

## DOWNTOWN EVENTS

# 2022 DMA Annual Report

Total Estimated Attendance for the 2022 Event Season: **34,610**

### Rockin' Summer - June Series

WEDNESDAYS, JUNE 1, 8, 15, 22, 29 | ESTIMATED ATTENDANCE: 445

The June Rockin' Summer Series provided 5 different events mid-week for kids that are out of school to participate for free in fun, safe, enriching activities in the park, including an art walk, birds of prey, chalk in the streets, along with vendors, inflatables, a rock wall, dance lessons, and games in the park.

**5** Days of Activities  
**11** Vendors/Sponsors

### Street Party & Concert/Car Show Kickoff

FRIDAY, JUNE 17 | ESTIMATED ATTENDANCE: 3,500

This Cari Dell Brown band kicked off the weekend and the Classic Rock Cruise In Car Show that would be held the following day. A select number of classic cars lined the streets, along with vendors, inflatables, a rock wall, food trucks and local beer.

**4** Breweries/Distilleries  
**8** Food Trucks  
**40** Classic Cars

### Rockin' Summer - July Series

WEDNESDAY, JULY 6, 13, 20, 27 | ESTIMATED ATTENDANCE: 415

The July Rockin' Summer Series featured jazz in Festival Park on the 4 Wednesday evenings in July. Jazz music was provided by Castle Rock Music and the Jason Bower Jazz Quartet.

**4** Vendors/Sponsors  
**4** Days of Jazz

### Concert Under the Lights

SATURDAY, AUGUST 20 | ESTIMATED ATTENDANCE: 2,750

Concert Under the Lights was held in Festival Park in mid-August activating the park by bringing music from local favorites Grayson Little and SugarFoot, as well as food trucks, local craft beer, a distillery and more to Downtown Castle Rock.

**4** Breweries/Distilleries  
**6** Food Trucks  
**10** Vendors/Sponsors

### Restaurant Week

OCTOBER 2-9 (WEEKLONG EVENT)

This week long event is a marketing campaign designed to promote the many great places to dine in Downtown Castle Rock.

**21** Restaurants  
**5** Vendors/Sponsors

### Carriage Rides

5 WEEKS OF HOLIDAY RIDES

As a part of the holiday activities to generate excitement in Downtown, carriage rides were offered between Thanksgiving and New Year's Eve.

**360** Rides

### Spring Kickoff Concert

SATURDAY, MAY 14 | ESTIMATED ATTENDANCE: 3,000

The Spring Kickoff Concert was held in Festival Park and featured music from Crystal Eyez and Shelvis and the Roustabouts. Local beer, food trucks, vendor booths, and face painting kicked off the summer with fun!

**4** Breweries/Distilleries  
**15** Vendors/Sponsors

### Starlight Movie Night

SATURDAY, JUNE 4 | ESTIMATED ATTENDANCE: 1,500

On the first Saturday in June, the DMA held an outdoor movie in Festival Park featuring Sing 2! The movie also included food trucks, craft beer, face painting, vendor booths and music until dusk.

**3** Breweries/Distilleries  
**7** Vendors/Sponsors

### 14th Annual Classic Rock Cruise-In Car Show

SATURDAY, JUNE 18 | ESTIMATED ATTENDANCE: 7,000

An annual event held the Saturday before Father's Day, the Classic Rock Cruise-In Car Show transforms Downtown Castle Rock into a showplace of all kinds of cool cars, trucks and specialty vehicles. Music provided by Winchester Gray and the Atomic Drifters.

**5** Breweries/Distilleries  
**8** Food Trucks  
**21** Vendors/Sponsors  
**330** Show Cars

### Boots & Brews

SATURDAY, JULY 30 | ESTIMATED ATTENDANCE: 3,250

Following the Douglas County Fair Parade, Boots & Brews was held in Festival Park featuring a country music concert from Black Salt and Whiskey Road. A mechanical bull, food trucks and local beer were available for guests.

**5** Breweries/Distilleries  
**6** Food Trucks  
**22** Vendors/Sponsors  
**1** Mechanical Bull

### Oktoberfest

SATURDAY, SEPTEMBER 17 | ESTIMATED ATTENDANCE: 12,500

Oktoberfest was the DMA's biggest event of the year celebrating the coming of October and Fall with beer, food trucks, German music, dancing, bounce houses, German games, face painters and balloon artists, and took place at 4th and Wilcox Streets.

