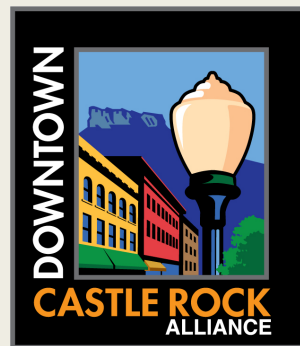
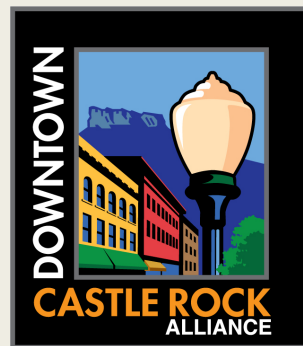


CASTLE ROCK DOWNTOWN ALLIANCE

Castle Rock Downtown Development Authority
Castle Rock Downtown Merchants Association



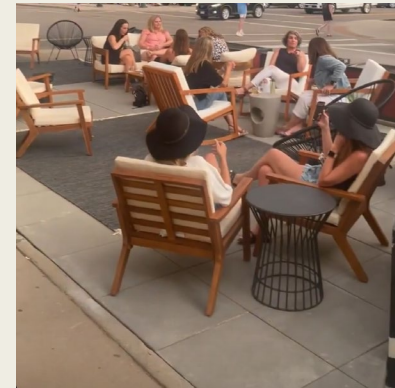
Castle Rock Downtown Development Authority



Downtown Development Authority

- Downtowns Require Investment and Strategic Planning
- Plan of Development
 - *Activate Downtown*
 - *Revitalization, Redevelopment, Adaptive Reuse, Ambience, Infrastructure, Placemaking, Beautification.*
- Programs
 - *Flowerboxes, Patios, Façade Improvement Program.*
- Projects
 - *Festival Park, Lights Over Wilcox, The Move, Mercantile Commons, Riverwalk, The View, Crosswalks, Encore,*





DDA Programs

2022 Programs

- Streetside Patios
 - 8 Streetside DDA Patios were rented in 2022
 - Significant upgrades to some of the DDA Patios – Budget Amendment in 2022
- Flowerboxes
 - More than 39 small businesses signed up for the Flower Box Program in 2022 with over 212 flowerboxes placed around Downtown.
 - Spring planting, Fall planting (before Oktoberfest) and a holiday planting planned for holidays.
- Façade Improvement Grant
 - 2021: 6 façade grant introduced in 2022 to date – Budget Amendment in 2022

Value to the Town of Castle Rock

- Strategic component of the Town focused on Placemaking, Beautification and a Strong Downtown Economy
- Festival Park
 - *Over \$4,000,000 paid by Downtown Special Fund*
- Lights Over Wilcox
 - *Original lights paid for from Downtown and private sector contributions*
 - *Lighting replacement and electrical upgrades in 2022 costs shared by Downtown and Town*
- Roundabout at South and Wilcox Streets
 - *\$750,000 from the Downtown Special Fund*
- Public Parking – Added over 400 public parking spaces –
 - *\$9,750,000 – 308 parking spaces at Encore*
 - *\$3,000,000 – 100 parking spaces at The View*
 - *\$150,000 from Special Fund for ongoing maintenance of the Encore Public Garage*
- Police, Fire, Traffic and Parks for Downtown Events
 - *\$50,000 from the Downtown Special Fund*

Town Mill Levy Match

Downtown dollars stay downtown

You will be voting on four questions to form and operate Castle Rock's first DDA. All of the questions have a financial impact and are important ingredients to ensure the DDA succeeds. By approving the formation of the DDA, you also would be approving the use of tax-increment financing – more commonly referred to as TIF.

