The Power of Heritage and Place
A 2020 Action Plan to Advance Preservation in Colorado

A Summary of the 2020 Colorado Statewide Preservation Plan
The Power of Heritage and Place: A 2020 Action Plan to Advance Preservation in Colorado is crafted around the premise that the safeguarding of places, traditions, cultural connections, and the richness of our heritage through education about our collective past is a shared societal responsibility.

As an overarching theme, Colorado’s 2020 statewide preservation plan seeks proactively to highlight preservation’s relevance and connection to all citizens of the state and the breadth of Colorado’s historic resources.

By raising awareness and consciousness about preservation’s relevance to all citizens, partners seek over the life of this plan to relate to emotional, visceral connections to place.

While focused on advancing preservation in Colorado, this plan also aims to contribute actively to the continued success of the national preservation program.

Developed in consultation, this plan is intended to act as a guide to the entire statewide network of preservationists to outline shared goals and strategies to enact at the local level. Above all, this plan recognizes and celebrates the diversity of Colorado’s historic resources and heritage.

Who the Plan is For

The plan seeks both to stimulate professionals and organizations and inform individuals interested in saving the story of a special place or promoting an aspect of heritage by raising consciousness about the benefits of historic preservation.

Our audience includes youth, elders, grassroots advocates, preservation professionals and organizations, federal and state agencies, local governments with preservation ordinances or zoning, tribes, elected officials and local decision makers, property owners, and all persons or groups with an interest, stake in, or decision authority regarding meaningful places.
Why the Plan was Created

The National Historic Preservation Act of 1966 provides the State Historic Preservation Officer authority cyclically to develop and implement a statewide preservation plan. The Office of Archaeology and Historic Preservation of History Colorado, the Colorado Historical Society, oversees creation of the plan through sustained input from the public and preservation stakeholders. The mandate specifies that the plan have a statewide focus, contain analysis of the current state of preservation efforts, address all types of historic resources, and coordinate with broader planning efforts.

Statewide preservation planning not only satisfies a program area outlined in the Historic Preservation Fund Grants Manual, the guide associated with the major federal source of funding for State Historic Preservation Offices nationwide, but offers a proactive and positive opportunity regularly to solidify the preservation efforts of partners statewide. Statewide preservation planning facilitates consensus on priorities, stimulates renewed partnerships, assesses evolving conditions, both in terms of resource identification and in analyzing critical needs and challenges, and determines strategies.

Colorado Preservation 2020: Methodology

The 2020 plan is tailored such that diverse programming may benefit from its guidance. Major historic preservation partners throughout the state have been solicited to provide input on the development of the plan, so as to ensure that the document will be relevant and usable to educational programs, local preservation groups, tribes, non-profit organizations, federal and state agencies and all others involved in historic preservation statewide.

STATE PLAN ADVISORY COMMITTEE

CHAIRMAN —
Ann Pritzlaff, Chair, Archaeology and Historic Preservation Committee, Board of Directors, History Colorado, Castle Rock

LEAD STAFF —
Steve Turner, Deputy State Historic Preservation Officer and Vice-President, History Colorado, Denver
Astrid Liverman, Ph.D., National and State Register Coordinator, History Colorado, Evergreen

