



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Downtown Merchants Association

18 S. Wilcox Ste. 202
Castle Rock, CO 80104

September 18, 2015

Honorable Mayor Donahue and Castle Rock Town Council
Town of Castle Rock
100 N. Wilcox St.
Castle Rock, CO 80104

Dear Mayor Donahue and Town Council,

The Castle Rock Downtown Alliance, a partnership between the Downtown Merchants Association and Downtown Development Authority, thank you for this opportunity to present our annual request for a service contract. The Alliance is made up of two entities with different organizational structures and missions, and as such, the two entities will be submitting their proposals independently. The efforts of these two entities are complimentary of each other and do not duplicate revitalization or redevelopment efforts in Downtown. Staffing for the combined Alliance is provided by the Castle Rock Economic Development Council as established in 2012, and ensures an integrated and focused effort towards Downtown Castle Rock and reduces personnel costs and brings a diverse skill set to the mission.

This service contract funding application proposes that the **Downtown Merchants Association** continues to provide its Event Series in Downtown consistent with the 2015 event offerings, utilizing requested funding from the Town of **\$55,600**. The events that the Downtown Merchants Association produces will be in line with prior year's offerings, and will bring visitors to Downtown Castle Rock to support the local economy, increase economic activity and vibrancy, and showcase the community's small town charm.

Downtown Castle Rock and the events produced by the Downtown Merchants Association are key pieces of goals set forth in the Town of Castle Rock's Vision 2020 Plan, specifically:

- Providing outstanding cultural and entertainment opportunities;
- Sustaining a high quality of life as a safe, family-friendly community;
- Maintaining a vibrant downtown; and
- Maintaining a strong sense of community and small-town character.

Per the direction from the Town, the remainder of this letter will follow the items as outlined in the funding application:

Leverage

The Downtown Merchants Association leverages the funds from the Town to generate economic activity which supports Downtown businesses and generates sales tax. These dollars are also leveraged in ways that allow the Downtown Merchants Association to put on events that cost much more to produce than

amount of funds received from the Town. These funds are used to make investments that attract sponsors and vendors, and generate sales revenue for the Downtown Merchants Association that increase the effective operating budget of the organization. The value that is received by the Town, the community, and the businesses in Downtown far exceeds the actual dollar amount that the Town contributes to the Downtown Merchants Association to fulfill its mission in Downtown Castle Rock.

Contact

Kevin Tilson is the Director of the Alliance including both the Downtown Development Authority and Downtown Merchants Association. Following is his contact information:

Kevin Tilson
Castle Rock Downtown Alliance Director
303-688-7488
kevin@castlerockcdc.com

Additional Funds

The service contract for the Downtown Merchants Association will not increase in amount over the 2015 request.

At the direction of Town Council, the DMA can produce the Slide the City event in 2016. The DMA would request \$6,000 to cover the administrative costs and event expenses. This event required more staff resources and coordination for the logistics of the event than any other event in 2015.

Additional Information

The Downtown is an important community asset for many reasons. The businesses located Downtown generate tax revenue for the Town. They distinguish Castle Rock as a free-standing community with a historic tradition. Downtown also provides a venue for events that contribute considerably to the attraction of living in Castle Rock for all residents. These Downtown events help unify Castle Rock and increase residents' sense of community.

For eleven years, the Downtown Merchants Association has produced and promoted a tremendously popular outdoor event series. The series offered in 2015 included four Starlight Summer Movies, Classic Rock Cruise In Concert and Street Party, Classic Rock Cruise In Car Show, 4 Splash in the Park events, Broncos Salute to Fans Tour, 2 Date Night Movies, the Concert Under the Lights, Oktoberfest, and Trick or Treat Street. The DMA also produced the Slide the City event which was not a part of the DMA Service Contract. The Downtown Merchants Association strives to develop events that attract a diverse range of residents and visitors.

