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COMMERCE CITY  
HISTORICAL SOCIETY

BUSINESS PLAN

*For Black House Museum*

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## Executive Summary

- Our organization is The Commerce City Historical Society. We are a 501c3 non profit *History organization*. We are located at 7450 Highway 2.
- The Commerce City Historical Society is currently leasing a building from the City of Commerce City for \$10.00 per year located at 7450 Highway 2. We are currently using this building for storage due to the restriction on the building codes for public access.
- We have received funds to operate the building costs from the City of Commerce City. We have received funds from memberships, donations, and grants for the programs that we have currently established.

## Company Description

- **Our Mission** is To Preserve the Commerce City Area History.
- **Our Vision** is to have a Museum and Welcome Center that all Commerce City residents can visit and where we can accurately collect, illustrate and preserve the history of the Commerce City area. We will make historical records accessible to the community and encourage the preservation of historical buildings.

## Products and Services

We currently have programs which have raised money and we are planning some new programs. We have been able to continue to offer these programs with Grants from the Denver Foundation, Quality Community Foundation and Key Bank. Our current and planned programs and events consist of:

### PROGRAMS

- **Adult writing class**, where people can write their own history stories of Commerce City and publish them.
  - Cost to publish and some supplies for the writing class. These booklets can be sold in the gift shop.
- **Senior Lunches and history talks.**
  - The plan is to do 4 per year through the Recreation Center programming. The lunches will be paid for by the participants.
- **History coloring book**, partnering with the Commerce City Cultural Council for all 2<sup>nd</sup> grade children throughout School District 14 and 27J.
  - We will secure grants to pay for the printing. The expenses are \$5000.00.
- **History Bus Tour** of Commerce City.
  - This can also be a program through the Recreation Center, and a minimal charge by the participants.
- **Derby Walking Tour and Lunch.**
  - This program will be offered at the museum and will involve some minimal expenses
- **Newsletters**
  - The newsletter is printed every quarter. The cost of this is \$1200.00 per year.

- **City News Flyers with obituaries and news**
  - We will write City news stories and obituaries and have them available for anyone who wants to come into the welcome center and pick them up. This will get people in the door and exposed to the museum and the welcome center. We have a Board member that is capable of doing this. We will also start an obituary book that we will keep as a record of history.
- **Power Point Presentation** that we can take into businesses and do presentations of our organization to increase membership.
  - We would like to visit a business once a month to promote the Historical Society and increase our membership.
- **Northern History Committee**
  - We have established a Northern History Committee that will start documenting the history of the Northern Range and write a book. We will sell this in our welcome center.

## EVENTS

- **Annual Jean Klein Angel Award Event - April**
  - This event costs about \$4500.00. With ticket sales and grants we have been able to make a small profit each year. (1000.00)
- **Annual Commerce City Memorial Day Parade Participation – May**
  - This event costs \$550.00 with candy, supplies and printing of our flyers.
- **Annual Founders Day Celebration to start 2013 –July**
  - This is a new program that we would like to start in 2013. We would have a celebration to celebrate the date the City was founded (July 1952). We feel that we can make \$500.00 on this event.
- **Participate in community outreach events June – August**
  - This program cost \$200.00 for handouts and give aways.
- **Annual Pioneer Picnic - September**
  - This program costs about \$850.00. The major cost is about \$500.00 for food. We have received grant money for this for the past three years.
- **Annual Year End Review/Donor Reception – November**
  - This event does bring in donor money. We receive around \$1000.00 in donations.
- **Annual Christmas Light Bus Tour – December**
  - This event costs \$600.00. We have received a grant for this in the past.
- **Central City Bus Tour**
  - This is a planned event that we feel we can make \$500.00.
- **Ladies Tea & Tour at the Historic Bakke Estate**
  - This is a new planned event. We plan on inviting 50 ladies in the community and charge \$20.00 per person. We will make \$500.00 after expenses.
- **Alumni Reunion Events from Adams City High School and other small events.**
  - We will market to the Reunion Committees to hold one of their events for their class reunion at our museum, in the outside garden area that we plan to build for small outdoor events. We feel that we can make at least \$500.00 every summer on this.
- **Historic Home Tours**

- We are working on identifying 10 of the oldest homes in the community and we will create a Historic Home Tour (details to be worked out)
- **Derby Dolls Roller Derby organization Fundraiser**
  - This is a fundraiser Roller Derby that we can make \$500.00 doing.

