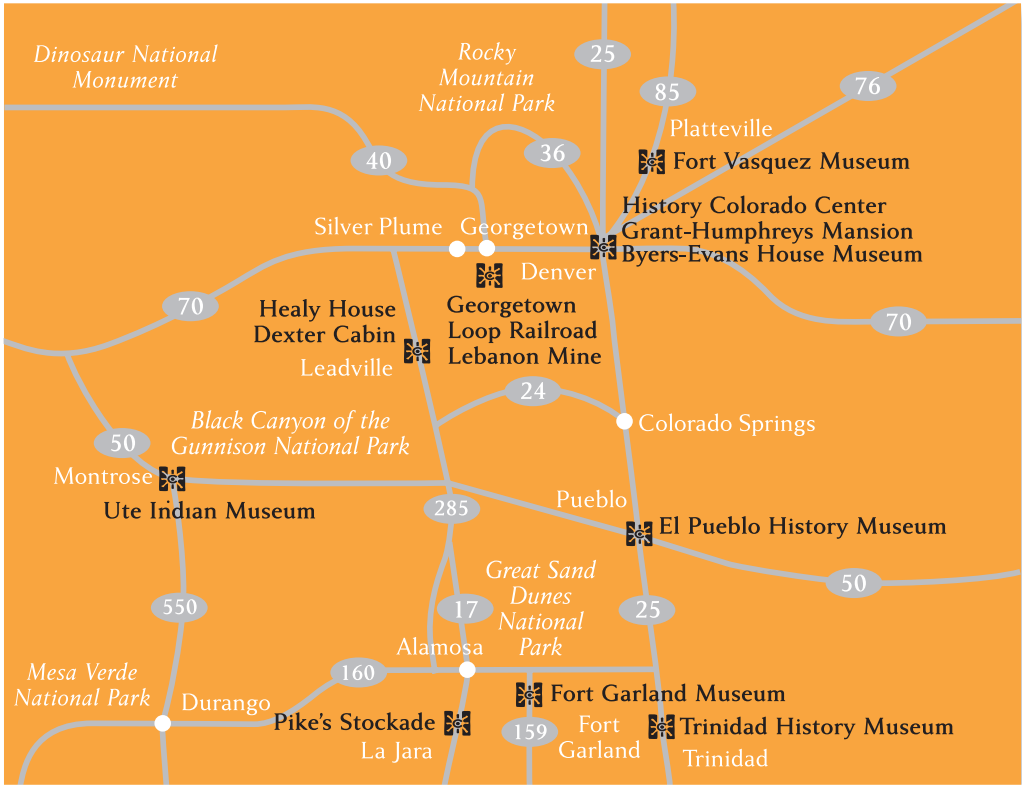
HISTORY Colorado

Annual Report 2011/2012

2011–2012 Attendance



History Colorado owns and operates historic sites and museums in communities throughout the state.

History Colorado Center*	40,736
Byers-Evans House	19,121
El Pueblo History Museum	20,171
Executive Residence	7,389
Fort Garland Museum	13,762
Fort Vasquez Museum	11,104
Georgetown Loop Railroad®	103,249
Lebanon Mine**	20,863
Grant-Humphreys Mansion	19,514
Healy House/Dexter Cabin	6,475
Trinidad History Museum	11,289
Ute Indian Museum	8,333
TOTAL	261,143

History Colorado experienced a 71-percent increase in member households, from 4,731 in July 2011 to 8,194 in July 2012.

On the cover:
Shown throughout this publication is repurposed Colorado beetle-kill pine. History Colorado utilized this wood from benches to ceilings in the new History Colorado Center—along with materials like locally finished limestone and recycled glass in terrazzo floors. The materials are not only sustainable but educational: an informative "Green Trail" highlights these features to visitors as they explore the center.

All images are from the collections of History Colorado unless otherwise noted.

** The History Colorado Center was under construction during the first ten months of the fiscal year and opened to the public on April 28, 2012. This figure reflects two months of attendance.*

*** Lebanon Silver Mine numbers are included in the Georgetown Loop figure. They have not been included in the History Colorado Total to avoid double counting.*

Mission

As the designated steward of Colorado history, we aspire to engage people in our state's heritage through collecting, preserving, and discovering the past in order to educate and provide perspectives for the future.

