



Meeting Date: March 5, 2025

## AGENDA MEMORANDUM

**To:** Historic Preservation Board Members

**From:** Brad Boland, AICP, Long Range Project Manager  
Development Services

**Title:** **Historic Preservation Month**

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### Executive Summary

Historic Preservation Month is celebrated every May in the Town of Castle Rock and nationwide. The purpose of this memo is to provide the Board information on previous activities and efforts during Historic Preservation Month to help guide the conversation on what the Board would like to do for 2025.

### Discussion

Historic Preservation Month is observed nationwide each May to promote, educate, and celebrate the importance of preserving historical sites, buildings, and cultural heritage. The National Trust for Historic Preservation began National Preservation Week in 1973 and extended the celebration to the entire month of May in 2005. Historic Preservation Month provides an opportunity to meet one of the goals of the Historic Preservation Board in the provision of educational opportunities to increase public appreciation of the Town's unique heritage. Each year, Town Council issues a proclamation celebrating Historic Preservation Month.

The Historic Preservation Board in 2023 and 2024, with the assistance of the Town of Castle Rock Communications team, created a poster for Historic Preservation Month (**Attachments A & B**) that highlighted a historic property within the Town and contained a QR Code that brought people to the Town's Historic Preservation webpage. The posters came in two formats; a 24" by 36" sidewalk decal that was placed in various locations within the Town and a 11" by 17" paper poster that was provided to local business. Also in previous years, a Historic Preservation placemat was provided to various restaurants in the Downtown area (**Attachment C**).

In 2024, the Historic Preservation Board had a table at the Downtown Castle Rock Alliance's Spring Kickoff Concert at Festival Park on May 18, 2024. The table had educational materials such as the self-guided walking tours and some extra posters. Staff and HP Board members were able to interact with attendees and talk about historic preservation activities within the Town. The 2025 Spring Kickoff Concert will be held on May 17, 2025.

In addition to the Historic Preservation Board's efforts the Castle Rock Historical Society & Museum puts on Scavenge the Rock, Trolley rides, and Victoria Tea.

The Town of Castle Rock Communications team puts together a communications plan for Historic Preservation Month (**Attachment D**). The Communications Team has traditionally issued a news release announcing Historic Preservation Month and used various social media channels to provide information on Historic Preservation Month activities and interesting facts about the Town's history throughout the month.

### **Budget Impact**

In 2024 a total of six sidewalk posters were printed at \$75.30 for a total of \$451.80

In 2025 a total of 60 paper posters were printed at \$1.25 for a total of \$75.

Staff recommends keeping expenditures in the same range as past years of between \$400 and \$600

### **Attachments**

Attachment A: 2023 HP Month Poster

Attachment B: 2024 HP Month Poster

Attachment C: Placemat

Attachment D: 2024 Communications Plan Recap