INVESTING IN ACTION FOR THE PLACES YOU LOVE
HISTORIC DENVER

IS LAUNCHING A

NEW ERA OF IMPACT.

THIS IS OUR CASE

FOR YOUR SUPPORT.
Historic Denver, Inc. was founded in 1970 through an extraordinary citizen effort to save the 1889 home of Titanic survivor Margaret “Molly” Brown, which the organization continues to operate as the Molly Brown House Museum. The project became a catalyst for preservation efforts throughout the city, and today Historic Denver is among the nation’s premier non-profit urban preservation organizations.

Historic Denver has shaped the city we know and love. The organization provided critical support for the preservation of Denver’s community landmarks and historic neighborhoods, leading projects such as the restoration of the culturally diverse historic 9th Street on the Auraria Campus, the rehabilitation of Curtis Park, the rescue of the iconic Paramount Theater, and the revitalization of LoDo. Without Historic Denver, these projects would not have been possible. It is critical that the work continue.

**AS THE LEADING VOICE FOR HISTORIC PRESERVATION IN OUR COMMUNITY, HISTORIC DENVER IS NOW EMBARKING ON A BOLD NEW ERA OF IMPACT WITH A $2 MILLION CAPITAL AND CAPACITY-BUILDING CAMPAIGN. THE EFFECT WILL BE FELT THROUGHOUT THE COMMUNITY FOR YEARS TO COME.**

This new era will include:

- Supporting innovative action on behalf of historic and architectural resources.
- Upholding the Molly Brown House Museum as an example of premier historic stewardship.
- Creating long-term organizational stability through new revenue generation and legacy funding.
- Enhancing outreach to culturally diverse communities that make up Denver’s rich historic fabric.
- Inspiring passion for Denver among new audiences and generating conversation about the dynamic between the past, present, and future.
1970s

- Purchases and restores the Molly Brown House Museum, the home of legendary “Unsinkable” Molly Brown
- Saves 9th Street on the Auraria Campus, a block of historic homes highlighting the cultural diversity of Denver’s early days
- Saves the Tramway Cable Building, the first local landmark in LoDo
- Accepts its first preservation easements on the Richtofen Castle and Croke-Patterson Mansion, two iconic Denver residences

1980s

- Leads the effort to create the Lower Downtown Historic District, modeling preservation’s potential to spur economic development
- Launches ambitious revolving loan fund in Curtis Park, Denver’s first streetcar suburb and historically diverse urban neighborhood
- Purchases and secures the Paramount Theater
- Saves the Justina Ford House, the home of Denver’s first African-American female doctor and now the Black America West Museum
- Restores the second floor at the Molly Brown House Museum
- Welcomes the one millionth guest at the Molly Brown House Museum

1990s

- Launches a successful program that leads to the designation of dozens of historic school buildings across the city
- Restores the Thomas Hornsby Ferril House, home of the first major poet from the Rocky Mountain West
Fights to save but loses the battle on two downtown icons, Zeckendorf Plaza and Central Bank
Experiences unprecedented attendance at the Molly Brown House Museum after the release of the movie *Titanic*
Conducts site work and carriage house renovations at the Molly Brown House Museum

**2000s**
- Advocates for the creation of the Downtown Historic District, protecting 43 icons that define downtown Denver
- Supports neighborhood preservation efforts, including Wolfe Place and Baker Historic Districts
- Launches the Sacred Landmarks program to help restore houses of worship that are key neighborhood anchors
- Creates Denver Story Trek to raise awareness of historic buildings
- Restores and transforms the back porch at the Molly Brown House Museum into exhibit space
- Welcomes the two millionth guest at the Molly Brown House Museum

**Today**
- Undertakes an ambitious citywide survey, *Discover Denver*, to identify historically important and diverse neighborhoods
- Saves the old Cathedral High School and Emily Griffith Opportunity School from imminent threat of demolition
- Serves nearly 50,000 people through the Molly Brown House Museum each year, including 10,000 students
- Consults on the plans for the National Western Stock Show Complex
- Supports state legislation regarding the Colorado State Preservation Tax Credit to incentivize small and mid-level preservation projects
- Initiates important neighborhood contacts in mid-century modern neighborhoods to implement new preservation strategies
- **Embarks on a bold new era of impact with the Capital & Capacity-Building Campaign**
Since opening, more than two million people have visited the Molly Brown House Museum. After forty years, significant restoration work on the 124-year-old house is now necessary.

**Restore the Museum**
The Molly Brown House Museum sets the bar for quality restoration. The campaign will fund the restoration of the iconic front porch, exterior masonry, windows, wood flooring, and more.

**Safeguard the Collection**
The Museum’s collection consists of 10,000 artifacts currently stored in closets, underneath beds, and in the basement. Funds from the campaign will contribute to securing appropriate off-site storage.

**Create Education Spaces**
With the collection stored off site, the Museum will be able to create interactive gathering spaces where new audiences can engage in educational programs.

**Interpret New Stories**
Off-site storage will enable the Museum’s currently restricted third floor to be opened and used as additional interpretive space to explore the lives of the home’s less visible historic inhabitants, the servants.
For forty-three years, Historic Denver has been the leading organization for those who love the city. It is now time to inspire new audiences through education and engagement to garner greater grassroots support, bolster advocacy efforts, and expand our impact.

