

# *The Historic Stanley Home Foundation*

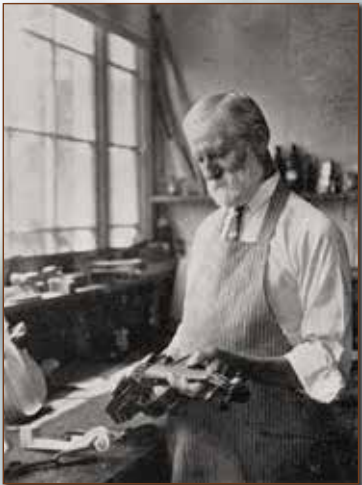
*Honors the Father of Estes Park and Mrs. Stanley  
through the preservation of their iconic home*



A Community Pride Project  
in Centennial Year 2017  
of Estes Park, CO

# THE MISSION *of the* HISTORIC STANLEY HOME FOUNDATION

*The mission of The Historic Stanley Home Foundation is to purchase, renovate, preserve and operate Rockside, the F.O. Stanley home as a cultural center for local history education. The home will be an enduring reminder of the evolution and development of Estes Park and Rocky Mountain National Park.*



*F.O. Stanley  
enjoyed  
making  
violins.*



March, 2017

From James H. Pickering  
Historian Laureate, Town of Estes Park

When F.O. Stanley, but recently recovered from a bout of tuberculosis, purchased land on which to build a summer home, there was as yet no Town of Estes Park, the community to whose subsequent growth and development over nearly four decades he would commit both his time and resources. The Stanley House, like the nearby Stanley Hotel, which it preceded by some four years, stands as an enduring monument to a visionary individual who through ingenuity, courage, and persistence found ways to harness the emerging technological forces of the twentieth century to make those dreams a reality. "The Grand Old Man of Estes Park" they called him, and rightfully so. From his time until our own, the influence of F.O. Stanley continues to be felt throughout the Estes Valley.

It is for this reason that the efforts being made by Tom Shamburg and his associates to purchase and maintain the Stanley home at Rockside are so important. It is an architectural treasure that, like its neighbor to the west, Rocky Mountain National Park, whose creation F.O. Stanley did much to facilitate, deserves to be preserved for the use and enjoyment of future generations. The Stanley House is a gift from the past to both the present and the future. And no one would be more appreciative, or more supportive of these efforts, than Mr. Stanley himself.

This cannot happen, of course, without the full support, financially and otherwise, of the Estes Park community and those, and they number into the millions, whose lives have been similarly touched and enriched by the physical beauty of the Estes Valley and the legacy of Freelan Oscar Stanley. Surely there can be no better or appropriate way to celebrate the Centennial of the Town of Estes Park as it pauses to celebrate the beginning of its second hundred years.



"The day of F.O. Stanley's arrival was the epoch-making event in the history of the Park." – *Enos A. Mills*

"Mr. Stanley's name will always be associated with the upbuilding of the Park, making a place delightful for all the people." – *The Estes Park Mountaineer*





## *The Arrival of F.O. and Flora Stanley In Estes Park, Colorado in 1903*

On the morning of June 30, 1903, Freelan Oscar Stanley left Welch's ranch hotel on the north fork of the St. Vrain River above Lyons. Following meager directions, he drove his small steam automobile up the rough wagon road toward the mountain resort of Estes Park.

Fate smiled broadly on Estes Park, Colorado that morning, with the completion of a drive just short of two hours. Forty-three years after the arrival of Joel Estes in 1859, the man who would transform Estes Park into a modern resort community had arrived.

F.O. Stanley would soon use his Yankee ingenuity and considerable wealth to advance his vision for Estes Park. He designed and built the Stanley Hotel complex, improved access to and from the Park and incorporated a transportation company for visitors. He built Estes Park's first power plant and helped establish its water system and first bank.

With this infrastructure in place, Stanley turned to an even larger project, the creation of a national park in the Estes Park region. The direct influence of F.O. Stanley would continue to linger over town and region for another quarter of a century.

