

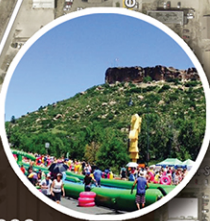
2016 DMA ANNUAL REPORT

Downtown Events

Slide the City

July 9, 2016

Estimated Attendance: 5,000



Car Show Concert

June 17, 2016

Estimated Attendance: 1,250



Car Show

June 18, 2016

Estimated Attendance: 8,000



Date Night Movie: Spectre

September 17, 2016

Estimated Attendance: 75



Oktoberfest

October 1, 2016

Estimated Attendance : 10,000



Concert & Street Party

August 12, 2016

Estimated Attendance: 4,500



Splash in the Park

July 6, 13, 20, 27

Estimated Attendance: 800, 750, 750, 500



Starlight Movie 1: Inside Out

June 4, 2016

Estimated Attendance: 2,000



Starlight Movie 2: Goosebumps

September 3, 2016

Estimated Attendance: 750



Boots & Brews

August 6, 2016

Estimated Attendance: 1,250



TOTAL ESTIMATED ATTENDANCE: 35,600



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Castle Rock Downtown Alliance Downtown Merchants Association Annual Report to Town Council 2016

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 director 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. 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 in order 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. This report provides this data for 2016.

The DMA has been busy producing a variety of activities in Downtown Castle Rock in 2016. Following is the list of events and approximate attendance for each:

- Movie 1 – 2,000
- Car Show Street Party and Concert – 1,250
- Castle Rock Cruise in Car Show – 8,000
- Slide The City – 5,000
- Splash in the Park 1 – 800
- Splash in the Park 2 – 750
- Splash in the Park 3 – 750
- Splash in the Park 4 – 500
- Boots & Brews – 1,250
- Concert & Street Party – 4,500
- Movie 2 – 750
- Date Night Movie – 75
- Oktoberfest – 10,000

The events listed above translates to a total estimated attendance of 35,600 throughout the DMA Summer Event Series.

Summer Event Series

The Summer Event Series for 2016 focused on providing a variety of free, family oriented entertainment in Downtown Castle Rock from June through October.

Events Recap

- The first Starlight movie of the season was held on June 4, 2016 and the movie was Inside Out. This kicked off the 2016 event season for the DMA and was sponsored by Bellco Credit Union. The weather was beautiful and there were approximately 2,000 people in attendance. This event has transformed into more of a regional draw than just the local Castle Rock community. Staff visited with folks from Denver, Colorado Springs and Lone Tree. There were a variety of free activities including 3 bounce houses, a trackless train and face painters.
- The first Starlight movie was followed by the Classic Rock Cruise In Car Show Street Party and Concert on Friday, June 17, 2016. It is estimated that 1,250 people were in attendance during the evening. The classic rock cover band, Swerve, performed to a packed street while car enthusiasts got a preview of the classic and modern cars that would set the stage for Saturday's show. Guests enjoyed a cold beer, great food and live music.
- Immediately following the Street Party and Concert, on Saturday, June 18, 2016, was the 8th Annual Classic Rock Cruise In Car Show. There were approximately 340 cars at this year's show, making it the biggest show to date, closing registration on Thursday the week of the show. The overall attendance of the event is estimated at 8,000 guests. Kid and family friendly activities were sprinkled throughout the venue making it an attractive event for not only the car enthusiast but families as well.
- Slide the City Castle Rock was held on Saturday, July 9, 2016 and its second year proved to be as popular as the first. With the addition of a free kid's water zone, food trucks, pedicabs and a beer garden, event goers enjoyed another hot Colorado summer day with their family and friends in Downtown Castle Rock! With an estimated attendance of 5,000, this event was a local and regional success for the second straight year!
- The DMA's most popular and most loved event, Splash in the Park, was held on Wednesdays, July 6th, 13th, 20th and 27th, sponsored by Castle Rock Adventist Hospital. With record setting attendance and beautiful weather each event day, local families enjoyed an afternoon in the park with picnics, snow cones and fun to be had by all! The Castle Rock Fire Department delivered on the tradition of bringing a fire engine each week as truly the highlight of the event! Kids got to sit in the engine and learn about all the buttons and gadgets, however the best part was likely when they soaked the kids with their hoses and shot streams of water high into the air!
- Kicking off events in August, Boots & Brews was first at bat and knocked it out of the park! This event, sponsored by The Boot Barn, immediately followed the Douglas County Fair Parade on Saturday, August 6, 2016. Live music, food trucks, free bounce houses, face painting, balloon artists, carnival games and a beer booth were the highlights of this inaugural event.

- The DMA's second annual Concert & Street Party was held on Friday, August 12, 2016 under the twinkling lights of Wilcox Street. The band Wake Up and Live, a Bob Marley tribute band, performed to a lively crowd that not only enjoyed their sound but also the family friendly activities such as bounce houses, balloon artists, face painters and lawn games. Not only did the food trucks provide dinner options for concert goers but the local restaurants served a packed house while friends and families enjoyed the evening together in Downtown. Approximately 5,000 guests descended on Downtown for an evening of family fun and celebration at the end of Summer.
- The second Starlight Movie of the season was Goosebumps and was held on Saturday, September 3, 2016 in Festival Park. Movie goers enjoyed free bounce houses, face painters and family fun activities prior to the start of the movie. Food trucks lined Second Street providing families an option to enjoy dinner in the park. The title sponsor for this event was Belco Credit Union.
- The 2016 Date Night movie was held on Saturday, September 17, 2016 under the White Pavilion. The evening's feature was the newly released James Bond movie, Spectre, and the theme was casino night. Guests participated in casino games, enjoyed a delicious selection of food from Rory's Food Truck and a variety of drinks from the bar. The bar featured Bond's signature drink, martinis, that were "shaken not stirred."
- Oktoberfest 2016 was the biggest and best to date. The annual event, which has seen 200% growth year over year for 3 years running, is starting to come into its own. In 2015, the event was moved to the same event layout as the Car Show and proved to be a wise update. In 2016, the DMA was able to formulate a template that maximized the space allowed, minimized lines for food and beverage, and optimized the experience for all in attendance. Activities were at every street corner and main stage with a variety of entertainment for adults and children alike. This event has become the largest regional draw event that the DMA produces.

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.

Summary

The 2016 DMA Summer Event Season was a great success and could not have been as successful without the support from the Town of Castle Rock both in terms of financial support through our service contract and support from different departments to logistically map those events. The DMA staff has assembled a team of experts to collaborate on the larger events (Car Show, Slide the City, 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. In one specific instance (Concert and Street Party), the team was able to make last minute adjustments to the plan based upon the interest level shown on social media. The team collaborated on "Plan B" solutions in case the attendance of the event grew beyond the physical boundaries of the event. The ability to adjust the sails on short notice and have a solid plan increased everyone's comfort level entering the event.

The DMA continues to increase the impact on economic activity in Downtown by leveraging the support provided by the Town to generate financial 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. The private sector dollars received by the DMA for the 2016 Summer Event Series exceeded those received by the Town by more than 3 to 1.

The primary goal of the Downtown Merchants Association is to continue to work with our Affiliate partners to create and maintain a vibrant Downtown. The partnership made great strides in 2016 toward laying a foundation of working together and cross marketing. The DMA is looking forward to continuing on that path and furthering our partnership in 2017.

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