



Castle Rock
**PARKS &
RECREATION**
April 2025
Monthly Report



UPCOMING

Events

View up-to-date information at CRgov.com/Events.

MAY
25

Festival Park Farmers Market Kickoff
9 a.m. to 2 p.m.
Festival Park

JUNE
6

First Fridays feat. Those Crazy Nights
5:30 to 9 p.m.
Festival Park

JUNE
7

National Trails Day
9 a.m. to noon
Metzler Family Open Space

JUNE
14

Climb4Change
6:30 a.m. to 1:30 p.m.
Challenge Hill and trails at Philip S. Miller Park

JUNE
19

Tunes for Trails / Perks for Parks feat. Heavy Diamond Ring
6:30 to 9 p.m.
Amphitheater at Philip S. Miller Park

JUNE
21

Summer Concert Series feat. Sugar Ray
6 to 10 p.m.
Amphitheater at Philip S. Miller Park

CAPITAL PROJECT UPDATES

Parks, Open Space & Trails

The following updates summarize general progress that occurred throughout the month on capital projects managed through the Parks and Recreation department; for background information and additional details visit CRgov.com/ProjectUpdates.

Centennial Park court replacement project

Throughout April, Renner Sports Surfaces poured the new north and south courts at Centennial Park, which are now in their one-month curing stage, and placed the courts' fence posts. Sabell's Civil and Landscape completed work on placing walks and hardscape surrounding the courts and will soon move on to preparing to form ramps and stalls for the parking lot. The project is still on schedule to open to the public in June weather permitting.

Lost Canyon Ranch Open Space

In 2024, the Douglas County Board of County Commissioners and Town of Castle Rock approved an Intergovernmental Agreement to define the terms and conditions regarding a financial contribution to the Town for the acquisition of Lost Canyon Ranch Open Space. As part of this agreement, the Town shall provide the County with an annual report documenting the work performed by the Town on the open space property each year through and including April 1, 2034. Last month staff completed and submitted the report to the Douglas County Open Space Advisory Committee per the agreement.

The Parks and Recreation Department has spent the last year assessing the site and its components to create a Master Plan as well as a Management Plan to guide the management of the open space and balance conservation and recreation through future amenity placement.

Town staff and its contractors have been assessing the property's resources, determining sustainable trail alignments, analyzing potential future uses of the building envelopes and the feasibility of existing structures, engaging neighbors and community members to obtain feedback on future use, and conducting needed maintenance, including minor repairs to the roads and buildings.

The Town's intent is to open Lost Canyon Ranch Open Space to general public use in late summer or fall 2025. The opening date will depend on the construction timeline for the entrance gate, trails, trailheads and signage. Before any construction begins, the Master Plan and Trails Plan must be approved by Douglas Land Conservancy and Castle Rock Town Council. The approvals are tentatively scheduled for June and July 2025 respectively.



NEW AND NOTABLE

Updates in Parks and Recreation



Commercial Activity Permits

Permits or reservations required for some uses of parks, trails and recreation facilities

Spring is here and warmer weather is just around the corner. As temperatures rise, more people venture outside to enjoy the Town of Castle Rock's beautiful parks, open space and well-maintained recreation facilities. But, did you know, commercial use, exclusive use or activities that will impact other park users or general park operations require a permit or rental agreement?

COMMERCIAL ACTIVITIES OR SERVICES

All commercial activities or services in Town parks that provide a benefit to an individual, group or organization require a permit. A commercial activity permit provides licensed vendors the opportunity to sell food, nonalcoholic beverages and other services and goods at designated sites approved by the Town. Some examples include mobile food vendors, dog training classes, boot camps, running clubs, music classes and fitness classes.

Permits also ensure there are no conflicts with planned maintenance during the use of Town parks and facilities, and that adequate insurance coverage is in place.

Commercial activity and services permit applications are available online at CRgov.com/ParkPermits. Allow two weeks for application processing and approval. Permit cost varies by location.

COMMERCIAL FILM AND PHOTOGRAPHY

Filming and photography for commercial purposes on public property or in parks also require a permit. Applicants must complete a permit application at least five days before the shoot (30 days for large or more complex productions). Film and photography permit applications can be found online at CRgov.com/ParkPermits.

SPECIAL EVENT PERMITS

If you plan to host an event for 50 people or more in any public Town location, please review the special events information available at CRgov.com/SpecialEvents under the "plan an event" tab. The first step for any event organizer is to fill out a special event application. Applications for the upcoming year are generally accepted from November through January and reviewed by the Special Events Committee. Special event applications for the 2025 event season are closed and will open in mid-November for 2026 events. Approvals are issued beginning in early January.

