

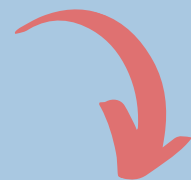


DOWNTOWN EVENTS

2024 DMA ANNUAL REPORT

24 Events & Attractions

39,134 Estimated Attendance



SPRING KICKOFF CONCERT | MAY 18TH

2 Bands | 1 Face Painter | 1 Balloon Artist | 5 Breweries | 8 Food Trucks
3,000 attendees

JAZZ IN THE PARK | WEDNESDAYS JUNE, JULY & AUGUST (13 EVENTS)

13 Summer Nights of Free Local Music | 905 total attendees

MOVIE IN THE PARK | JUNE 1ST

1 Newly Released Movie | 5 Breweries | 1 Face Painter | 1 Balloon Artist |
9 Food Trucks | 1,750 attendees

CAR SHOW STREET PARTY & CONCERT | JUNE 14TH

1 Band | 4 Breweries | 2 Cocktail Providers | 8 Food Trucks | 50 VCC
Cars | 4,500 in attendees

16TH ANNUAL CLASSIC ROCK CRUISE IN CAR SHOW | JUNE 15TH

2 Bands | 9 Food Trucks | 4 Breweries | 2 Cocktail Providers | 300
Classic Cars | 8,000 attendees

BOOTS & BREWS | JULY 27TH

3 Bands | 6 Breweries | 2 Cocktail Providers | 6 Food Trucks
3,100 attendees

OKTOBERFEST | SEPTEMBER 21ST

17 Breweries & Cocktail Providers | 1 Band | 1 DJ | 1 German Dance
Performance | 15 Food Trucks | 14,000 attendees

RESTAURANT WEEK | OCTOBER 6TH - 12TH

20 Downtown Restaurants | Lots of buzz on social media

FANGTASTIC FESTIVAL | OCTOBER 25TH

22 Business Vendors | Spooky Music | Free Pumpkin Patch | Lots
of candy | Even more smiles | 450 attendees

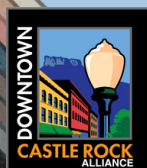
CARRIAGE RIDES | NOVEMBER 29TH - DECEMBER 29TH (WED - SUN)

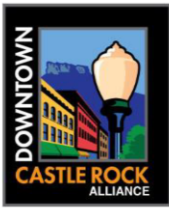
2 Carriages | 1,953 Riders | 1 Brilliant Star | Thousands of twinkly lights

TROLLEY RIDES | SUMMER - WEDNESDAYS IN JUNE, JULY & AUGUST

WINTER - MONDAYS & TUESDAYS IN NOV & DEC

824 Summer Riders | 902 Winter Riders





Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Downtown Merchants Association Annual Report to Town Council 2024

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. 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 and create a sense of community in the center of Castle Rock.

Report

In 2024, the DMA was fortunate to have great weather and great attendance for its events. In addition to the 6 events that are included in the Town Service Contract with the DMA, the DMA produced an additional 18 community events and activations for a total of 24 events. The DMA also partners with the Town of Castle Rock and DDA to provide free summer and winter trolley service on a repeating schedule, as well as to provide free trolley service during its largest events.

Looking at the state of the downtown economy, small businesses in Downtown have continued to report that inflation is impacting their businesses. Anecdotally, conversations have reported that customers are increasingly seeking discount opportunities such as happy hours or specials at restaurants. This is a typical consumer reaction to inflation and our retailers have reported some of that activity picking up. It is still undetermined how much and how long inflationary pressure will continue, but the Downtown Alliance and Castle Rock EDC will continue to pursue good economic development efforts to support business and the economy.

While the cost to produce events has continued to rise, the DMA is proud that it has continued to go above and beyond with respect to its Service Contract with the Town of Castle Rock. The DMA has also maintained a model where for every \$1 received from the Town, the DMA generates an additional \$3 to pay for community events and activations in Downtown. This generally comes from 3 private sector sources: sponsorship sales, alcohol sales and vendor booths. This allows the DMA to produce events at a fraction of the cost. All events in 2024 are family friendly and free, providing safe, professionally produced entertainment for Castle Rock residents and visitors.

