

Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Downtown Merchants Association Annual Report to Town Council 2019

Background

The Castle Rock Downtown Alliance is a partnership between the Downtown Merchants Association and Downtown Development Authority. This partnership of two organizations unifies the Downtown organizations under one roof, with 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, 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

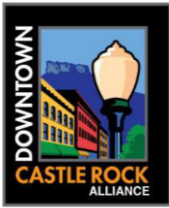
The DMA produced a variety of activities in Downtown Castle Rock in 2019 and this report provides an end of the year update. Following is the list of events and estimated attendance for each to date:

<u>Event</u>	<u>Date</u>	<u>Estimated Attendance</u>
Spring Kickoff Concert	May 17, 2019	1,500
Starlight Movie Night	June 1, 2019	1,500
Car Show Street Party & Concert	June 14, 2019	1,500
11 th Annual Classic Rock Cruise In Car Show	June 15, 2019	8,000
Activities in the Park (Yoga)	July 9, 2019	50
Fun in the Sun	July 16, 2019	1,000
Activities in the Park (Chalk)	July 23, 2019	250
Boots & Brews	July 27, 2019	2,500
Street Party & Concert Under the Lights	August 9, 2019	4,000
Sunday Dinner	August 18, 2019	150
Oktoberfest	September 28, 2019	12,000
Fangtastic Festival	October 31, 2019	500

Total attendance for the 2019 event season: **32,950**

Summer Event Series

The 2019 Summer Event Series focused on providing even more free and family-oriented activities in Downtown Castle Rock. Many events, such as the Starlight Movie Nights, Boots & Brews, Concert Under the Lights and Sunday Dinner, were hosted in Festival Park. Reducing the number of events held on Wilcox and adjacent streets decreased the street closure burden on downtown businesses, while still drawing people to the district to shop and dine.



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Winter Activities

In order to encourage even more activity in Downtown during the winter season, the Downtown Merchants Association partnered with the Town of Castle Rock and Castle Rock Chamber of Commerce to produce winter activities. The 2019 winter calendar was full of festive, holiday events including ice skating, bake-offs, carriage rides, park events and more.

From November 28th to December 28th, the DMA and Town hosted carriage rides every Thursday, Friday and Saturday for community members to view the downtown holiday lights. Community members also enjoyed ice skating at the Rink at the Rock, run by the Downtown Development Authority. Both initiatives aim to increase commerce in the downtown district by providing activities to supplement shopping and dining options.

Events Recap

Spring Kickoff Concert

- The DMA hosted the Spring Kickoff Concert for the first year on May 17, 2019. Social media platforms, such as Facebook reached approximately 10,000 people to market the event in Festival Park. An estimated 1,500 people came to Downtown Castle Rock to enjoy live music from Grayson Little and Winchester Gray, as well as beer from Rockyard Brewing and 105 West Brewing. Kids enjoyed free bounce houses, face painting, balloon artists and lawn games while community members set up blankets and chairs on the park lawn to enjoy the music. Attendees had a chance to win \$20 gift cards from the following downtown businesses: Yolanda's Tacos, Dazbog Coffee and The Emporium.

Starlight Movie Night

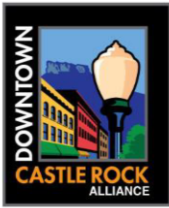
- The DMA kicked off the month of June with a Starlight Movie Night, showing Wreck-It Ralph 2: Ralph Breaks the Internet. Approximately 1,500 attendees gathered in Festival Park for a street party at 6pm and movie at dusk. Pre-movie fun included face painting, bounce houses, henna tattoos, a limbo competition and a dance contest. Attendees walked the pre-movie street party with food vendors, brews and various vendor booths. Gift cards to downtown businesses given away at the event included The Barn, Lost Coffee and Sugar Spoon Candies.

Car Show Concert

- The Annual Car Show Concert took place on June 14, 2019 on Wilcox Street from 3rd to 5th Street. The concert followed last year's event layout in order to fit the 1,500 attendees. Fifty classic cars lined Wilcox, while Giant Zero played from 6 – 9pm. Event attendees enjoyed brews from 105 West Brewing, as well as wine and margaritas. Attendees posted on the Downtown Facebook page to win gift cards to a variety of downtown businesses including Mountain Man Nut & Fruit Co., The Office Co. Bar & Kitchen, The Barn Antiques & Specialty Shops, Z'Abbracci's, Colorado Bike + Ski, Glacier Ice Cream & Gelato, Briccy's Coffee, Farmgirl Foods and Siena at the Courtyard.

