LOVELAND HISTORIC PRESERVATION COMMISSION MEETING AGENDA

MONDAY, August 20 2018 6:00 PM

Development Center-Gypsum Conference Room 410 East 5th Street

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"La Ciudad de Loveland está comprometida a proporcionar igualdad de oportunidades para los servicios, programas y actividades y no discriminar en base a discapacidad, raza, edad, color, origen nacional, religión, orientación sexual o género. Para más información sobre la no discriminación o para asistencia en traducción, favor contacte al Coordinador Título VI de la Ciudad al <u>TitleSix@cityofloveland.org</u> o al 970-962-2372. La Ciudad realizará las acomodaciones razonables para los ciudadanos de acuerdo con la Ley de Discapacidades para americanos (ADA). Para más información sobre ADA o acomodaciones, favor contacte al Coordinador de ADA de la Ciudad en bettie.greenberg@cityofloveland.org o al 970-962-3319".

6:00 PM

- I. CALL TO ORDER
- II. PLEDGE OF ALLEGIANCE
- III. ROLL CALL
- IV. WELCOME TO REYANA JONES AND ELIZABTH WEBB, NEW COMMISSIONERS
- V. APPROVAL OF THE AGENDA
- VI. APPROVAL OF PREVIOUS MEETING MINUTES

VII. REPORTS 6:05-6:15

a. Citizen Reports

This agenda item provides an opportunity for citizens to address the Commission on matters not on the consent or regular agendas.

- b. Council Update (Fogle)
- c. Staff Update (Garshelis)

VIII. REGULAR AGENDA

a.	Pulliam Naming/Donor Opportunities	6:15-6:30
b.	Walk Tour Online	6:30-6:40
c.	2 nd Grade Curriculum/History Days participation	6:40-6:50
d.	Fall Retreat Discussion Monday October 15 from 5:00pm-8:00pm	6:50-7:10

- Holiday Outreach Event?
- Historic Design Standards
- Bridge Plaque Promotion
- Tabletop Coasters Reprint/Create additional coasters highlighting other properties
- Walking Tour Update
- Marker ideas for LHS Dunning request

e.	Set Next Meeting's Agenda/Identify	Action Items

7:10-7:15

VIII. COMMISSIONER COMMENTS

7:15-7:25

This agenda item provides an opportunity for Commissioners to speak on matters not on the regular agenda.

IX. ADJOURN 7:30

- 1 City of Loveland
- 2 Historic Preservation Commission
- 3 Meeting Summary
- 4 July **16, 2018**

A meeting of the Loveland Historic Preservation Commission was held Monday, July 16, 2018 at 6:00 P.M. in the Development Center at 410 East 5th Street, Loveland, Colorado. Historic Preservation Commissioners in attendance were Zach Askeland, Jim Cox, Stacee Kersley, Josh McCarn, Paula Sutton and Laurie White. Council Liaison John Fogle, Nikki Garshelis, and Cita Lauden of Development Services were also present.

Guests: Carl Peterson, grant writer for the CLG grant application, Elizabeth Webb, Applicant for Student Commissioner, and David Eisenbraun, Community & Strategic Planner for the City of Loveland

CALL TO ORDER

Commission Chair Askeland called the meeting to order at 6:10 p.m.

APPROVAL OF THE AGENDA

Commissioner Sutton made a motion to approve the agenda. Commissioner McCarn seconded the motion and it passed unanimously.

APPROVAL OF PREVIOUS MEETING MINUTES

Commissioner Cox made a motion to approve the June meeting minutes. Commissioner Sutton seconded the motion and it passed unanimously.

CITIZEN REPORTS

Carl Peterson was in attendance. Mr. Peterson has been hired to write the grant application for the CLG Survey to be completed.

CITY COUNCIL UPDATE

Councilor Fogle reported that the number of complaints City Council has received for the Building Division "have exponentially skyrocketed." Councilor Fogle discussed the Fire Suppression Pilot Program, as well as possibilities for affordable housing in conjunction with tiny homes.