FIELD AND ATHLETIC RENTALS

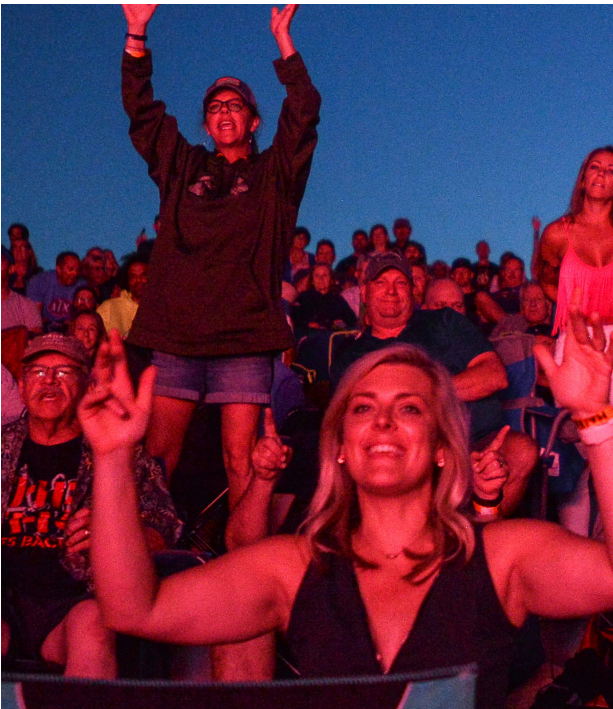
The Parks and Recreation Department has more than 15 outdoor facilities, including fields, pickleball courts, tennis courts, inline courts and trails, that are available for rent. For more information and to make a reservation, visit CRgov.com/AthleticRental.

FACILITY AND VENUE RENTALS

Some Parks and Recreation venues are available for rent to individuals or outside groups for special gatherings, weddings or meetings. A few of the facilities that may be available for rental include Town park pavilions, meeting/party rooms at the Castle Rock Recreation Center and Miller Activity Complex, and the Millhouse or Amphitheater at Philip S. Miller Park. For details about rental options, pricing and availability, visit CRgov.com/VenueRental.

NEW AND NOTABLE

Updates in Parks and Recreation



Summer Concert Series

2025 Summer Concert Series lineup announced

The Town released its much-anticipated Summer Concert Series lineup, bringing five unforgettable nights of music and pure summer vibes.

Tickets for the 2025 Summer Concert Series are now on sale at CRgov.com/Concerts.

- Saturday, June 21 — Sugar Ray — Kick off the summer with feel-good hits and sun-soaked vibes from one of the most iconic bands of the late '90s and early 2000s. Their mix of pop-rock hits and playful charisma is the perfect start to summer in Castle Rock.
- Friday, July 11 — Sound check underway ... artist announcement coming soon!
- Saturday, July 19 — Philadelphia Freedom: A Tribute to Elton John — Step into a glittering world of timeless hits as this tribute show celebrates the legendary Elton John. It's a youthful and energetic Rocket Man kind of night, full of sing-alongs and sparkling style.
- Saturday, Aug. 9 — Chris Lane — Country fans, this one's for you! Blending smooth vocals with a contemporary edge, Chris Lane delivers a high-energy performance filled with southern swagger and chart-topping personality.
- Saturday, Aug. 30 — Yachty Got Back with the Denver Pops Orchestra — Set sail on a retro ride with this yacht rock tribute band, supercharged by the Denver Pops Orchestra. With '70s grooves and symphonic surprises, it's sure to be a fitting finale to summer.

Mark your calendars, rally your friends and join us for an unforgettable summer. Each concert promises a memorable experience with great music, tasty food, refreshing drinks and the scenic beauty of Philip S. Miller Park. Summer sounds better here.

Gates open at 6 p.m. and opening bands begin playing at 7 p.m. for all concerts except the Denver Pops show, which is scheduled one hour later. Delicious food will be available from a variety of food trucks and drinks can be purchased from the full cocktail bar.

To buy tickets or get more information, visit CRgov.com/Concerts.

NEW AND NOTABLE

Updates in Parks and Recreation



Earth Day

Community volunteers support habitat restoration

In recognition of the 55th anniversary of Earth Day, the Town's POST Partners Volunteer Program hosted a hands-on conservation event focused on riparian habitat restoration along McMurdo Gulch in the Terrain neighborhood. Despite cold weather, 55 dedicated volunteers participated in the Earth Day Willow Harvest and Planting on April 19.

Volunteers contributed a combined total of 110 service hours harvesting cuttings from mature willow plants and planting them at two creek crossing locations. These native willows play a key role in stabilizing streambanks, improving water quality and enhancing habitat for local wildlife. The event offered a meaningful opportunity for residents—including scout groups and environmentally minded individuals—to engage in stewardship of Castle Rock's natural resources.

