



# Castle Rock Arts Survey

Thursday, December 10, 2020

# Arts Survey to Castle Rock Community

**300 Total Responses, Complete Responses: 235**

Dates: October 1, 2020 – December 2, 2020

Surveys were distributed through social media, email, partner channels, and Town Talk newsletter over the course of a 60-day period.

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# What comes to mind when you think of Castle Rock?

Family oriented Rock formation Natural beauty actual rock good old west Historic Starlighting  
city fun lot scenic history Unique friendly living feel Town  
Small town charm Charming downtown beautiful family friendly  
quaint cute Castle Rock parks Home Mountain Family  
views Rock country community outdoor  
Small town shops downtown festivals  
small town feel Beautiful views outdoors Open spaces great  
Used small town growing safe conservative nature Western love Small  
Hiking trails values charm many Nice large city people downtown area Hometown  
Growing fast star rock

## When you have visitors, where do you take them?

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incline Perry Street **Castlewood Canyon** Colorado Springs open spaces  
see **Miller Park** take area climb rock **Hike rock** Ridgeline Open Space  
**Barn** PSM **shops** Plum Creek Trail **trails** Phillip S Miller **hiking**  
local **Park** Castle Cafe **MAC** local restaurants  
**Downtown** mountains **Rock** garden gods  
**Festival Park** Philip S Miller **restaurants** Emporium  
**Downtown Castle Rock** Town outlets Also  
**Castle Rock** visitors **breweries** Ridgeline **Barn Emporium**  
Daniels Park **S Miller Park** MAC center **downtown CR** Sugar Spoon Candies  
walk outlet mall

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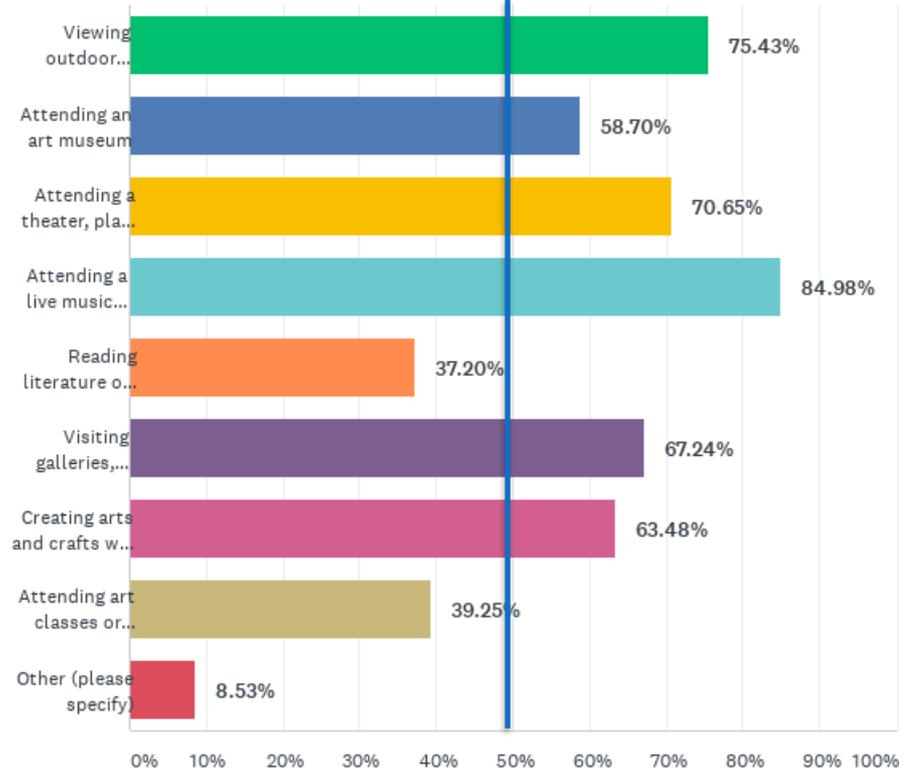
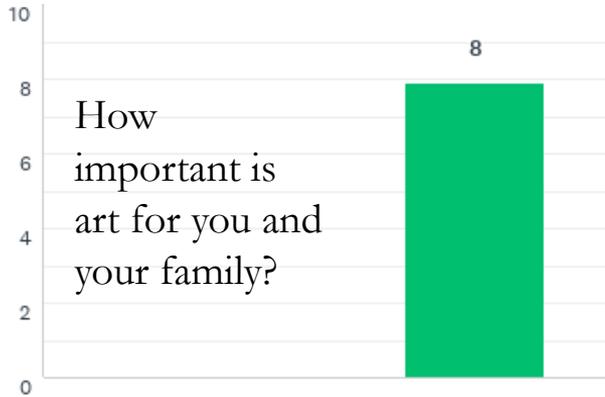
## What makes Castle Rock unique?