COMMITTEE —
Nan Anderson, Principal, Andrews & Anderson Architects, Golden
Cheryl Armstrong, Board of Directors, History Colorado, Denver
Thomas Carr, Staff Archaeologist, History Colorado, Denver
Susan Collins, Ph.D., Deputy State Historic Preservation Officer (Retired October 2010), History Colorado, Boulder
Bill Convery, State Historian, History Colorado, Denver
Dan Corson, Intergovernmental Services Director, History Colorado, Boulder
Mona Ferrugia, community volunteer, Denver
Amy Guthrie, Historic Preservation Officer, City of Aspen
Rebecca Goodwin, Treasurer, Colorado Preservation, Inc. Board of Directors, and Otero County Historic Preservation Board, La Junta
Dan Haas, State Archaeologist, Bureau of Land Management, Grand Junction
James Hare, Executive Director, Colorado Preservation, Inc., Denver
Kathryn Hill, Chief Operating Officer, History Colorado, Denver
Laura Libby, Heritage Tourism Program Manager, Colorado Tourism Office, Denver
James Lindberg, Director of Preservation Initiatives, National Trust for Historic Preservation, Denver
Robert Mutaw, Ph.D., Cultural Resources Team Leader, URS Corporation, Denver
Ed Nichols, State Historic Preservation Officer and President, History Colorado, Denver
Bev Rich, President, San Juan County Historical Society, Silverton
Arianthé Stettner, President Elect, Board of Directors, Colorado Preservation, Inc., Steamboat Springs
Linde Thompson, Historic Greeley, Inc., Greeley
Janette Vigil, Contracts Officer, History Colorado, Northglenn
Ekaterini Vlahos, Associate Professor and Director, Center of Preservation Research, University of Colorado-Denver
Charlie Woolley, St. Charles Town Company, Denver
How the Plan will be Implemented

Towards further progress in promoting planning goals, the following implementation strategies will ensure the continuing relevance of the plan through broadly inclusive implementation by all partners:

- A standing State Plan Advisory Committee will address and guide the major goals identified in the Action Agenda on an annual basis
  - Annual public meeting to be held at Colorado Preservation, Inc.’s annual Saving Places conference
  - Conference themes will reflect state plan goals, including the 2011 “Exploring the Benefits of Preservation”
  - Assessment will include celebration of successes and identification of challenges as learning opportunities

- Revision of the state plan in 2015 will include thorough assessment of measurable outcomes and accomplishments over the five-year period
- Persistent focus on communication will engage a broad audience
- Promotion of storytelling at every opportunity

Ultimately, implementation of *The Power of Heritage and Place* depends upon the participation and sustained effort of partners statewide. If the people of Colorado are successful, we will achieve the shared vision that the state of Colorado values historic preservation and its historic and cultural resources in a larger effort towards economic, environmental, and cultural sustainability.

Goals of the 2020 Plan

This plan seeks to motivate and empower people to value heritage and historic places by enhancing opportunities to demonstrate the myriad benefits of sharing and preserving the stories therein embodied. The Action Agenda is organized around six goals devised to guide statewide, regional, and local preservation efforts over the next five years.

GOAL A: Preserving the Places that Matter
- The ongoing identification, documentation, evaluation, protection, and interpretation of Colorado’s irreplaceable historic and cultural resources

GOAL B: Strengthening and Connecting the Colorado Preservation Network
- The building of the capacity of preservation partners and networks statewide to nurture local leaders and leverage assets

GOAL C: Shaping the Preservation Message
- The promotion and messaging of historic preservation’s mission and vision to all citizens

GOAL D: Publicizing the Benefits of Preservation
- The documenting and sharing of the benefits of historic preservation

GOAL E: Weaving Preservation Throughout Education
- The education of students and citizens of all ages about their shared heritage

GOAL F: Advancing Preservation Practices
- The provision of historic preservation technical outreach to assist in defining, describing, and preserving Colorado’s historic and cultural resources

Each goal consists of objectives and strategies drafted purposely broad so as to inclusively reflect the range of preservation activities and initiatives while tracking target timeframes and lead implementer.
### Overview of Goal A: Preserving the Places that Matter