**15** Breweries/Distilleries  
**21** Food Trucks  
**36** Vendors/Sponsors

### Fangtastic Festival

FRIDAY, OCTOBER 28 | ESTIMATED ATTENDANCE: 250

Fangtastic Festival is a Halloween event held in Festival Park geared towards young families providing a safe, daytime option for trick or treating.

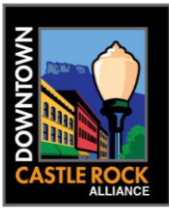
**20** Trick or Treating Booths for Kids

### Trolley Rides

5 WEEKS OF SUMMER RIDES & 5 WEEKS OF HOLIDAY RIDES

This pilot program offered free trolley rides on Tuesdays and Fridays in July and Mondays and Tuesdays in December activating evenings in Downtown in both the summer and winter.

**21** Evenings of free rides



## Castle Rock Downtown Alliance

*A partnership between the Downtown Development Authority and Downtown Merchants Association*

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### Downtown Merchants Association Annual Report to Town Council 2022

#### **Background**

The Castle Rock Downtown Alliance is a partnership between the Downtown Merchants Association and Downtown Development Authority. This partnership 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 seven-member board made up of Downtown business owners and property owners and has a membership of roughly 160 Downtown businesses. The role of the DMA 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 and to improve the quality of life of Castle Rock residents and visitors by providing high quality, family entertainment in form of events.

#### **Report**

In 2022, the DMA was finally able to start the year without the uncertainty that plagued event planning in 2020 and 2021. The DMA put together a full slate of events aiming to go above and beyond what is included in the Service Contract with the Town of Castle Rock. In total, the DMA produced 18 events in 2022 as well as planning and contracting to provide trolley rides in the summer and holiday season and provide carriage rides during the holiday season.

In 2022, Castle Rock and the nation experienced significant inflationary pressure. In the event planning of the DMA's 2022 series of events, this has been felt in unprecedented ways. Every aspect of event planning has been more expensive. Whether it was booking bands, reserving stages, or agreements with vendors, everything was more expensive. One of the main revenue streams for DMA events is the sale of beer at many of the events. Several of our beer vendors indicated that the raw materials required for beer sales increased in price dramatically. In some cases, forcing beer vendors to stop attending events where beer prices are often negotiated as a part of a marketing package, and instead opting to sell all craft beer out of their tasting rooms. If inflationary pressures continue to drive expenses up, DMA events in future years will face significant challenges and new solutions will need to be found. Perhaps this is through new and creative sponsorships or the addition of new types of vendors and partnerships.

This report provides the annual report for 2022 for each DMA event. Following is the list of events produced by the DMA and approximate attendance for each event to date:

<b>Date</b>	<b>Event</b>	<b>Est. Attendance</b>
May 14, 2022	Spring Kickoff Concert	3,000
June 1, 2022	Rockin' Summer - June Series - Art Walk & Bounce House in the Park	75
June 4, 2022	Starlight Movie Night	1,500
June 8, 2022	Rockin' Summer - June Series - Birds of Prey & Storytime in the Park	120
June 15, 2022	Rockin' Summer - June Series - Chalk in the Park	75

June 17, 2022	Street Party & Concert	3,500
June 18, 2028	Classic Rock Cruise-In Car Show	7,000
June 22, 2022	Rockin' Summer - June Series - Dance Lesson in the Park	100
June 29, 2022	Rockin' Summer - June Series - Games in the Park	75
July 6, 2022	Rockin' Summer - July Series - Jazz in the Park	45
July 13, 2022	Rockin' Summer - July Series - Jazz in the Park	65
July 20, 2022	Rockin' Summer - July Series - Jazz in the Park	55
July 27, 2022	Rockin' Summer - July Series - Jazz in the Park	75
July 30, 2022	Boots & Brews	3,250
Aug. 20, 2022	Concert Under the Lights	2,750
Sept. 17, 2022	Oktoberfest	12,500
Oct. 2-9, 2022	Restaurant Week	22 Restaurants
Oct. 28, 2022	Fangtastic Festival	250
Trolley	5 Weeks of Summer Rides & 5 Weeks of Holiday Rides Summer: 403 riders / avg. 44 per night Holiday: 703 riders / avg. 58 per night	21 Evenings of Rides
Carriage Rides	5 Weeks of Holiday Rides	360 Rides

## **Events Recap**

### *Spring Kickoff Concert*

The Spring Kick off Concert took place on Saturday, May 14th in Festival Park from 1 - 6 pm. The concert featured music from Crystal Eyez and Shelvis and the Roustabouts. The beer selection featured two Castle Rock local breweries, Iron Mule and Burly Brewing. Red Leg Brewing also attended making this their first Castle Rock event. The evening also featured signature cocktails from Mystic Mountain Distillery. Food trucks lined Perry Street and served an estimated 3,000 guests. Families enjoyed vendor booths, face painting and an evening full of fun kicking off the summer!

