

## "CELEBRATE HISTORY WEEK" TO BE HELD EARLIER THIS YEAR

With Spring fast approaching and celebration in the air the Aspen Historical Society is once again planning to host an entire week's worth of historically-themed events we call "Celebrate History Week". The most noticeable change this year will be the timing: we are moving the dates up a couple of weeks (to March 10th to 15th) to ensure that more school kids (and their families!) will be in town to experience the week's events. Our theme this year is "Aspen's History: Inside and Out".

Celebrate History Week will be full of events sure to expand your knowledge of local history, some of them inside historic buildings (and possibly mines!) and some of them outside, where much of our history was made.

- Monday, March 10th - We'll be joining the Aspen City Council in their chambers at 5:00 p.m. for a reading of the proclamation declaring "Celebrate History Week" officially underway.

- Tuesday, March 11th - We anticipate the highlight of the week will be this

evening's performance "inside" the historic Wheeler Opera House by historically influenced entertainer and musician Michael Miles (see related article). Tickets can be purchased at the Wheeler box office (920-5770) for the bargain-basement price of \$20.

- Wednesday, March 12th - We plan for Michael Miles to visit local schools to share his talent with the younger set. There will also be an open house at the Holden/Marolt Mining and Ranching Museum in the afternoon with guided tours of the Barn. The Historical Society will also be conducting a 1:00 guided ski tour from the Aspen Cross Country Center to the Barn for those looking for something with a bit more of an outdoor flavor. This tour will traverse the Marolt Open Space and will feature a guide to talk

about the history that is readily visible from various points on the approximately 1 mile, 1 hour tour.

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### MICHAEL MILES COMING TO THE WHEELER OPERA HOUSE

Historical storyteller and banjo master player Michael Miles will highlight Celebrate History Week when he takes the stage at the Wheeler Opera House for a not-to-be-missed performance on Tuesday evening, March 11th. Miles has performed throughout the world with his unique combination of top flight musicianship and great story telling with an historic flavor.

His work "From Senegal to Seeger" has been called "Captivating ... entertaining" with "Vivid images of America" by the Milwaukee Journal and described as "An exhilarating musical and multi-dimensional journey ... a provocative political and social history of America" and "Highly recommended" by Hedy Weiss of the Chicago Sun-Times. Don't miss this one-man social and political portrait of America which features musical and written works of Pete Seeger, Carl Sandburg, Woody Guthrie and Walt Whitman, to name a few. General admission is \$20.00 and patron seating is \$50.00. Tickets will be available at the Wheeler Opera House Box Office.

## Schedule of Upcoming Events

**SATURDAY, FEBRUARY 16TH:** The Wheeler/Stallard museum will be the site for a celebration of Marci Benton's life at 3:00 p.m. Marci was a docent at the Museum when she passed away in December. Bring stories and good thoughts and we'll provide refreshments and hugs.



**FEBRUARY 24TH - MARCH 15TH:** Clark's Market Community Service Organization Week - Save your Clark's Cash Saver coupons and donate them at Clark's during this week to support the Aspen Historical Society. All coupons donated contribute to the Society.

**MARCH 10TH - 14TH:** "Celebrate History Week" at various locations. Highlighting the week will be a performance on Tuesday, March 11th at the Wheeler Opera House by musician, historian and storyteller Michael Miles (see related stories)

**EASTER SUNDAY, MARCH 23RD:** Traditional Easter Egg Hunt for children up to 8 years old. Hunt begins with the noon whistle at Ruth Whyte Park (the Wheeler/Stallard Museum grounds). Children should bring their own baskets and Peter Cottontail will help fill them. This is a FREE event - be sure to get here early for the best pickins!





# The Year in review

THE ASPEN HISTORICAL SOCIETY ANNUAL REPORT, 2006-2007

## ASPEN HISTORIC PARK & RECREATION DISTRICT VOLUME 08 | ANNUAL REPORT

### ELECTED BOARD OF DIRECTORS

Darryl Grob, President  
Judy Bleiler, Co-Vice President  
Warren Klug, Co-Vice President  
Lynn Dunlop, Secretary/Treasurer  
Lenny Oates

### DISTRICT MANAGER

Georgia Hanson  
director@aspenhistory.org

### ADMINISTRATIVE SECRETARY/ELECTION OFFICIAL

André Torres  
andre@aspenhistory.org



## A MESSAGE FROM THE DISTRICT

The Aspen Historic Park & Recreation District has just finished its first year and we are extremely pleased with how smoothly everything has gone. Since we were entering uncharted territory with the formation of this district, we were all curious to see what unanticipated pratfalls we might encounter - and so far so good - no broken bones.

