



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Castle Rock Downtown Alliance Downtown Merchants Association Annual Report December 31, 2015

Background

The Castle Rock Downtown Alliance is a partnership between the Downtown Merchants Association and Downtown Development Authority. This partnership expands the audience and involvement of the two organizations and unifies the Downtown organizations under one roof. The two organizations share one office and one director helping to further the collective vision of a vibrant and prosperous Downtown.

The **Downtown Merchants Association (DMA)** is a non-profit organization with a 7 member board made up of Downtown business owners and property owners and has a membership of roughly 120 Downtown businesses. Their role is to function as the collective voice of Downtown businesses and to organize and produce events in Downtown aimed at bringing visitors into historic Downtown Castle Rock in order to increase commerce for Downtown businesses and create a sense of community in the center of Castle Rock.

Report

In 2015, the DMA expanded its service contract to produce more and bigger events. The overall list of events was increased to 17 events and some of the largest and most successful events grew to be even larger events. Following is the list of events and approximate attendance for each:

1. Denver Broncos Salute to Fans Tour – 1,200
2. Starlight Movie 1 – 800
3. Car Show Street Party and Concert – 750
4. Car Show – 7,500
5. Date Night Movie 1 – 110
6. Starlight Movie 2 – 800
7. Splash in the Park 1 – 350
8. Splash in the Park 2 – 750
9. Splash in the Park 3 – 500
10. Splash in the Park 4 – 500
11. Starlight Movie 3 – 800
12. Concert Under the Lights – 1,000
13. Slide the City – 5,000
14. Starlight Movie 4 – 1,000
15. Date Night Movie 2 – 100
16. Oktoberfest – 7,500
17. Trick or Treat Street – 5,000

The events achieved the mission of the DMA to create energy and excitement in Downtown Castle Rock while also providing a sense of place and supporting the small town charm. The 2015 events were well

attended and helped to stimulate economic activity in Castle Rock which then supports the Town and the Merchants in Downtown.

Starlight Movies

The Starlight Movies continued to be popular through the 2015 season. The DMA focused on bringing current top box office hits to the Castle Rock community, including Big Hero 6; Alexander and the Terrible, Horrible, No good, Very Bad Day; Boxtrolls; and Captain America: The Winter Soldier. Attendance numbers for the movies were approximately 800-1,000 and the DMA enjoyed some of the highest level of participation from sponsors and vendors in the history of the organization.

Car Show

On Friday, June 19, 2015 the DMA hosted, in conjunction with the Vintage Car Club, the Car Show Concert and Street Party on Wilcox Street between 4th and 5th Streets. The event was well attended with approximately 750 participants and generated excitement for the Classic Rock Cruise In Car Show the following day. In conjunction with The Town, the Car Show street closure template was expanded to include Jerry Street which helped to accommodate the largest Car Show to date (325 cars registered). Restaurants within the Car Show boundary were on a wait list and Wilcox Square was bustling with attendees.

Concert Under the Lights

The inaugural Concert Under the Lights was met with great success in 2015. Fox Street Allstars was the main band on stage in front of approximately 1,000 attendees. Attendees enjoyed music from the County lawn and children played on the bounce houses and other fun activities provided that night.

Slide the City

A new event to Castle Rock was the Slide the City event, which was Saturday, August 29th at the Front Street Bridge. The event was well attended and popular with not just the Castle Rock community but was also a regional draw. This event was suggested to the DMA by the community and Town Council in the late spring, and the DMA is proud to have pulled this event together in partnership with the Town for a fun, late summer event.

Oktoberfest

Oktoberfest 2015 was the biggest and best to date. This event has seen 200% growth year over year for 2 years running. In 2015, the event was moved to the same event layout as the Car Show and proved to be a wise update. Activities were at every street corner and main stage with a variety of entertainment for adults and children alike. This event has become the largest regional draw event that the DMA hosts.

Summary

The DMA had another successful year, with lots of support from the Town of Castle Rock both in terms of financial support through our service contract and support from different departments to facilitate street closures, liquor licenses, permitting and other necessary components of the logistical planning for our events. The DMA staff assembled a team of experts to collaborate on the larger events (Car Show, Slide the City, Oktoberfest) and developed a Communication Plan for these events to make sure everyone has the same understanding. This concept has allowed for more open communication with our teammates (police, fire, public works, etc.) and problem solving early in the planning process.

The DMA hopes to increase our impact on economic activity in Downtown by leveraging support from the public and private sector to grow our organization and increase the amount of events that are produced in Downtown Castle Rock as a redevelopment and revitalization strategy.

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