### *Rockin' Summer – June Series*

The first of 9 Rockin' Summer events kicked off on Wednesday, June 1st with an Art Walk through Downtown. Nick Lucey, President of the Castle Rock Artists Cooperative, led 2 groups through Downtown to view the various statues, sculptures and murals that decorate Downtown Castle Rock. With an attendance of 45 kids and 30 adults, vendor booths, dessert carts and a bounce house kept guests entertained between tours.

On June 8th, Nature's Educators brought 4 species of falcons to Festival Park to provide an educational experience for all. Sudden Fiction Books followed with "Story Time" where they read aloud to the 120 children and parents.

On June 15<sup>th</sup>, the DMA hosted Chalk in the Park. Five professional chalk artists were hired to create murals throughout Festival Park. Buckets of chalk were available for free to families and amateur artists to create their own chalk mural. An estimated 75 people participated in this fun event.

On June 22<sup>nd</sup>, in partnership with the Castle Rock Dance Academy, the DMA held free dance lessons in the park. The afternoon began with lessons for ages 2-8 and ended with ages 9+. Roughly 100 people were in attendance for this Rockin' Summer event.

And on June 29<sup>th</sup>, the last Rockin' Summer of the June Series was Games in the Park. The DMA provided a handful of fun lawn games including Giant Jenga, Giant Connect4, corn hole, bubbles, hula hoops, kickballs, and chalk. Many families brought their own favorite outdoor game to enjoy at this outdoor meetup of moms, dads, and kids. After the event, many kids made their way down to the creek or to the splash pad to cool off with their friends. This event ended the June Series with a splash, 75 people enjoyed the many activities in Festival Park.

### *Starlight Movie*

A signature event for the Castle Rock DMA was back in the Festival Park on Saturday, June 4th featuring Sing 2! This was the first Starlight Movie hosted by the DMA since 2019. With an estimated 1,000 people in attendance. Families enjoyed food trucks, face painting, vendor booths, activities and music until dusk when the movie began. BURLY Brewing Company, Great Divide and Pikes Peak Brewing Company were all present at this event. Each year, this event signifies that Summer is right around the corner with a family friendly feel good event.

### *Rockin' Summer – July Series*

For the July Rockin' Summer Series, the DMA partnered with Castle Rock Music and renowned jazz musician, Jason Bower to perform jazz in the park each of the 5 Wednesdays in July. These events are designed to be low-key and laid-back events. They are not heavily marketed, there is no stage or loud sound equipment. The idea is that every time a resident or guest comes to Downtown Castle Rock, there is something exciting happening. Staff met people that were out for a nice meal and stumbled upon jazz in the park and weren't sure if the band was busking or paid to be there...and that is exactly what was intended.

Financially, these events are designed to be neutral in sponsorship dollars and cost to produce. The goals for these events are to host a series of smaller events that give Castle Rock fun, safe, family friendly activities in the park during the summer. This also activates Downtown by changing habits to include a trip Downtown. People are more likely to return if they have visited and had a great, safe, fun experience. This strengthens the Downtown economy and supports the great places to eat and shop that the community loves, and hopes will stay in business for their next visit.

### *Street Party & Concert/Car Show Kick Off*

The Street Party & Concert took place on Friday, June 17, 2022, on Wilcox Street from 3<sup>rd</sup> to 5<sup>th</sup> Street. The Cari Dell Brown concert was a wonderful kick off to the weekend and the Classic Rock Cruise-In Car Show held the following day. Forty plus classic cars lined the streets, event attendees enjoyed brews from Burly Brewing, Rockyard Brewing Co., Red Leg Brewing, and cocktails from Mystic Mountain Distillery. Five food trucks and three dessert vendors lined Wilcox St. while inflatables, a rock wall and games were dispersed throughout the county lawn. With over 3,500 attendees, this is the largest Street Party & Concert we have seen over the years.