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small town atmosphere local shops big city outdoor spaces beauty historical buildings  
anymore landscape small town charm appeal cute quaint Old character beautiful place  
downtown area families amenities fun outdoor location open space  
small town vibe **Castle Rock** quaint downtown trails community events city  
scenery still one great hiking s conveniences lots much **Rock** safe  
**downtown** sure **small town feel** close **feel**  
activities **small town** outlets parks yet community good  
**history** mountain shopping outdoor activities charm small businesses  
**unique** mix old new **small** views restaurants everything people Nothing used  
open Denver Mix area opportunity growing topography historic downtown close Denver  
large space trails new access trails big town Denver Colorado Springs shops restaurants  
Town

# What forms of art do you participate in? Check all that apply.

Answered: 293 Skipped: 7



Insight: Only literature and art classes fell below 50%

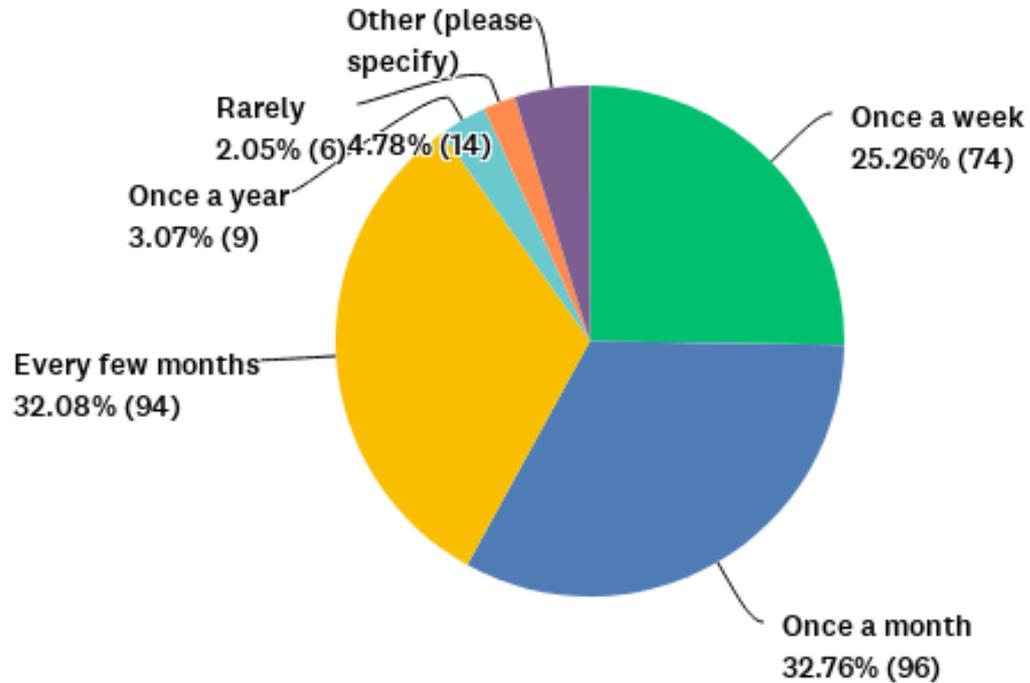
## What forms of art do you participate in? Check all that apply.

Answered: 293 Skipped: 7

ANSWER CHOICES	RESPONSES	
Viewing outdoor sculpture, monuments and architecture	75.43%	221
Attending an art museum	58.70%	172
Attending a theater, play or other performing arts event	70.65%	207
Attending a live music event: concerts, pubs, events	84.98%	249
Reading literature or poetry	37.20%	109
Visiting galleries, artisan shops and businesses with arts on display	67.24%	197
Creating arts and crafts with my family	63.48%	186
Attending art classes or programs	39.25%	115
Other (please specify)	8.53%	25
Total Respondents: 293		

In a typical year, how often do you or your family experience the arts in some form? Choose the answer closest.