### **EDUCATION PROGRAMS**

- **High School History Club**
  - We want to get the high school students involved with the local history and we will engage them in our Historical Society. From both Prairie View and Adams City. We will give them history projects to work on through the year and then have a celebration to present the project to the community, maybe display them in City Hall. There will be a cost for research and supplies. (costs TBD)
- **Develop a curriculum** for Elementary students
  - We have made contact with both school districts about writing a curriculum for local history for the elementary 2<sup>nd</sup> grade classes to coincide with the coloring book distribution and coloring contest. Both School Districts are interested. We will ask both districts to help fund this project.
- **School history presentation and tour of museum.**
  - We will have the elementary school visit and tour the museum and listen to some history presentations by the volunteers of the Historical Society.
- **Summer History Camp** for Elementary, Junior and Senior High School students.
  - We will create a week long History Camp for a summer program and maybe partner with the recreation center to help with this. We can charge per person and we feel that we can make \$500.00 on this program.
- **Power Point on the Commerce City History** to do presentations for organizations.
  - We will create a power point on the history that we can do for organizations and businesses and Homeowner's Associations in the community. We might be able to charge for this. Not sure yet.

### **CRAFTS/COMMUNITY**

- **Craft Sale**
  - We can have a craft sale at the museum outside garden area and charge space rentals for crafters. We feel that we can make \$500.00.
- **Yard Sale**
  - We have had 2 yard sales and we have made over a \$1000.00 at each one. We feel that we can make at least \$500.00-1000.00.
- **Holiday Wreath/Basket Sales** (Halloween, Thanksgiving, Christmas)
  - Our volunteers make baskets and wreaths and we make a profit of about \$1000.00 each year.
- **Antique Road Show**
  - We can make \$500.00 sponsoring an Antique Road Show.
- **Plant Sale**





○ **Aurora Historical Society**

- The Aurora History Museum is a community-based cultural center featuring changing history and decorative arts exhibits. Educational programs, tours, workshops and family events are offered for all ages throughout the year. The museum features a permanent exhibit on the history of Aurora and two changing exhibit galleries. They have paid staff and a pool of volunteers. The Aurora Museum Foundation was established in 1989 to support the Aurora historic sites and is governed by a 15-member Board of Directors. There is also a Historic Preservation Commission with 11 members to review and make recommendations to City Council regarding potential landmark sites, districts and other properties for the educational, cultural and economic benefit.



○ **Brighton Historical Society**

- Brighton has a Historic Preservation Commission. They work with the city. The city has given the commission 5 rooms in the old city hall to use as a museum. The city has purchased several buildings. The most recent is The Bromley Home on Bromley Lane.



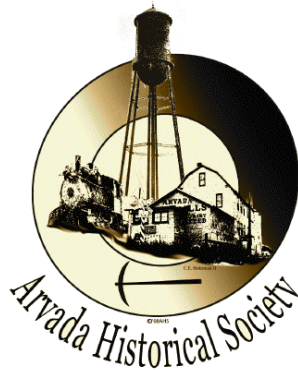
○ **Ft. Lupton - South Platte Valley Historical Society**

- Ft. Lupton has a museum. They have 3 paid positions to operate the museum on a part time basis. The city owns the museum, once the town library. Parks and Recreation

manage the overall operations of the museum. South Platte Valley Historical Society is a separate organization that works with the museum staff.



- **Adams County Historical Society**
  - Adams County Historical Society operates on grants, memberships and events. The main grant is from SCFD.



- **Arvada Historical Society**
  - The Arvada Center, city owned doubles as a museum, cultural center and arts programs. The city funds this. They also have Old Town Arvada, which is supported by the Historical Society.



COLORADO

## Historic Park & Museum

- **Frisco Historical Society**
  - The town of Frisco has a museum and several old buildings have been purchased by the City or donated.