The story of Estes Park is not just a textbook lesson in civic high-mindedness and entrepreneurial success. It is part of the larger story of the development of the resort industry in Colorado and the West.

After his arrival in 1903, F.O. Stanley continued his legacy as THE transformative figure in the history of Estes Park. Though he died in 1940 at the age of 91, the Father of Estes Park will forever be recognized for hastening the upbuilding of the Park, to the benefit of millions who are blessed by their time in one of America's beautiful places.

**March, 2017**

**From Kurtis Kelly**  
*Estes Park History Portrayalist*

As a history re-enactor, I marvel at the Stanley Historic Home as an ideal setting to celebrate the amazing stories of its original occupants. To enter this home is to be drawn immediately into its charm. Securing this historic treasure as a public site would be an economic, educational, and cultural "win" for our community, as it would become a destination for locals and visitors of all ages.

When I enjoy festivals at our town's Indoor Event Center, or relish the sounds of Celtic rock at Scottish Fest, or cheer the Rooftop Rodeo, I'm reminded that these joys are possible thanks to F.O. and Flora Stanley's gift of 54 acres of meadowland to our residents. These annual events happen thanks to a place we call Stanley Park. Now it's time to match F.O.'s philanthropy by acquiring the home ready to honor his inspiring story and legacy.

Let's not miss this once-in-a-lifetime opportunity to acquire the Stanley Home for our civic benefit.

March, 2017

## From the Founder of The Historic Stanley Home Foundation

It is with much enthusiasm, that the Board of Directors of The Historic Stanley Home Foundation presents this brochure to our community, to introduce our mission to those who love Estes Park. We are exceedingly proud of our community and want to play a part in making it the best it can be.

Part of our stewardship is the value that our citizens place on keeping the rich history of our town alive for others to learn of and enjoy. In the Centennial year 2017, it is fitting that the Father of Estes Park, F.O. Stanley should come to mind. His pioneering imprint remains on Estes Park and Colorado to this day.

In 1904, before there was the magnificent Stanley Hotel, Rocky Mountain National Park or the Town of Estes Park, Mr. Stanley created a classic home for he and his wife Flora to enjoy. It was there that his many contributions to the future town of Estes Park were developed. Clearly the grandest house in Estes Park in its time, it is a place that simply must be preserved.

We anticipate that our mission will be embraced by hundreds of citizens in a display of community pride. We will collaborate whenever possible, with other non-profit organizations, the Town of Estes Park, our Museum and visitor groups for the greater good of the community.

We visualize that the four-acre home site on West Wonderview Avenue, will be preserved with the open space it has enjoyed for over 112 years. We also visualize an exciting and active center for community celebration, inspiration and reflection. It will not be an idle place, but one of great activity.

We urge you to share your time, talent and resources to bring this vision to reality. F.O. and Flora Stanley gave so much to this community. It is our turn to honor them by remembering and preserving their legacy.

Tom Shamburg  
President and CEO



## *The Stanleys and Summer Cottage, 1904 at what is now 415 West Wonderview Avenue*

Much of the fall and winter of 1903-1904 were given over to planning and constructing the Stanleys' new summer home.

The house the Stanleys settled upon was clearly designed by F.O. Stanley himself. Its high foundation, imposing front entrance, Greek Doric columns, and classic ornamentation are an unmistakable part of the Georgian Colonial Revival style that graced almost every structure that F.O. Stanley and his twin brother ever built.

The Stanleys' roomy "cottage," with its 5,240 square feet on three levels, was at once elegant but simple. The second, or main, floor was the largest of the three. It opened off a long, 40-foot veranda and into a large, illuminated front hall. Facing the front door was an impressive and airy central staircase leading to a landing and then continuing up on each side of the rotunda to the third floor above.

F.O. had his private space as well. To the left and slightly below the house, Stanley built a two-story carriage house and workshop. The lower level contained his billiard table, the upper the garage and his workshop. Here he would spend time playing his favorite game, making his famous violins and crossbows, or just plain puttering about.