Who We Are

Established in 1879, History Colorado (formerly the Colorado Historical Society) preserves Colorado's rich heritage through the State Historical Fund, the Office of Archaeology and Historic Preservation, collections stewardship, statewide museums and programs for students, educators and visitors of all ages.

History Colorado is headquartered in the History Colorado Center, 1200 Broadway, Denver, CO 80203 in Denver's Golden Triangle Museum District. Find History Colorado at Facebook.com/HistoryColorado and on Twitter at @HistoryColorado. For more information, visit HistoryColorado.org or call (303) HISTORY.

Letter from the President and CEO and State Historic Preservation Officer

At no other time in our institution's 133-year history has our vision—to create a better Colorado through an understanding of the past—so defined and united us. The opening of the History Colorado Center in April 2012 punctuated this understanding of who we are and how we will move forward. This new center allows us to reach all areas of the state in ways we never have before.

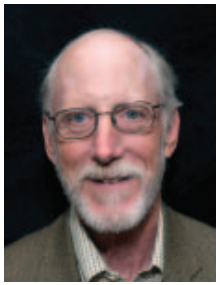
In addition to developing new exhibits, we designed gathering spaces for civic engagement, crafted a long-term sustainability plan based on forging public-private partnerships, launched our first major capital campaign, and raised nearly $20 million. We designed a beautiful and accessible library and research center and state-of-the-art collections spaces, and we are leading the country in innovation around the history museum experience. We developed digital content for students and educators, and we expanded our programs for adult learners and families.

We have re-envisioned what we do, how we do it, and for whom. As shown by the number of new members and visitors—and attention in such outlets as *Forbes*, *The New York Times*, and *Indian Country Today*—the response has been tremendous. Now, our exhibit halls are filled with families, intergenerational groups, and a true diversity of visitors.

As we head full throttle into a new era for History Colorado, I thank you. With your support and belief in us, you help us to continually raise the bar and reach higher.

Edward C. Nichols
President and CEO, History Colorado
State Historic Preservation Officer

Letter from the Chairman of the Board of Directors



The transformation of History Colorado over the last five years is truly remarkable—we've changed so much in such a short time. From our leaky headquarter digs at 1300 Broadway, the Colorado Historical Society has renamed itself, moved itself, repurposed itself. In virtually every way, we've enacted the changes that make our institution more relevant to our clientele.

Some changes are obvious; many are not. Certainly our new History Colorado Center is the most visible, but it is only one tool with which we will fulfill our mission.

The new History Colorado is dedicated to the ideal that we serve the public as stewards of a unique and wonderful resource: the history and heritage of our state. We believe that through open civic dialogue, we may come to know ourselves as Coloradans and clear our path to the future.

You'll see us reach out throughout the state, forging new relationships and strengthening old ones. Through our regional museums and properties, our educational programming, the State Historical Fund, and the Office of Archaeology and Historic Preservation, we will serve all of Colorado, its students, and its visitors.

Although we may not realize the full effect of our efforts for many years, we thank you for the trust you've placed in us, as well as for the help you've given and continue to give us throughout these times of change.

W. Bart Berger
Chairman of the Board, History Colorado

No other institution is as uniquely positioned as we to determine and depict who we are as Coloradans. Finding that, communicating that, celebrating that is the role of History Colorado.

Accomplishments

- On April 25, more than 900 guests attended the Grand Opening Celebration of Denver's **History Colorado Center**. In total, more than 6,000 guests visited the new center through Opening Week.

- On April 16, before our public opening, the History Colorado Center hosted **NBC News' "Education Nation On-The-Road"** tour, which brought Colorado educators, business leaders, elected officials, parents, and students together to discuss education issues.

- **Downtown Denver Partnership** honored History Colorado with a 2012 Annual Award for being one of the "businesses, projects, and initiatives that have had the most significant impact on the center city."

- With the capacity to host up to 1,200 people, the History Colorado Center quickly became a coveted destination for private events, exceeding revenue goals by 174 percent.