STAFF UPDATE

Nikki Garshelis reported on the survey grant. Grant writer, Carl Peterson, has been contracted to write the CLG grant application. The application deadline is January 2019, she said. The Fairgrounds Bridge Plaque will be installed by City Park staff. There are no new updates on the Great Western Railway Depot. The Feed & Grain Building/ArtSpace will proceed in the fall with renovations on the building facing 3rd Street. Interviews for a Construction Management Company are underway for the Pulliam Community Building. Renovations may begin in October.

CONSIDERATION OF NEW BUSINESS

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HIP STREETS MODERNIZATION PRESENTATION

- David Eisenbraun, Community and Strategic Planner, gave an in depth presentation on the HIP Streets Modernization Plan for downtown Loveland. Commissioners and staff discussed the following:
 - How many parking spaces will be lost on 4th Street.
 - Light Fixtures
 - Width of sidewalks

565758

HPC MEMBER AND HS STUDENT RECRUITMENT UPDATE

Nikki Garshelis reported that interviews for the HPC vacancy, as well as the Youth Commissioner vacancy, were held today.

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FALL RETREAT DISCUSSION

The Fall Retreat is scheduled for October 15, from 5:00 to 8:00 pm at the Development Center. The retreat will replace the October HPC Regular Meeting. There was discussion on what to include on the agenda for the Fall Retreat. Topics included:

- 2017-2018 HPC Achievements
- 2018-2019 Work Plan
- Design Guidelines on downtown buildings
- 2018 Budget

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NEXT MEETING AGENDA

- 1. Fall Retreat
- 2. Holiday Outreach Event
- 3. Marker ideas for LHS Dunning request
- 4. Historic Design Standards
- 5. Plaque Update
- 6. Tabletop Coasters Reprint/Create additional coasters highlighting other properties
- 7. Walking Tour
- 8. Outreach and Education

COMMISIONER COMMENTS

83 84 85 Commissioner Cox shared is concerned that some new downtown businesses are not following Historic Downtown Design Standards.

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Adjourned: 8:06 p.m.

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LOVELAND HISTORIC PRESERVATION COMMISSION

STAFF UPDATE

Meeting Date: August 20, 2018

To: Loveland Historic Preservation Commission From: Nikki Garshelis, Development Services

Great Western Railway Depot & Freight Building: A meeting with City Staff, Loveland Historical Society members and Commissioner Sutton is scheduled for September 6 from 3:00-4:00pm.

A report from the architect will be provided at that time. Staff is currently reviewing a draft of the report.

Fairgrounds Bridge Plaque Information: The plaque has been attached to the bridge. The HPC will discuss how to promote the plaque.

111 Roosevelt Avenue and 603 West First Street property:

Alanna Brake, one of the property owners of 111 Roosevelt Avenue, sent some historical information on the previous owners of the 111 Roosevelt Avenue property and the burned house at 603 West First Street. Edwin B. and Carrie Grubb were the first owners pf 603 West 1st. Mr. Grubb was a brick contractor/owner of a brick yard according to a 1907 city directory. Staff is working to add to the information provided and will update the HPC when appropriate.



Main House c. 1904 603 West First Street. Burned in 70s and demolished in 90s

Gustave and Amelia Benson House, 540 East 5th **Street**: Owner Eric Halverson is delaying his application to complete a remodel of the second floor of the house. He will apply as soon as time allows.



Carriage House111 Roosevelt Avenue





CITY OF LOVELAND

Historic Preservation Commission
Development Center • 410 East 5th Street • Loveland, CO 80537
(970) 962-2346

MEETING DATE: 8/20/2018

TO: Loveland Historic Preservation Commission

FROM: Nikki Garshelis, Staff Liaison

TITLE:

RECOMMENDATION TO CITY COUNCIL TO APPROVE NAMING OPPORTUNITES IN THE PULLIAM COMMUNITY BUILDING AS REQUESTED BY THE PULLIAM COMMUNITY FOUNDATION

DESCRIPTION:

This is a request by the Pulliam Community Building Foundation to the Historic Preservation Commission to recommend approval to the Loveland City Council for naming of rooms and other items in the Pulliam Community Building to assist with raising funds for Phase II of the Pulliam Community Foundation's Capital Campaign.

