



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Historic Advisory Board

FROM: Zach Higgins, AICP Community Development Director
Alexandra Cramer, Planner/Project Manager

DATE: August 5th, 2024

SUBJECT: Discussion and Possible Action for Walk and Talk Promotional Flyers

SUMMARY

In light of this year's 10th Annual Historic Walk and Talk, staff has explored ways to better promote the event to a wider audience. Staff has received quotes for a flyer to be mailed out to all households within the 80107 (Elizabeth) zipcode. The least expensive quote has been provided for the HAB to review. The quote was received by Sundance Printing for a double-sided flyer to promote both the Historic Walk and Talk on one side and the Main Street 5K and Family Color Run on the other side. The total cost for printing and mailing is \$1,973.29.

To cover the full cost of this promotional effort, staff proposes the HAB consider reallocating \$500 from the Main Street Networking Event budget line item. This reallocation is suggested because the Main Street Networking Event has already occurred without the HAB's financial contribution, and the proposed flyer will also promote another Main Street event (the 5K), making it a relevant use of these funds.

STAFF RECOMMENDATION

Staff recommends that the Historic Advisory Board consider the reallocation of \$500 from the Main Street Networking Event budget line item to the Flyers line item. Additionally, staff recommends the Historic Advisory Board approve the expenditure of \$1,973.29 for Sundance Printing to produce and mail the promotional flyers.

ATTACHMENT(S)

1. Image of Walk and Talk information for the flyer
2. Quote from Sundance Printing

10th Annual **Historic Walk and Talk**

**You won't want to miss this
anniversary train-themed tour!**
How it all started with the D&NO Railroad.

Saturday, September 28, 2024
165 Main Street (Gesin Lot)

Walk starts promptly at 9:30 am
Complimentary lunch provided following the walk

Please RSVP by Monday, September 23 to dhiatt@townofelizabeth.org
Accommodations will be made for those who have limited mobility.

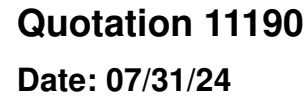


POWERED BY
Historic Advisory Board



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Town of Elizabeth
Elizabeth CO 80107

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