The cost to produce events continues to rise and the Downtown Merchants Association continues to maintain a strict budget. As the number of events increase within the community, the Downtown Merchants Association has noticed that there is sponsor and volunteer fatigue, which has meant that free labor and securing a sponsor for each event is more and more challenging. The DMA model for producing events continues to evolve with these factors. The Downtown Merchants Association has historically relied on volunteer support for assistance during the event but the months and weeks

leading up to the event are administratively intensive. As volunteer support wanes, the need for administrative or paid support at the events has increased.

In addition to the Town's important funding, the Downtown Merchants Association relies on private-sector cash and in-kind sponsorships, as well as the income generated from sales at some of the events. The success of these events relies strongly on the Town's financial participation to produce quality, family-friendly events for the community. The Downtown Merchants Association also strongly depends on the in-kind support the Town provides, such as public safety personnel and street closures. The events for 2016 are anticipated to bring more than 25,000 people into Downtown Castle Rock.

The Downtown Merchants Association is tremendously appreciative of the Town's funding and organizational support. Thank you for your consideration.

Sincerely,



Kevin Tilson
Director
Castle Rock Downtown Alliance

**2016 SERVICE ORGANIZATION
FUNDING APPLICATION**

ORGANIZATION REQUESTING FUNDING:

Castle Rock Downtown Merchants Association

I. 2016 FUNDING REQUEST (Please use this form for this information and not another format.)

Breakdown of funds (What would monies from the Town specifically be used for?)

Movie 1	\$4,000
Movie 2	\$4,000
Movie 3	\$4,000
Movie 4	\$4,000
Car Show	\$5,500
Oktoberfest	\$6,000
Date Night Movie 1	\$2,500
Date Night Movie 2	\$2,500
Concert 1	\$1,500
Concert 2	\$1,500
Concert 3	\$1,500
Broncos Event	\$1,200
Trick or Treat Street	\$1,000
Splash in the Park	\$1,200
Community Partners	\$1,900
Staff	\$13,000
TOTAL FUNDING REQUEST	\$55,600

II. 2016 PROJECTED ORGANIZATION BUDGET

(Please use this form for this information and not another format.)

2016 projected organizational budget

(Including funding from the Town) \$150,600

Projected sources of revenue

Event Series Sponsorships	\$35,000
Vendor Booth Fees	\$10,000
In Kind Series Sponsorships	\$25,000
Beverage Sales - All Events	\$25,000
Town Sponsorship	\$55,600
TOTAL PROJECTED REVENUE	\$150,600

Projected expenditures

(By major budget category)

Movie Series (4 Movies)	\$16,000
Car Show	\$10,000

Oktoberfest	\$15,000
Date Night Movies (2 Movies)	\$9,600
Concert Series (1-3 Concerts)	\$8,000
Broncos Event	\$3,000
Trick or Treat Street	\$2,400
Splash in the Park	\$4,600
Community Partners	\$2,400
In-Kind Sponsor Benefits	\$25,000
DMA-EDC Contract (Operations/Office/Organizational Support)	\$46,600
Insurance - Event, D&O	\$5,500
Bookkeeping, Legal, Supplies & Postage	\$2,500

TOTAL PROJECTED EXPENDITURES \$150,600

III. 2016 PROPOSED PERFORMANCE OBJECTIVES

*Please propose up to eight measurable performance objectives that your organization will strive to accomplish in **direct relationship to any funding and contract awarded by the Town.***

In accordance with the contracts, organizations will be required to track and report on attainment of the objectives at the middle and end of the contract term. (Not quarterly, as previously required.)

1. In 2015, the Downtown Merchants Association produced the Summer Event Series free to the public which included the Denver Broncos Autograph Tour, 4 Starlight Movies, Classic Rock Cruise In Concert and Street Party and Car Show, 2 Date Night Movies, Concert Under the Lights, Oktoberfest, 4 Splash in the Park events and Slide the City (this event was in addition to the DMA service contract). In addition, the DMA partners with the Town on events such as Trick or Treat Street and this year, per request from several Council members, for several winter events being called "The Season of the Star Events" which are being planned for the 2015 winter season and are also not a part of the DMA Service Contract.