The mission of the District Board is to monitor tax dollars paid to the historic district and to ensure that these dollars are spent within the parameters defined in our district service plan. The funds are passed through to The Aspen Historical Society, a 501.c.3 non-profit entity which is governed by a separate Board of Trustees. The actual day to day operations of our five historic sites are overseen by the Society board.

The Society just completed the twelve months of a three to five year Strategic Plan and our report card is here for you to review. There has been a flurry of discussion lately about the increase in assessed value in Pitkin County and the subsequent windfall for Special District mill levies. The Aspen Historic Parks & Recreation District Board discussed the impact and carefully reviewed the Historical Society strategic plan which is currently in place. It was determined that the increased funding would allow the Society to proceed with implementation of goals in place more quickly (as opposed to inventing new goals) and therefore it is consistent with District goals to keep the additional funds.

A long-range goal of the District (and the Society) is to increase earned income and contributed income to levels that match the District public fund. The Society has made an important step in this direction by being able to bring on a development director for the coming year to keep us actively fund-raising. Another step toward long-range stability was met with the promotion of Kip Hubbard to Deputy Director. We are keeping a close eye on the succession path in order to ensure a smooth transition. The future of the District and the Society appears to be solid and bright - as evidenced by our spectacular new brand.

620 W. BLEEKER ST.  
ASPEN, COLORADO  
970.925.3721



## The Society as a Whole

### MARKETING-

Ubiquitous and consistent AHS presence within the district boundaries.

**GOAL ONE:** Define and develop an identity that is shared by staff and board and volunteers. *done*

**GOAL TWO:** Develop a Visitor and Client identification process to allow on-going awareness of needs and wants. *In progress*

**GOAL THREE:** Provide directions and improved access to increase visitation to all sites – easy to get to, easy to find. *2009*

### ORGANIZATIONAL DEVELOPMENT

To upgrade management plan in keeping with institution growth.

**GOAL ONE:** Balance staff level to strategic plan goals. *Complete 2008*

**GOAL TWO:** Establish strong management plan to maintain team coordination. *In progress*

**GOAL THREE:** Establish an expanded committed volunteer pool. *In progress*

**GOAL FOUR:** Define Executive Director Replacement Process and implement procedure. *60% done*

**GOAL FIVE:** Achieve accreditation – all decisions will support a move toward this goal. *In progress*

### DEVELOPMENT

To balance earned and contributed income segments to 1/3 parts of the whole income picture before 50th Anniversary in 2013.

**GOAL ONE:** Establish Fund Raising Leadership at Board Level

**GOAL TWO:** Hire a (Full or Part Time) Development Director immediately *Done (postponed to 2008 due to budget constraints)*

**GOAL THREE:** Increase income for all segments.

#### 1. CONTRIBUTED INCOME

- National Council - Begin at 30 members and add five each year. *Began with 25 and growing.*
- Major Gifts - Two new major gifts (projects funded) per year. *Okay in 2007.*
- Membership - Increase to 600 members (@\$135 average per donation) in three years. *On track.*
- Bequests - Develop program and train Board & Staff. *2009*
- Grants - Development Director manage grant writing program. *Done 2008*

#### 2. EARNED INCOME

- Attendance increase by 20% each year for two years (2008 & 2009) *Base number 2007 is 18,741.*
- Ground Rentals - Double Annually for three years. *2006=\$7265 ; 2007=\$12,400*
- Gift Shop and Photo Sales income on steady rise annually. *2006 = \$2810 ; 2007= \$4748 (photo sales only)*
- Events - One Fundraising Event (not program related) per year to net minimum of \$50K. *Event income 2007=\$7,600. Proposed income for 2008 = \$30,000.*
- TDR Sales - \$1,000,000 over three years. *In progress. Researching deed restriction.*

## Programs and Assets

### EDUCATION MISSION-

To provide quality historical educational programs for adults and children (creating lifelong learners & building AHS support)

**GOAL ONE:** Hire Education/Program person immediately. *Done.*

**GOAL TWO:** Evaluate existing winter and summer programs - with input from all other staff and from volunteers. *Done.*

**GOAL THREE:** Create minimum of two new programs each year after consultation w/staff and volunteers and participants. *In progress.*

**GOAL FOUR:** Educational programs should work on a balanced budget. Specific fund raising efforts will be necessary to subsidize programs and provide equal access opportunities to everyone. *On going.*

**GOAL FIVE:** Evaluate existing/new partnerships – and identify value to AHS. *On going.*

**GOAL SIX:** Establish Outcome Measures - Evaluation methods prior to establishing new programs. *2008.*

### COLLECTIONS MISSION-

To be current with all aspects of responsibility.