- In its first two months, the **Stephen H. Hart Library and Research Center** served 1,100-plus researchers and visitors and responded to more than 600 remote reference and photo-research requests.

- The **Collections Management and curatorial staff** successfully moved History Colorado's vast collections into the History Colorado Center, including more than 8,000 linear feet of manuscripts, 80,000 artifacts, and 23,000 books.

- Over the past year, History Colorado identified and solved more than 20,000 cataloging problems such as incorrect or missing data, and processed and cataloged archives from the recently donated Keota Collection.

- History Colorado's **State Historical Fund**, which has awarded more than $250 million in preservation grants since the program' inception, continues to help organizations and cities throughout the state preserve their heritage. The Fund is one of the most significant forces behind the preservation of Colorado history and a catalyst for strengthening communities statewide.

- Through our **Office of Archaeology and Historic Preservation**, we are expanding Cultural Heritage nominations to the National and State Registers with a renewed focus on threatened and underrepresented resources. We have assisted with more than 1,300 state and federal tax credits for preservation projects, including more than 1,000 low-income housing units.

- This year, ten Colorado farms joined 414 others in the **Colorado Centennial Farms Program**, an honor given to farms and ranches that have been owned and operated continuously by the same family for 100 years or more.

- **El Pueblo History Museum** worked with the Frontier Pathways Scenic & Historic Byway on Southern Colorado Heritage Tours, taking adults and disadvantaged youth into the Wet Mountains for interactive programs.

- History Colorado continued to support regional tourism through its network of museums. Miller Farms and the **Fort Vasquez Museum** gave away hundreds of pumpkins during the Harvest Festival. Denver's **Byers-Evans House** partnered with Colorado arts organizations for musical and theatrical performances at the landmark home. History Colorado also brought Denver's popular Horseshoe Craft and Flea Market to Leadville's **Healy House Museum** and the **Georgetown Loop Historic Mining & Railroad Park**®.

This year, more than 24,000 schoolchildren took part in History Colorado's education programs across the state. Another 32,500 Coloradans enjoyed family programs, and more than 4,400 attended lectures, tours and treks.

History Colorado Financial Summary 2011–2012

Support & Revenue Source	History Colorado	Archaeology & Historic Preservation	FY 2011–12 Total
Limited Gaming Revenue	$5,467,126	$14,214,386	$19,681,512
Federal Grants	$262,097	$732,134	$994,231
Museum Admission and Rental Fees	$981,841	—	$981,841
Sales of Goods and Services	$1,035,490	$37,786	$1,073,276
Donations	$1,830,547	—	$1,830,547
Interest Income	$226,720	$390,884	$617,604
	$9,803,821	$15,375,153	$25,179,011
Expenditure by Program			
State Historical Fund Preservation Grant Program	—	$12,181,484	$12,181,484
Regional Museum and Sites	$1,935,238	—	$1,935,238
Museum Operations	$2,746,199	—	$2,746,199
Office of Archaeology and Historic Preservation	—	$1,610,005	$1,610,005
State Historical Fund	—	$1,583,701	$1,583,701
Administrative and Support Services	$2,411,488	—	$2,411,488
Restricted Gift/Grant Projects	$1,830,547	—	$1,830,547
Membership	$263,349	—	$263,349
Development	$474,325	—	$474,325
Museum Stores	$142,675	—	$142,675
	$9,803,821	$15,375,190	$25,179,011

High Level Summary

Support & Revenue Source	
Limited Gaming Revenue	$19,681,512
Federal Grants	$994,231
Earned Income	$4,503,268
Total Revenue	$25,179,011

Expenditures	Grants	Operations	Total
State Historical Fund Preservation Grant Program	$12,181,484	—	$12,181,484
History Colorado Operations	—	$9,803,821	$9,803,821
Office of Archaeology and Historic Preservation	—	$1,610,005	$1,610,005
State Historical Fund	—	$1,583,701	$1,583,701
	$12,181,484	$12,997,527	$25,179,011

Make History Colorado! Capital Campaign

Transformational Gifts to History Colorado Through the *Make History Colorado!* Campaign Made the Opening of the History Colorado Center a Success!