**Invest in Proactive Partnerships**
A new Action Fund will create partnerships with community groups to implement creative strategies that promote historic character. Historic Denver will provide staff and financial support for conservation districts, neighborhood planning initiatives, and the citywide survey project, Discover Denver. One to three objective-driven efforts will be selected each year for these partnerships.

**Launch Tour Program**
Trained volunteer docents will provide regular downtown and neighborhood tours to engage visitors and locals with the places that make Denver unique. These tours will increase public awareness of the city’s history, cultivate new advocates, and provide a critical revenue stream.

**Sponsor an Annual Design Competition**
Historic Denver will launch an annual competition open to high school students, graduate students, and design professionals to provide creative solutions for a historic property or neighborhood and inspire the community to consider new ideas regarding the future treatment of Denver’s historic places.
In order to secure Historic Denver’s legacy, plan for long-term capital needs, and prepare for periods of economic uncertainty, reserve funds will be set aside and restricted. A set of policies and board procedures will govern the expenditure of these funds for limited purposes:

**Ensure Ongoing Capital Support of the Molly Brown House Museum**
Reserve funds will be available for on-going capital projects to maintain the Museum. These funds make pro-active maintenance possible even in lean years and protect against major capital crises or the deferral of important projects.

**Protect Historic Denver Easements**
Historic Denver holds more than sixty facade preservation easements. It is the organization’s responsibility to ensure the proper care of these historic properties. In the event the organization must intervene through legal channels or direct restoration work, a portion of the Legacy Fund may be released by a majority vote of the Board of Trustees.

**Support Preservation Programming**
Once the Legacy Fund has reached the $500,000 goal, a portion of the annual disbursement will be assigned for preservation projects, especially financial and technical assistance for community groups seeking to complete preservation projects. Directing the use of the funds will be the responsibility of the Board of Trustees.

"HISTORIC DENVER’S WORK IS AS MUCH ABOUT THE FUTURE AS IT IS ABOUT THE PAST."
ENHANCE THE TREASURE | $1,000,000
ENGAGE IDEAS & ACTION | $500,000
ESTABLISH THE LEGACY FUND | $500,000

Your gift will help build our future by:

• Restoring the Molly Brown House Museum’s most iconic features and securing the building for another 100 years

• Opening family-friendly education space at the Museum to engage new audiences

• Launching an ambitious tour program to raise awareness about Denver’s built environment

• Creating an Action Fund to support community groups pursuing proactive preservation projects

• Sponsoring an Annual Design Competition to encourage creative thought about historic sites in need

• Assuring the organization’s future by establishing a pool of reserves that will grow over time

• And more!

PLEDGES MAY BE PAID OVER THREE YEARS.

YOUR GIFT WILL HELP MOBILIZE A NEW ERA OF IMPACT FOR HISTORIC DENVER.
The following Table of Gifts suggests the number and size of gifts needed to reach the $2 million campaign goal.

<table>
<thead>
<tr>
<th>Gift Amount</th>
<th>Number of Donors</th>
<th>Total Dollars per Gift Level</th>
<th>Cumulative Dollars Toward Goal</th>
<th>Cumulative % of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEAD GIFTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250,000</td>
<td>2</td>
<td>$500,000</td>
<td>$500,000</td>
<td>25%</td>
</tr>
<tr>
<td>$100,000</td>
<td>5</td>
<td>$500,000</td>
<td>$1,000,000</td>
<td>50%</td>
</tr>
<tr>
<td>MAJOR GIFTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$ 50,000</td>
<td>10</td>
<td>$500,000</td>
<td>$1,500,000</td>
<td>75%</td>
</tr>
<tr>
<td>$ 25,000</td>
<td>10</td>
<td>$250,000</td>
<td>$1,750,000</td>
<td>88%</td>
</tr>
<tr>
<td>$ 10,000</td>
<td>10</td>
<td>$100,000</td>
<td>$1,850,000</td>
<td>93%</td>
</tr>
<tr>
<td>COMMUNITY GIFTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$ 5,000</td>
<td>20</td>
<td>$100,000</td>
<td>$1,950,000</td>
<td>98%</td>
</tr>
<tr>
<td>&lt;$5,000</td>
<td>Many</td>
<td>$ 50,000</td>
<td>$2,000,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

Your giving will mobilize Historic Denver’s new era of impact.
INVESTING IN ACTION FOR THE PLACES YOU LOVE

WITHOUT HISTORIC DENVER, MUCH OF THE CHARACTER THAT DEFINES OUR UNIQUE CITY WOULD HAVE BEEN LOST FOREVER. THE CAPITAL AND CAPACITY-BUILDING CAMPAIGN WILL HELP TO ENSURE OUR RICH HISTORY REMAINS THE FOUNDATION FOR THE FUTURE GROWTH OF OUR EXTRAORDINARY CITY.”

David and Stephanie Tryba, Campaign Co-Chairs
FOR MORE INFORMATION

Annie Robb Levinsky
Executive Director

1420 Ogden Street, Suite 202
Denver, CO 80218
303-534-5288 ext. 1
alevinsky@historicdenver.org

www.historicdenver.org