SUMMARY: Norm Rehme, President of the Pulliam Community Building Foundation, on behalf of its Board of Directors and the Foundation, is requesting the authority from the City of Loveland to honor significant donors of the Pulliam Building fundraising campaign by assigning their requested name to a room, fixture or equipment. The naming opportunity program includes several rooms, fixtures and equipment inside the Pulliam Community Building.

Attached is the list of rooms and items available for naming, the level of donation required and the Capital Campaign Case Statement.

LIST OF ATTACHMENTS:

- 1. Naming Opportunities and Levels of Donation
- 2. Capital Campaign Case statement

RECOMMENDED ACTION:

Staff recommends the Historic Preservation Commission votes to recommend approval of the naming opportunities request to City Council.

Naming Opportunities

Perhaps you desire to leave a legacy and receive recognition on the venerable walls of the historic Pulliam Community Building. Here are a few ideas, but we welcome other creative ways to publicly acknowledge your generous contributions.

"The Pulliam Building is really the only affordable space and option that we have found in Loveland."

Marilyn Johnson with Be the Gift

Donor Recognition Clubs

Donor recognition and naming opportunities are open to individuals, trusts, foundations, and businesses.

The building's name must remain the same. However, the auditorium (ballroom), lower level room, catering kitchen, halls, foyers, meeting rooms, outdoor plaza and more may be named by the donor. Please contact us to discuss.

Donor Recognition Levels

Community Visionary	\$250,000+
Community Leader	\$100,000-\$249,999
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Community Advocate	\$25,000-\$49,999
Community Partner	\$10,000-\$24,999
Community Friend	\$1,000-\$9,999

Naming Opportunities

Auditorium (Ballroom)	\$750,000
Lower level (Banquet room)	\$250,000
Balcony	\$250,000
Stage	\$250,000
Lobby Main	\$250,000 ·
Plaza	\$150,000
Lobby Lower	\$150,000
Building Office	\$100,000
Conference Room NE	\$100,000
Elevator	\$100,000
Lobby Upper	\$75,000
Conference Room SE	\$50,000
Kitchen	\$50,000
Lighting	\$50,000
Sound System	\$50,000
Family Restroom	\$25,000
New Restrooms (2x)	\$20,000
Concessions	\$15,000
Beverage Service Area	\$15,000

(Subject to City Council Approval)

✓ Indicates Naming Taken

Revitalizing Our Community Building







Our Past

... when the Pulliam
Community Building was
City Hall and the social
hub of Loveland



The descendants of D.T. and Lillian Pulliam have held a family reunion in the building every year since it was constructed in 1938.



Prom and "Wigwam" were the popular teen attractions for the Loveland area.



Harry Devereaux Campaign Co-Chair

"Our community grew up with this building. It is who we are. We need to honor and respect it by supporting this renovation. It will continue to strengthen downtown for generations."



Public, Private, and Philanthropic

Times have changed. Or, have they, really? During the depths of the Great Depression in the 1930's, Loveland's community building arose from the dust because of the courage of the City of Loveland, the resources of the Works Progress Administration, and the charity of D.T. and Lillian Pulliam. Theirs was a collaboration of public, private, and philanthropic community-minded benefactors.

Today the same formula of collaboration is reviving the Pulliam Community Building.

During the past 80 years, the structure served Loveland well. Conventions, concerts, plays, graduations, school events, church services, dinners, and celebrations were the hallmark of the community building.

Since opening, there has not been any major remodeling. Public usage steadily declined. The auditorium now sits idle.

Loveland, once again, needs to enjoy this historic icon and see it contribute to Loveland like never before.





D.T. and Lillian Pulliam

Will you help get our community back into our community building?

Foundation of Support

Now—through the impetus of a committed collective effort over the past eight years—the community will once again enjoy this sound, historically designated structure.

This unique partnership between the Pulliam Community Building Foundation and the City, focuses on a common goal: to benefit downtown and greater Loveland by attracting more visitors and adding economic stimulus.



A 1938 postcard printed shortly after completion and before the clock of City Hall was installed.

"Let's work together to bring this great building back to its original purpose —a gathering place for all of our community in the heart of our downtown."