This report provides information on each event produced by the DMA and their estimated attendance numbers. Following is the list of events and approximate attendance for each event to date:

(table on next page)

Date	Event	Est. Attendance
May 18, 2024	Spring Kickoff Concert	3,000
June 1, 2024	Movie in the Park	1,750
June 5, 12, 19, 26, 2024	Jazz In the Park	50-150 per event (4 events)
June 14, 2024	Street Party & Concert	4,250
June 15, 2024	Classic Rock Cruise-In Car Show	8,000
July 3, 10, 17, 24, 31, 2024	Jazz In the Park	40-100 per event (5 events)
July 27, 2024	Boots & Brews	3,100
Aug. 7, 14, 21, 28, 2024	Jazz in the Park	55-100 per event (4 events)
Sept. 21, 2024	Oktoberfest	14,000
Oct. 6-11, 2024	Restaurant Week	20 Participate Restaurants
Oct. 25, 2024	Fangtastic Festival	450
Weds. in June, July & Aug.	Summer Trolley Rides	824 riders (13 nights)
Mon., Tues., from 11/25-12/30	Winter Trolley Rides	902 riders (12 nights)
Weds.-Sun. from 11/29-12/29	Carriage Rides	1,953 riders

2024 Service Contract with Town: 6 events

2024 DMA Produced: 24 events and attractions

Total Estimated Attendance: 39,134 attendees

Events Recap

Spring Kickoff Concert

The Castle Rock community was blessed with great spring weather on Saturday May 18, 2024, for the Spring Kickoff Concert in Festival Park. This event welcomed the Castle Rock community to Festival Park from 5-10pm to celebrate the start of better weather and community events. The concert featured Sarah P. and the Dirty Logger and headliner Premium Diesel, who are both local bands, that played to a family friendly crowd. Several local breweries were present to serve the public including Rockyard Brewing Co., Great Divide Brewery & Roadhouse, Wild Blue Yonder Brewing Co., 105 West Brewing Co., and Mystic Mountain Distillery. Eight food trucks were present providing everything from BBQ to bundt cakes. Families enjoyed free face painters and balloon art. An estimated 3,000 people were in attendance.

Movie In the Park

A community favorite, Movie in the Park was back this year on Saturday, June 1st and featured The Super Mario Bros. Movie. The park was packed with an estimated 1,750 people enjoying a beautiful summer evening and tons of family fun. Face painters, balloon artists, vendor booths and fun activities kept everyone entertained until showtime. Great Divide Brewery, Wild Blue Yonder Brewing, 105 West, Purgatory Wine Cellars and Moly Brown Distillery kept things cool with adult beverages.

Jazz In the Park – June & July Series

In 2023, the DMA Staff received several unsolicited emails from Castle Rock residents asking for more Jazz in the Park evenings in Festival Park. This coupled with positive feedback from the restaurants in the area regarding the increase in traffic during these events, encouraged the DMA to consider expanding the offerings of this event. For 2024, the event time was moved later in the evening so that it would be cooler and was extended into August (which will be reported in the Annual Report). The DMA is excited to have once again partnered with Castle Rock Music to provide Jazz in the Park throughout the summer. This event is scheduled for

Wednesdays in June, July, and August from 6:30-8pm providing a total of 13 evenings of free entertainment in the park. Performances include local jazz musicians as well as local jazz students.

The goal of these events is to provide a low-key vibe, with no stage or high-end sound equipment. The idea is that every Wednesday when a resident or guest comes to Downtown Castle Rock, there is live music. Financially, this event series is designed to be neutral in sponsorship dollars and cost to produce. The goal for this series is focused around enhancing the Downtown experience, encouraging guests to eat dinner before or after at a Downtown restaurant or enjoy a cocktail or ice cream at the many delightful spots. 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

On Friday, June 14, 2024, the DMA held a fantastic kickoff to the weekend festivities with a Street Party and Concert from 6-9pm at 4th and Wilcox Street. After some rain earlier in the day and the threat of hail, the sun came out and gave the community perfect weather for the event. Roughly 50 cars from the members of the Vintage Car Club of Castle Rock were on display. Entertainment was provided by the band, Shelvis and Roustabouts and local beverages were available from Rockyard, Wild Blue Yonder, 4 Noses, 105 West Brewery, 105 West Bear'l Cellars and Molly Brown Distillery. Staff received positive feedback from participants and partners.