Clearly the grandest house in Estes Park, the Stanleys' new home in the area called "Rockside," would be enjoyed by F.O. and Flora Stanley in the coming thirty-six years. In its early years, the home was the site where Mr. Stanley's genius would be employed to, set the tone for the evolution of modern Estes Park and for the millions of visitors to come.



## *The Site of the Stanley Home on West Wonderview Avenue*

Located immediately to the north and west of what would soon become the center of the village of Estes Park and nestled against the lichen-covered rocks of a sloping hillside above a beautiful meadow, the new house commanded the same fine panoramic view of Longs Peak and the snowcapped Front Range that the Stanleys had enjoyed the previous summer.

To the north of the house, connected by a path from the rear porch, there would in time be a well-used picnic area, which shared much the same view as the house itself. Beyond and above this area were gigantic boulders. There Stanley built himself a wooden bench, bolted directly to the rocks, where he could sit and play his violin or quietly watch the scenery and ever-changing hues of the range spread out before him.

The site of the Stanley Home is a unique and magnificent complement to the Home itself. In an age today where open space is coveted and building density controlled, this four-acre site is enhanced chiefly by the presence of the magnificent structure, but is further improved by the beauty of the land around it. This land is destined to remain as it was.

As F.O. Stanley stated in 1928, “.....nature has endowed Estes Park in a wonderful manner. The grandeur of its scenery, its deep blue skies, its clear, cool and invigorating air, its mountain streams of sparkling soft water, its sunny days and delightfully cool nights, are things the visitor never forgets, and having enjoyed once, desires to enjoy again.”

The visceral feelings about this place, that we all experience regardless of our human traits, are so commonly held. Whether it be F.O. and Flora Stanley in 1903, or the residents and visitors of today, it is the magnificent and soothing nature of this place that captures us always.



*“It was to the west, that the conspicuous grandeur lay, for there the mountains rose in such splendor that when men saw them they gasped. Row upon row the marvelous peaks marched north and south, so many and so varied that the eye could never tire of them. In winter they were white with snow and looked as if they had been pasted against the deep-blue sky. In spring they shone green in their lower reaches and granite-blue above the tree line. In all seasons they were glorious, reaching fourteen thousand feet into the air and visible for more than a hundred miles out in the prairie.*

*From “Centennial” by James A. Michener*

## *The Historic Stanley Home Foundation Future Activities After Purchasing the Home*

The original 1904 home of F.O. and Flora Stanley has been fortunate over many decades, that faithful succeeding owners had a heart and mind for the profound history of the home and the magnificence of the structure. It is in excellent condition for a home aged 112 years.

Gary and Kelly Brown have resided in this home for the last 38 years. Only with their dedication and perseverance would this historical gem be a candidate for preservation today. It is their hope, as is ours, that our community will now see the wisdom of setting this historical site aside for many public uses through our non-profit Foundation.

After purchase of the home in early 2018, the Foundation will endeavor to convert it from a residential use to a public property use. In all ways that are possible, recapturing the authenticity of its early years will be pursued. Indeed, many features of the home and its furnishings already stand unchanged from its early 20<sup>th</sup> century glory.

We have no intention of securing this iconic home only to have it stand idle. There are innumerable uses that will be explored with the selected activities being the ones that best serve the public, while also sustaining the Foundation charged with its stewardship.

In the Estes Park Centennial year of 2017, we expect to hold events at the home in conjunction with the community participation of its purchase.

There will certainly be two recurring major events annually on an ongoing basis. Under development is our signature annual Founders Days celebration debuting in 2017. This historic home will be an extraordinary gathering place for Estes Park education and celebration for many generations to come.



## *The Historic Stanley Home Foundation Case Statement for Historic Preservation*

The Board of Directors of The Historic Stanley Home Foundation, hereby asserts our position, that the fulfillment of the Foundation mission is of critical importance to our community, state and visitors from all places.