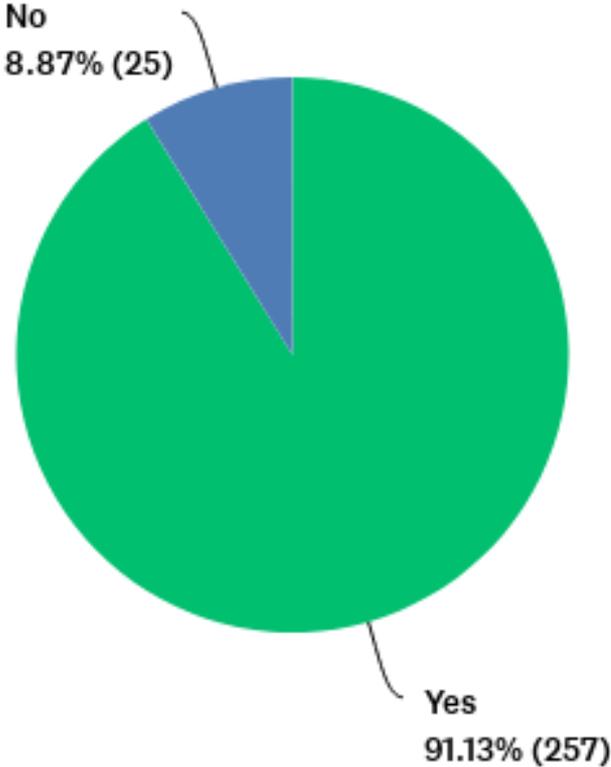
Answered: 293 Skipped: 7



Other: answer primarily daily

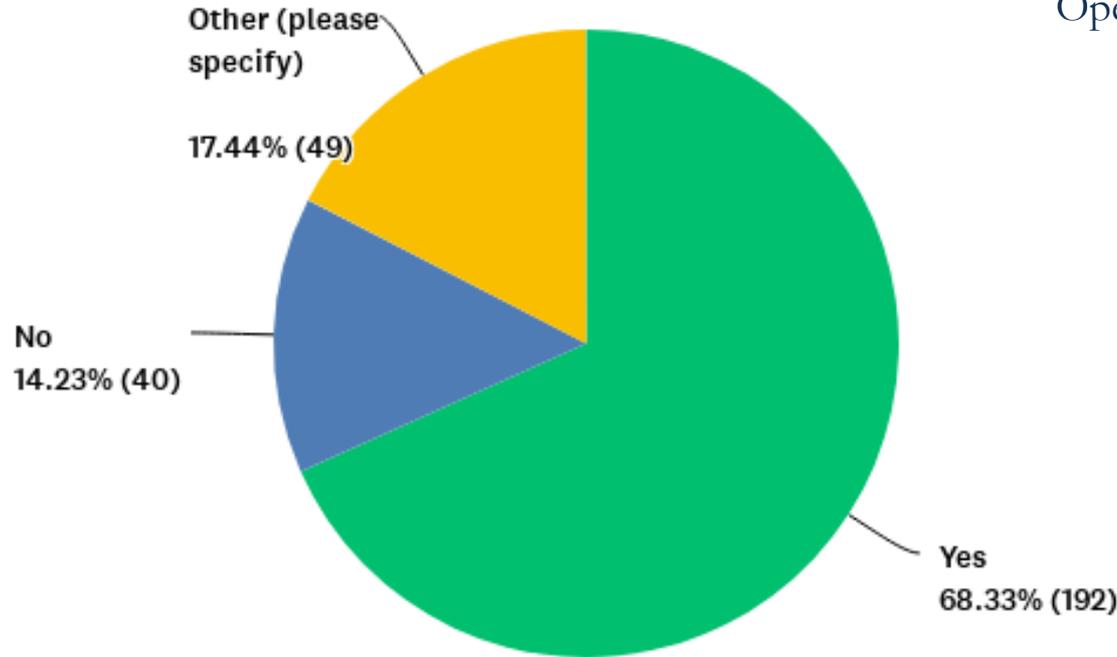
# Do you think public art adds value to communities?