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<th>Lead Implementers</th>
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<tr>
<td><strong>A1</strong> Evaluate fundamentals of survey process</td>
<td>a) Poll communities as to how to facilitate reconnaissance-level surveys b) Delineate the level of survey appropriate for particular objectives c) Explore new technologies and techniques d) Collect multiple levels of data that reflect a resource’s history e) Devise system for electronic survey submissions f) Create comprehensive maps of historic and cultural resources g) Convene survey forum at annual Colorado Preservation, Inc., Saving Places conference h) Emphasize survey strategies that minimize artifact collection to conserve curation space in repositories</td>
<td>2013</td>
<td>University of Colorado-Denver, History Colorado, cultural resource professionals</td>
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<td><strong>A2</strong> Prepare additional historic contexts</td>
<td>a) Identify themes needed b) Connect context development with thematic exhibits and programs c) Increase the development of Multiple Property Documentation Forms</td>
<td>2015</td>
<td>Local governments with preservation ordinances or zoning, University of Colorado-Denver, History Colorado</td>
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<td><strong>A3</strong> Conduct survey, inventory, and designation proactively</td>
<td>a) Create ten-year statewide strategic survey plans b) Identify underrepresented and threatened resources c) Identify key resources in need of intensive survey d) Increase outreach to private land owners and minority and rural communities to identify sites and gather oral histories e) Integrate survey with development projects in the initial phase of planning f) Advocate that federal land management agencies update and maintain resource data g) Augment countywide survey and local designation programs h) Initiate the development of cultural landscape reports i) Develop methodologies conducive to wholesale survey of urban environments, piloted in Denver j) Create public-private partnerships, especially at the grassroots level, towards these ends</td>
<td>2014</td>
<td>Historic Denver, Inc., federal land management agencies, higher education programs, Colorado Preservation, Inc., local governments with preservation ordinances or zoning, cultural resource professionals</td>
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<td><strong>A4</strong> Disseminate historic and cultural resource information broadly</td>
<td>a) Showcase survey results through local meetings b) Engage in systematic information-sharing with elected officials and local governments c) Link survey program to heritage tourism proactively d) Integrate results of survey into local educational initiatives e) Engage realtors and historic property owners f) Integrate local, state, and federal databases of historic resources g) Provide county assessors with information related to designated properties</td>
<td>2013</td>
<td>Colorado Municipal League, Colorado Tourism Office, federal land management agencies</td>
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<td><strong>A5</strong> Increase historic and cultural resource preservation</td>
<td>a) Examine ways to promote designation of eligible resources surveyed b) Nominate historic and cultural resources to the National and State Registers c) Advertise tax incentives d) Advocate for comprehensive municipal historic preservation planning e) Devise creative mitigation strategies that contribute to the broader development of historic preservation statewide</td>
<td>2014</td>
<td>Federal land management agencies, higher education programs, Colorado Preservation, Inc., History Colorado</td>
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# Overview of Goal B: Strengthening and Connecting the Colorado Preservation Network

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| B1) Nurture preservation leaders | a) Create new and strengthen existing local preservation advocacy organizations  
b) Establish mentor relationships through local leaders  
c) Develop Colorado-specific Preservation Leadership Training based on National Trust for Historic Preservation model  
d) Expand site stewardship programs statewide through HistoriCorps, San Juan Mountains Association, Bureau of Land Management, and other volunteer programs | 2014 | History Colorado, land-owning federal agencies, National Trust for Historic Preservation, Colorado Preservation, Inc., San Juan Mountains Association, HistoriCorps |
| B2) Establish a preservation advocacy network | a) Create “who’s who” to contact regarding preservation-related questions  
b) Assist communities with no or inactive preservation programs  
c) Increase “word-of-mouth” communication, as among ranching communities and through local extension agents  
d) Establish booths at Rural Philanthropy days and local fairs  
e) Develop strategies to identify and assess critical advocacy needs | 2013 | Colorado Preservation, Inc., local governments with preservation ordinances or zoning, National Trust for Historic Preservation |
| B3) Maximize partnership network connections to achieve critical capacity | a) Place interns to provide connection among existing preservation organizations  
b) Augment networking capacity for local advocates to strengthen approaches, share strategies, and ask questions by identifying contacts  
c) Expand the use of social media to inform and share information  
d) Establish mentorship contacts | 2012 | Local governments with preservation ordinances or zoning |
| B4) Increase interagency coordination and dialogue with public | a) Host quarterly or annual agency coordination meetings  
b) Develop best practices for capacity-building of volunteer programs with specific guidance as to how to sustain enthusiasm  
c) Publicize best practices as models to emulate | 2012 | Colorado Preservation, Inc., federal land management agencies, Colorado Department of Transportation, Colorado Scenic and Historic Byways |
| B5) Form new partnerships | a) Identify non-traditional partners, such as economic development groups, downtown associations, and service organizations  
b) Ally with conservation partners in broadening place-based preservation efforts  
c) Engage local chambers of commerce, Colorado Office of Economic Development, local planners, and community service organizations  
d) Plan and conduct joint projects with above-named partners that benefit resource preservation  
e) Create “who’s who” of partner organizations | 2015 | National Trust for Historic Preservation, volunteer groups, higher education programs, conservation and service organizations, land trusts, park organizations, chambers of commerce, Colorado Office of Economic Development |
# Overview of Goal C: Shaping the Preservation Message