- The fabric of a community will not be fully complete, unless its history is sufficiently known and displayed.
- There is no greater contribution to the founding and development of Estes Park than that of F.O. and Flora Stanley, beginning in 1904.
- The home of the Stanleys is the most historically significant residence existing in Estes Park.
- Estes Park lacks significant recognition, preservation and exposure of any major historic residences at this time.
- The existence of a residence that can be experienced to feel history in person, will supplement the mission of our fine museum.
- Delaying the accomplishment of the Foundation mission now, places the long-term preservation of the home in danger of ever occurring.
- The relative feasibility of accomplishing the Foundation mission is high due to relative lesser funds needed than other very worthy projects.
- Significant funds from beyond Estes Park are excellent possibilities due to the prioritization of historic property preservation.
- As the Gateway to Rocky Mountain National Park with 4 million users annually, the Stanley Home would be of great interest to visitors.
- Numerous community uses for charitable, educational and philanthropic purposes would benefit our town and state.

## *The Historic Stanley Home Foundation Acquisition Capital Campaign of 2017*

The Board of Directors and a great many campaign volunteers will endeavor to secure the necessary funds in 2017, to purchase, renovate and furnish the Stanley Home in 2018.

This campaign is nothing less than an effort to not only preserve the preeminent historic residence in Estes Park for public use, but will also pay homage to the inestimable value of the contributions of F.O. and Flora Stanley to this town and to Rocky Mountain National Park.

Donations to the campaign are tax-deductible due to the Foundation's status as a 501 (C) (3) entity. In the very unlikely event that the home can't be purchased, donations held in trust will be returned to donors.

Following are the estimated sources and uses of campaign gifts:

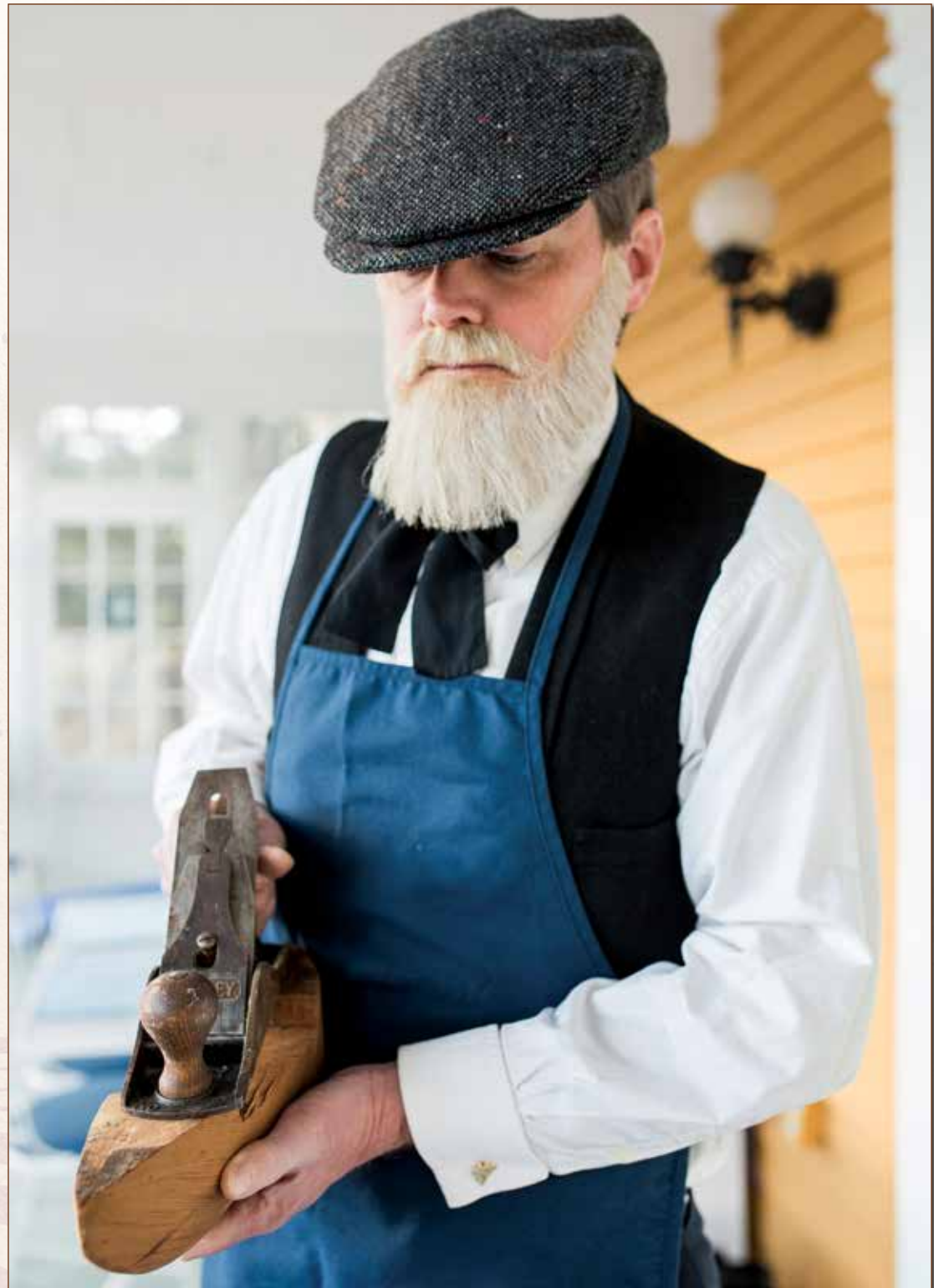
### Sources of Campaign Gifts

Leadership Gifts from Individuals	\$500,000
Grants from Governmental Sources	400,000
Leadership Gifts from Corporations	300,000
Grants from Non-Governmental Foundations	300,000
All Other Individual and Corporate Gifts	<u>200,000</u>
Total Sources of Funds	<u>\$1,700,000</u>

### Uses of Campaign Gifts

Property Acquisition	1,400,000
Restoration Costs	120,000
Furnishings	100,000
Administrative and Campaign costs	<u>80,000</u>
Total Uses of Funds	<u>\$1,700,000</u>

The purchase of the Stanley Home will honor the legacy and legend of the Stanleys, to the benefit and enjoyment of generations to come!



*The Historic Stanley Home Foundation*  
*The Community Pride Project in Centennial Year 2017*  
*Honoring the Father of Estes Park by Preserving the Iconic Home*

**The Acquisition Capital Campaign of 2017**

The Historic Stanley Home Foundation is a 501 (c) (3) non-profit organization to whom all donations are fully tax deductible. The mission of the organization will only succeed through your financial support.

The Acquisition Capital Campaign of 2017 will secure the resources to acquire, restore and furnish the home to ready it for public use in 2018.

Donors to the 2017 Campaign will automatically become charter members of the organization and realize the benefits of membership.

After Acquisition of the Home in 2018, the financial needs of the organization will be lower and will be sustained through entrance fees, user fees, membership fees, grants and other donations.

**Recognition Giving Levels to Acquire The Historic Stanley Home**

Founders Level	\$500,000 and Above
Legacy Level	\$250,000 to \$500,000
Leadership Level	\$100,000 to \$250,000
Legends Level	\$50,000 to \$100,000
Champions Level	\$10,000 to \$50,000
Friends Level	\$1,000 to \$10,000
Community Level	\$1 to \$1,000

Naming opportunities will be available to donors in the Founders, Legacy, Leadership and Legends Levels. All donors will be listed on the permanent honor wall in the historic home.

All donors to the capital campaign will be recognized as Charter members of the Foundation.

All donors to the capital campaign will be invited to the 1st Annual Founders Days Celebration.



## *The Board of Directors of The Historic Stanley Home Foundation*

### **Tom Shamburg, President and CEO**

Tom practiced as a CPA in both Colorado and Nebraska. He also served over 20 years as the Vice President and CFO of the Lincoln, Nebraska YMCA Association. He and his wife Jan, have owned their home in Estes Park for 15 years and resided here full-time for 5 years. He has served on the Boards of the EPNRC, Newcomers, Stanley Hills HOA and is the Council President of Mt Calvary Lutheran.