A property tax TIF takes the current total assessed valuation of property within the DDA boundaries, and that amount is established as the base year. Increases in the base year assessed valuation over time due to development and redevelopment create an increment of additional assessed value. Property taxes on this increment go to the DDA. The sales tax TIF program only applies to the Town's sales tax, not to the County's or the State's sales taxes. A base year of Town sales tax revenues from the DDA area is established. The Town continues to receive that base year amount, and increases in that base year amount go to the DDA subject to Town Council annual appropriation. *Neither TIF raises taxes.* TIF can be used for improvements that benefit the general public – wider sidewalks, decorative lighting and additional parking, for example. TIF cannot be used to fund the operations of the DDA.

The second question you will be asked is to authorize the DDA to issue up to \$45 million in debt over the next 30 years. The debt would be used to fund major public projects such as roadway improvements, parks and new public facilities. The debt will be paid back with TIF revenues.

The third financial question would authorize a 3-Mill property tax increase within the DDA boundaries to fund the operations and programs of the DDA. Examples might include funding for making façade improvements, attracting and retaining businesses needed Downtown or hosting special events to bring foot traffic Downtown.

If the mill levy is passed, the owner of a \$1 million commercial property Downtown – for example – would pay an additional \$870 a year in property taxes. That \$870 investment – combined with the investments made by other Downtown stakeholders – would make possible hundreds of thousands of dollars in Downtown programs and improvements. Go online to www.CRgov.com and click on Downtown Castle Rock Information to see a chart illustrating what the 3-Mill levy would mean for ranges of property values.

The mill levy is expected to raise about \$130,000 in the DDA's first year. Town Council intends to match those revenues, bringing the DDA's first-year operating budget to at least \$260,000. The DDA could receive other funds through grants and private contributions.

The final question will ask you to lift TABOR restrictions placed on the DDA, including revenue caps and the prohibition of multi-year financial agreements. Most important for you to know is that any dollars collected through the DDA will be spent solely on Downtown programs and projects.

Steer the future of the DDA Board

In a special November mail ballot election, Downtown business and property owners and residents will vote on whether to form a Downtown Development Authority.

If the DDA is approved by Downtown voters, the DDA will be led by a Board of property owners, business owners and residents representing Downtown. The DDA Board is made up of seven members. Six members must live, lease business space or own property within the DDA boundary. The seventh member will be a representative from Town Council, as required by state law.

The major charge of the DDA Board is to guide the vision for Downtown. The Board is an entity separate from the Town, but will work in partnership with the Town. Among the most-pressing responsibilities the Board will first address include developing a 2009 budget and negotiating an intergovernmental agreement with the Town. Board members will be unpaid, and DDA Board meetings will be open to the public. The DDA Board does not have eminent domain powers.

Read more on the reverse side of this mailer about how you can apply to the Board.



Be part of it

The DDA Board leads the Downtown vision, and its members will come primarily from Downtown. By state law, one member must be from Town Council, but all others must live or own property or a business within the DDA boundaries. Basically, if you are eligible to vote in the DDA election, you are eligible to be on the Board.

The Board will have a lot of work to do before the end of the year. To get in front of the ball, the Town is soliciting applications for potential DDA Board members ahead of the election.

Applications will be available at www.CRgov.com and will be accepted from Sept. 18 to Oct. 15. Those who apply, or who are considering applying, are encouraged to attend an orientation for prospective board members at 6:30 p.m. Monday, Oct. 13, in Council Chambers at Town Hall, 100 N. Wilcox St.

A group of seven Downtown stakeholders will interview candidates and will recommend a group of applicants from which Council will appoint the Board. Interviews will be scheduled after the application window has closed. For more information about how you can apply to the Board, visit www.CRgov.com/clerk. If you still need additional assistance, contact Town Clerk Sally Misare, 303.660.1367 or smisare@CRgov.com.

For information about the DDA, visit www.CRgov.com and click on Downtown Castle Rock Information in the left-side menu

Face to face

Nothing beats talking to someone in person. You'll have questions and want answers. Be sure to mark your calendar and come by to ask questions so you can make sure you're informed on the upcoming DDA election. Enjoy Mexican appetizers and non-alcoholic margaritas.