## GOAL C: SHAPING THE PRESERVATION MESSAGE

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| C1) Expand positive perceptions of preservation | a) Determine unified vision by which preservation is defined  
b) Dispel common misconceptions, such that National Register designation implies property restrictions  
c) Demystify elements of the historic preservation process that may be daunting to local advocates  
d) Demonstrate connection between preservation and mainstream popular culture | 2012 | National Trust for Historic Preservation and other non-profit organizations |
| C2) Develop promotional plan and communication strategy | a) Identify promotional tools and partners  
b) Identify spokespersons  
c) Identify new audiences and information channels  
d) Establish framework for developing local messages  
e) Broadcast case studies  
f) Target public relations campaigns and events with structured advocacy focused on awareness  
g) Explore non-traditional delivery options | 2012 | History Colorado, federal land management agencies |
| C3) Demonstrate relevance of preservation to the individual citizen | a) Develop local call-to-action network  
b) Stimulate greater citizen participation  
c) Strategize self-identification of a broader group of preservationists  
d) Generate awareness among community leaders  
e) Engage Colorado Association of Realtors  
f) Engage new Colorado residents | 2013 | Colorado Preservation, Inc., local governments with preservation ordinances or zoning, historical societies |
| C4) Implement strategic marketing initiative | a) Link to History Colorado marketing initiative, with the preservation message as an entirely distinct brand with a statewide focus  
b) Utilize History Colorado’s existing contract with an advertising firm to promote diverse program areas and historic preservation broadly  
c) Insert preservation as integral to History Colorado’s distance learning initiative | 2014 | History Colorado |
| C5) Establish historic preservation focus at the History Colorado Center | a) Take advantage of construction of History Colorado Center to promote education and outreach related to historic preservation | 2013 | History Colorado |
| C6) Broadcast preservation’s positive local impact | a) Celebrate preservation successes  
b) Generate additional publicity for local preservation initiatives  
c) Communicate to lawmakers the proven economic value of historic preservation | 2012 | Department of Local Affairs, Colorado Municipal League, Colorado Counties Inc., metropolitan planning organizations (regional council of governments), local governments with preservation ordinances or zoning |
### Overview of Goal D:
**Publicizing the Benefits of Preservation**