### *Classic Rock Cruise-In Car Show*

Downtown Castle Rock and the Vintage Car Club of Castle Rock celebrated the 14th Annual Classic Rock Cruise-In Car Show on Saturday, June 18, 2022. There was a record-breaking 300+ classic and exotic cars displayed on Wilcox Street from 3<sup>rd</sup> to 5<sup>th</sup> Street and 3<sup>rd</sup> to Perry Street including the Siena parking lot. Kids and families enjoyed free inflatables, a rock wall, face painting, and a balloon artist. Winchester Gray kicked off the event's musical entertainment, and back by popular demand, The Atomic Drifters followed with classic rock hits enjoyed by all ages. Libations from Burly Brewing, Iron Mule Brewery, Wild Blue Yonder, Great Divide, and Cocktails by Mystic Mountain. There were eight different food and dessert vendors serving a variety of cuisines. At the same time, the Downtown restaurant's and patios once again experienced one of their busiest days of the summer (per Castle Café) from the 7,000 attendees who gathered Downtown for this Castle Rock signature event. The event concluded with an Awards Ceremony. Notable awards to the Hottest Car presented by Castle Rock Fire, Most Likely to be Pulled Over by Chief of Police, and Mayor's Choice presented by Castle Rock Mayor Jason Gray.

### *Boots & Brews*

A community favorite, the Boots & Brews event was held on Saturday, July 30, 2022, following the Douglas County Fair parade which serves as a kickoff to the Douglas County Fair. Downtown was packed with Castle Rock families eager see their favorite float, catch a piece of candy or cheer on friends and family in the parade. At the conclusion of the parade, families gathered in Festival Park to listen to a Castle Rock favorite local band The Black Salt followed by remarks from the Douglas County Fair Board Chair, Dean Elliot on what's in store for the week's Fair and Rodeo. The Whiskey Road band played the last 2 hours of the event, they had the crowd singing along and line dancing in the park. The wild at heart tested their skills on a mechanical bull seeking the thrill of the 8 second ride only true cowboys can achieve! DMA's social media pages were flooded with positive comments and feedback on the event as a part of this event's Downtown business gift card giveaway. Social media followers that commented on downtown social media leading up to and during the event were selected at random to receive a gift card to a Downtown Business. With the largest crowd Boots & Brews has seen, the DMA sold out of all 23 kegs of beer provided by Los Dos Potrillos, Burly Brewing, Rockyard Brewing Co., and Wild Blue Yonder and served over 450 cocktails from Mystic Mountain Distillery. Event attendance exceeded expectations.

### *Concert Under the Lights*

This event was held in Festival Park once again from 6:00 PM – 10:00 PM on Saturday, August 20th. Local favorite Sugar Foot, and (former local favorite now living in South Carolina) Grayson Little & Band performed fan favorites to a packed Festival Park. We were thankful that Grayson Little was willing to make the trip back to Castle Rock from his current home in South Carolina, just to perform in Downtown Castle Rock. Burly Brewing, Rockyard and Wild Blue Yonder provided beer and Mystic Mountain created hand crafted cocktails. Six food & snack vendors were dispersed on Perry St. and throughout the park. Estimated attendance was roughly 2,750 attendees. With such a strong Castle Rock following this evening was truly magical with event goers thanking us for bringing these bands to Town.

### *Castle Rock Oktoberfest*

On September 17, 2022, the DMA produced its largest signature event of the year, Castle Rock Oktoberfest. Data provided by the Town of Castle Rock using Placer.ai, showed 16,000 people in

the Downtown Core between the hours of 1pm and 9pm (the hours of the event). Staff is estimating around 12,500 people at the event. Hopefully, this tremendous exposure for Downtown businesses drove future return visits which support the Downtown economy and are an indication that Castle Rock residents and visitors enjoy having a historic downtown.

The Austrian Connection performed for four hours playing traditional Austrian and German music. The Castle Rock Dance Academy performed German themed routines to German music and were fantastic professionals. Following the tradition established in previous years, the evening was rounded out with a live DJ in the evening as the crowd dissipated leaving a small family friendly Castle Rock dance party at 4th and Wilcox Street for the last hours.

The event went through 151 kegs/keg equivalents including wine and drinks for the largest event that the DMA has ever produced. Our beer and drink providers included: Rockyard Brewery, Great Divide Brewery, Peak View Brewery, 4 Noses Brewery, Burly Brewery, Crooked Stave Brewery, Lone Tree Brewery, Barnett & Sons, Wild Blue Yonder Brewery, Red Leg Brewery, Elizabeth Brewery, Los Dos Potrillos Brewery, Pikes Peak Brewery and Mystic Mountain Distillery and Purgatory Winery.