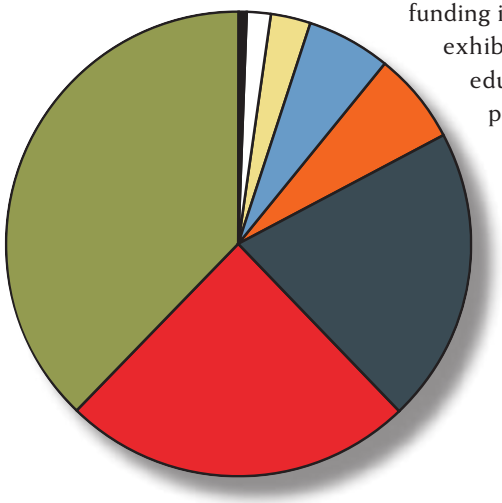
Since September 2009, donors to History Colorado's *Make History Colorado!* capital campaign have committed more than $19.8 million to help transform History Colorado. This transformation has included the creation of innovative new exhibits at the History Colorado Center, developing new education and outreach programs, and implementing our plan for capacity-building infrastructure.

Transformational gifts to History Colorado early in the campaign enabled us to open the History Colorado Center with new exhibits and experiences that have helped define us as the first 21st-century history museum. Between our grand opening on April 28 and the fiscal year's end on June 30, 2012, more than 40,000 visitors—including over 6,000 during opening week alone—have experienced the new History Colorado Center.

Make History Colorado! capital campaign goal: $27,000,000

Commitments from September 2009 to October 2012: $19,800,000

As we look to complete the *Make History Colorado!* campaign by the end of 2014, additional funding is needed to realize our vision. New funding will support the next two core exhibits and a traveling exhibit series at the History Colorado Center, as well as educational outreach, collections stewardship, and development of our regional properties across the state.



Funding Source	% Total Committed
Organizations	.34%
Federal Grants	1.06%
Corporate	2.08%
Estates	4.06%
Corporate Foundations	4.6%
Individuals	14.67%
Family Foundations	17.47%
Foundations	27.02%

History Colorado's Community Partners Helped Us Make History in 2012

Community support is essential to everything we do at History Colorado. Our corporate partners helped us shine as we put the finishing touches on the History Colorado Center and prepared for our grand opening.

Partners such as AngloGold Ashanti North America and Bill Barrett Corporation provided support early on for our *Make History Colorado!* campaign and our educational outreach efforts to bridge the gap while our Denver museum was under construction.

The week of our grand opening, History Colorado hosted 6,000-plus guests from across Colorado at the new History Colorado Center in Denver. Partnerships with organizations deeply rooted in the Denver community helped us connect with the city's past as we introduced a museum for the future. These opening partners included Exempla Saint Joseph Hospital, Johnson Storage & Moving, *The Denver Post*, and The Buckhorn Exchange.

History Colorado's first gala event, the Grand Opening Celebration, hosted more than 900 ticketed guests and featured dining and entertainment on every floor. Our Grand Opening Celebration partners—Continental "Divine" Catering, Butler Rents, and Johnson & Wales University—offered their professional expertise and financial support for a memorable evening to kick off the opening of our newest museum.

History Colorado partners Trammell Crow Co., Tryba Architects, and Hensel Phelps Construction helped build the History Colorado Center on time and within budget.

Our partners from Exempla Saint Joseph Hospital, including former First Lady Frances Owens, joined us to celebrate our grand opening.

The Volunteers of History Colorado

A dedicated corps of volunteers worked alongside staff to support History Colorado in this time of transformation. The volunteers also serve on the Educational Advisory Board and the Governor's Residence Preservation Fund Board. The Volunteer Board was reorganized to better represent the focus of History Colorado in all areas where volunteers serve. The board added three new chair positions: Exhibits, Regionals, and Marketing.

In 2011–12, 617 volunteers generously contributed 31,000 hours of service, which had a monetary value of $662,160. The volunteers awarded twelve grants for History Colorado programs in Denver and at regional museums across the state, with a total value of $10,792. Volunteers awarded a special grant totaling $16,332 to the Capital Campaign to sponsor the *Destination Colorado* exhibit at the History Colorado Center.

