)
Member at Large, Kay Livingstone (Membership Director)
Member at Large, Scott Swindell (Website support)
Member at Large, Marsha Shaikhly (Event Planner & Historian)
Member at Large, Bill Conz (Restoration specialist)
Member at Large, Cindy Malone (Program Director)
Member at Large, Suzie Perry (Ad Hoc)
Member at Large (non voting) Angie Deleo, Museum Director

2019 SERVICE ORGANIZATION
FUNDING APPLICATION

ORGANIZATION REQUESTING FUNDING:

Castle Rock Historical Society

I. 2020 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?)

Salaries, including taxes and insurance	$61,400
Utilities	$6,000
Office Equipment & Building Maintenance	$7,900
Building Insurance	$3,200
Exhibits & artifact preservation	$1,000
TOTAL FUNDING REQUEST	$79,500

II. 2020 PROJECTED ORGANIZATION BUDGET

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

2020 projected organizational budget

(Including funding from the Town) $89,615

Projected sources of revenue

Museum Donation Box	$1,725
Gift Shop	$1,500
Town of Castle Rock	$79,500
Fundraising	$7,000
TOTAL PROJECTED REVENUE	$89,725

Projected expenditures

(By major budget category)

Payroll	$61,400
Utilities	$6,000
Office Equipment & Bldg Maintenance, Security Expansion	$10,900
Professional Assoc. Membership, staff training & travel	$1,150
Artifact preservation, restoration & equipment upgrades	$7,000
Outreach, fundraising & events	$1,540
Facility improvements	$1,625
TOTAL PROJECTED EXPENDITURES	$89,615

III. 2020 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 the Car show, Festival of Trees and Starlighting when the society and museum can make a beneficial contribution.