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| D1) Demonstrate collective social, educational, economic, and cultural benefits of historic preservation | a) Establish research questions  
 b) Focus on quantifiable, defensible statistics  
 c) Develop a strategy to gather data  
 d) Solicit endorsements  
 e) Link all printed material to economic, social, and environmental benefits of preservation  
 f) Update research regularly  
 g) Establish History Colorado as a clearinghouse for this information | 2015 | National Trust for Historic Preservation, local governments with preservation ordinances or zoning, University of Colorado-Denver, National Center for Preservation Technology and Training, History Colorado |
| D2) Publicize economic benefits, incentives, and funding mechanisms | a) Document job creation and training  
 b) Advocate for increases to Historic Preservation Fund  
 c) Publicize the benefits of private economic investment in historic preservation  
 d) Advocate for the fiscal health of existing funding sources, in particular the State Historical Fund  
 e) Monitor and advocate regarding state legislation with potential impacts to historic preservation initiatives | 2013 | History Colorado, Colorado Preservation, Inc., local preservation non-profit organizations, economic development agencies, federal land management agencies |
| D3) Advance heritage tourism efforts | a) Advocate to target audiences  
 b) Link historic preservation and heritage tourism's roles in planning and land use at the state and municipal levels  
 c) Increase awareness among local decision makers regarding heritage tourism as an economic development and revitalization tool  
 d) Define measurable outcomes, such as attendance at events and expanded audiences | 2015 | Colorado Tourism Office, regional heritage taskforces, federal land management agencies, Colorado Wyoming Association of Museums, individual historic sites, state and local parks, Colorado Scenic and Historic Byways |
| D4) Articulate the benefits of comprehensive management of public lands | a) Link data gathering to policy change  
 b) Advocate for awareness that preservation is not always opposed to agency mission needs  
| D5) Articulate the benefits of protection of private lands | a) Publicize the benefits of conservation easements  
 b) Publicize best practices and success stories, as well as losses and lessons learned | 2012 | Conservation organizations, non-profit organizations, History Colorado, land trusts |
| D6) Demonstrate the intrinsic connection between environmental sustainability and historic preservation | a) Create publications on leveraging benefits that highlight regional case studies  
 b) Identify recommendations to protect the Colorado State Income Tax Credit program, State Historical Fund, and Colorado Department of Local Affairs Local Government Financial Assistance program  
 c) Promote awareness amongst craftspeople  
 d) Provide educational workshops | 2013 | National Trust for Historic Preservation, Great Outdoors Colorado, Department of Energy, General Services Administration, Department of Housing and Urban Development, History Colorado, conservation organizations |
## Overview of Goal E: Weaving Preservation Throughout Education

<p>| GOAL E: WEAVING PRESERVATION THROUGHOUT EDUCATION |</p>
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<td>E1) Share the stories of designated properties</td>
<td>a) Publicize wealth and diversity of designated properties in Colorado b) Develop social media content c) Establish media partnerships, such as with PBS</td>
<td>2013</td>
<td>Local governments with preservation ordinances or zoning, History Colorado, National Park Service’s Teaching with Historic Places</td>
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<td>E2) Create programs to engage youth in understanding and appreciating cultural and historic resources</td>
<td>a) Develop annual historic preservation theme for educational programs statewide to promote breadth of diverse activities b) Explore how the History Colorado Center can present archaeology and historic preservation in a positive, interactive, and accessible manner c) Model History Colorado’s <a href="http://www.coloradofieldtrip.org">www.coloradofieldtrip.org</a> initiative and Colorado Preservation, Inc.’s Youth Summit to provide experiential opportunities and pilot programs to school-age children throughout the state</td>
<td>2013</td>
<td>History Colorado, Colorado Preservation, Inc., federal land management agencies, National Park Service’s Teaching with Historic Places, Tribal contacts</td>
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<td>E3) Develop integrated curricula related to historic preservation</td>
<td>a) Analyze evolution of curriculum requirements b) Model Rocky Mountain School of Expeditionary Learning’s immersive model, wherein an annual theme relates to all discipline-specific projects, coupled with an overarching theme of ecological sustainability c) Partner with statewide educational providers d) Examine ways to link preservation with specific disciplines, such as Science Technology Engineering Math (STEM), as with the New Mexico adobe initiative e) Teach oral history techniques at the middle-school level f) Advocate for heritage education</td>
<td>2015</td>
<td>Colorado Board of Education, local school districts, higher education programs, Colorado Council on Social Studies</td>
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<td>E4) Involve all types of educators in historic preservation education</td>
<td>a) Create an element of Archaeology and Historic Preservation Month specifically targeted towards educators</td>
<td>2013</td>
<td>Local historical societies, federal land management agencies</td>
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<td>E5) Support preservation higher education programs</td>
<td>a) Offer internship and volunteer opportunities at partner organizations</td>
<td>2012</td>
<td>University of Colorado-Denver, Lamar Community College, Colorado Mountain College Leadville</td>
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<td>E6) Create lifelong learning opportunities</td>
<td>a) Engage older generations b) Develop intergenerational opportunities c) Address misconception that we “don’t really have history here” d) Develop site-specific educational initiatives</td>
<td>2015</td>
<td>Local historical societies and museums, Tribal contacts</td>
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<td>E7) Create better understanding of local communities’ role in preservation decision-making</td>
<td>a) Outreach to local planners, commission members, realtors, and property owners b) Disseminate information, such as the updated Protecting Historic Properties: A Citizen’s Guide to Section 106 c) Promote menu of preservation strategies</td>
<td>2013</td>
<td>Local governments with preservation ordinances or zoning, Tribal contacts, Department of Local Affairs, Advisory Council on Historic Preservation</td>
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<td>E8) Develop workshops for property owners and local preservationists</td>
<td>a) Develop workshops on Colorado-specific preservation issues, both at the grassroots and statewide levels</td>
<td>2012</td>
<td>Colorado Preservation, Inc., History Colorado, local preservation organizations</td>
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# Overview of Goal F: Advancing Preservation Practices