Opportunity

... to strengthen our city

Potential Uses

The 550 chairs on the auditorium floor have been removed to create a wideopen, multi-purpose room with 4500 square feet of original maple hardwood floor. It will hold up to 600 people. The 2500 square foot basement and other meeting rooms offer versatile space for hundreds of different events:

Conventions	Small school grad-	Boys & Girls Club	Fund raisers	
	uations	events		How
Workshops	Church services	Dances	Recitals	
Politial rallies	Art shows	Art displays	Retreats	could your
Fashion shows	Theatre productions	Youth activities	Meetings	family or
Board Meetings	Lectures	Reunions	Seminars	organization
Community gatherings	Charrettes	Luncheons	Performances	benefit
Quinceaneras	Social clubs	Wedding receptions	Photo displays	from this
Rock concerts	Movies	Film festivals	Piano concerts	1 .1 1. 2
Game nights	Conferences	Game nights	The list is endless.	building?

A recent study shows that the Pulliam would appeal to an eclectic group of concert promoters. Vintage architecture, central location, reasonable rental fees, accessible parking, nearby eateries, boutique shopping, and craft breweries are additional draws.

An exceptional community space and place to—

perform socialize collaborate plan eat gather organize

with—

kids seniors families entrepreneurs businesses clubs

to be—

creative
artistic
rejuvenated
enlightened
encouraged
uplifted
recharged
trained
motivated
inspired
entertained

The Current Status

This City owned facility is quiet—very quiet. Few people use the 23,000 gross square feet because of code, safety and accessibility requirements.

On the other hand, Loveland needs a revitalized place to call home for civic and community uses.

Revitalization of this downtown gem will:

- 1) preserve a significant part of Loveland,
- 2) improve the financial impact for taxpayers, and
- 3) get our citizenry back into its own community building.

The Foundation and City have made significant commitments to build upon downtown momentum. They believe in the value of the Pulliam Community Building.



Lobby Terrazo floor (above), and basement room (below.)





The auditorium, now without fixed seats on the maple hardwood floor, creates a multi-purpose room.



Mary Gullikson Foundation Board of Directors

"It warms my heart that OUR

COMMUNITY building will once
again be recognized as an attractive
meeting place for many events—large
and small. Centrally located and
convenient, it will be welcoming,
affordable and available for youth
groups, for retreats, for educational
purposes, and much more. We all have
a great opportunity to help make it a
benefit to Loveland for many years."

Collaboration

... with leaders across a broad spectrum

Phase II (Current and Final Campaign)

This phase will complete the remodel, restoration, and renovation work to the remainder of the building with an estimated budget of \$5 million.

Phase I

The first phase of the Pulliam Community Building capital campaign is completed and first phase construction is on the immediate horizon.

The Pulliam Community Building Foundation successfully raised \$500,000 and secured \$1.5 million in matching funds from the City of Loveland. The City also received a grant from the Department of Local Affairs for \$326,000.

Thus, a total first phase budget of \$2,326,000 will preserve and update the building with code and safety improvements which include an elevator installation, updated wiring, emergency exits, and more.

- -A new plaza entrance
- -Refinished auditorium hardwood floor
- -Freshly remodeled walls
- -New directional lighting and sound
- -Refurbished balcony, railing, and seating
- -Restored lobby and repair of Terrazo floors
- -Vintage lighting and restoration
- -Remodeled Art Deco style throughout
- -New handicap accessible restrooms
- -Stage accessibility
- -New heating and cooling systems
- -Remodeled basement
- -New catering kitchen
- -Remodeled front offices
- -Remodeled meeting rooms
- -New marquee
- -Landscaping
- -New furniture and equipment
- -Updated plumbing
- -Repaired roof

The City has agreed to match every dollar from the Community up to \$2.5 million.

- -Restored windows
- -Removal of environmental hazards
- -New exterior lighting
- -New AV equipment
- -and much more to make the building comfortable, attractive, and usable for our community.

By agreement with the City of Loveland, matching funds will be released over several years. Their match is limited to \$1 million per year and no less than \$500,000 in a year.

Donors may also elect to make multiyear pledges.

However, the Foundation prefers to sponsor a one-time capital campaign.

