



2101 O'Neil Ave. Room 202  
 Cheyenne, WY 82001  
 (Phone) 307-637-6307  
 (Email) scrowley@cheyennecity.org



## Cheyenne Historic Preservation Board Strategic Plan 2021

~Strategic Goals~	
Goal	Objective
1. Save Historic Places	Advocate and save structures, landscapes and places via inventory, update and creation of historic districts and local listings.
2. Increase Community Engagement and Awareness	Educate the public regarding the importance of historic preservation.
3. Resource Development & Fundraising	Secure funding from the city, grant opportunities and other fundraising activities.

**2020 ACCOMPLISHMENTS:** Completed Phase 1 of the Airport Fountain, received a \$20,000 grant from the State Historic Preservation Office for Phase II of the Fountain Restoration, updated the Governor’s Mansion Protective Overlay District, worked with the City Attorney’s office and Planning Department to draft a Demolition by Neglect Ordinance, continued the ornament fundraiser and raised over \$14,000 selling limited edition ornaments for the Airport Fountain Restoration project, awarded the LeClercq Jones award in December 2020 to The Lincoln, updated Rules of Practice, held the Cheyenne Cruise Night Fundraiser

to celebrate the completion of Phase I for the Airport Fountain, presented Dubois award to 320 East 17<sup>th</sup> Street, compiled research for murals in the new municipal court building.

<b>Objective, Strategy</b>	<b>Action/Event</b>	<b>Plan of Action</b>
<p align="center"><b>(Goal #1)</b> <b>Save Historic Places</b></p>	Historic Places Committee	Members include Josh, Max, David, Amber, and Jason. Head of the committee: Max (also liaison for the airport fountain – can authorize spending up to \$1000 per occurrence)
	Airport Fountain	Continue fundraising to support terra cotta restoration
	Airport Terminal/Control Tower	Continue to be part of the conversation with the Airport Board, schedule a tour for the Board
	National Register of Historic Places Nominations	Finish the Capitol North Historic District Expansion, nominate the Warren Rest House and the Airport Fountain to the National Register of Historic Places
	Demolition by Neglect ordinance	Research and draft ordinance, get approved by May 2020
<p align="center"><b>(Goal #2)</b> <b>Community Engagement &amp; Awareness</b></p>	Marketing and Community Outreach Committee	Members include Cathie, Don, Max, Milward, and CJ. Head of the committee: Cathie. The committee has a discretionary spending allowance of up to \$500 per occurrence.

<b>(Goal #2)</b> <b>Community Engagement &amp; Awareness</b>	Marketing Materials	Create and review all marketing materials for the board and all board related events, including the Fountain
	Walking Tour	Evaluate and examine existing walking tour materials, possibly incorporate with Doors Open Cheyenne
	Historic Preservation Month	Partner with SHPO / AHW regarding the planning of activities / Spring event for airport fountain
	Doors Open Cheyenne	Partner with the DDA, Visit Cheyenne, and Alliance for Historic Wyoming during September
<b>(Goal #3)</b> <b>Resource Development &amp; Fundraising</b>	Fundraising Committee	Members include David, John, Milward, and Gary. Head of the committee: John.
	Fundraising Plan	Develop a document that organizes all the fundraising activities for the year (which may include campaign dates, strategies, donor tracking, special event details and a targeted communication schedule)
	HCI MOU	Research and develop alternative methods for payments (electronic payments) and various donation outlets, develop an MOU with HCI
	Fundraising Events	Continue with current fundraising activities such as the Christmas Ornaments and Cruise Night but also explore a 5k race, bike tour, and brick program. Develop alternative fundraising events.

<i>~2021/2022 Watchlist~</i>	
Endangered and Threatened List	List created by Jaime and saved on the cloud drive for Google. Determine if there is an existing list. Monitor existing contributing structure list.
FE Warren Section 106 Mitigations	Fall Hall (Old gym, now offices); Post discussion; advisory on historic preservation; request a tour
Historic Districts / Local Listings	Research and survey opportunities for a potential mid-mod district and a West Edge local listing
Outreach & Education	-Review school district standards regarding local history and partner with schools to assist with Cheyenne history. -Partner with local service clubs and realtors to educate the community regarding activities and historic preservation
Ames Pumphouse	Monitor developments