Answered: 282 Skipped: 18



# Do you think the existing public art program adds value to Castle Rock?

Answered: 281 Skipped: 19



Open ended responses (49):  
Don't know about it – 31  
Could be better – 9  
More open process – 2  
Random - 5

Insight: We need to devote time and resources to communicating about our public art program to reduce the gap between value statements.

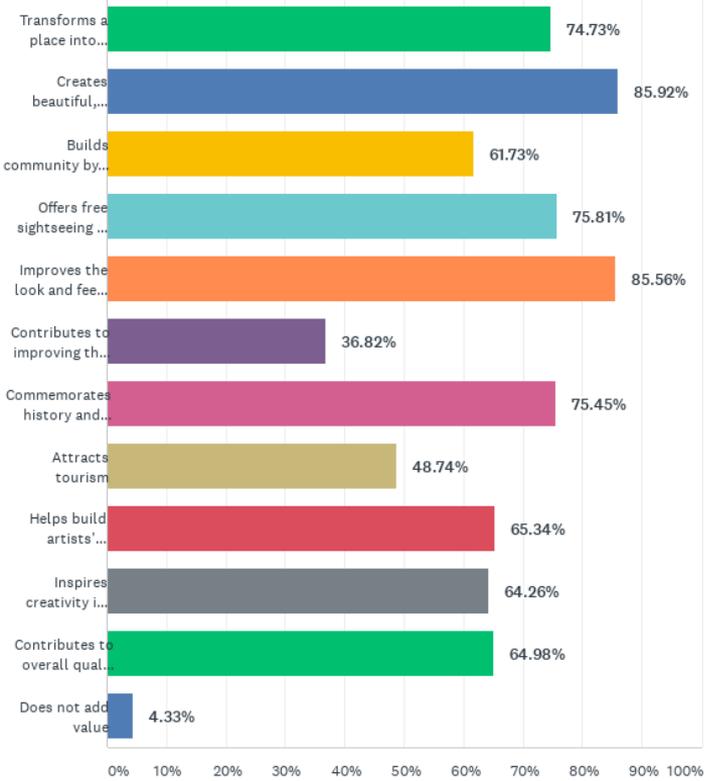
## How do you think public art adds value to the community?

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sculpture natural beauty enjoy tells story connect opportunity experience art joy public  
uniqueness conversation discussion adds beauty reflect area mean residents feel live  
talking unique etc different perspectives care participate history local artists brings  
expression something open helps buildings provides nicer creates  
visitors us appeal culture piece people encourages Public art  
public spaces value diversity art personality community  
makes people town creative makes represents shows cities  
see surroundings adds form think keep gives identity beauty human  
experience included place brings beauty Castle Rock go interest beautiful  
look Rock character Draws beautify needed adds value time sense color creativity  
invites Brings people together say also environment shared business around town also  
artist Creates sense way Enhances