The estimated value of the volunteer service provided during the event is just under \$4,000. This project reflects the Town's ongoing commitment to sustainability and community involvement in protecting and enhancing local ecosystems.



Tiny Art Quest

Public Art Commission launches Tiny Art Quest

The Public Art Commission has officially launched the second annual Tiny Art Quest, a creative youth engagement initiative designed to celebrate imagination and bring public art to unexpected places in Downtown Castle Rock.



Introduced in 2024, the Tiny Art Quest is part scavenger hunt, part miniature art installation. The initiative invites Castle Rock students age 13 and under to submit original artwork for the chance to have their creations transformed into small-scale public art pieces. Selected artwork will be recreated and installed in hidden or whimsical locations in and around Festival Park this fall, offering the community a unique opportunity to discover art in new ways.

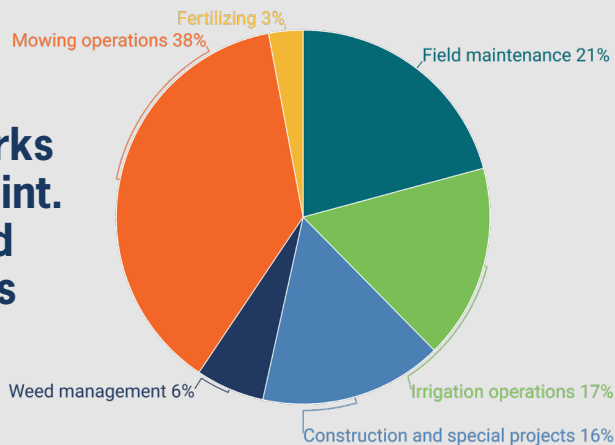
Feedback from the inaugural year was overwhelmingly positive, with participating families expressing appreciation for the opportunity to connect their children with public art in a hands-on and meaningful way. This year, the program continues with the goal of selecting 10 to 15 finalists whose work will be featured in the installation.

The submission deadline for the 2025 Tiny Art Quest is Monday, June 30. The program reflects the Public Art Commission's ongoing commitment to fostering creativity, youth engagement and community connection through accessible and inclusive public art opportunities. [Learn more about the Tiny Art Quest and the Public Art Commission's work to engage local youth in arts.](#)

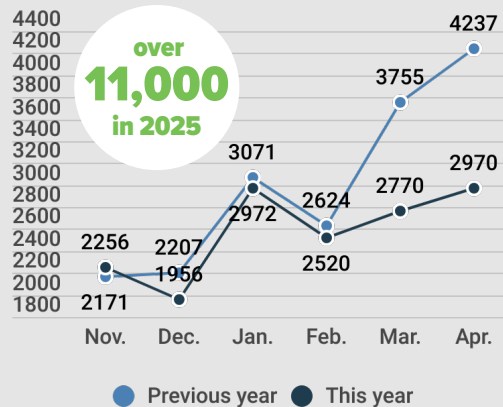
APRIL OPERATIONS

By the Numbers

Parks Maint. and Ops



RockREC Registrations



This data represents the number of online program registrations completed via the RockREC app or the desktop version of the site, Recreation.CRgov.com

Facility Admissions

Daily admissions at the Recreation Center reached their highest April total since 2018, reflecting a 14% increase over April 2024 and an 8% increase compared to April 2023. This sustained growth highlights strong community engagement and consistent demand for recreational services.



Highest April admissions since 2018

POST Partners Volunteer Program



449
volunteers

▲ **39%**
increase over April 2024



1,119
volunteer hours

▲ **43%**
increase over April 2024



24
events

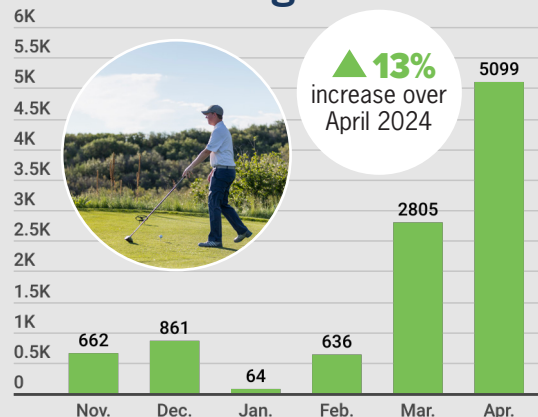
▲ **118%**
increase over April 2024



156
trash bags collected

▲ **16%**
increase over April 2024

Red Hawk Ridge Golf Course



Park Pavilion and Trolley Rentals

The Town Trolley is available for rent for a variety of events, including field trips, historic landmark tours, weddings, nights on the town, and special event parking transportation.