Local Colorado artist Chris Burch, handmade 650 Castle Rock Oktoberfest Steins and all 650 handmade steins were sold several hours into the event.

For many of the DMA's larger events, food trucks are a major attraction. This year's event included the following vendors: Woodhill Small Batch BBQ, Philly on the Go, Stack'd, Original by Greeks, Rory's Blue Collar Catering, alpine Sausage, Barbed Wire Reef, Bloom & Grow Kitchen, K&D's Kitchen, Colorado Pig Rig, K2 Mondals, Sweet Loraines, Lucky Mary's Baking and Sweets Company, Man N Noodles, Downtown Finger Food Truck, The Snowy Flamingo, Glacier Ice Cream, XLVII's Bakery, Mile Kona Ice, Bob's Roasted Nuts, and The Cake Company.

This event ended up being a wonderful fun filled day in Downtown Castle Rock with thousands of happy visitors to Downtown Castle Rock. Staff has already begun planning for next year to incorporate improvements that can be made especially around line and crowd management.

### *Restaurant Week*

Following the feedback from Downtown Restaurants, the DMA modified Burger Week to Restaurant Week in 2022, in an effort to allow each individual restaurant to highlight the food that they do best, and not be confined to just create a burger, although many did still produce an amazing burger.

This event provides a week long excuse for people to enjoy off menu, special items created by Downtown Restaurants, and for the Downtown social media to market these great places and the food they create. This year's participants included: Angie's, B' Deli, Block and Bottle, B&B Café, Castle Café, Castle Rock Nutrition, Dos Santos, Fish and Company, Garlic and Spice Kitchen, Glacier Ice Cream, Granelli's, Great Divide Brewery and Roadhouse, The Office, Romo's Tacos, Sabrosura De Miami, Scileppi' at the Old Stone Church and Sliceworks, Sinners and Saints, Sugar Spoon, Tribe, Union Bistro, Wild Blue Yonder Brewery, and Z'Abbracci's.

This event is mirrored after similar events that are produced all around America and help to drive a shop local mentality with an effort to market all the great options to eat that exist right here in Castle Rock.

### *Fangtastic Festival*

On Friday, October 28, 2022 from 12pm to 3pm, the DMA produced the Fangtastic Festival in Festival Park. This event is designed to provide young families with an opportunity to dress up and Trick or Treat in a safe and fun venue during the day. Attendance was fantastic filling the park but not being too crowded. Vendors lined the outside of the lawn area in the park and passed out candy and other fund goodies. The DMA partnered with Castle Rock local the Colorado Agricultural Leadership Foundation (CALF) and sponsor Riverwalk Apartments to offer a free pumpkin patch where kids could select a pumpkin to take home. Trick or treat booths from sponsors and vendors included Castle Rock Autoplex, Riverwalk Apartments, Douglas County Libraries, Castle Rock Pediatrics, Castle Rock Smiles Pediatric Dentistry, Stanbrick Dental Services, Soccer Buddies, Lifetime Windows and Siding, Renewal by Anderson, Z-Ultimate Defense Studios, Thread Recovery & Education Service, The Wright Team Liberty Mutual Insurance, Matrix, Castle Rock Museum, American Family Insurance, Ent Credit Union, Fit4Mom Castle Rock, Coffee Sarap, and Peak Potential Chiropractic and a huge thanks to the Town of Castle Rock for their support. This event target families with young kids that may not be in school during the day, and recognizes that the Town and other entities produce larger events geared toward the older kids after school hours and on the weekend. We hope that providing one more event in the community improves the quality of life of residents and visitors and help encourage a visit to Downtown Castle Rock.

### *Carriage Rides*

In partnership with the Downtown Merchants Association, the DDA splits the expense of bringing holiday carriage rides to Downtown Castle Rock. This year's season offered rides on Weds., Thurs., Fri., and Sat., in end of November and December for a total of 360 rides, representing an increase of 126 rides over 2021. Carriage rides have quickly become a holiday tradition in Downtown Castle Rock complimenting the holiday decorations and lights, and helping to enhance the experience for Downtown residents and visitors. The route began in Festival Park by the giant Christmas Tree, going north on Wilcox to Fourth Street, east to Perry Street and south back to Second Street into Festival Park. This year's tickets were sold for \$30 per reservation, allowing for 4-5 passengers per carriage. Whether people reserved a carriage ride or just enjoyed seeing the horse and carriage in Downtown Castle Rock this experience continues to be something we are proud to offer, and many communities are working to duplicate. After ticket sales and sponsorship revenue, about half of the expenses for this project are covered.