# Place a checkmark next to all the ways you think public art adds value to a community.

Answered: 277 Skipped: 23



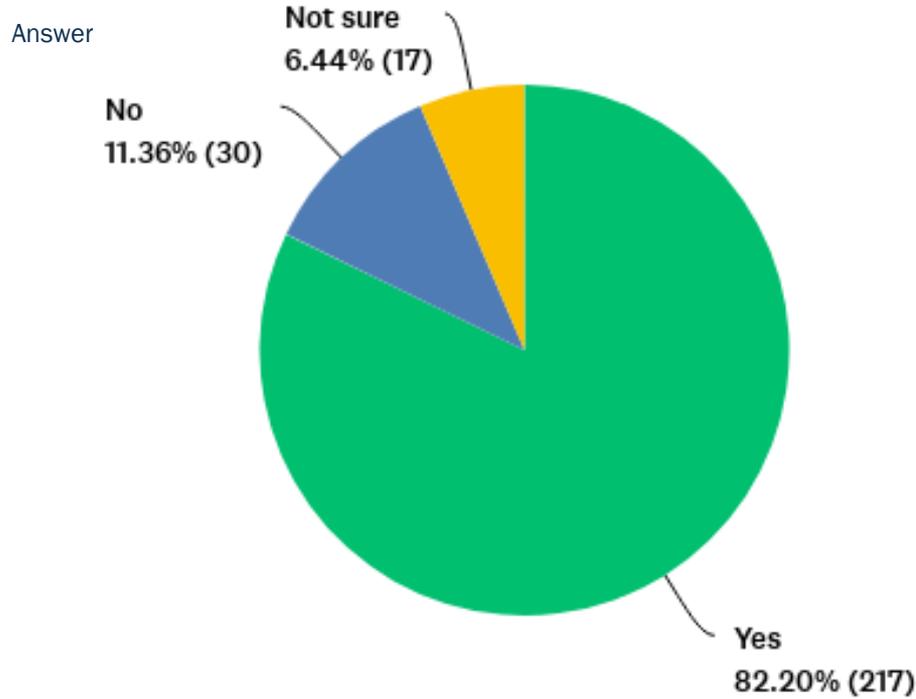
ANSWER CHOICES	PERCENTAGE	RESPONSES
Transforms a place into something better	74.73%	207
Creates beautiful, memorable or unique places	85.92%	238
Builds community by inspiring conversation	61.73%	171
Offers free sightseeing and entertainment	75.81%	210
Improves the look and feel of public spaces	85.56%	237
Contributes to improving the economy	36.82%	102
Commemorates history and heritage	75.45%	209
Attracts tourism	48.74%	135
Helps build artists' businesses	65.34%	181
Inspires creativity in citizens	64.26%	178
Contributes to overall quality of life	64.98%	180
Does not add value	4.33%	12
Total Respondents: 277		

Insight: PAC needs to work on the narrative around arts contribution to the economy. Strong leaning toward beautification.

What is your favorite piece of art from anywhere and why?

found Blue Bear LOVE statue s iconic big cowboy horse community really people stand used  
something art pieces traveled front displays Castle Rock part enjoy Street history city  
beautiful many park now look kids piece Denver Convention Center think  
bronze sculpture makes also murals cowboy sculpture  
inspiring love buildings art great statue Philip S Miller Denver  
feel see reminder s walk favorite always places fun one unique bridge painted  
Eiffel Tower artwork public art Bear Bean Chicago spaces Chicago wall interesting  
us Way convention center years Rec Center know Statue Liberty New York

## Have you experienced public art in Castle Rock?



How would you rate the quality of public art in Castle Rock?

6

Insight: The “not sure” of 7% and average quality score of six would indicate that more needs to be done around the messaging of our public art program.

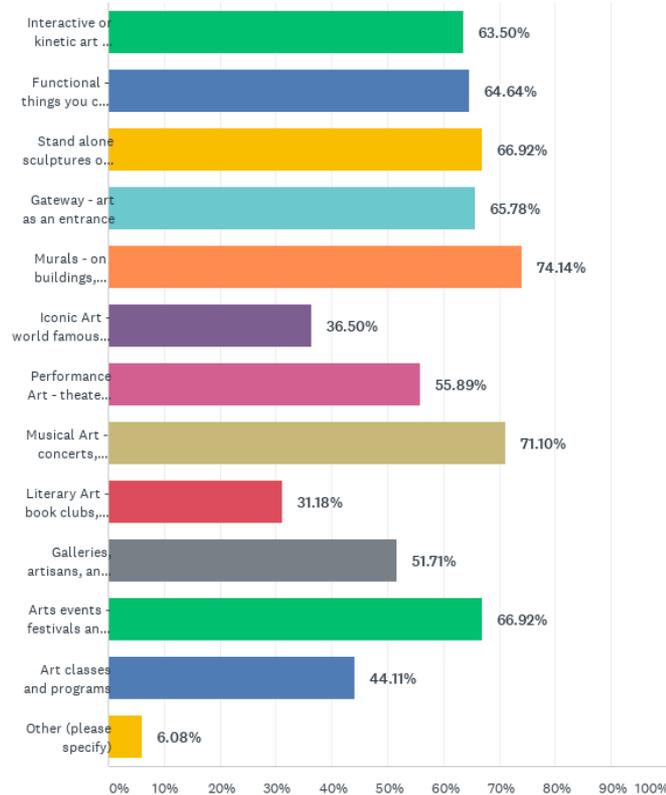
## Where did you experienced art in Castle Rock?