**GOAL ONE:** Identify preservation and acquisition needs. *In progress.*

**GOAL TWO:** Quality collections management/moving toward achieving accreditation. *On going. 2013 goal.*

### ARCHIVES – CARRIAGE HOUSE

AHS archives enrich the community through the provision of a quality research facility of preserved materials.

**GOAL ONE:** Carriage House becomes 100% archives facility. *In progress.*

**GOAL TWO:** Provide research access 5 days a week, without appointments. *By 2010.*

**GOAL THREE:** Destination Research Facility of high regard. *Done.*

### EXHIBITS- Bringing the story of the West to our Community.

**GOAL ONE:** Establish criteria to “qualify” exhibits for us to sponsor. *In progress.*

**GOAL TWO:** Create a selection committee (cross-section of community and qualified staff) to identify subjects. *Done.*

**GOAL THREE:** Create partnerships to produce premium exhibits that fit criteria. *By 2010.*

**GOAL FOUR:** Establish procedure and time/line for budgeting, fundraising, and production planning & approval. *Done.*

### SITES-

Well managed, informative, living history sites that are operated in the most cost-effective manner.

**GOAL ONE:** Complete individual business plan for each site *In progress.*

**GOAL TWO:** Identify mission and prioritize needs at each site. *Done.*

### ASHCROFT GHOST TOWN

A partnership dedicated to protecting, preserving and sharing the magical experiences of the upper Castle Creek Valley.

- Develop a coordinated management plan with all stakeholders. *In progress.*
- Create an acceptable master plan for parking in the Upper Castle Creek Valley. *Complete/not implemented.*
- Acquire a historic cultural boundary designation from the USFS for all of Upper CC Valley. *In progress.*
- Enhance AHS and community programs at this site. *In progress – summer 2008.*
- Resolve Express Creek issues. Obermeyer Bridge. *Construction on hold/in hands of USFS.*



# A Strategic Plan Report Card

## HOLDEN/MAROLT MINING & RANCHING MUSEUM

The Holden/Marolt Mining and Ranching Museum immerses all ages in an enjoyable learning environment by the preservation and interactive interpretation of mining and ranching artifacts.

- Safer entrance and access to the site.
  - a. Work with City to get Castle Creek access installed including bus turn-around. *On hold per City of Aspen.*
- Pursue shuttle service from Rubey Park to Holden/Marolt twice a day – plus add signage on regular routes. *Signage done, shuttle not. Plan for private electric cart shuttle to be implemented summer 2008.*
- Schedule H/M tours for every 3rd grade class from Aspen to Parachute. *Done.*
- Education/Program Director interface with schools and do scheduling. *Done.*
- Expand Holden/Marolt boundaries to include Lixiviation Ruins Site and potato cellar. *On hold per City of Aspen pending Entrance to Aspen solution.*
  - a. HPC - New historic boundary
  - b. National Registry - New historic boundary
  - c. Voter approval - New historic boundary and new lease
- Develop educational activities on the site.
  - a. Establish two summer programs and one weekly summer event. *Summer 2008.*
- Miscellaneous items identified that need to be handled currently before Strategic Plan begins. *Done.*

## INDEPENDENCE

Independence Pass and Ghost Town Mission: A partnership dedicated to protecting, preserving, restoring and sharing the pristine experiences that the alpine region adjacent to Highway 82 (from Independence Pass to lower Lost Man) offers for visitors ...and furry residents.

- Partner to create joint parking/interpretation plan for the top of Independence Pass. *Plan is done.*
- Scenic By-Way Designation - support this application and embrace participation in program. *Done.*
- Investigate feasibility of a CD Driving Tour - either sale or loan. *In Progress, 2009?*
- Begin daily tours with ghost guide. *On request tours - done.*
- Two interns required. *Providing fill-in support to ACES intern for full 7 day coverage.*
- Write Historic Structure Assessment Grant to the State Historical Fund. *Done.*
- Write grant to get a written stabilization plan for structures. *After assessment is complete.*
- Re-visit security challenges and try to find solution for winter protection. *Pending. Not complete.*
- Miscellaneous list of immediate concerns to be handled before Strategic Plan is launched. *Done.*

## LIFT ONE SITE

Campus, connectivity, honesty, scale, humility, heroic, romance of the early years, keep it unaffected...

- Monitor progress of developer application with City of Aspen. *On going.*
- Consult and assure that AHS well-being remains top priority. *On going.*
- Complete pro-forma business plan and associated AHS overall budget impacts. *After conceptual complete.*
- Figure timeline – begin planning and fund-raising process 18 months out. *Impossible!*
- Deadline for our conceptual plan approximately one year before

## LIFT ONE (CONT)

receipt of building.

- Begin serious planning when developer receives conceptual approval. *TBD*
- Concentrated capital campaign complete before grand opening. *TBD*

## SNOWMASS VILLAGE PRESENCE FOR AHS

**GOAL ONE:** Develop long range plan for S.V. history presentation.

*On going.*

- Focus groups from Snowmass to determine interests. *Survey complete.*
- Establish Planning Committee. *Done.*
- Complete strategic plan. *Pending.*

## WHEELER/STALLARD MUSEUM BLOCK AND GROUNDS- RUTH WHYTE PARK

The Stallard House and grounds is a splendid gathering place for community programs and functions that preserves the grace of the Victorian era while providing interactive educational opportunities.

**GOAL ONE:** Continue with the Garden Club supporters and keep program going strong. *On going.*

- Establish tradition for this group and send donation letters - Dev. Director. *Winter 2008*

**GOAL TWO:** Develop a grounds brochure and a marketing plan.

- Complete brochure by November 2006. *Not complete.*
- Include grounds in house tour - get annual map of flowers. *Ready for Spring 2008.*

**GOAL THREE:** Market the site as a great meeting place.

*Not complete. Spring 2008.*

**GOAL FOUR:** Investigate feasibility of exhibit hall. *2009 project.*

- Establish an advocacy and planning committee.

## STALLARD HOUSE - HISTORIC HOUSE MUSEUM & MEETING PLACE

**GOAL ONE:** Establish Museum as 'living history' experience and rentable space on first floor. *50% complete.*

- Budget for reproductions to fill first floor spaces after current exhibit has run its course. *Done.*
- Use 2nd Floor as rotating exhibit space until permanent space is identified and available. *Done.*
- Plan easy access storage for events and education equipment. *All assembled.*
- Build/establish an area for 'rainy day' children's space. *Not done.*

**GOAL TWO:** Market Museum as gathering place - high profile location with great rental value.

- Research history of "why Wheeler" and discuss possible name change to "Stallard House". *Rejected.*
- Look for Wi-Fi opportunities – both buildings. *Spring 2008.*
- Re-visit the entry and fence - work to make a 'statement' appropriate to house stature. *TBD, not started.*
- No gift shop - no good location. Gift Shop Plan part of Development Goals. *2009*
- Schedule W/S tours for every 3rd grade class from Aspen to Parachute. *Done.*



**ASPEN HISTORICAL SOCIETY  
BALANCE SHEET  
AS OF OCTOBER 31, 2007**

**ASSETS**

**Current Assets**

**Checking/Savings**

1000 - ALPINE BANK	
1010 - Operating Account	93,973.27
Total 1000 - ALPINE BANK	93,973.27
1100 - Community Banks	
1120 - Community Banks-Ash & Ind	6,616.09
1125 - Community Banks - CD	107,234.38
Total 1100 - Community Banks	113,850.47
2000 - OBERMEYER ASSET MGMT.	
2010 - Schwab - Hodges Gift Endowment	123,087.17
2020 - Schwab - Bridge To Future Endowm	57,521.50
2030 - Schwab - Whyte Endowment Fund	495,360.05
2040 - Board Advised Endowment Account	18,419.19
Total 2000 - OBERMEYER ASSET MGMT.	694,387.91
Total Checking/Savings	902,211.65

**Other Current Assets**

1210 - AHS Operations S.D. Receivable	74,339.67
1250 - Petty Cash Box	248.00
Total Other Current Assets	74,587.67

**Total Current Assets**

976,799.32

**Fixed Assets**

1505 - Building - Ashcroft	17,225.38
1510 - Building - W/S House	1,533,397.09
1515 - Furniture and Fixtures	66,611.65
1520 - Lift One Museum	182,118.00
1525 - Office Equipment	110,297.41
1530 - Building - Holder/Marolt	298,558.04
1535 - Building - Carriage House	77,427.87
1600 - Accumulated Depreciation	-696,625.00
Total Fixed Assets	1,589,010.44

**TOTAL ASSETS 2,565,809.76**

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

Accounts Payable	
2200 - Accounts Payable	-336.65
Total Accounts Payable	-336.65

**Other Current Liabilities**

2100 - PAYROLL LIABILITIES	
2100.1 - 403 (b) Withholding	2,364.67
2100.4 - FICA Withholding	2,083.40
Total 2100 - PAYROLL LIABILITIES	4,448.07
2225 - Sales Tax Payable-All	74.39
2226 - Sales Tax-Ghost Towns	12.07
Total Other Current Liabilities	4,534.53
Total Current Liabilities	4,197.88