**GOAL F: ADVANCING PRESERVATION PRACTICES**

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| F1) Improve regional and community-based technical assistance | a) Discover technical needs of each regional audience  
b) Strategize how to broaden the dissemination of information  
c) Create circuit ridership and cross-trained staffs  
d) Offer and advertise regional forums  
e) Create centralized information exchange for preservation and investigate technologies for regular updates | 2013 | Local governments with preservation ordinances or zoning, Colorado Preservation, Inc., local preservation non-profit organizations |
| F2) Identify and increase traditional building trades and training opportunities | a) Strengthen capacity of regional craftspeople capable of rehabilitating historic components  
b) Leverage the State Historical Fund to train craftspeople in the Secretary of the Interior’s Standards for the Treatment of Historic Properties  
c) Create and maintain a directory of craftspeople | 2015 | Colorado Preservation, Inc., History Colorado, Colorado Mountain College Leadville, HistoriCorps, Association for Preservation Technology |
| F3) Increase professional training opportunities throughout state | a) Create one-page informational documents on Colorado-specific preservation issues  
b) Host "how-to" demonstrations and regional workshops and lectures | 2012 | Colorado Council of Professional Archaeologists, American Institute of Architects, American Society of Landscape Architects, Colorado Archaeological Society, Association for Preservation Technology, local museums, higher education programs |
| F4) Expand pool of preservation professionals | a) Partner with community colleges and trade schools  
b) Provide students with opportunities to engage in preservation fieldwork  
c) Develop opportunities for citizens to engage in preservation | 2015 | University of Colorado, University of Colorado-Denver, Lamar Community College, Colorado Mountain College Leadville, HistoriCorps, Anasazi Heritage Center, other higher education programs |
| F5) Train individuals how to "green" historic buildings | a) Develop best practices regarding sustainability in historic preservation  
b) Advocate for adoption of Colorado municipal energy code  
c) Disseminate information generated through Advisory Council on Historic Preservation and National Trust for Historic Preservation task force on sustainability | 2014 | National Trust for Historic Preservation, local governments with preservation ordinances or zoning, local non-profit organizations, National Park Service, Department of Energy, Governor’s Energy Office, General Services Administration, Advisory Council on Historic Preservation |
| F6) Enhance curatorial and collection capabilities and facilities | a) Develop mentorships for historical societies and museums  
b) Expand existing partnerships, such as between History Colorado and the Colorado Wyoming Association of Museums  
c) Analyze curatorial needs associated with archaeological research  
d) Create state curation action plan  
e) Encourage study of existing collections | 2013 | Colorado Wyoming Association of Museums, federal land management agencies, History Colorado, higher education programs, local museums and historical societies, Collections Assessment Program, Heritage Preservation: The Conservation Assessment Program |
Clockwise from upper left—Downtown Salida; Animas Forks ghost town site in San Juan County; downtown Fort Collins; Keota; Picture Canyon in Comanche National Grasslands, southeast Colorado; University of Colorado students excavating at the Lamb Spring site in Douglas County.