Volunteer merchandise is sold in the gift shops of the History Colorado Center and Byers-Evans House Museum, and at the Governor's Residence. Items include a collectible ornament of the History Colorado Center, banner bags, cookbooks, *Queen of the Hill* books, and key chains. Volunteers held sales at gift and craft shows at the Grant-Humphreys Mansion, Denver Center for the Performing Arts, and Leadville's Healy House.

Support from the volunteers made possible the History Colorado Center exhibit Destination Colorado, *a family-oriented adventure into a 1920s high plains community.*

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Thank You to Our Annual Fund Donors

History Colorado thanks its many donors and giving members who collectively enable us to preserve the history of our state for present and future generations. The following have demonstrated exceptional commitment to History Colorado from our last fiscal year starting July 1, 2011, through June 30, 2012.

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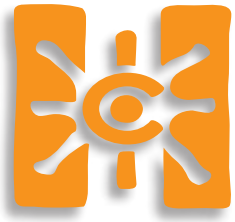

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Mr. & Mrs. Pat Phillips

Ms. Hope C. Brown
Ms. Jane Moore

Evelyn & Robert Burt
Ms. Carol J. Burt

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Wesley Stark, in honor of his retirement
Bonnie Merenstein

Lynn & Ernest Tryba
The Tryba Family

Irwin E. Vinnik, M.D.
Ms. Sandra Vinnik

Ms. Marguerite Zimmerman
Mr. & Mrs. George L. Zimmerman

Tributes

Gifts received in honor of:

Ms. Marilyn Brown
Ms. Peggy Beck

The Family of Reuben & Lavaun Dieterle
Mr. & Mrs. Keith Heimbuck

Mr. Richard Downing, Jr.
Mr. Scott Downing

Ms. Avery Logan
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Mr. Edward C. Nichols
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Ms. Amy Slothower
Ms. Mary B. Schaefer

Planned Gifts

Over the 133-year history of this organization, we have received gifts both large and small from those who have made provisions in their wills to help secure our future. We are grateful for these gifts, which will help ensure Colorado's legacy for generations to come.

Anonymous (4)
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Barbara Benedict
Virginia Berkeley
Frederica Bunge
Joseph J. Elinoff
B. I. Garlinghouse
Phil Karsh & Linda Love
Mr. & Mrs. Frank Kugeler
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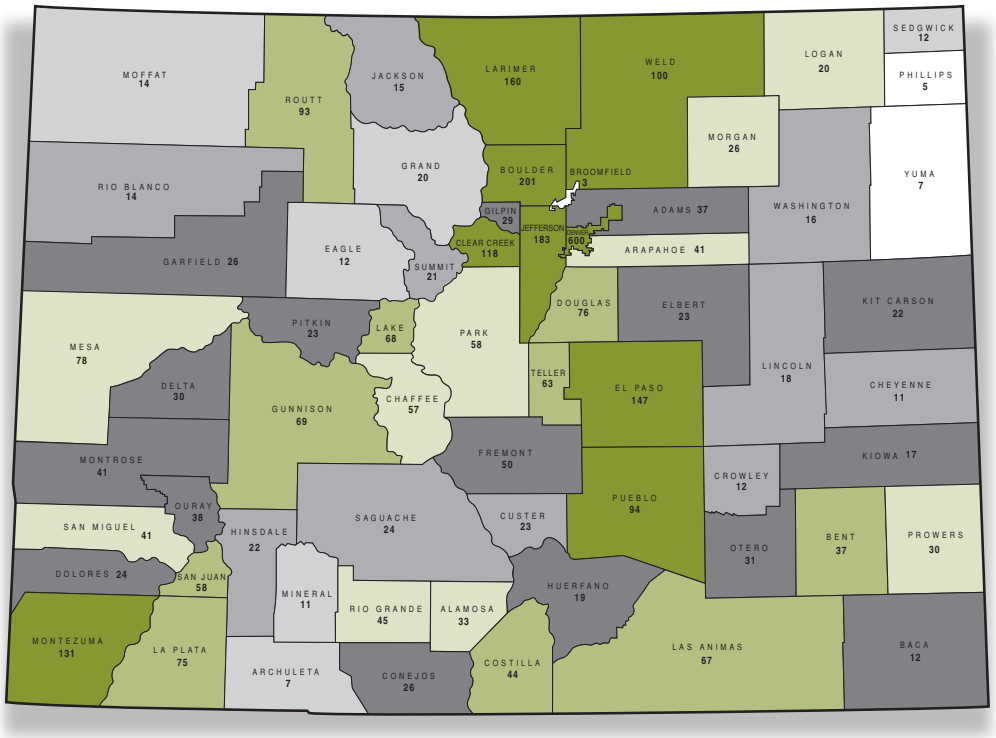
Stan Oliner*
John & Linda Roberts
Evaline O. Shuster
Judith E. Sullivan
Sandra Vinnik
Grant Wilkins