Classic Rock Cruise In Car Show

- Downtown Castle Rock celebrated the 11th Annual Classic Rock Cruise In Car Show on Saturday June 15th, 2019 with event co-producer, the Vintage Car Club. Over 300 classic and exotic cars



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were on display while kids enjoyed free activities. The Atomic Drifters performed classic rock tunes until 12pm. Local act, The John Saunders Band, performed until the awards ceremony, where car entrants won awards such as Hottest Car, Best in Show, Most Likely to be Pulled Over and Mayor's Choice. Attendance was estimated at a little more than 8,000 people throughout the five-hour event.

Activities in the Park (Yoga)

- In 2019, the Downtown Merchants Association continued to host Activities in the Park to activate Festival Park during weekdays. These activities are smaller, midday events that provide free, kid-friendly entertainment during the summer.
- The first activity this year consisted of Yoga in the Park, on July 9, 2019, from 9am –12pm. An estimated 50 attendees gathered in the park for a free yoga class hosted by The Yoga Studio Colorado. Lawn games, downtown business vendor booths and food trucks provided a day of family fun in the park.
- On July 23rd, 2019, the DMA hosted a second Activity in the Park with Chalk in the Park. Families could enjoy lawn games, sidewalk chalk for kids and watch four professional sidewalk chalk artists create art throughout the park. Inflatables, lawn games and other art themed activities were also available for families to enjoy at the event. Attendance for this event is estimated at 250.

Fun in the Sun

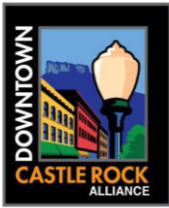
- On Tuesday, July 16, 2019, 1,000 kids and parents cooled off at the Douglas County Fairgrounds with water bounce houses, music, a dunk tank, and a foam party for the Fun in the Sun event. Many attendees brought their own picnic lunch, while others bought from food vendors such as Mile High Cajun, Frosty Freeze Ice Cream and Mile High Kona Ice. 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. In partnership with the Douglas County Fair & Rodeo, rodeo royalty held the limbo contest and dance party and gave away four-pack tickets to the Rodeo.

Boots & Brews

- Starting at 9am, the community lined the streets to watch the Fair and Rodeo Parade in celebration of the 101st year of the Douglas County Fair & Rodeo. During the parade, community members bought bloody marys and walked around Festival Park with vendors and family activities at Boots & Brews. After the parade, an estimated 2,500 people visited Rockyard Brewing, 105 West Brewing, Bristol Brewing and Jagged Mountain tents stationed in the park. Community members enjoyed music from Macy Todd and Grayson Little while kids enjoyed free bounce houses, face painting, balloon artists and lawn games.

Street Party & Concert Under the Lights

- Andy Sydow and Dave Tampkin played to approximately 4,500 community members on Wilcox Street, where the DMA hosted the Concert Under the Lights event from 6 – 10pm on Friday, August 9, 2019. We had three local breweries serving beer: Bristol Brewing, 105 West Brewing



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and Rockyard Brewing, as well as Colorado Cork & Keg selling craft cocktails. Attendees gathered in Festival Park for a night for live music, food trucks, drinks and lawn games. Kids had fun with carnival games, bounce houses and face painters. Gift cards were given away from downtown businesses including The Barn, Castle Rock Music, Siena at the Courtyard, Crowfoot Valley Coffee and Planet Scuba. The Concert Under the Lights was the first night of a weekend of live music in Downtown. Maddiepalooza, hosted by Maddie's Biergarten followed on Saturday.

Sunday Dinner

- On August 19th, community members gathered in Festival Park for Sunday Dinner. Attendees came to the park between 4 – 7pm to enjoy food from Bit O' Boston and The Chaotic Kitchen. Guests dined with their families at tables throughout the park, under the pavilion and picnic style on the lawn. The Douglas County Libraries donated beach balls to each family at the event. Those that attended were encouraged to leave their electronics at home and connect with their family, discuss table topics provided by the DMA and enjoy musical performances by Castle Rock Music Jazz Trio and Terresa Mahoney.