6

trolley rentals, up from 3 in April '24



Pavilions at Town parks are also available for rent throughout the year, with the rest being available on a first-come, first-served basis. Rental numbers for both assets typically slow with colder weather.

31

pavilion rentals, up from 26 in April '24



SOCIAL MEDIA

Summary

Social Media Overview

The Parks and Recreation Department continues to utilize social media as a key tool for public outreach, community engagement and program and event promotion. Department efforts are primarily coordinated across three main platforms: the Town's official Facebook page (facebook.com/CRgov), the Town's Instagram account (instagram.com/CRgov) and the Parks and Recreation Department's dedicated Instagram account (instagram.com/crparksrec). Other platforms, such as X (formerly Twitter) and Nextdoor, are also used to supplement messaging, though the greatest reach and engagement is consistently achieved through the three primary channels. Parks and Recreation's social media efforts serve four primary purposes:

- Informing the public about services, updates and initiatives
- Promoting community events and programs
- Showcasing organizational and community achievements
- Supporting participation in Parks and Recreation programs, facilities, events and volunteer opportunities

Each platform plays a distinct role and is strategically utilized based on its audience and strengths. The Parks and Recreation Department collaborates closely with the Town's Communications Division to plan and develop content that aligns with broader Town messaging priorities. Given that the Town's primary channels are shared among all departments, coordination helps ensure appropriate timing and placement of content related to Parks and Recreation.

Facebook (Town of Castle Rock)

This platform serves as a comprehensive communication tool, reaching local residents, families, businesses and community organizations. Content includes Townwide announcements, public service updates, event promotions and community highlights. Parks and Recreation messaging is integrated into this channel on a scheduled basis based on Townwide priorities.

Instagram (Town of Castle Rock)

As a visual storytelling platform, the Town's Instagram account emphasizes event promotion, photo- and video-based updates and behind-the-scenes content. Its audience tends to include younger residents and families. Parks and Recreation content shared here typically highlights events, short-form news and programs.

Instagram (Parks and Recreation Department)

This department-specific channel serves as a dedicated space to promote recreation programs, volunteer opportunities, community events and park or facility updates. The primary audience includes active program participants, event attendees and community members seeking recreation-focused updates. As a relatively new account, increasing audience engagement and follower growth remains a focus for the department.

Overall, social media remains an effective communication strategy for the Parks and Recreation Department, enabling reach to a wide and diverse audience while collaborating across departments to ensure consistent messaging and maximize community impact.

Monthly Metrics

The following pages include metrics on Parks and Recreation content posted on the social media channels listed above.