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Castle Rock sign Throughout town many 5th street buildings yellow train sure Exit center  
cowboy fire station entering Perry Street PSM Philip S Miller Mostly  
Rec Center Gilbert statues love Castle Rock Miller Park  
parks places MAC public Festival Park festival  
downtown piece art concerts sculpture Front  
murals police station library downtown area town dog train also street  
Throughout around town bridge plum creek trail new Perry I-25 trails various seen  
Downtown CR S Miller Park Veterans Memorial sculptures around town

# What type of public art would you be interested in seeing in Castle Rock?

Answered: 263 Skipped: 37



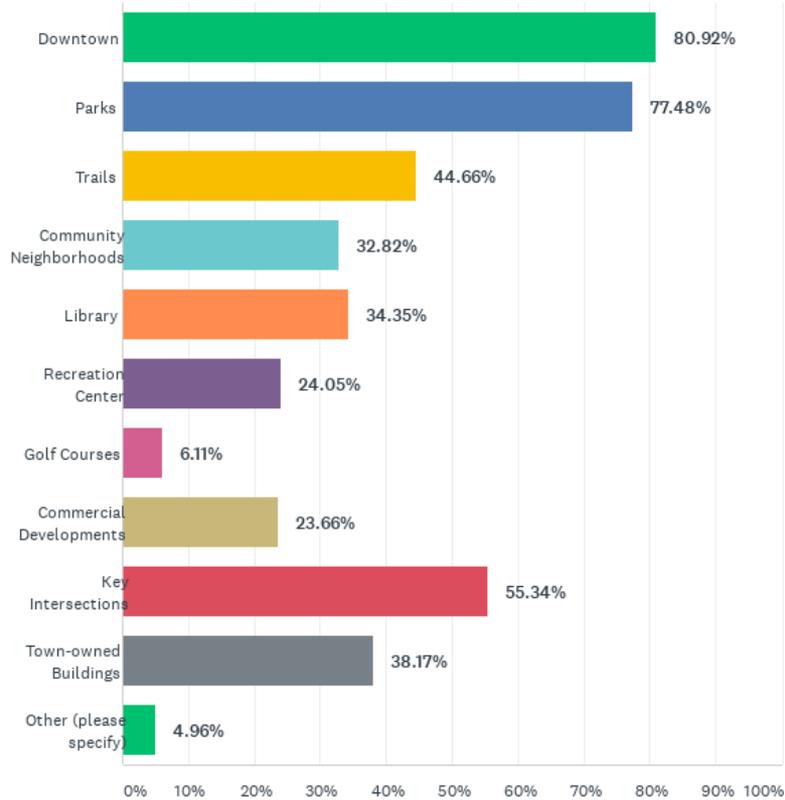
ANSWER CHOICES	RESPONSES
Interactive or kinetic art - things that move or can be touched	63.50% 167
Functional - things you can sit on or use	64.64% 170
Stand alone sculptures or statues	66.92% 176
Gateway - art as an entrance	65.78% 173
Murals - on buildings, bridges, pavement, fences or sidewalks	74.14% 195
Iconic Art - world famous, drawing tourism	36.50% 96
Performance Art - theater, plays, dance	55.89% 147
Musical Art - concerts, street performers	71.10% 187
Literary Art - book clubs, poetry reading, writing contests	31.18% 82
Galleries, artisans, and shops	51.71% 136
Arts events - festivals and fairs	66.92% 176
Art classes and programs	44.11% 116
Other (please specify)	6.08% 16
<b>Total Respondents: 263</b>	

Other: maker space, hydrants, bridges over freeway, online art, culinary arts, multicultural art, downtown entrance arch

Insight: There is strong interest in murals and music. The first four variations of sculpture are all similar.

# Where do you think new public art installations should be installed?

Answered: 262 Skipped: 38



Other: schools,  
roundabouts

Insights: Strong leaning toward downtown and parks, followed by key intersections – all above 50%.