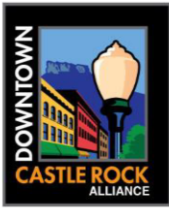
Oktoberfest

- The 2019 Oktoberfest was the largest yet, with an estimated 12,000 attendees in Wilcox Square on September 28, 2019. Sixteen breweries joined the festival including Barnett & Sons, Bristol Brewing, Elizabeth Brewing, Great Divide Brewing Company, Lone Tree Brewing Company, Jagged Mountain, Red Truck Beer, WestBound & Down, Rockyard Brewing, 105 West Brewing, Mason Aleworks, BURLY Brewing, Astro Tap House, Colorado Cork & Keg, and Honnibrook Craft Meadery. The annual fall festival featured a variety of different entertainment including classic Bavarian tunes, cornhole, face painters, balloon artists, extreme pumpkin carving, stein hoisting competitions and giant beer pong. The festivities began with the ceremonial keg tapping at 1pm and ended with a DJ dance party from FIVE13 Studios. A record 135 kegs were tapped at the festival and 5 gift cards from downtown businesses were given away.

Fangtastic Festival

- The DMA held Fangtastic Festival, a Halloween event for younger children in Festival Park on October 31, 2019 from 1-4pm. Downtown business, AR Workshop provided a pumpkin painting station where families could paint their own pumpkin. Kids were encouraged to wear their costumes, play games in the park, get their faces painted and trick or treat. Twenty vendors participated in the event and an estimated 500 community members attended.

The DMA continues to focus on digital platforms such as Facebook, Instagram and website to promote community engagement. Online marketing strategies allow us to collect real-time feedback on events, helping us to better connect with our community, track the number of people engaged in our events and better estimate attendance. The Downtown Castle Rock Facebook page gained over 1,100 followers in 2019, putting total followers at 10,236 in December. In addition, over 345,000 people were reached on the Downtown Facebook Event page in the last 365 days. Downtown Castle Rock is also active on Instagram and Twitter with 1,519 and 1,679 followers, respectively.



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In 2019, the DMA continued its gift card giveaway program by purchasing \$20 gift cards from 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. During the event season, the DMA purchased a total of \$560 in gift cards from 28 different businesses. In addition, businesses collectively donated \$1,000, totaling \$1,560 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. Social media engagement to win gift cards to downtown businesses increases social media activity for both the DMA and downtown businesses and drives people to visit the business in person to redeem their gift card.

Summary

The DMA had one of its most successful event seasons yet in 2019. This could not have been achieved without the financial and logistical support of the Town of Castle Rock, facilitating street closures, permitting liquor licenses, providing fire and safety services, and other logistical components. For the larger DMA events (Car Show, Concert and Street Party and Oktoberfest), DMA staff works proactively with the Communication Plan Team. This team of key Town staff across multiple departments meets to ensure a consistent understanding of event logistics. These meetings and the team involved has allowed for open communication and problem solving early in the DMA event planning process.

The DMA hopes to increase the impact on economic activity in Downtown by leveraging support from the public and private sector to produce quality events in Downtown Castle Rock as a redevelopment and revitalization strategy. In 2019, the DMA was able to produce roughly \$3 in income from sponsorships and sales for every \$1 provided by the Town of Castle Rock via the 2019 service contract. Looking forward to 2020 and beyond, the DMA is excited about new signs of vibrancy in Downtown Castle Rock.

Contact:

Kevin Tilson

Director, Downtown Alliance

kevin@downtowncastlerock.com



2019 DMA ANNUAL REPORT DOWNTOWN EVENTS



OKTOBERFEST

SEPTEMBER 28 | ATTENDANCE: 12,000



**CAR SHOW
STREET PARTY & CONCERT**
JUNE 14 | ATTENDANCE: 1,500



**11th ANNUAL CLASSIC ROCK
CRUISE IN CAR SHOW**
JUNE 15 | ATTENDANCE: 8,000



SPRING KICKOFF CONCERT
MAY 17 | ATTENDANCE: 1,500



STARLIGHT MOVIE NIGHT
JUNE 1 | ATTENDANCE: 1,500



BOOTS N' BREWS
JULY 27 | ATTENDANCE: 2,500



CONCERT UNDER THE LIGHTS
AUGUST 9 | ATTENDANCE: 4,000



ACTIVITIES IN THE PARK: YOGA
JULY 9 | ATTENDANCE: 50



SUNDAY DINNER
AUGUST 18 | ATTENDANCE: 150



ACTIVITIES IN THE PARK: CHALK
JULY 23 | ATTENDANCE: 250



FANGTASTIC FESTIVAL
OCTOBER 31 | ATTENDANCE: 500



FUN IN THE SUN
JULY 16 | ATTENDANCE: 1,000

TOTAL ATTENDANCE: 32,950