**As you can see many, many cities are partners with the historical Societies. Many of you are currently members of the Historical Society and it is your responsibility to be involved with these processes. We do not see this as a conflict of interest. We see it as what you should be doing. This is also your responsibility as elected officials to preserve the history of the city. We are grateful of your participation thus far with the Historical Society and we hope that we can improve Economic Development with our presence and our programs.**

## Membership, Individual Donations and Grants

- We are going to make money through different revenue sources.
- Memberships
  - Increase our membership by 50%. We bring in about \$2000.00 per year on memberships. If we can increase by 50% we will bring in \$3000.00 next year.
- Individual Donations
  - Tetra Tech
  - Memorial Donations
  - Endowment
- Ballot Initiative in 2013
  - To establish a History Preservation Tax/Commission
- Grants
  - We have been receiving about \$6000.00 in grants each year and we feel that we can continue to do that and even more. We are eligible this year for SCFD, and we plan on submitting a grant application along with the others listed below.
  - Quality Community Foundation
  - The Denver Foundation
  - Key Bank
  - Colorado Racing Commission for preserving Greyhound Racing

## Competition

- Competition for Museums does not exist in Commerce City. This will be the first museum.
- Almost every city has a Museum and a Historical Society that is supported or is a part of the city structure. All of them receive grants, have programs and events, and have volunteers. They all belong to a Colorado History Organization that is Called “Association of Northern Front Range Museums”. We plan on joining this organization.

## Marketing Plan

- Product, Price, Place, Promotion
  - History is our product. We are committed to preserving local history and being able to share it with the rest of the residents and the surrounding cities.
  - There will be a minimal charge to tour the museum by donations.
  - The museum will be located in Derby.
- **Our Marketing will consists of** : paper ads, Northern Association of Museums flyer, Social Media (Facebook, E-mail, Twitter). Newsletters that are distributed throughout the City. City website. Presentations in the city businesses, Mailers, Brochures, Signs, Merchandising Displays, Channel 8, Commerce City Historical Society Website, City Outreach Events, and current businesses in Derby.
- We are going to join the Association of Northern Front Range Museums. This organization has over 100 museum locations. We will get visitors and support from this organization.
- We believe that we will also get visitors from local, state and possible nationally with the exposure to the Rocky Mountain Wildlife Refuge.
- We want to meet with the city staff to do Strategic Planning.

We currently advertise by word of mouth and by social media to invite people to our events.

## Sales Strategy

- Our Sales force is our membership and Board of Directors and volunteers.
- We have established a Volunteer base. We will continue to recruit volunteers.
- We will need volunteers to help man the buildings on a daily basis. We will have a Volunteer Coordinator. For now it will be the Board.

## Operations

- We have identified 2 historic buildings in Derby proper that we feel need to be saved and preserved.
  - 7240 Monaco Street
  - 6526 East 72<sup>nd</sup> Place
  - The buildings should be deeded under the Urban Renewal Authority
- We would like to lease the building from the Urban Renewal Authority for \$10.00 per year.
- The hours of business to start with will be
  - The days of business will be, Thursday, Friday and Saturday for the first year.
  - The hours will be 10am to 2pm and or by appointment.
- We plan to get community volunteers to get the buildings ready, with cleaning and painting.
  - The larger projects will have to be identified and a plan established.

## Technology Plan

- We have computers that include a lap top and a desk top PC.
- We have purchased Museum soft ware called “Past Perfect”
- We have purchased a video camera, a photo camera and 1 external hard drive to store videos on.
- We need phone and internet access
- We have an Architect working with the organization on a Pro-Bono status. His name is Andrew Amador. He is also a native of Commerce City and graduated from Adams City High School.

## Management and Organization

- The Commerce City Historical Society is a 501c3 organization. There is a 5 member (Board of Directors) and 120 members that pay a yearly membership fee.
  - At this time we do not have any employees. However in the near future we will need an Executive Director position, to be able to continue to accomplish writing more grants and management of all the operating needs and programs that are developing within the organization. We would like to start this position as a Part-Time position.
- The Commerce City Historical Society has a Board of Directors, which consists of a President, Vice-President, Secretary/Treasurer, Historian and Membership Director.

