



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Castle Rock Downtown Alliance Downtown Merchants Association Semi-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. 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 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 and this report provides the mid-year 2016 update.

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 – 1,000
- Castle Rock Cruise in Car Show – 8,000
- Slide The City - 3,500
- Splash in the Park 1 – 800
- Splash in the Park 2 – 750
- Splash in the Park 3 – 750
- Splash in the Park 4 – 500

Summer Event Series

The Summer Event Series for 2016 is focused on providing free, family oriented entertainment in Downtown Castle Rock on the first Saturday of every month June – October with several additional events included during this time period.

Events Recap

- The first Starlight movie of the season was held on June 4, 2016 (Inside Out), this kicked off the 2016 event season for the DMA. 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. The event's title sponsor was Bellco Credit Union. There were a variety of free activities including 3 bounce houses, a trackless train and face painters.

- The movie was followed by the Classic Rock Cruise In Car Show Street Party and Concert on Friday, June 17, 2016. It is estimated that 1,000 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 and great food offered by two food trucks.
- Immediately following the Street Party and Concert, on Saturday, June 18, 2016, was the 8th Annual 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/family friendly activities were sprinkled through the venue making it an attractive event for not only the car enthusiast but local families as well.
- Slide the City Castle Rock was held on July 9, 2016 and its second year proved to be as popular as the first. With the addition of a free kids water zone, food trucks, pedicabs and a beer garden, eventgoers enjoyed another hot Colorado summer day with their family and friends in Downtown Castle Rock! With an estimated attendance of 3,500 this event has proven to be a local and regional favorite two years running!
- The DMA's most popular and most loved event, Splash in the Park, was held on Wednesday, July 6, 13, 20 and 27, 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, probably the best part however was when they soaked the kids with their hoses and shot streams of water high into the air!

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 DMA Summer Event Season has started off favorably, with support from the Town of Castle Rock both in terms of financial support through our service contract and support from different departments to facilitate street closures, liquor licenses permitting and other necessary components of the logistical planning for our 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.

We are at the mid point of the event season, please join us for the following upcoming events:

- August 6: Boots & Brews (New Event)
- August 12: Concert & Street Party
- September 3: Starlight Movie in Festival Park (Goosebumps)
- September 17: Date Night Movie (Spectre)
- October 1: Oktoberfest
- October 31: Trick or Treat Street

The DMA hopes to increase the impact on economic activity in Downtown by leveraging 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. To support that, the private sector dollars received by the DMA to date have exceeded those received by the Town by more than \$15,000.

Contact:

Kevin Tilson

Director, Downtown Alliance

kevin@castlerockcdc.com

303-688-7488