



# Rocky Mountain Quilt Museum

*Celebrating the art of quilting, past and present, since 1900*

**RECEIVED**

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Mark Heller  
The Golden Urban Renewal Authority  
922 Washington Avenue, Suite 100  
Golden, Colorado 80401

Dear Mark:

While the Rocky Mountain Quilt Museum does have a website, the organization has been actively working with a company to introduce more e-commerce tools to the website. The goals for these improvements would be primarily:

- (1) Allow visitors to the website to donate to the museum directly from the website
- (2) Allow members and visitors to explore all the research and quilt resource materials available in the museum's library (currently the 2nd largest quilt library in the nation!) and then place the book in reserve for pick-up or for shipping.
- (3) Place numerous items from the QuiltMarket (museum's gift shop) on the website available for purchase, including the museum's private reproduction fabric collections!


As a non-profit, developing e-commerce tools is one of the most cost-effective means for bringing in revenue. Once the website is developed, there is minimum costs and labor associated for maintaining the website. The investment is the upfront costs to get the tools in place.

The museum is entertaining two proposals to move the website forward. One is for \$850 that would permit on-line payments for regular and capital donations as well as new and renewing memberships. The second proposal is for \$2500 which includes the on-line payment options PLUS the additional software tools necessary to check-out library materials and to purchase items from the QuiltMarket.

At this time, while the museum is committed to achieve all three goals, I would have to implement the e-commerce features in stages over the next year since developing the website and incorporating e-commerce tools was not part of the museum's budget. With GURA's support at the \$2000 grant level and the museum's contribution of \$500 all three of these goals could go "live" within 2-4 weeks of funding!

Thank you for communicating with the community about the availability of web-site funding support and the opportunity to submit a request for your consideration.

With sincere appreciation,

  
Brenda Ohlschwager  
Executive Director

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