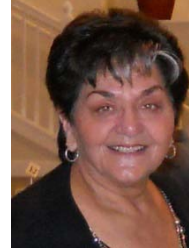
**Commerce City Historical Society  
Board of Directors**

**PRESIDENT**

**JoAnn Stevenson**

Retired

President for South Adams County Water and Sanitation District



JoAnn was born and raised in an area of Commerce City that is now referred to as Adams City. After graduation from Adams City High School 1957, JoAnn attended Barnes Business College, specializing in Accounting. JoAnn and her husband Richard owned and operated a business in Commerce City for over 30 years. Since her retirement, JoAnn has been very involved in several civic causes, and she was elected and is serving on the Board of Directors of South Adams County Water & Sanitation District as President of the Board. Having been involved in the process of organizing the Commerce City Historical Society from its inception, JoAnn, now serving as President, is committed to the development of a full, complete, active and growing historical society for Commerce City. JoAnn is also committed to developing a historical society that residents can enjoy and can use to teach their children and grandchildren about Commerce City's wonderful community history.

**VICE-PRESIDENT**

**Dr. Kristine Sumner**

Kristy is a native of central Florida. She moved to Commerce City in 2009.

Wanting to connect to the Commerce City community and residents, Kristy

Joined the Commerce City Historical Society in 2011, and has been an active

Member. Kristy is also a member of the Commerce City Cultural Council, the South Adams Women's

Association, the Commerce City liquor License

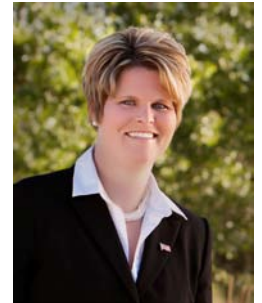
Authority, and a volunteer at the Adams County Museum. Currently, Kristy is a

Consultant, specializing in biometric technology for security applications, and she is an adjunct professor of

aviation security at Metro State College of Denver. Kristy holds a PhD in Public Affairs and a Masters

Degree in Criminal

Justice from the University of Central Florida.





## **SECRETARY/TREASURER**

### **Debra Bullock**

Director of Education for Starkey International

Debra has lived in Commerce City since 1959, when her parents moved to the area from Minnesota. She attended Irondale Elementary, Adams City Junior High and Adams City High School. Debra worked in the hospitality profession for 33 years before joining Starkey International (a private school) as the Director of Education in July 2007. Debra is very involved in her community, and she is the Secretary/Treasurer of the Commerce City Historical Society. Debra is also member of the South Adams Women's Association, a board member of Community Enterprise, and a Board Member of the Commerce City Cultural Council. She is a lifelong member of Our Saviour Lutheran Church. Debra and her husband, Rene Bullock founded URCC (United Residents of Commerce City), which led to the establishment of the Commerce City Historical Society. Debra is the author of the *Images of America: Commerce City*, which was published in March, 2010, and which was the first book written about the history of Commerce City. Debra is dedicated to collecting and preserving the history of Commerce City.



## **HISTORIAN**

### **June Younger, Community Editor**

June has lived in Commerce City all her life, and she attended Adams County School District 14 schools – Rose Hill Elementary, Kearney Middle School and Adams City High School. In high school, June discovered her passion for journalism and community involvement, which led her to receive a Communications Multi-Major with an emphasis in Broadcasting from Metropolitan State College. Throughout her media career, June has worked to help different residents and organizations learn the pulse of their community. In Commerce City, she was the editor of the Commerce City Sentinel-Express. For eight years, June used her expertise to help residents learn more about their community. June currently works for Metro North Newspapers covering the cities of Westminster and Federal Heights. She has received several Colorado Press Association awards for her work. June has also served on several city and school district committees. June and her husband, Troy, have been married for 25 years and are raising their three children – Stephen, Amy and Joshua – in Commerce City. They are committed to helping preserve the rich history of the city so that others will know what a special community it is.