Worth the Effort

In the past few decades, the community received few benefits for the money spent on operating the Pulliam. However, the City and Foundation's investment now will pay off in economic impact and downtown activity.

Every dollar donated, up to \$2.5 million will be matched by the City of Loveland, doubling the money contributed by the Foundation and, ultimately, the community.

Value

... in a wise investment

"Vibrant cities are built on the shoulders of their past. As citizens, we must think of preservation as both a debt we owe those who came before us, as well as a gift to our collective future."



Pam Osborn Campaign Co-Chair

Illustration of Annual Cost of Operations and Maintenance vs. Use and Economic Impact

Cost
Benefits

After Completion of Phase II

Cost
Benefits

Note: Chart is illustrative. Reference the Foundation's financial analysis as an addendum report at www.pulliambuilding.org.

Future

... to watch our community thrive

Positive Impacts for Loveland

The revitalized Pulliam complements other downtown successes.

Loveland has always been forwardthinking as evidenced by its many other impressive and valuable projects: The Foundry, Rialto, Chilson Center, Public Library, and Museum. A continuation of these philanthropic efforts, the Pulliam campaign fulfills the missing link—capacious, accessible community space.

The Pulliam Community Building can be a magnet for downtown. Research claims this regional attraction will entice an additional 30,000 to 50,000 visitors annually to the City's core.

Positive impacts include broad appeal for music events and conventions, which translates into tax revenue and economic stimulus. A recent study indicates the spacious Pulliam appeals to music promoters. Rock concert volumes can destroy the plaster of some venues, but the Pulliam's concrete structure will withstand those decibels.

Area businesses will reap their own benefits. Vendors, restaurants, pubs, hotels, shops and stores ... all will be patronized by those who rent Pulliam rooms for conferences, festivals, and other events. Potential activities at the Pulliam will attract downtown residents.

Because it belongs to the community, the Pulliam will be affordable for clubs, small groups, and family events.

Renovation of this vital, historic building will benefit Loveland for yet another century.

Community Building



Website: www.pulliambuilding.org Facebook: /restorepulliam Contact: 970-481-3234

To help with this important campaign, please complete a Statement of Intent with any person below:

Campaign Co-Chairs

Harry Devereaux Pam Osborn Doug Rutledge

Steering Committee

Lu Ball

Marie DeWolf

Barry Floyd

Mary Gullikson

Paul Hummel

Paul Matthews

Dale Osborn

Diana Precht

Terry Precht

Norm Rehme

Penne Sperry

Sara Turner

Lawrence Weedin

Board of Directors

Norm Rehme, President Lu Ball, Vice-President, Secretary Dennis Hogsett, Treasurer Mary Gullikson Paul Matthews Ioe Paleri **Evan Patterson** Ion-Mark Patterson Brooke Vander Wal

Marty Wilson

Pulliam Community Building Foundation Campaign

Common Questions and Concerns

Parking?

Potentially the parking lot behind the building will be City owned. With this adjacent area, on—street parking, and nearby City parking lots, there will be ample parking.

Is the City investing in their building?

They are. Significantly. The City matched Phase I at the rate of 3:1 with \$1.5 million. They are matching Phase II up to \$2.5 million.

Will it be handicap accessible?

Yes, this remodel will meet American Disability Act standards with a new elevator and restrooms.

I heard you can't remove the auditorium seats.

That was once true. However, the deed restriction was removed and the chairs were were donated elsewhere. After renovations, the open 4500 square foot room will host a wide variety of events.

What are the restriction on the building?

The building must remain a community building and serve the community as a whole.

What will it cost to rent the building?

That depends on the room and size of the event. Commercial rates will be competitive with the marketplace. Community and non-

profit rates should be significantly discounted. The intent is to make usage possible for a modest fee for community use.

Can the building break even for operations and maintenance?

Probably not. Most community buildings like this don't. But, financial health of the Pulliam can be improved. Currently the City subsidizes 90% of the cost. The reality is that the City spends money now and gets few if any benefits.

After revitalization, the benefits to everyone will outweigh the operating costs.

Who will operate and develop programming for the building?