5:30 to 7:30 p.m., Monday, Aug 25
El Mason, 794 Perry St.

For more information about the DDA: www.CRgov.com and click on Downtown Castle Rock Information in the left-side menu; call 720.733.2202; or e-mail BeDowntown@CRgov.com.

Or, contact one of the people below:

Judy Crenshaw, Chairman,
Downtown Advisory Commission
W: 303.663.7533
jcrensa@douglas.co.us

Mark Williams, Vice Chairman,
Downtown Advisory Commission
H: 303.688.9280
mcw@markwilliamsllaw.com

Success stories

Check out what other communities are doing.

For more examples of existing DDAs or to learn more about Castle Rock's DDA initiative and Downtown Master Plan, visit www.CRgov.com and click on Downtown Castle Rock Information in the left-side menu.

Downtown Development Authority (DDA)
Special November Election

THE NUTS AND BOLTS
OF HOW A DDA WORKS



It's gonna surprise you!



A good fit for Castle Rock.
**DOWNTOWN
DEVELOPMENT
AUTHORITY**

Downtown stakeholders will vote this fall on forming a Downtown Development Authority (DDA). A DDA is a powerful tool with the financial capacity to spark changes that will make Downtown an even greater place to be. The transformation put into motion by a DDA can spur redevelopment and draw new businesses and additional customers Downtown, decreasing vacancy rates, increasing business profits and increasing property values.

A host of public projects that benefit our Downtown could be funded by a DDA, including:

- Wider, pedestrian-friendly sidewalks
- Parking projects
- Landscaping
- Downtown gateways
- Streetscape improvements
- Parks and trails
- Infrastructure improvements
- Wayfinding signage
- Public art

and more ...

••• *Partnering for success.*

The Town intends to match revenue raised by the 3 Mill property tax supporting DDA programs.

Downtown Projects

- Feedback from Town Council
- Redevelopment Agreements:
 - *Focused on increasing daytime customers, as well as night and weekend*
 - *Focused on increasing parking and paying for it using project revenue sources*
 - *Focused on public good, gathering space, quiet zone, etc.*
 - *Focused on adding dining options – driver of modern downtown economy*
- Infrastructure:
 - *Focused on placemaking, beautification, ambience – attractive and interesting*
 - *Focused on adding park space, crosswalks, roundabouts*

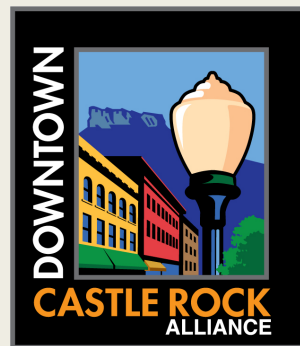
Town Council

- How is success in Downtown defined by Town Council?
- We welcome your feedback and hope to continue dialogue about Downtown.

2023 Service Contract / Mill Levy Match

- Same request as in prior years.
 - *Requesting a match of the 3 Mill Levy amount*

Castle Rock Downtown Merchants Association



Strategic Direction

- Downtown Merchants Association

- *Created by the merchants to activate Downtown*
 - Recognizing that downtowns are fragile ecosystems that need assistance to be vibrant
- *The DMA produces community events that:*
 - Improve the quality of life for residents and visitors
 - Generate commerce
 - Help accomplish goals in the Vision 2030 Plan
 - *Continuing the tradition of local community events, including arts, cultural and entertainment opportunities*
 - *Reinforcing the community's small-town character and promoting economic vitality*
 - *Maintaining a high-quality of life as a safe, family-friendly community with a variety of recreational opportunities and community events*
 - *Preserving and enhancing history and heritage through a vibrant Downtown*

2022 Event Attendance

Staff Estimates the following attendance for each of the 17 completed events:

Date	Event	Est. Attendance
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, 2022	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	(not yet calculated)
Oct. 2-9, 2022	Restaurant Week (not yet occurred)	13 Restaurants Registered
Oct. 28, 2022	Fangtastic Festival	(not yet occurred)

Total attendance TO DATE for the 2022 event season: **21,685**

For every \$1 received from the Town, the DMA generates an additional \$3

2022 Service Contract Request: \$95,000



Spring Kickoff CONCERT
 HEADLINES: SHELVIS & THE ROUSTABOUTS
 OPENS: CRYSTALEYZ
 MAY 14, 1 - 6 PM
 WILCOX SQUARE

Rockin' SUMMER AT FESTIVAL PARK
ART WALK Downtown
 WED, JUNE 1 · 11 AM - 2 PM
 CASTLEROCK AUTOPLEX

Downtown Castle Rock
STARLIGHT MOVIE NIGHT
 Presents
SING 2
 SATURDAY, JUNE 4 AT 6 PM
 MOVIE STARTS AT DUSK
 Festival Park
 CASTLEROCK

Rockin' SUMMER AT FESTIVAL PARK
STORYTIME in the Park
 WED, JUNE 8 · 11 AM - 2 PM
 CASTLEROCK AUTOPLEX

Rockin' SUMMER AT FESTIVAL PARK
CHALK in the Park
 WED, JUNE 15 · 11 AM - 2 PM
 CASTLEROCK AUTOPLEX

CASTLEROCK AUTOPLEX
Street Party & CONCERT
 JUNE 17, 2021 | 6 PM - 9 PM
 WILCOX SQUARE
The kickoff concert to the car show weekend!

CASTLEROCK AUTOPLEX
Classic Rock Cruise In CAR SHOW
 June 18
 10 AM - 3 PM
 WILCOX SQUARE

Rockin' SUMMER AT FESTIVAL PARK
DANCE LESSON in the Park
 WED, JUNE 22 · 11 AM - 2 PM
 CASTLEROCK AUTOPLEX

Rockin' SUMMER AT FESTIVAL PARK
GAMES in the Park
 WED, JUNE 29 · 11 AM - 2 PM
 CASTLEROCK AUTOPLEX

Rockin' SUMMER AT FESTIVAL PARK
JAZZ in the Park
 WED, JULY 6, 13, 20, 27
 5:30 PM - 6:30 PM
 with Castle Rock Music
 CASTLEROCK AUTOPLEX

BOOTS & BREWS
 SATURDAY
JULY 30
 11 AM (AFTER PARADE) - 4 PM
 FESTIVAL PARK

CASTLEROCK AUTOPLEX
Concert UNDER THE LIGHTS
 August 20 | 6-10 PM
 FESTIVAL PARK

CASTLEROCK AUTOPLEX
CASTLE ROCK Oktoberfest
 20 22
 SATURDAY September 17 | 1 PM - 9 PM
 WILCOX SQUARE

CASTLEROCK AUTOPLEX
DOWNTOWN CASTLE ROCK RESTAURANT week
 2022
 10.2.22 - 10.9.22

CASTLEROCK AUTOPLEX
Fangtastic Festival
 FRIDAY October 28 | 12 - 3 PM
 FESTIVAL PARK





Service Contract Request

- DMA to produce our Signature Series of Downtown events, as well as additional activations throughout 2023:
 - *Spring Kickoff Concert*
 - *Car Show Street Party & Concert*
 - *14th Annual Classic Rock Cruise In Car Show*
 - *Boots and Brews*
 - *Concert Under the Lights*
 - *Castle Rock Oktoberfest*
 - *Additional activations throughout the year, mid-week summer activities, trolley rides, carriage rides, social media marketing.*
- Events in Downtown Castle Rock build on community character, improve the quality of life and strengthen the Downtown business economy.
- The DMA looks forward to producing events for the community in 2023.