### *Trolley Rides*

This year the DMA, in partnership with the Downtown Development Authority started a pilot program to run the Trolley in Downtown both in the summer and during the holiday on a consistent schedule to gauge community interest. The Trolley was run Tuesdays and Fridays in July, and Mondays and Tuesdays in December activating evenings from 5:30 – 7:30pm. This effort provided just one more exciting thing occurring in Downtown during the summer, serving a novel free ride, and also a way to get from parking to Downtown destinations. In the winter, the free trolley rides provided those that weren't able to purchase a highly prized carriage ride ticket had an alternative option to take a ride in Downtown to see the holiday lights. The route for summer and winter, started at the Encore Parking Garage and went north on Wilcox to Douglas County School District Administration building parking lot and then back down south on Perry Street to the Encore Parking Garage.

Total ridership in the summer was 403 riders with an average per night of 44 riders. During the holidays, in November and December total ridership was 703 riders with an average of 58 riders per night. This turnout is tremendous and demonstrates that this program is well supported by the community.

### **Downtown Businesses Engagement**

The DMA continues to increase and improve social media activity on the Downtown Castle Rock social media pages. This marketing strategy has allowed us to collect real-time feedback on our events and marketing, and has helped us to better connect with the Castle Rock community. This social media presence provides Castle Rock with an online presence that demonstrates to the world online that Castle Rock is a safe, vibrant, happy, healthy community full of great events, great people, and a great downtown.

The DMA organized gift card giveaways at events and on social media hopefully helping to drive traffic to Downtown businesses. These provide marketing to small businesses in Downtown on social media and by helping to encourage event goers to stop into the small businesses in Downtown to redeem their gift card. This may change a habit or two creating a new customer of a Downtown small business.

### **Summary**

The 2022 DMA Event Season demonstrated a strong desire from residents and visitors alike to visit Downtown Castle Rock in seek of free family entertainment. The activity and excitement in Downtown during events has reached new heights. In 2022, we heard from business owners that there was an increase in people that visited a DMA event but then left during the event to do some window shopping, grab a bite to eat, or after the event to visit some of the great options for an evening drink. It is rewarding to see someone come for a Downtown event, but have excitement to explore Downtown while they are here. This is a driving reason for why the DMA produces events.

Contact:

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303-688-748

*Note: Attachments included on next page.*



**Attachments**

Attached are several examples of the marketing materials from DMA produced Downtown events.



**CASTLEROCK**  
AUTOPLEX

Jeep RAM

*Concert*  
**UNDER THE LIGHTS**

August 20 | 6-10 PM  
FESTIVAL PARK

canvas **CASTLEROCK**  
AUTOPLEX

credit union Jeep RAM

**CASTLE ROCK**

**Oktoberfest**

20 22

SATURDAY 17 1 PM - 9 PM  
September 17 WILCOX SQUARE

**CASTLEROCK**  
AUTOPLEX

Jeep RAM

**DOWNTOWN CASTLE ROCK**

**RESTAURANT**  
*week*

2022

**10.2.22 - 10.9.22**

**CASTLEROCK**  
AUTOPLEX

Jeep RAM

**Fangtastic**  
**Festival**

FRIDAY  
October 28 12-3 PM  
FESTIVAL PARK



The marketing above left was created to market free trolley rides on Tuesdays and Fridays in July. This was done in partnership with the Downtown Development Authority. The market map above right was created to allow a self lead Art Walk in Downtown Castle Rock in conjunction with our June 1<sup>st</sup> event.



The marketing above was created for the Rockin' Summer - June Series - which focused on kids activities in the park.



The marketing above was used throughout July for the Rockin' Summer July Series which provided Jazz in the Park on all 4 Wednesdays in July.



The marketing above was created to market holiday carriage rides that were for sales Wed., Thurs., Fri., and Sat. on Thanksgiving through New Years Eve, and holiday free trolley rides on Mondays and Tuesdays in December. This was done in partnership with the Downtown Development Authority.

**Photos**

Here are some sample of photos from some of the event that have occurred this year:







