

**COLORADO PRESERVATION INC.**

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Bruce Erley
Creative Strategies Group
11880 Upham St., Suite F
Broomfield, CO 80020

Dear Bruce,

Thank you for your insight regarding Colorado Preservation's initiative to lead a marketing-focused campaign to generate the funding necessary to restore the Colorado Statehouse Dome.

Background

As we discussed in our meeting, the cast-iron architectural "skin" of the dome, erected between 1890 and 1908, is separating from the underlying iron superstructure. The pathology of the deterioration is easy to explain: after more than 100 years of service, the iron rivets holding the "skin" to the superstructure are beginning to fail as a result of metal fatigue and galvanic corrosion. In brief, the restoration process involves 1) erecting a major scaffold from which to perform the work; 2) removing the granite-colored paint covering the "skin"; 3) replacing the iron rivets with stainless steel rivets; 4) repairing any cracked pieces of the skin uncovered during this process; 4) restoring a granite-colored paint to the "skin", then 5) removing the scaffolding.

Challenge

The proposed budget for this project ranges from \$11 to \$30 million. This range is broad because until the "skin" is uncovered the full extent of damage cannot be accurately gauged. Colorado Preservation will set a goal to raise \$20 million. (Erection of the scaffolding will cost approximately \$2 million.) As fiscal agent for the restoration effort, Colorado Preservation will retain 15% of the funds raised as its administrative fee.

The current state of the Colorado economy and the critical State budget shortfall mean that the State General Fund and other traditional sources for the revenue to restore the dome are not available. And, while the State has dedicated source of funds for historic preservation projects (the State Historical Fund, or SHF), were it to tap the SHF for the dome restoration, it would exhaust the fund for the 3 years estimated to complete the work. If the SHF is exhausted for that period of time, the repercussions in the communities around the state that rely on the economic stimulus that SHF-funded historic preservation projects provide would be significant.

The Opportunity

As the most recognizable historic structure in the State, we feel that restoration of the Dome, affords significant marketing opportunities. Our intention is to engage CSG to help Colorado Preservation create, evaluate, value and sell associated marketing opportunities to corporations based or engaged in business in Colorado.

Colorado Preservation's objectives are to:

- Provide the leadership necessary to restore the dome
- Guard the SHF from being diverted for the restoration effort
- Raise the visibility of our organization
- Create new corporate partnerships for Colorado Preservation that will extend beyond the project

Scope of Services

- Assist in identifying potential strategic marketing partners
- Develop a partnership presentation that will provide meaningful and relevant background on the project and offer compelling reasons for participation
- Assist (or lead) presenting to potential partners
- Evaluate potential marketing partners and provide affiliation recommendations
- Develop program thought starters (or concepts) that may be executed, leveraging the market (or brand) strengths of our partners
- Manage program execution

I will look forward to receiving a proposal for services from you at your convenience. In the meantime, if you need me to clarify any of the points I have discussed, please let me know.

Sincerely,

James Hare
Executive Director