## How should public art be funded?

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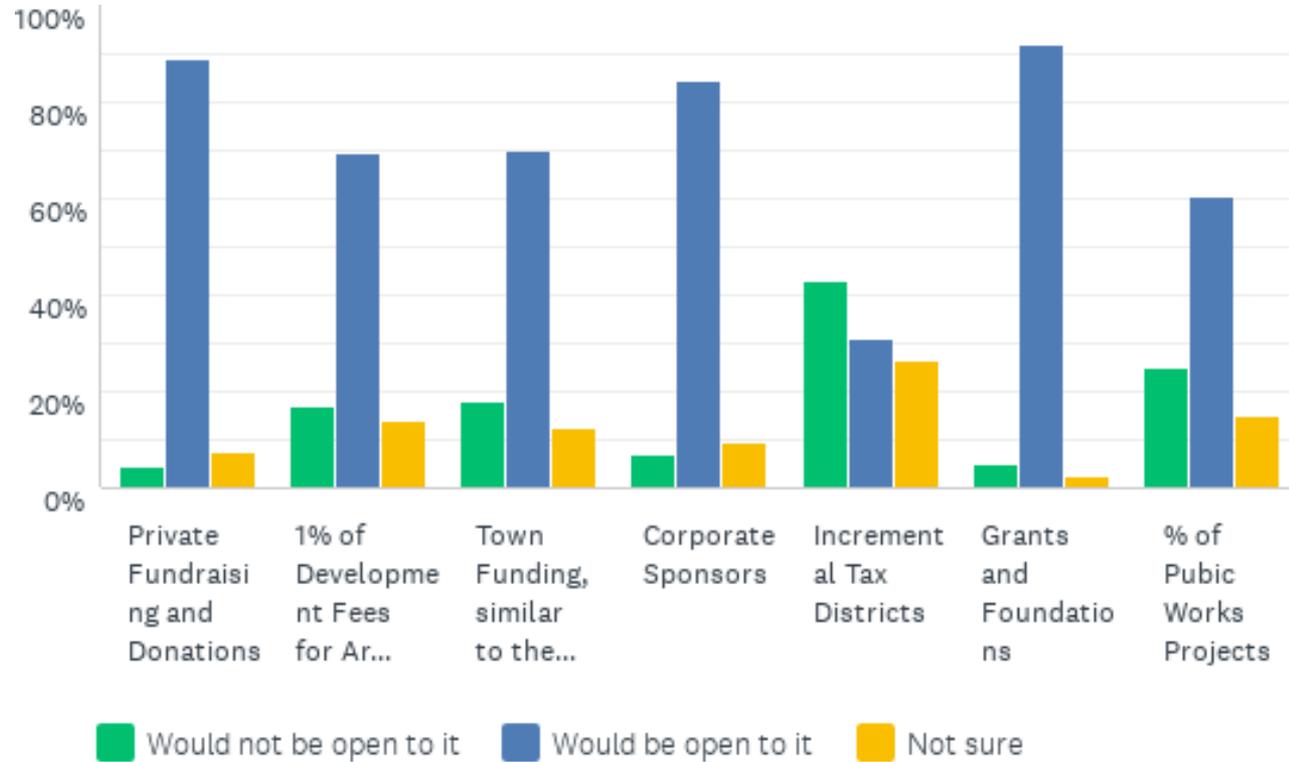
Town budget donate art businesses fund raising tax dollars artists maybe use  
sales tax taxpayer town paid sure Public private partnerships fundraising  
Donations Fundraising public money private donations portion  
art good Donations fees taxes public funds  
funds Privately grants Town funds small dollars private  
citizens events good question Fundraisers pieces community existing  
budget land city Add new property taxes Donors new developments public private

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## Score the following funding scenarios.