### **Randy Kampfe, Vice President**

Randy worked as an engineer and operations manager for Archer Daniels Midland Company for 41 years. He was the Corporate VP of Corn Processing Operations worldwide at the time of his retirement in 2015. He and his wife Patty had a vacation home in Estes Park since 2008 and then built their retirement home in 2015. He has served on many community and church boards in various leadership roles. Currently he works part-time for Kinley Built. He is the Treasurer of the Rockwood Estates POA and Junior Warden of the Vestry of St. Bartholomew's Episcopal Church.

### **Anne Rogers, Treasurer**

Anne spent 15 years in veterinary medical research with the USDA and Pfizer Animal Health. Following that she sold scientific and laboratory equipment in Iowa, Kansas and Nebraska for 20 years. She and her husband, Doug, are both native Iowans and have owned property in Estes Park since 2000. They became permanent residents in 2013. Anne works for the Rocky Mountain Conservancy and is a member of Chapter HF, P.E.O.

### **Karen Daugherty, Secretary**

Karen and her husband Jim have owned a home in Estes Park since 2007. In 2010, they moved from Illinois to live year round in Estes Park, after Karen retired from her position as a middle school librarian. When she is not hiking, Karen volunteers at Rocky Mountain National Park, co-moderates the Board of Deacons at Presbyterian Community Church of the Rockies and is currently serving on the board of her P.E.O. chapter. Karen is a past president of Estes Park Newcomers.

### **Kelley Anderson, Board Member**

Kelley is originally from Sterling, Colorado, where she and her husband Brad raised their two children. She taught first grade and Title I Reading for 32 years and moved to Estes Park after retiring in 2013. She volunteers at MacGregor Ranch, is an active participant in her church, is a GJ-P.E.O. member, sings in 3 local choruses and is on the board of Estes Park Newcomers.

### **Dan Scace, Board Member**

Dan served in the Air Force and Air National Guard, retiring as a Brigadier General in 2008 after 34 years of service. He and his wife Tami retired full-time to Estes Park in 2013. Dan has served on the boards of Overlook Condominium Association, Estes Park Newcomers, Friday Nitters Dance Club, Estes Park Honor Flight and Veteran's Monument Committees, Presbyterian Community Church of the Rockies Personnel Committee and PCCR Foundation and Estes Park Rooftop Rodeo Committee.

### **Russ Schneider, Board Member**

Russ' career ranges from academic research in North Dakota to industry research in Southeast Asia. He was Director of Regulatory Affairs in Washington, DC for 20 years before he and his wife Cathy retired and moved to Estes Park. He serves on the Estes Park Planning Commission, the Estes Park Medical Center Foundation Board, as well as the Board of the Estes Park Newcomers.



