



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Castle Rock Downtown Alliance Downtown Merchants Association Semi-Annual Report to Town Council 2017

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 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 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 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 and this report provides the mid-year 2017 update.

The DMA has been busy producing a variety of activities in Downtown Castle Rock in 2017. Following is the list of events and approximate attendance for each to date:

- Cinco De Mayo Concert & Street Party – 3,500
- Movie 1: Moana – 2,000
- Car Show Street Party and Concert – 1,500
- Castle Rock Cruise in Car Show – 8,000
- Fun in the Sun 1 – 600
- Movie 2: Trolls – 1,000
- Fun in the Sun 2 – 500
- Fun in the Sun 3 – 600
- Fun in the Sun 4 – 600

Summer Event Series

The Summer Event Series for 2017 is focused on providing free, family oriented entertainment in Downtown Castle Rock with several additional events included during this time. Due to the Festival Park enhancement project, the 2017 Event Series has been displaced from Festival Park. Events have been relocated to different areas of the Downtown District to promote exposure of the Downtown Merchants.

Events Recap

- The DMA hosted its first event of the season, Cinco De Mayo Street Party & Concert, on Friday, May 5, 2017. The inaugural event, with title sponsor Douglas County Real Estate, brought an estimated 3,500 people to Downtown Castle Rock. Attendees enjoyed summer temperatures in the high 70s, margaritas, salsa lessons, bounce houses, face painters, balloon artists and beer from Rockyard Brewing Company. Swerve performed to a packed street from 6pm – 10pm, with attendees from Colorado Springs, Monument, and Aurora joining the local community.
- Approximately 1,700 people came Downtown to enjoy a Starlight Movie Night showing Moana on 4th Street between Wilcox and Perry Streets. Title sponsor, Crystal Valley, handed out leis for the beach themed night while Moana herself took pictures with the crowd. Kids danced to music during the street party, played games at vendor booths and showed off tropical themed face paint and balloon shapes. Copies of Moana were given away to winners of the Hawaiian shirt contest and attendees entered to win gift cards from Crowfoot Valley Coffee, Yolanda's Tacos, Old Stone Church Restaurant and The Skin Company.
- The first Starlight Movie Night was followed by the Car Show Street Party and Concert on Friday, June 16, 2017. An estimated 1,500 people filled two blocks of Wilcox Street to preview Saturday's classic cars and enjoy live music from Kerry Pastine and the Crime Scene. Adults enjoyed beer from Rockyard, while kids chose between a NASCAR simulator, inflatables, games and a face painter. Gift cards from local businesses were given away every half hour and included certificates from Lost Coffee, Castle Café, Pegasus and B&B Café.
- The 9th Annual Classic Rock Cruise-In Car Show was held on Saturday, June 17, 2017. All 350 spots for classic and modern cars were registered in advance. The overall attendance of the show is estimated at 8,000 guests. The Car Show featured family friendly activities, food vendors, and live music from The Country Music Project and SO What Brothers, making it an event everyone in the family could enjoy. The gift card giveaway continued from the night before, with a total of 14 different gift cards being given away.
- The second Starlight Movie Night of the season showed Trolls and was held on Saturday, July 8, 2017 on 4th Street between Wilcox and Jerry. Movie goers enjoyed free bounce houses, a face painter, a balloon artist, family fun activities and gift card giveaways (4 businesses) prior to the start of the movie. Kids danced to Disney and top 40 tunes provided by the DJ while adults enjoyed beverages from the DMA beer booth. Food trucks and Angie's Restaurant sold dinner options while title sponsor, Crystal Valley, gave away popsicles.
- Formerly known as Splash in the Park, the DMA's weekly recurring, Fun in the Sun, was held on July 5, 12, 19 and 26 from 11am – 2pm. Sizzling summer weather brought families to the 2017 location at the Douglas County Fairgrounds. Here, families spread out on the field with blankets, picnics and umbrellas. Each week highlighted a new attraction that included a bubble machine from Castle Rock Music, water inflatables, dunk tank from Patriot Pros and limbo contest. The Castle Rock Fire Department brought the fire engine each week for the kids to sit in and learn about and passed out frisbees and badges. Due to the lack of rain, the DMA committed to being water conscious with the community and reduced water use by 66% from the first Fun in the Sun to the last date. Snow cones, activities from the vendors, gift card

giveaways and great music from Groove Auto made this year one of the best Fun in the Sun events yet.

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 estimate attendance.

The 2017 renovation of Festival Park has allowed the DMA to move events to various locations in Downtown. In addition, the DMA is purchasing gift cards from the downtown businesses to giveaway at each event. Many businesses have offered to add to or match the amount of the gift card purchased by the DMA. Event attendees enter 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.

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.

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

- July 29: Boots & Brews
- August 11: Concert & Street Party Under the Lights
- August 25: Movie 3 – Rogue One
- September 5: Community Concert & Street Party
- September 30: Oktoberfest

The DMA hopes to increase the impact on economic activity in Downtown by leveraging support from the public and private sector to grow our organization and produce quality events in Downtown Castle Rock as a redevelopment and revitalization strategy. Looking forward to 2018 and beyond, the DMA is keeping a pulse on the changing demographics of our events and are prepared to adjust the events as our attendees change.

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