Classic Rock Cruise-In Car Show

The Castle Rock community celebrated the 16th Annual Classic Rock Cruise-In Car Show on Saturday, June 15, 2024, in partnership with the Vintage Car Club of Castle Rock. With excellent weather, over 300 classic and exotic cars, a free rock-climbing wall, free bounce houses, a free face painter and free balloon artist. Local bands, Scarecrow Revival and longtime band at the car show, The Atomic Drifters, played car show music enjoyed by all ages. There were 9 different food trucks providing a great selection of food, desserts and snacks at the event. Beverages were available from Rockyard Brewing Co., 4 Noses Brewing Co., Wild Blue Yonder Brewing Co., 105 West Brewing Co., 105 West Bear'l Cellars, and Molly Brown Distillery. This Car Show Weekend was the largest Car Show that the DMA has produced, and it was rewarding to see so many happy people in Castle Rock at the event.

Boots and Brews

Always a community favorite, the Boots & Brews event was held on Saturday, July 27th following the Douglas County Fair Parade which serves as a kickoff to the Douglas County Fair. Downtown was packed with Castle Rock families eager to 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 live music by Brennen Futa, The 101st Army Band, and local favorite The John Saunders Band. Guests also enjoyed a mechanical bull, face painting and balloon artistry. Local breweries: 105 West Brewing Co., Rockyard Brewing, Great Divide Brewing Co., Los Dos Potrillos, Wild Blue Yonder, and Elizabeth Brewing Co. kept the cold brews flowing while Mystic Mountain Distillery and Bear'l Cellars served unique cocktails and wine.

Oktoberfest

On September 21, the DMA hosted its largest signature event of the year, Castle Rock Oktoberfest. DMA Staff estimates that approximately 14,000 people were in Downtown during the hours of the event. Entertainment for the event included The Austrian Connection performing traditional Austrian and German music, Germain themed dance routines performed The Castle Rock Dance Academy, and a variety of fun entertaining games were woven through the days schedule of events. To conclude the event, DJ Markus hosted a DJ Dance Party for the last few hours of the evening. Brewery and cocktail providers included: Eddyline Brewing, Elizabeth Brewing Company, Great Divide Brewing Co., Lone Tree Brewing Company, Los Dos Portillos Cerveceria, Rockyard Brewing Company, Wild Blue Yonder, Danico Brewing, New Image Brewery, Crooked Stave Brewery, Ration Beerworks, Woods Boss Brewery, Dry Dock Brewery, 105 West Brewery, Bear's Cellars, Molly Brown Distillery, Provision and Purgatory Cellars. Attendees were once again able to purchase the signature authentic Germain steins which sold out early in the day. The event went through 129 kegs plus 3,118 servings of cocktails and wine.

A total of 15 food vendors participated in this year's event and provided guest with a wide variety of options ranging from Traditional German food to American favorites and plenty of sweet and salty treats to go around. The vendor list included: Woodhill Small Batch BBQ, German Pretzelkings, 47 Bakery, La Chaparrita Sabor de Mexico, LAZO Empanadas, Original by Greeks, Mondal's, Sweet Lorraine's Catering, SALT Craft Meat Market, The Cake Co., Glacier Homemade Ice Cream, Mike High Kona Ice, Nothing Bundt Cakes, Traveling Tom's Coffee, Whitewater Kettle Corn, and Bohemian Wurst.

Restaurant Week

This year's Restaurant Week campaign was held between Sunday, October 6th and Saturday, October 12th and had a record of 20 downtown restaurants that participated. Those restaurants included: Angie's Restaurant, Arayes Grilled Stuffed Pitas, B&B Café, Block & Bottle, B's Deli, Castle Café, Dos Santos, Fist & Co., Glacier Homemade Ice Cream, Gluttony & Graze, Granelli's Pizzeria, Great Divide Brewery, Scileppi's, Sinners & Saints, The Office, Tribe, Union, Vista Vino, Wild Blue Yonder, and Z'Abbracci's. A survey was sent out following the campaign and 33% of restaurants reported an increase in foot traffic, 66% said fall is the best time of year to hold Restaurant Week, 100% said they would participate again in 2025, and 44% reported overall marketing for Restaurant Week was better than in other years.

