



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

June 12, 2020

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 23rd year of operation. Over the years it has become a professional and progressive institution. We are grateful for the Town of Castle Rock's 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. 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. 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.

The goal of the Historical Society in 2021 is two-fold: A) continue to form new relationships with a broader base of members from our growing community and B) provide a quality museum experience for the enjoyment and education of the visitors. 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 sites and expanded its reach with outdoor access through the marker program and outdoor interpretive signage. We are now using a variety of social media platforms including Instagram, Twitter and Facebook. Videos, online presentations and comment threads are helping us to attract a larger audience.

Over the last few years the museum has received over \$100,000 in grants used to insure the integrity of the 145 year old building. In 2021, and especially in the wake of the current Covid 19 situation, an additional goal of the CRHSM is continued social media use to spread our message of education and community connectedness.

In addition to the grant from the town the CRHS 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 community rewards
- Donations from local businesses
- Fundraising events

During 2020 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 will be about the story of the Santa Fe depot. The staff at the museum maintains the two exhibits at Castle Rock Adventist Hospital medical office buildings. We hope to do more.
- 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.
- Participate in local community events such as the Car Show, Festival of Trees, County Fair and Senior Center Craft Fair when they return.
- Provide no cost historic walking tours, trolley tours and other outside tours as permitted while welcoming donations from participants.
- Expand its outreach through online exhibits and videos and direct connect with DCSD teachers around the CO State History Standards.
- Offer entertaining and educational programs monthly either in person, online or otherwise per COVID 19 guidelines.

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 2021 we are requesting a yearly amount of \$82,000, an increase of \$2,500. 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 - 2 years with the likely retirement of its Executive Director, Angie DeLeo. Angie has served with verve, dignity, deep caring and professionalism for ten years and has been woefully underpaid at \$18,600. 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. As the volunteer president it is my earnest recommendation that an additional \$2,500 be added to this 2021 request to bring her compensation up to \$21,100. And it is my recommendation to increment it \$2,500, 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 145-year old D & RG Depot museum. Thank you for your time and attention. We look forward to the approval of our 2021 grant request . We look forward to meeting with you at the Town Council meeting as scheduled.

Respectfully,

Staci McCormack President
Castle Rock Historical Society Board of Directors

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Museum Director
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Board of Directors

President, Staci McCormack
Vice President,
Treasurer,
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, Ron Claussen (Social Media/PR Director)
Member at Large, Bill Conz (Restoration specialist)
Member at Large, Cindy Malone (Program Director)
Member at Large (non voting) Angie Deleo, Museum Director

**2021 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?)

<u>Salaries, including taxes and insurance</u>	<u>\$63,900</u>
<u>Utilities</u>	<u>\$6,000</u>
<u>Office Equipment & Building Maintenance</u>	<u>\$7,900</u>
<u>Building Insurance</u>	<u>\$3,200</u>
<u>Exhibits & artifact preservation</u>	<u>\$1,000</u>
TOTAL FUNDING REQUEST	<u>\$82,000</u>

II. 2020 PROJECTED ORGANIZATION BUDGET

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

2021 projected organizational budget

(Including funding from the Town) \$89,615

Projected sources of revenue

<u>Museum Donation Box and D.C. Gives</u>	<u>\$1,725</u>
<u>Gift Shop</u> and Community rewards	<u>\$1,500</u>
<u>Town of Castle Rock</u>	<u>\$82,000</u>
<u>Fundraising</u> and Donations	<u>\$7,000</u>

TOTAL PROJECTED REVENUE \$92,225

Projected expenditures

(By major budget category)

<u>Payroll</u>	\$63,900
<u>Utilities</u>	\$6,000
<u>Office Equipment & Bldg Maintenance, Security Expansion</u>	\$10,900
<u>Professional Assoc. Membership, staff training & travel</u>	\$1,250
<u>Artifact preservation, restoration & equipment upgrades</u>	\$7,000
<u>Outreach, fundraising & events</u>	\$1,740
<u>Facility improvements</u>	\$1,625
TOTAL PROJECTED EXPENDITURES	\$92,415

III. 2021 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, County Fair, Senior Center Craft Fair and others when the society and museum can make a beneficial contribution.*