**Long Term Liabilities**

2500 - Loan Payable - Pitkin County	49,461.92
Total Long Term Liabilities	49,461.92

**Total Liabilities**

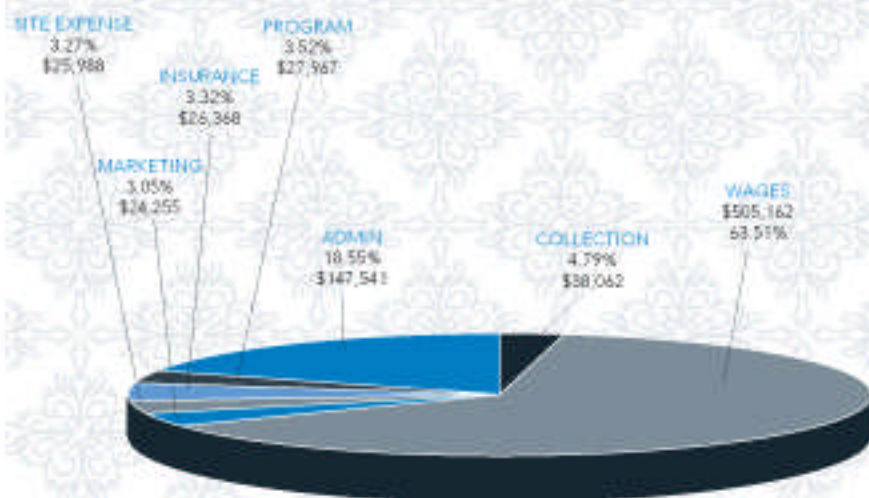
53,659.80

**Equity**

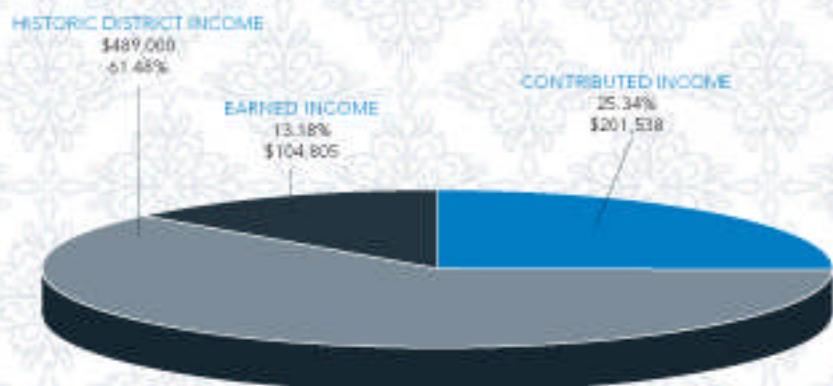
3900 - Retained Earnings	2,502,969.67
Net Income	9,180.29
Total Equity	2,512,149.96

**TOTAL LIABILITIES & EQUITY 2,565,809.76**

**FISCAL YEAR 2006-07  
BREAKDOWN OF EXPENSES**



**FISCAL YEAR 2006-07  
BREAKDOWN OF INCOME**







HISTORICAL SOCIETY

620 W. BLEEKER  
ASPEN, CO 81611

Presorted  
NONPROFIT  
US Postage

PAID

Permit #90  
Glenwood Sprg, CO



Children's Books Authors Vince Lahey, ChChi Villalaz and Katy Etheridge



A rapt audience listens to Jane Jenkins at Teddy Bear Story Hour



Nora Berko and Bunny Harrison  
Catch Up



Local Author and  
former Indy Driver  
Janet Guthrie



Bruce Berger, author/pianist

## STAINING DAY HONORS ROBIN FERGUSON

On Saturday, October 13th a group of Historical Society supporters and staffers along with friends and family of the late Robin Ferguson joined Carl Bergman and the Friends of Holden/Marolt at the Barn Museum site to honor Robin for his tireless work in helping the Holden/Marolt complex of buildings evolve into the community asset it has become. Robin was the key figure in designing and building the protective shelters that cover the two main parts of the newly reconstructed sawmill that sits behind the Salt Shed at the site.

The gathering on this Saturday was called to stain the shelters and to honor Robin by adding a plaque to the south shelter in his memory. Carl spoke briefly to the gathering before attaching the plaque to the newly stained shelter. Everyone is encouraged to go by and check out what real volunteerism can do and perhaps give a moment of thanks that we have people like Robin Ferguson in this community to keep our local spirit alive.

Carl Bergman with  
Piper and Martha  
Ferguson