Fangtastic Festival

The Fangtastic Festival was held on Friday, October 25, from 12pm to 3pm. 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. The weather was very warm for this time of year, so attendance was fantastic! Vendors lined the around the lawn of Festival Park and passed out candy and other fun goodies. Castle Rock Autoplex was the Title Sponsor for this event, AdventHealth sponsored the free pumpkin patch while Lifetime Windows & Siding and Folkestad Fazekas Barrick & Patoile PC. sponsored face painting and balloon art as the Family Entertainment Sponsors.

Downtown Businesses Engagement

Once a year, the DMA and DDA hold a Downtown Stakeholders meeting that is open to the public and information is presented about downtown events, programs, and projects. This year, Town Public Works Staff and Castle Rock Police Department presented to the audience as well, providing information about

upcoming construction and traffic and parking enforcement. The Castle Rock Downtown Alliance (both DMA and DDA) facilitate these meetings to provide information and answer questions. The DMA hopes these efforts assist the Town in answering questions and disseminating vital information.

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 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.

At events this year and on social media, the DMA organized gift card giveaways 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. This may change a habit or two, creating a new customer for a small business in Downtown.

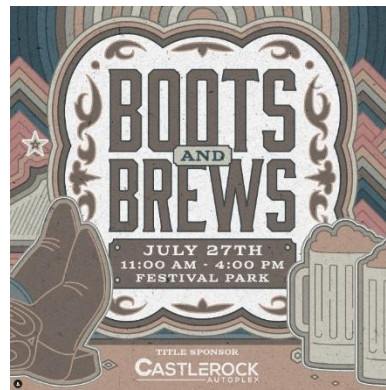
Summary

The DMA continues to work extremely hard to provide value to the Town of Castle Rock. The partnership between the Town and DMA leverages taxpayer dollars to go farther. For every \$1 received through this service contract from the Town of Castle Rock, the DMA generates an additional \$3 that go straight to free events and free entertainment for the Castle Rock community and visitors. In addition, this year's service contract with the Town of Castle Rock provided partial financial support for 6 events, and in an effort to go above and beyond the DMA produced 24 events and attractions.

The DMA is proud of this model for funding community events and is thankful for the partnership with the Town of Castle Rock. In 2024, the DMA was fortunate to have great weather and great attendance, and the impact of these events has provided safe, family friendly entertainment to the community as well as to serve as an economic generator for the small businesses in Downtown.

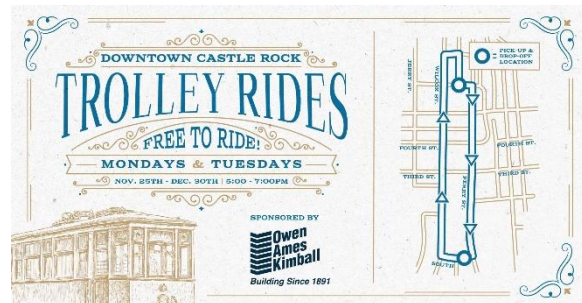
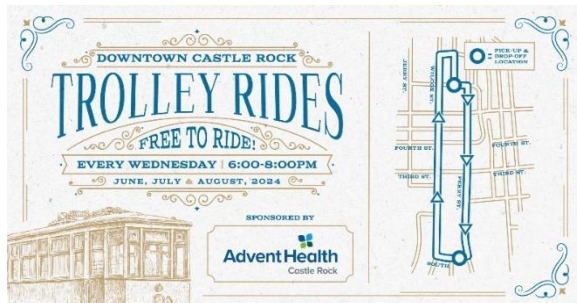
Contact:
Kevin Tilson
Director, Downtown Alliance
kevin@downtowncastlerock.com
303-688-7488

Attached on the following pages are several examples of the marketing materials from DMA produced events in 2024, as well as a few photos.



Summer Trolley – Every Wed. in June, July, Aug.

Winter Trolley – Every Mon. & Tues (11/25-12/30)



Spring Kickoff Concert



Car Show Weekend - Friday Concert



Car Show Weekend – Saturday Car Show



Boots and Brews



Oktoberfest



Fangtastic Festival

