

Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Castle Rock Downtown Alliance Downtown Merchants Association Mid-Year Report to Town Council 2018

Background

The Castle Rock Downtown Alliance is a partnership between the Downtown Merchants Association and Downtown Development Authority. The two organizations share one office and one staff helping to further the collective vision of a vibrant and prosperous Downtown.

The **Downtown Merchants Association (DMA)** is a non-profit organization with a seven-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 to increase commerce for Downtown businesses and create a sense of community in the center of Castle Rock.

Report

The DMA's service contract with the Town states that the DMA will report back to the Town on each event and provide numbers on the impact of the event. This report provides the mid-year 2018 update.

The DMA has produced a variety of activities in Downtown Castle Rock. Following is the list of events and approximate attendance for each to date:

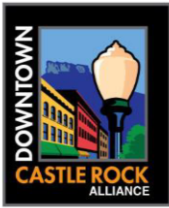
- Cinco De Mayo Concert & Street Party – 5,000
- Festival Park Grand Opening & Movie 1: Jumanji – 3,500
- Car Show Street Party and Concert – 1,500
- 10th Annual Castle Rock Cruise in Car Show – 8,000
- Movie 2: Coco – 1,200
- Fun in the Sun – 700
- July 10th Planned Activity in Festival Park: 100
- July 24th Planned Activity in Festival Park: 100

Summer Event Series

The 2018 Summer Event Series focuses on providing even more free and family-oriented activities in Downtown Castle Rock, with an emphasis on activating the newly redesigned Festival Park. Many events, such as the Starlight Movie Nights, Boots & Brews, Community Concert and Sunday Dinner, are back in Festival Park in 2018. Hosting these events in the park helped decrease the street closure burden on the downtown businesses, while still drawing people to the district to shop and dine.

Events Recap

- The DMA hosted the Cinco de Mayo Street Party & Concert for a second year, with record attendance. An estimated 5,000 people came to Downtown Castle Rock to enjoy live music from

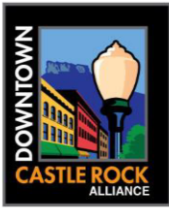


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Swerve, traditional Latin dances from Baile Folklorico and beer from Rockyard and 105 West Brewing Company. Kids picked from free bounce houses, face painting, balloon artists and lawn games while community members set up blankets and chairs on the County lawn to enjoy the music. Attendees had a chance to win gift cards from downtown businesses Copperfalls, Crowfoot Valley Coffee and Angie's Restaurant and Amazon Echos from title sponsor, Independent Bank.

- Approximately 3,500 attendees gathered in the newly redesigned Festival Park for the official grand opening event. Live music from Sarah P and the Dirty Logger and Giant Zero filled the park from 3 – 8pm while attendees enjoyed cornhole, lawn games, train rides from Patriot Plumbing and beer from Rockyard, 105 West and Bristol Brewing Company. In January, community members voted on favorite movies, picking Jumanji for the first outdoor picture. Other attractions of the night included free caricature portraits, face painters, balloon artists and gift card giveaways from The Barn, Bling!, Copperfalls and Crowfoot Valley Coffee. Crystal Valley sponsored the event for the second year in a row.
- Staff expanded the Car Show Concert event layout in 2018 to fit the 1,500 attendees that came to Wilcox Square for a preview of the 10th Annual Classic Rock Cruise in Car Show. Fifty Classic cars lined Wilcox while the dance band, Deja Blu Band, played from 6 -9pm. Event attendees enjoyed brews from Rockyard, 105 West and Bristol Brewing Company. Attendees posted on the Downtown Facebook page to win gift cards from Pegasus, Castle Café, the B&B Café and Z'abbracci.
- Downtown Castle Rock celebrated the 10th Annual Classic Rock Cruise-In Car Show on Saturday June 16, 2018 with event co-producer, the Vintage Car Club. Over 300 classic and exotic cars were on display while kids enjoyed free activities. The Country Music Project performed until the awards ceremony, where car entrants won awards such as Hottest Car, Best in Show and Mayor's Choice. Attendance was estimated at a little more than 8,000 people throughout the five-hour event.
- In 2018, the DMA Board voted to minimize the four Fun in the Sun dates in July to become one large Fun in the Sun at the Douglas County Fairgrounds and two "planned activities" in Festival Park. On July 10, 2018, the DMA hosted the Colorado Disc Dogs in the park from 11am – 2pm with downtown business sponsors Bark N Clips, VCA Animal Hospital and Camp Bow Wow. An estimated 100 attendees played in the splash pad, ate picnic lunches in the park and watched the Fido Fest performances.
- The DMA kicked off July with the second Starlight Movie in Festival Park, showing Coco. 1,200 attendees gathered in Festival Park and on Perry Street to enjoy live music from Castle Rock group, The John Saunders Band. Attendees walked the pre-movie Street Party with food vendors, brews and various vendor booths. Kids played in the splash pad, on bounce houses, rode the Patriot Plumbing Train and chose from an assortment of lawn games. Gift cards given