## **MEMBERSHIP DIRECTOR**

### **Tracey Snyder**

Tracey Snyder has lived in Commerce City all her life she is the daughter of Elwood and Carol Snyder. She went to Hanson and Rose Hill Elementary School, Kearney Jr. High & graduated from Adams City High School. Tracey has always been a strong believer in giving back to the community. She joined the Commerce City Cultural Council in 2001. She was elected to Commerce City Council in 2003, and re-elected in 2007, serving as Mayor Pro Tem 2009-2011. During Tracey's time on council she served on more than 18 boards and commissions. Tracey is always concerned about the children in our school district, and often gave backpacks full of supplies to the children in need.

Tracey holds an MA, having been the antigen room supervisor, for a multi office allergy and asthma practice. In 2005 Tracey returned to school, graduating in 2005 from the University of Phoenix. Tracey raised two children, Natasha and Nathan, as a single mother. She worked multiple jobs to support them. Tracey believes that the experiences she has had in life have made her a stronger person, and has furthered her desire to serve her people.

## **Community Involvement and Social Responsibility**

- The Commerce City Historical Society is very involved with the community.
- Most of the Board Members grew up in the Commerce City area and graduated from Adams City High School.
- The knowledge that the board has about the city is a great asset to the organization to be able to record the past, present and future history and the amount of other people that these 5 board members know and can network with.
- We feel that it is our responsibility to preserve the history of the area. And identify historic structures and places.

## Development, Milestones

- Our Milestones to date are listed below.



### Time Line for the Commerce City Historical Society:

<b>APRIL 25, 2008</b>	<b>FIRST URCC MEETING</b>
<b>SEPTEMBER 20, 2008</b>	<b>FIRST PIONEER PICNIC</b>
<b>DECEMBER 19, 2008</b>	<b>FIRST CITY LIGHTS CHRISTMAS BUS TOUR</b>
<b>MARCH 2009</b>	<b>DEBRA BULLOCK SIGNED A CONTRACT WITH ARCADIA PUBLISHING TO WRITE A HISTORY BOOK ABOUT COMMERCE CITY</b>
<b>JULY 24, 2009</b>	<b>MOTION AT A URCC MEETING TO ORGANIZE THE HISTORICAL SOCIETY</b>
<b>AUGUST 21, 2009</b>	<b>ORGANIZATIONAL MEETING FOR THE HISTORICAL SOCIETY</b>
<b>SEPTEMBER 26, 2009</b>	<b>2<sup>ND</sup> ANNUAL PIONEER PICNIC</b>
<b>NOVEMBER 4, 2009</b> At El Jardin Restaurant	<b>ARTICLES OF INCORPORATION SIGNED BY ORGANIZATIONAL BOARD MEMBERS</b>
<b>NOVEMBER 20, 2009</b> At El Jardin Restaurant	<b>BY LAWS SIGNED BY THE ORGANIZATIONAL BOARD</b>
<b>DECEMBER 12, 2009</b>	<b>2<sup>ND</sup> ANNUAL CITY LIGHTS CHRISTMAS BUS TOUR</b>
<b>FEBRUARY 7, 2010</b>	<b>501 (C)3 STATUS AWARDED TO THE HISTORICAL SOCIETY</b>
<b>FEBRUARY 8, 2010</b>	<b>1<sup>ST</sup> GRANT AWARDED TO THE HISTORICAL SOCIETY BY (QUALITY COMMUNITY FOR A LIFETIME) 2000.00.</b>
<b>FEBRUARY 11, 2010</b>	<b>MEETING WITH CITY MANAGER (Jerry Flannery)</b>