**Deceased*

For more information about making a tax-deductible donation or leaving a legacy gift, contact the Development Department at 303/866-4913 or development@state.co.us.

History Colorado strives to produce the Annual Report member and donor recognition lists without errors or omissions. If we have inadvertently made a mistake, we would appreciate your calling it to our attention. Please contact us at 303/866-4477 or development@state.co.us.

The State Historical Fund Total Grant Dollars Awarded by County From Program Inception Through Fiscal Year 2012



Number of grants awarded indicated by numbers

Projects affecting multiple counties are not represented.
Due to a new formula for tallying the total number of successful grants from SHF's inception, some numbers may vary from those reported last year.

- Less than $250,000
- $250,000 to $500,000
- $500,000 to $1,000,000
- $1,000,000 to $2,000,000
- $2,000,000 to $3,000,000
- $3,000,000 to $5,000,000
- Over $5 million

Fiscal Year 2012

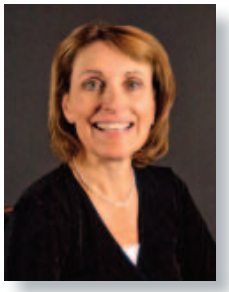
Grants awarded	97
Total value of those grants	$7,224,111
Grants awarded since program's inception	3,853
Total value of those grants	$250,236,906

www.HistoryColorado.org/grants/grants

Looking to the Future

"Opening the History Colorado Center in April 2012 was an incredible experience and required a tremendous effort by our staff, our volunteers, and the community. In the coming year we look to use our new resources to position History Colorado to complete the final phases of our Make History Colorado! *capital campaign and increase participation in our membership and giving programs. All of this enables us to continue to serve the community by presenting new exhibits and education programs that actively engage people across the state in our Colorado heritage."*

—Edward C. Nichols
President and CEO, State Historic Preservation Officer

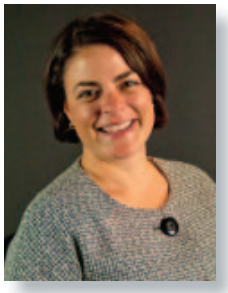


"In 2012, the History Colorado Center served record-setting numbers of Colorado families, history buffs, tourists, and a growing number of members—and that was just the beginning. In 2013, we'll open exhibits that celebrate Denver and honor our military. We'll broaden access to our incomparable collections. We'll reach students across the state with real-time and online programs. And we'll serve as a center for civic engagement through lectures, discussions, and programs that explore today's most pressing issues in the context of our shared history."

—Kathryn Hill
Chief Operating Officer, Museum Operations

"History Colorado's ongoing economic support of communities statewide helps promote identity and pride by highlighting their heritage, culture, and uniqueness. History Colorado's investment in communities strengthens their sense of place through our regional museums and grant programs, making them increasingly more competitive as quality destinations and places to live, work, and play."

—Joseph Bell
Vice President for Finance,
Facilities, and Regional Museums



"Over the next year, we look to continue and to strengthen partnerships with individuals, foundations, and Colorado's corporate citizens so we can bring the great innovations that History Colorado has imagined to reality by broadening our funding through the Annual Fund and the Make History Colorado! *campaign."*

—Megan Mahncke
Capital Campaign Director

"2013 marks the twentieth anniversary of the first State Historical Fund grant, and we're proud of what we've been able to accomplish in preserving Colorado's heritage. At History Colorado we're working to help people understand that preservation is really about environmental sustainability, job creation, and strengthening communities while celebrating our collective history."