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away at the event included Castle Rock Bike and Ski, Scileppi's, Stumpy's and Crowfoot Valley Coffee.

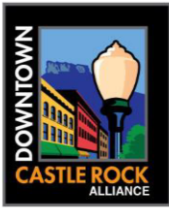
- On Tuesday, July 17 from 11am – 2pm, 700 kids and their parents cooled off at the Douglas County Fairgrounds with water bounce houses, music, a dunk tank, and foam party. Many attendees brought their own picnic lunch, while others bought from food vendors such as Cold Stone Creamery, Mile High Kona Ice and Mish Mash Mama. Staff increased the amount of bounce houses from 4 to 6 to accommodate the increase in attendance and once again received positive feedback about the abundance of parking and ease of entry at the Fairgrounds. Castle Rock Fire made the event even more memorable by giving truck tours and spraying the kids with their fire hose. Rodeo royalty held the limbo contest and dance party and gave away family four-pack tickets to the Rodeo.
- The last planned activity in Festival Park promoted the Douglas County Fair and Rodeo with Rodeo royalty providing a “learn to rope” activity teaching kids how to lasso. The activity was well attended, with an estimated 100 attendees getting their face painted, playing in the splash pad and on bounce houses, interacting with Fair Royalty and enjoying Festival Park.

The DMA has made a concerted effort to increase and improve social media activity and has continued with the marketing strategy for the events to be more focused on online media. This focus has allowed us to collect real-time feedback on our events, helping us to better connect with our community, document what the community likes about our events, the number of people engaged in our events and better estimated attendance.

In 2018, the DMA continued its gift card giveaway program by purchasing \$20 gift cards from the downtown businesses to give away to attendees at each event. Many businesses added or matched the amount of the gift card purchased by the DMA. In addition, businesses were encouraged to present the gift card on stage, to help better promote their business. To date, the DMA has purchased a total of \$360 in gift cards from the downtown businesses. In addition, businesses collectively donated \$245, totaling \$605 in giveaways at the events. Event attendees entered to win the cards by going on the Downtown Castle Rock Facebook page and posting a fun picture, emoji or comment on the event page. Digital gift card entries allow more social media exposure for both the DMA and the Downtown Merchants.

Summary

The DMA Summer Event Season has started off favorably, with 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 has assembled a team of experts to collaborate on the larger events (Car Show, Concert and Street Party and 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, County, etc.) and problem solving early in the planning process. The events would not be as successful without the financial and logistical support provided by our teammates.



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We are at the midpoint of the event season, please join us for the following upcoming events:

- July 28: Boots & Brews
- August 10: Concert & Street Party Under the Lights
- August 19: Sunday Dinner
- September 4: Community Concert & Street Party
- September 29: Oktoberfest

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Attached:

Photos from 2018 DMA Events