For 2016, the Downtown Merchants has taken a strategic approach to the planning and executing of events, evaluating the results of prior events and weighing them against events that are in popular demand with the community. The projected attendance for 2016 is approximately 25,000 visitors with the following events being produced by the DMA, not including Slide the City:

- 4 Family Starlight Movies
- Classic Rock Cruise In Concert and Street Party (Friday) and Car Show (Saturday)
- Oktoberfest
- 2 Date Night Movies
- Concert Under the Lights (up to 3 concerts)
- Broncos Event – this may either be the Salute to Fans Tour or showing a Denver Broncos Game Night
- Trick or Treat Street
- 4 Splash in the Park Events

- Added Downtown marketing as part of the Community Partners portion of the DMA contract – including the Direct Mail piece that goes out 2 times per year in conjunction with the County, Town and Chamber.
 - ** At the direction of Town Council, the DMA can produce the Slide the City event in 2016. The DMA would request \$6,000 to cover the administrative costs and event expenses. This event required more staff resources and coordination for the logistics of the event than any other event in 2015.
2. The Downtown Merchants Association serves as a voice for the Downtown business community, and its communication network helps facilitate and support the work of the Town and Downtown Development Authority. In 2016, it plans to continue to organize Downtown Stakeholders Public Meetings and extends an open invitation to the Town, EDC, Chamber and business community to participate in these meetings.
 3. The Downtown Merchants Association’s mission is to strengthen the Downtown business community. A stronger Downtown business community translates to increased sales tax and local jobs. Currently, membership is free. All businesses in Downtown are encouraged and welcome to join. For 2016, the goal is to continue to add new members.
 4. The Downtown Merchants Association events support the Town’s goal of creating a vibrant Downtown, a strong sense of community and small town atmosphere which is strongly supported by the Vision 2020 Plan. The DMA helps to foster a sense of community for residents of all ages with community events and entertainment which contributes significantly to the attraction of living in the Town of Castle Rock. These events help unify Castle Rock and increase residents’ sense of community. The DMA events continue to foster the “small town feeling” that residents say brought them to town.
 5. The Downtown Merchants Association events provide a strong marketing platform for the Town and all the Downtown businesses. In 2016, the DMA plans to continue to encourage Downtown businesses to participate in the events and the themes of events with offers, coupons, specials, etc., that will help them capitalize on a crowd that is attending a Downtown event in front of their store.

IV. SUPPLEMENTAL INFORMATION

- a) *Provide a cover letter no longer than three pages that includes:*
 - a. ***A summary of how the requested funding would be leveraged with other dollars and volunteer resources to maximize the return on the Town’s requested investment (What does your organization expect to generate using monies the Town might give?)***
 - b. *The name of and contact information for the person within the organization responsible for administration of the requested contract*
 - c. *If applicable, the amount of additional funds requested this year, and an explanation for the request*
 - d. *Any further discussion about the application as deemed necessary by the requesting organization*
- b) *Provide a list of the board of directors of the organization*

Downtown Merchants Association Board Members

Jason Gray, President

John Manka, Vice President

Nicole Sanders, Treasurer
Kathy Church
Joel Gittleman
Michaela Bacon
Steve Spencer
Mark Heath, Town Council Liaison
Renee Valentine, Town Council Liaison

Staff and Additional Support

Kevin Tilson, Director, Castle Rock Downtown Alliance
Angie Vencill, Assistant Director, Castle Rock Downtown Alliance
Terri Goudy, Event Coordinator, Castle Rock Downtown Alliance
Frank Gray, President and CEO, Castle Rock EDC
Marcus Notheisen, Vice President, Castle Rock EDC
Karah Reygers, Project Manager, Castle Rock EDC and Downtown Alliance
Birgit Braehler, Office Manager, Castle Rock EDC and Downtown Alliance