

November 16, 2012
Capitol Building Advisory Committee (CBAC)

For new members of the Committee, Colorado Preservation, Inc. (CPI) is the non-profit, statewide historic preservation organization that initiated the Share in the Care Colorado (SCC) campaign and has been driving those efforts for the past several years.

Since its inception, CPI and SCC campaign have encountered numerous difficulties, including a public perception issue related to the "need " to raise money as funding has been and will continue to be, appropriated from the State Historical Fund to cover the cost of repairing the dome. The fact that public monies have already been appropriated and made available to pay for the Dome's repair has adversely affected the campaign's ability to raise offsetting contributions.

Moreover, during this time, CPI has invested over \$100,000 of its own funds to cover costs related to the campaign's infrastructure, which includes support staff and marketing professionals, at a time when its own financial circumstances have deteriorated badly. Over the past year, CPI has been forced dramatically to decrease the size of its staff to fit with its own economic realities and available resources. Today, CPI's paid staff includes only three preservation professionals with no administrative staff to support its day-to-day operations, down from a staff of 10 about a year ago.

As a result of the these factors, a re-evaluation of the program was conducted through a series of meetings with the Governor's Office, State Historical Fund, Colorado Office of Legislative Services, AngloGold Ashanti North America Inc., and CPI/SCC. A downsized plan has been developed that will shift focus away from paying for the Dome's repair per se and more toward generating awareness of the importance of historic preservation in Colorado and the benefits that contributions to the campaign have for historic preservation. This effort will be carried out through one or two events or letter-writing campaigns a year. The new effort places a greater emphasis on engaging a larger group of funders at lower funding levels to replenish the State Historical Fund, which ultimately supports historic preservation statewide. An explanation and outline of the revamped campaign is attached: Share in the Care Colorado Next Steps, Office of the Governor.

As a result of these proposed changes, the plan is for CPI to take a more passive role as the fiscal agent for the campaign and the tax-deductible vehicle for contributions. CPI will also be responsible for providing accounting reports to the CBAC and CDC and making payments to the State. However, the bulk of the resources to carry out campaign activities moving forward are expected to come largely from the Governor's Office. CPI will work with the Office of Legislative Legal Services to amend its contract with the State as may be necessary to achieve this result.

SUMMARY OF ACTIVITIES RELATED TO SHARE IN THE CARE COLORADO November 16, 2012

Educational Component Completed

The classroom lesson plan component of Colorado Education Association's (CEA) sponsorship was completed October 2012. Attached is a letter from Governor John Hickenlooper mailed to 1,710 schools and libraries encouraging educators to teach their students about the history of the Capitol and its priceless artifacts. CEA is recognized in the Governor's letter along with a link to the annotated resources set (ARS) available at: www.shareinthecarecolorado.org. Accompanying the letter was the DVD: *Centennial Statehouse: Colorado's Greatest Treasure*, by Colorado filmmaker Jim Havey and Havey Productions.

Given SCC's underperformance, CEA decided not to fulfill the remainder of its pledge (\$25,000). Documentation regarding this decision is forthcoming and will be provided with financial reports for the quarter.

Corporate Sponsorship Requests

Due to CPI/SCC's limited resources, corporate sponsorships will no longer be pursued. As noted earlier, the campaign has undergone a re-evaluation with a revised funding and approach for events. It is important to note that corporations that have donated to the campaign have received positive publicity and name recognition as detailed below under Public Awareness/Media Value.

Promotional

SCC's Christmas ornament was featured on 9News Colorado & Company November 9, 2012. The ornament is priced at \$25 and available at The Molly Brown House Museum Gift Shop, Brown Palace Hotel Gift Shop and SCC's website.

Proposed events for the campaign include:

- o Feb 6, 2013-Steven H. Hart Award/Letter Campaign and VIP Reception with special guest Governor John Hickenlooper, existing and new contributors, and exclusive opportunity to see on display the 65 ounces of 24-karat gold that will be used for the gilding of the Capitol dome.
- o May 2013-Historic Preservation Month activities
- o July 4, 2013-Letter Campaign
- o August 2013 - Delivery of the gold leaf to the Capitol
- o 2014-Removal of the scrim activity

Financial Summary:

Cash donations:

2011: \$69,012

2012: \$81,984

2013: \$54,347 (year-to-date)

\$205,343

In-kind and promotional support:

2011: \$75,089

2012: \$96,000

\$171,089

Public Awareness/Media Value:

Sept 2011 to Sept 2012

Estimated audience reached inception-to date: + 4 million

Estimated publicity value: + \$822,000

(SCC sponsors have been recognized in these media spots, thus providing value to their sponsorships.)

STATE OF COLORADO

OFFICE OF THE GOVERNOR

136 State Capitol Building
Denver, Colorado 80203
(303) 866-2471
(303) 866-2003 fax



John W. Hickenlooper
Governor

October 24, 2012

Dear Educators:

Our state Capitol is an iconic symbol reflecting the past, present and future of all Coloradans. That's why we hope school teachers in all grade levels will include the new film, *Centennial Statehouse: Colorado's Greatest Treasure* by Colorado filmmaker Jim Havey and Havey Productions in any curriculum involving Colorado history. The film explores Colorado's history through the lens of our iconic state Capitol. It is a story that inspires a deeper appreciation of our shared history and of the men and women who shaped the places we call home.

In conjunction with this film, an annotated resource set (ARS) provides teachers with the tools they need to craft lessons about Colorado history based on artifacts and artwork housed in the Capitol. Prepared in collaboration with the Colorado Education Association, the ARS provides access to primary sources, context about these materials, and standards-based suggestions for employing them in the classroom. The ARS is available free online at www.shareinthecarecolorado.org.

Please join our efforts to educate students about Colorado's past and to restore the history housed in the Capitol. By distributing the enclosed DVD and ARS to all of your teachers and encouraging them to teach their students about the history of our magnificent Capitol, you are helping to preserve Colorado's legacy. The people's house and the historic treasures inside are invaluable and help shape the future of our state.

The restoration of the Capitol is scheduled for completion by the summer of 2014. You can learn more about the project by visiting www.shareinthecarecolorado.org.

Sincerely,

John W. Hickenlooper