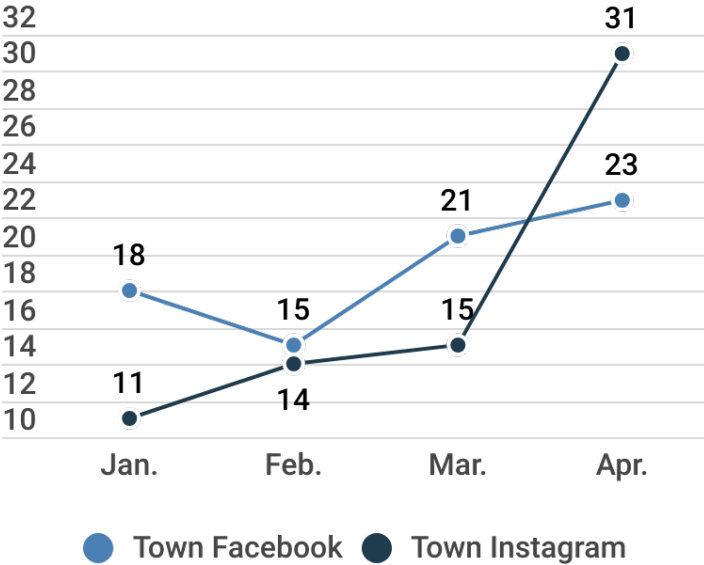
SOCIAL MEDIA

Summary

Town Channels

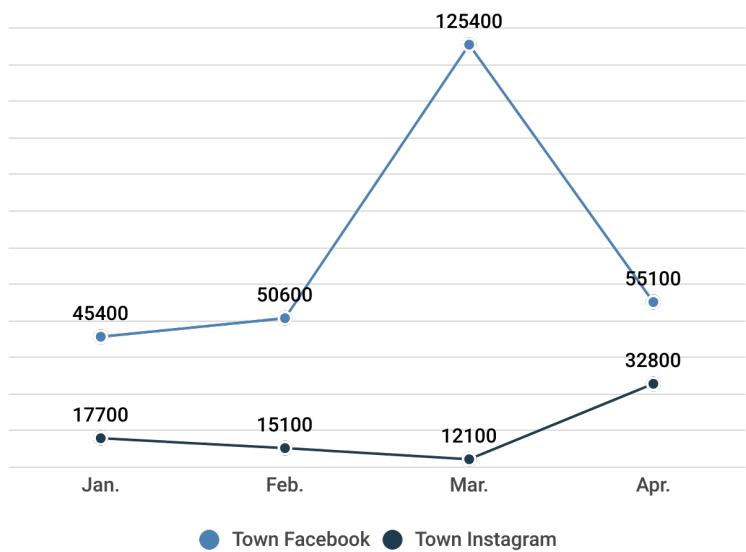
POSTS

Total posts on Town channels month-to-month:



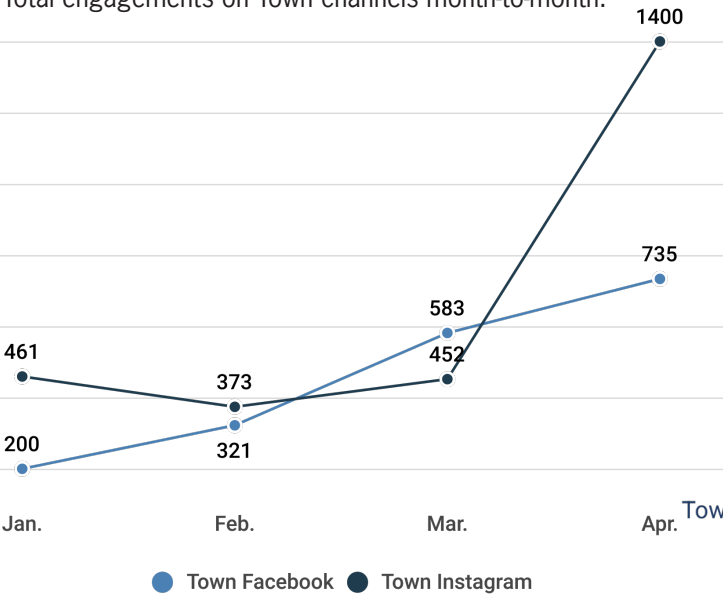
REACH

Total reach on Town channels month-to-month:

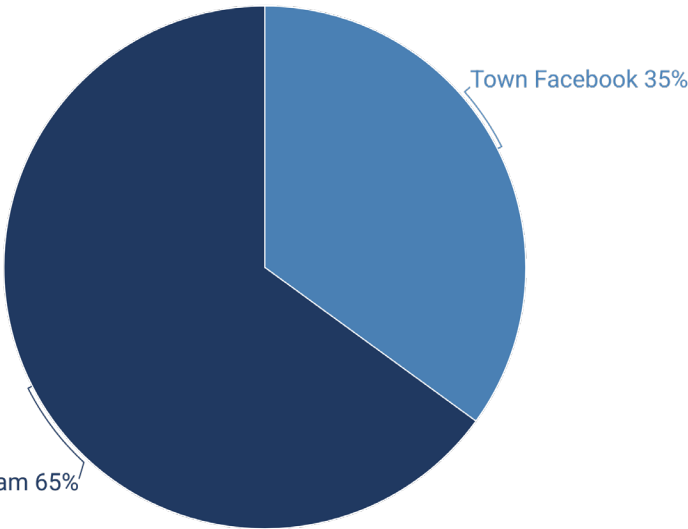


ENGAGEMENT

Total engagements on Town channels month-to-month:



Engagements per Town channel this month:



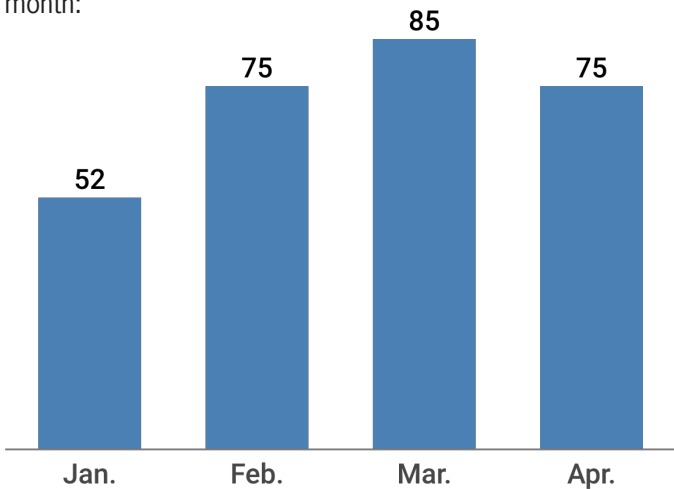
SOCIAL MEDIA

Summary

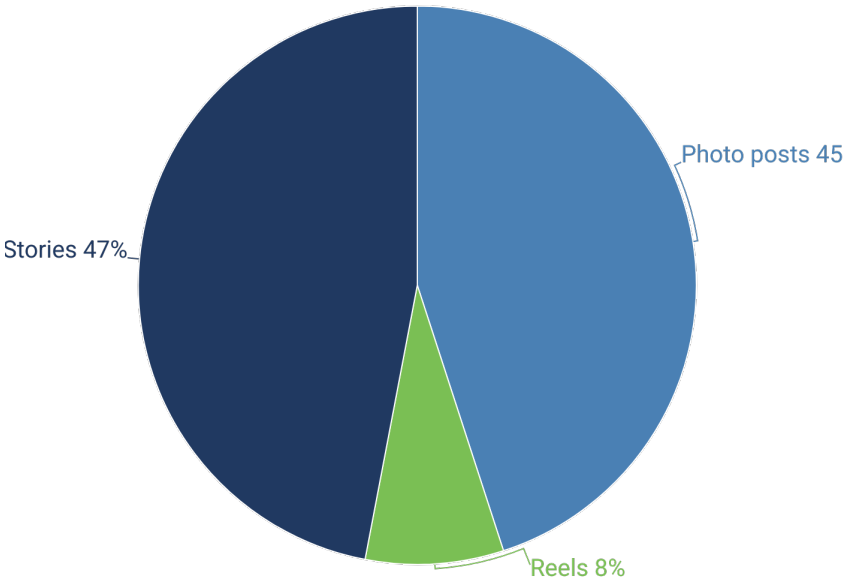
Parks and Recreation Department Instagram

POSTS

Total posts on Parks and Recreation’s Instagram month-to-month:

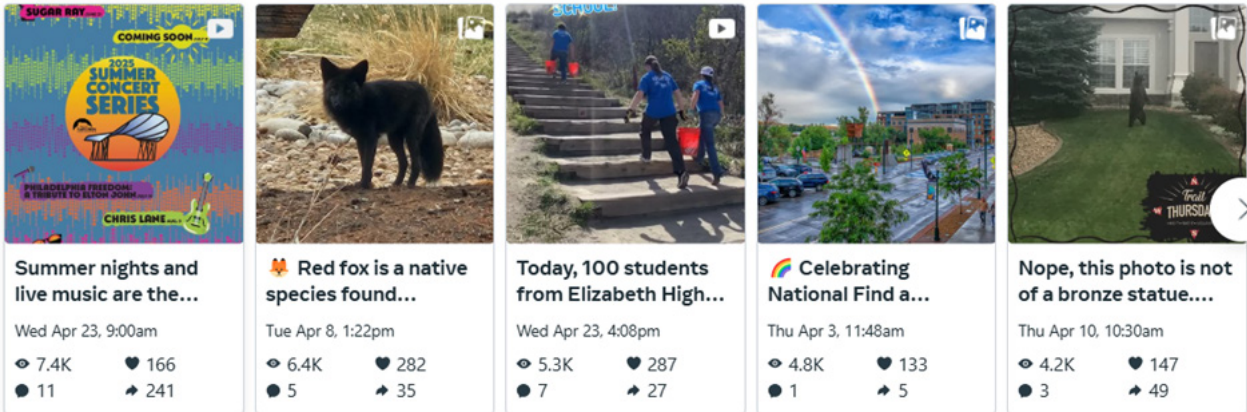


Post types on Parks and Recreation’s Instagram this month:

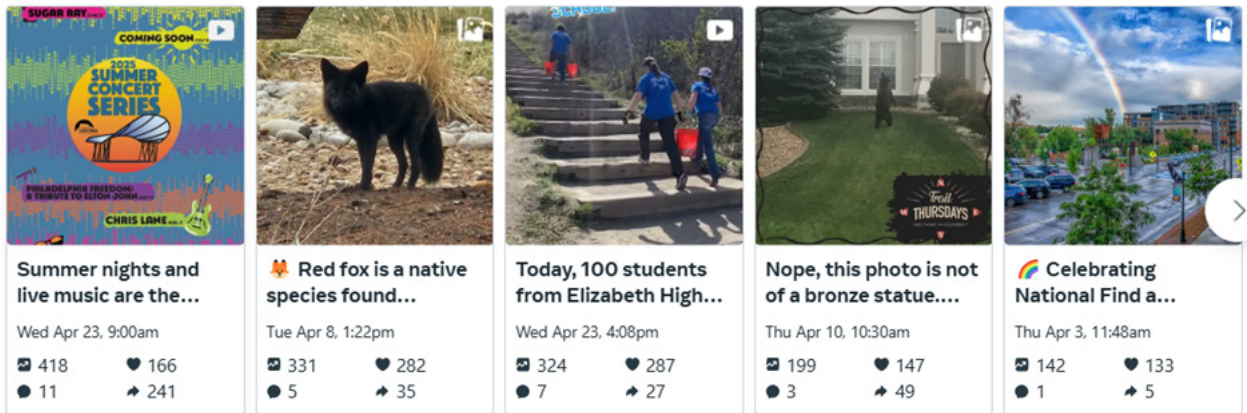


BEST PERFORMING CONTENT

Top content by views:



Top content by interactions:



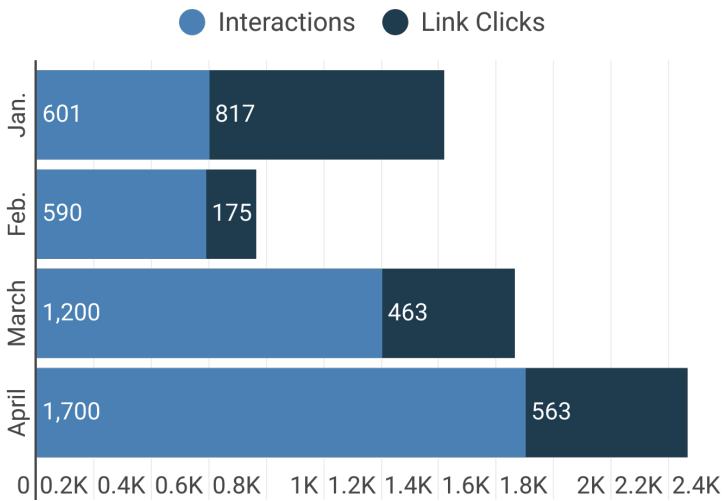
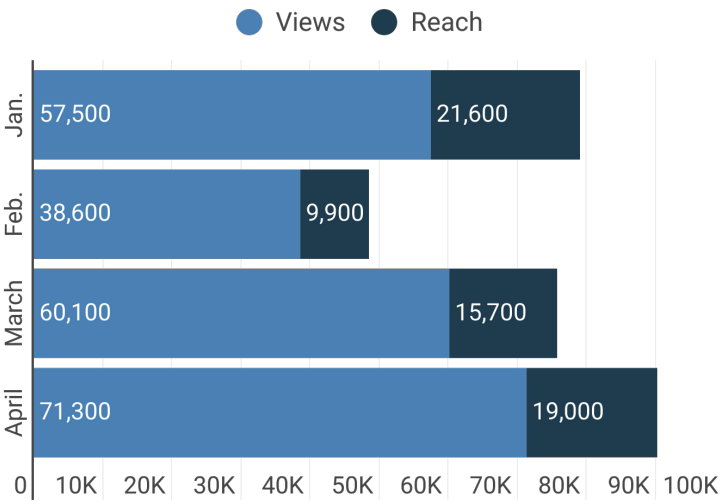
SOCIAL MEDIA

Summary

ENGAGEMENT TRACKING

The following metrics track content performance on the Parks and Recreation Department's Instagram account:

- Views: includes the number of times video content was watched for at least three seconds. This metric reflects interest in videos, but doesn't indicate unique viewers.
- Reach: includes the total number of unique users who saw our posts, showing how many individual accounts were exposed to our content during the month.
- Interactions: includes the total number of engagement actions, such as likes, comments, shares, saves or replies. It's a key measure of how engaging the month's content was.
- Link clicks: includes the number of times users clicked a link in our bio, story or ad that directed them to another page, like CRgov.com or a program registration page.

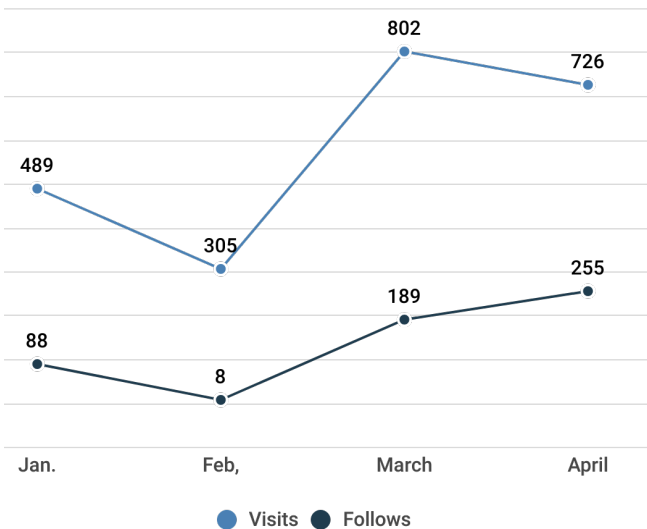


VISITS AND FOLLOWS

“Visits” is the number of times users viewed our Instagram profile page. It shows how many people are interested enough in our content to click through and view our profile. It's a strong signal of interest or curiosity. For example, if someone sees our post about upcoming swim lessons in their feed, taps our username and views our profile, that counts as one visit.

“Follows” is the number of new followers our account gained during a selected timeframe. It shows how many users decided to follow us after seeing our content or visiting our profile. This is a key metric for growing our social media community. For example, out of 50 people who visited our profile after seeing our summer camp reel, 10 chose to follow us; that's counted as 10 follows.

This chart clearly shows trends over time and allows for the comparison of movement between both metrics—visits and follows. This allows us to easily see if profile visits are increasing and whether follows are keeping pace or lagging behind.



SOCIAL MEDIA

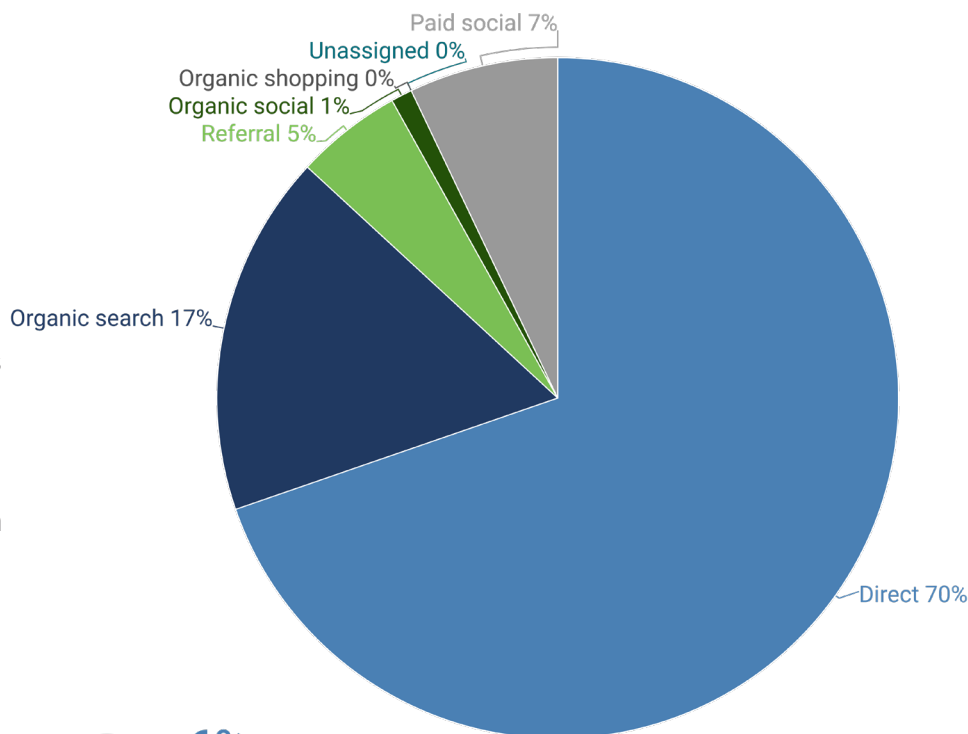
Summary

REGISTRATION SITE TRAFFIC

The Parks and Recreation Department use Google Analytics to monitor visitor behavior on Fusion, the online platform for program registration and facility pass purchases. Fusion is accessed via Recreation.CRgov.com. Google Analytics is a powerful tool that tracks how users interact with the registration website, allowing staff to assess engagement, identify trends and measure the effectiveness of outreach efforts. Monitoring this data is especially important as it aids in understanding how well content is connecting residents to services, events and programs. One key element tracked is traffic sources—the origin of users who visit the site. Website “traffic” refers to the number of users who visit Fusion, and analyzing traffic sources tells how they found the registration site. Specifically:

- Organic search: visitors who found us through a search engine (e.g., Googling “youth swim lessons”)
- Direct: visitors who typed our URL directly into their browser
- Referral: visitors who clicked a link to Fusion from another website
- Social: visitors who came from platforms like Facebook or Instagram
- Email: visitors who clicked through from an email campaign
- Paid social: visitors who came via sponsored ads on social media platforms
- Organic social: visitors who come from unpaid or non-promoted social media posts

By monitoring these sources, staff gains valuable insight into which channels are driving the most traffic and registrations—helping inform decisions about where to focus outreach and marketing efforts.



6%

Month-over-month increase in total traffic on Recreation.CRgov.com