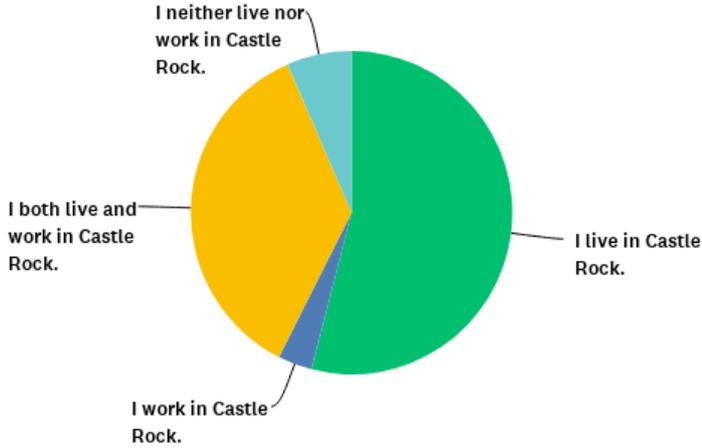
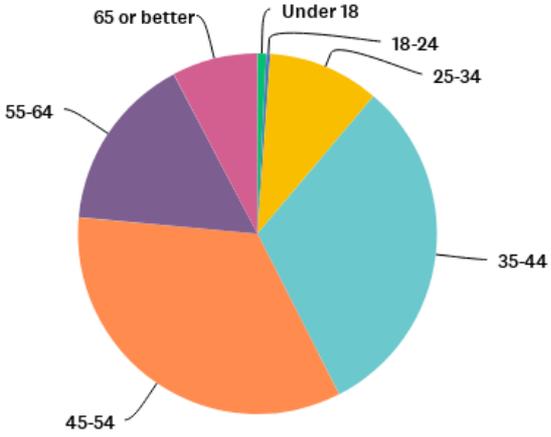
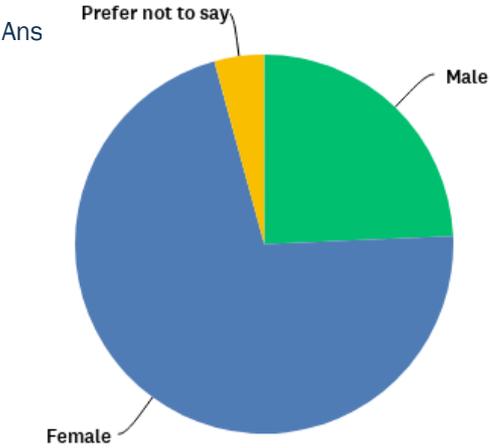
This is not a commitment, just a general openness to an idea.

Answered: 260 Skipped: 40



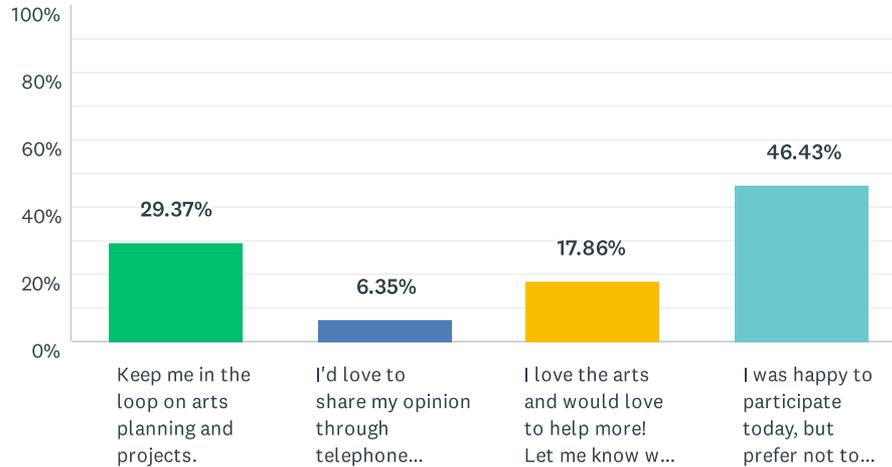
Insights: Strong leaning toward private fundraising efforts, but development fees and town funding still had solid support.

# Demographics: Gender, Age, Local Status



# Ongoing Involvement

Answered: 252 Skipped: 48



ANSWER CHOICES	RESPONSES	
Keep me in the loop on arts planning and projects.	29.37%	74
I'd love to share my opinion through telephone interviews or further inquiry.	6.35%	16
I love the arts and would love to help more! Let me know what volunteer opportunities exist.	17.86%	45
I was happy to participate today, but prefer not to help anymore.	46.43%	117
<b>TOTAL</b>		<b>252</b>