<b>FEBRUARY 19, 2010</b>	<b>1<sup>ST</sup> ELECTION OF BOARD FOR THE HISTORICAL SOCIETY</b>
<b>MARCH 17, 2010</b>	<b>COMMERCE CITY HISTORY BOOK PUBLISHED AND RELEASED WITH VARIOUS BOOK SIGNINGS THROUGHOUT THE CITY (Author Debra Bullock)</b>
<b>APRIL 25, 2010</b>	<b>1<sup>ST</sup> ANNUAL BRUNCH</b>
<b>JUNE 1, 2010</b>	<b>VIDEO HISTORIES PROJECT</b>
<b>SEPTEMBER 25, 2010</b>	<b>3<sup>RD</sup> ANNUAL PIONEER PICNIC</b>
<b>OCTOBER 2010</b>	<b>1<sup>ST</sup> EXHIBIT LOCATED AT THE COMMERCE CITY RECREATION CENTER (Veteran's Memorial History)</b>
<b>OCTOBER 25, 2010</b>	<b>PRESENTATION TO CITY COUNCIL THEY APPROVED THE USE OF THE BUILDING AT 7450 HIGHWAY 2 FOR THE COMMERCE CITY MUSEUM</b>
<b>DECEMBER, 2010</b>	<b>COMMERCE CITY HISTORICAL SOCIETY SIGNED BUILDING LEASE</b>
<b>JANUARY 20, 2011</b>	<b>LEASE FINALIZED, BUILDING AVAILABLE</b>
<b>MAY 1, 2011</b>	<b>2<sup>ND</sup> ANNUAL BRUNCH</b>
<b>MAY 6, 7, 2011</b>	<b>1<sup>ST</sup> GARAGE SALE</b>
<b>SEPTEMBER 24, 2011</b>	<b>4<sup>TH</sup> ANNUAL PIONEER PICNIC</b>
<b>OCTOBER 5,6, 2011</b>	<b>2<sup>ND</sup> GARAGE SALE</b>
<b>NOVEMBER 17, 2011</b>	<b>1<sup>ST</sup> ANNUAL FRIENDS BREAKFAST RECEPTION</b>
<b>DECEMBER 17, 2011</b>	<b>4<sup>TH</sup> ANNUAL CHRISTMAS LIGHTS BUS TOUR</b>
<b>JANUARY 20, 2012</b>	<b>NEW ELECTION OF BOARD MEMBERS (Tracey Snyder, Kristy Sumner)</b>
<b>JANUARY 25, 2012</b>	<b>MEETING WITH MAYOR FORD, CITY MANAGER, BRIAN MCBROOM About possible purchase of the Black House, and Dog Track memorabilia</b>
<b>APRIL 26, 2012</b>	<b>DELIVERY OF THE FIRST COLORING BOOK TO ALL THE 2<sup>ND</sup> GRADE CLASLSES IN District 14 and 27J (within the Commerce City Boundaries)</b>
<b>JUNE, 2012</b>	<b>NEGOTIATIONS WITH THE CITY ABOUT THE BLACK PROPERTY</b>

### Strategic Next Steps

- Meet with the city to develop a Strategic Plan
  - We would like to develop a five year plan which supports the mission and vision for preserving Commerce City History by Preserving Historic Properties, Promoting and marketing Commerce City Heritage, Presenting High Quality Exhibits and Collections and Upholding Professional museum processes. We will establish Short Term, Long Term and Ongoing.
- City Council to adopt a “Historic Preservation Ordinance”
- City to become a Certified Local Government Partnership entity with Colorado Preservation to obtain Grant status with the Colorado History Preservation Organization
- City Council to create a “Commerce City History Preservation Board”

### Financials

- Snapshot of a balance sheet. Will be done by July 2, 2012

### Income

	PROGRAMS – \$4500.00
	EVENTS – 5500.00
	EDUCATION PROGRAMS -\$500.00
	CRAFTS - \$3000.00
	WELCOME CENTER/GIFT SHOP \$4000.00
	GRANTS -\$8000.00
<b>TOTAL INCOME</b>	<b>\$25,500.00</b>

## Expenses

PROGRAMS – \$6400.00

EVENTS – 2200.00

EDUCATION PROGRAMS - \$?

CRAFTS - \$200.00

WELCOME CENTER/GIFT SHOP \$2000.00

OPERATION COSTS – 8,350.00

**TOTAL EXPENSES                      \$19,150.00**

Capital Improvement suggestions based on the City inspection

We think that we will need to raise \$50,000.00 to bring these homes up to code.

1. Offer the seller less money to cover the improvements needed. (150,000.00) and use 50,000 for improvements.
2. Ask the seller to **MAKE THE IMPROVEMENTS**
3. Sell the building located at 7450 Highway 2 to pay for the buildings and improvements.

6/25/2012