—Steve Turner
Vice President for Preservation Programs

History Colorado Board of Directors 2011– 2012

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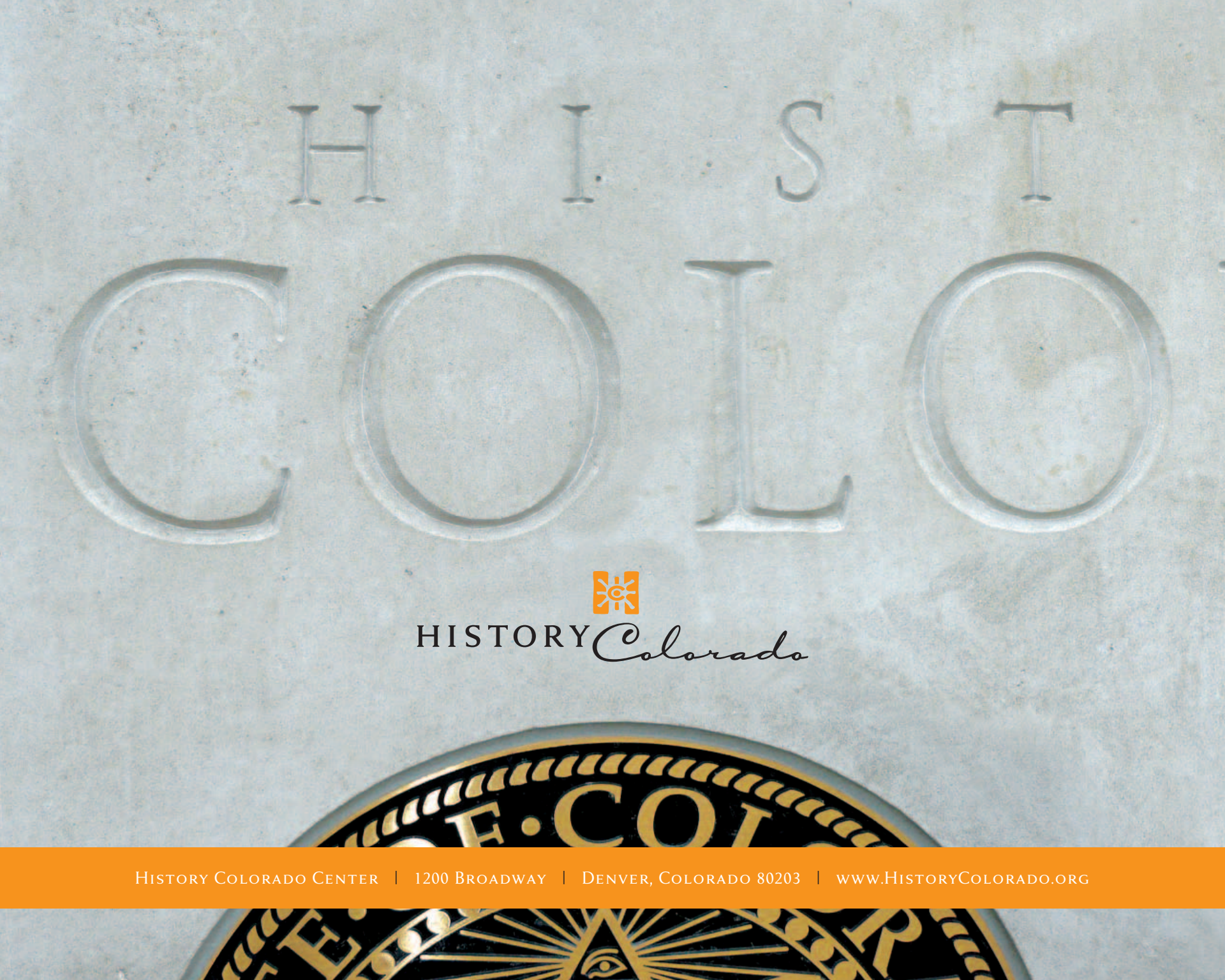
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