The City will continue to own and operate the Pulliam. The Foundation envisions a multi-purpose facility that can be rented by small and large groups, businesses, nonprofits, and individuals. The City may provide some programming or simply rent to a commercial group who sponsors ticketed concerts.

Will there be alcoholic beverages?

There likely will be an alcoholic license with a professional company similar to venues like The Ranch. This is a common source of revenue to help defray cost of operations.

Why doesn't the City pay for it all?

City resources are limited and in high demand. As in the past, library and museums happened because of philanthropic support. This campaign is a catalyst and similarly combines both City and donated dollars to revive our community building.

Is food service available?

After renovations, we expect to have a catering kitchen which will be used by an approved group of professional caterers.

Is there an Endowment or Legacy Fund?

If the campaign surpasses its goal, the Foundation plans to establish these types of funds to provide a means of supporting community groups who can't afford the cost of rentals. (The City match only applies to capital donations.)



Pulliam Community Building Foundation Campaign

Enterprise Zone

The Pulliam Community Building Foundation is a 501(c)3 tax-exempt organization, and the Pulliam project is in a Larimer County Enterprise Zone. These two tax benefits reduce your out-of-pocket gift.

Illustration of tax savings below.

Remember: because of the significant potential tax benefits, a \$100,000 gift may only cost \$33,400 and it controls \$200,000 in the project budget!

That is a pledge of \$20,000 per year over the next five years.

City Matc	h of \$10,000	\$25,000	\$100,000
Gi	ft of \$10,000	\$25,000	\$100,000
Federal tax savings from deduction	3,700	9,250	37,000
Colorado tax savings from deduction	463	1,158	4,630
Colorado Enterprise Zone tax credit	2,500	6,250	25,000
Total tax savings	\$6,663	\$16,658	\$66,630
After-tax cost of gift	\$3,337	\$8,342	\$33,400
Total Project Benefit	\$20,000	\$50,000	\$200,000

Thank you for considering an investment in our Community!

Colorado 4.63% state income tax. Even lower bracket taxpayers can benefit.

Assumes donor is in the top 37% federal income tax bracket, itemizes his or her deductions, and is subject to the

Make tax deductible contributions by completing a Statement of Intent form. To discuss donations and any aspect of this campaign contact any of our Co-Chairs or:

Norm Rehme, President
Pulliam Community Building Foundation
970-481-3234
norm@pulliambuilding.org



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(Subject to City Council Approval)

✓ Indicates Naming Taken

Revitalizing Our Community Building



Pulliam Community Building Foundation Campaign

Statement of Intent

Name(s)	Phone (H)		
Address	Phone (W)		
City/State/Zip	Phone (Cell)	E-mai	1
I/We believe in the importance of our Community I my/our intention to contribute a total amount of:	Building. I/We would like to suppo	rt our Community and the re	evitalizing of this important downtown asset. It
\$ with an initial payr balance paid over a period of (please circle one) 1		_enclosed, or on	(date), and the
I/We request that friendly reminders be sentqua	arterlysemi-annuallya	nnually, beginning on the fo	llowing date (month/year):
Donations can be made in the form of check, stocks	s, bonds, mutual funds, or real estat	re.	
I would also appreciate information about defer	red gifts, which can provide signific	cant lifetime income and/or t	ax advantages.
Signature:	Date:	_	T 1 6
Signature:	Date:	_	Thank you for your support!
Thank you for your support of the Pulliam Commu Foundation are tax deductible as provided by law. T Enterprise Zone and donations may also receive Co The Foundation is recognized by the Internal Reven	he Pulliam Community Building is lorado income tax credits. Consult	s in a Larimer County your tax advisor.	Community Building Foundation

Preliminary Campaign Goal = \$3,000,000

Number of Gifts	Amount	Total	Cumulative Total	Total Gifts	Percent of Goal
1	\$750,000	\$750,000	\$750,000	1	25%
3	\$250,000	\$750,000	\$1,500,000	4	
4	\$100,000	\$400,000	\$1,900,000	8	
4	\$50,000	\$200,000	\$2,100,000	12	70%
14	\$25,000	\$350,000	\$2,450,000	26	
17	\$15,000	\$255,000	\$2,705,000	43	90%