**Stanley Home Board of Directors 2017**

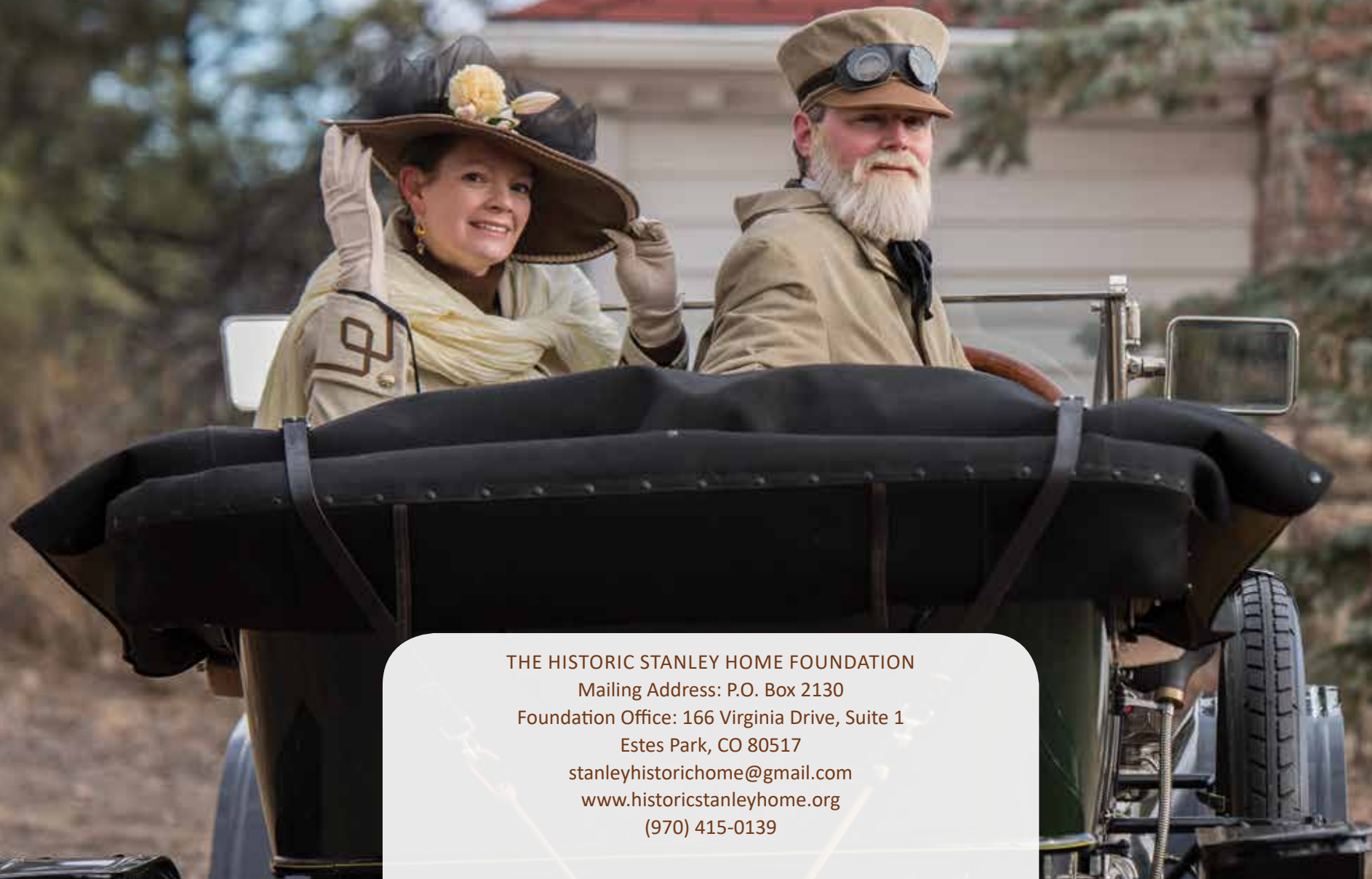
*Front Row, Tom Shamburg and Karen Daugherty  
Middle Row, Russ Schneider, Anne Rogers and Kelley Anderson  
Back Row, Randy Kampfe and Dan Scace*

### **The Board of Directors of The Historic Stanley Home Foundation wishes to extend thanks and recognition to the following:**

- The Bank of Estes Park as the first financial supporter of our mission.
- Gary and Kelly Brown for their desire to preserve the Stanley Home.
- Thom Widawski for contributed office space.
- Dave Ellingson, CPA of Dana F. Cole, LLP, Lincoln, Nebraska for contributed tax services.
- Dave Caddell for reduced fee appraisal services.
- Bob Leavitt for contributed computer services.
- Marsha Hobert and Janea Smith for reduced fee photography services.
- Alma and Frank Hix for the use of their Stanley Steamer automobile.
- The Estes Park Car Club for logistical assistance at the photo shoot.
- Kurtis Kelly and Elizabeth Potter for outstanding Stanley portrayals.
- Jim Pickering for excerpts from his book "Mr. Stanley of Estes Park."

**Above all, thanks to F.O. and Flora Stanley for their role as Estes Park Founders.**

Photos by Marsha Hobert, Photos by Marsha &  
Janea Smith, Janea Smith Photography  
Brochure Design & Layout by Marsha Hobert



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