



## Castle Rock Downtown Alliance

*A partnership between the Downtown Development Authority and Downtown Merchants Association*

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### **Downtown Development Authority**

18 S. Wilcox Ste. 202  
Castle Rock, CO 80104

September 18, 2015

Honorable Mayor Donahue and Castle Rock Town Council  
Town of Castle Rock  
100 N. Wilcox St.  
Castle Rock, CO 80104

Dear Mayor Donahue and Town Council,

The Castle Rock Downtown Alliance, a partnership between the Downtown Merchants Association and Downtown Development Authority, thank you for this opportunity to present our annual request for a service contract. The Alliance is made up of two entities with different organizational structures, and as such, the two entities submit their proposals independently. The efforts of these two entities are complimentary of each other and do not duplicate revitalization or redevelopment efforts in Downtown. Staffing for the combined Alliance is provided by the Castle Rock Economic Development Council as established in 2012, and ensures an integrated and focused effort towards Downtown Castle Rock and reduces personnel costs and brings a diverse skill set to the mission.

This service contract funding application requests a continued partnership between the Town of Castle Rock and the **Castle Rock Downtown Development Authority**, and requests continuation of the Town's annual match of the Downtown Development Authority's mill levy revenue. The projected DDA mill levy revenue matching request is approximately **\$140,760**. These funds are used to support the Downtown Development Authority's operational and program budget.

Per the direction from the Town, the remainder of this letter will follow the items as outlined in the funding application:

### **Leverage**

The funds provided by the Town are matched by the Downtown Development Authority well in excess of the amount being requested. The funds that the Town provides to match the mill levy revenue are a key piece of the success of the Downtown Development Authority and are leveraged in many ways. In addition to the match by the Downtown Development Authority, when these dollars are put into the community through façade grant programs, patios to increase foot traffic, potential redevelopment projects and other downtown investments, these dollars are once again matched by the private sector through the structuring of these deals. The Alliance aims to act much like the private sector, making investments in projects that have return on investment both to the Downtown Development Authority entity and to Downtown as a whole, and structured in a way that our partners (private sector and Town) have a stake in the investment and success.

**Contact**

Kevin Tilson is the Director of the Alliance including both the Downtown Development Authority and Downtown Merchants Association. Following is his contact information:

Kevin Tilson  
Castle Rock Downtown Alliance Director  
303-688-7488  
kevin@castlerockcdc.com

**Additional Funds**

The request for funds remains the same as has been historically requested, which is a request for a match of the DDA 3 mills from the County Mill Levy. The amount from the County Mill Levy has fluctuated as high as \$151,000 since 2009.

**Additional Information**

The Downtown Development Authority is a quasi-governmental entity created with and by the Town to encourage private sector investment/reinvestment, increase Downtown's character and pedestrian activity as well as build Downtown sales and traffic. At the inception of the Downtown Development Authority, a Plan of Development was created which provides direction, guidance and vision to the Downtown Development Authority and this is outlined in the Guiding Principles of the Plan of Development:

- Create a welcoming, pedestrian friendly Downtown core.
- Protect and enhance the historic character of Downtown.
- Identify catalytic investment opportunities and develop a regulatory environment to support them.
- Strategically and specifically plan for public investment in infrastructure needs in order to leverage private development.
- Create a "Downtown First" policy for local and county governmental expansion, multi-modal transportation hub location, commuter rail location and Community Cultural Facilities.
- Provide direct and easy access to trails and open space.
- Ensure that public spaces in the Downtown area are family friendly, inviting, safe and well programmed.

The Downtown Development Authority is tremendously appreciative of the Town's funding and organizational support. Thank you for your consideration.

Sincerely,



Kevin Tilson  
Director  
Castle Rock Downtown Alliance

**2016 SERVICE ORGANIZATION  
FUNDING APPLICATION**

**ORGANIZATION REQUESTING FUNDING:**

Castle Rock Downtown Development Authority

**I. 2016 FUNDING REQUEST** (Please use this form for this information and not another format.)

**Breakdown of funds** (What would monies from the Town specifically be used for?)

Downtown Façade Improvement Program	\$15,000
Downtown Flowerbox and Patio Program	\$15,000
Downtown Trolley Program	\$2,000
Professional Services - Acct., Audit, Legal	\$20,000
Rink Management, Equipment and Operations	\$51,760
Rink Installation and Teardown	\$15,000
Rink Utilities	\$10,000
Marketing and Public Website	\$12,000
TOTAL FUNDING REQUEST	\$140,760

**II. 2016 PROJECTED ORGANIZATION BUDGET**

(Please use this form for this information and not another format.)

**2016 projected organizational budget**

(Including funding from the Town) \$401,020

**Projected sources of revenue**

County Mill Levy	\$140,760
County Specific Ownership Tax	\$5,000
Town Mill Levy Match	\$140,760
Rink Sponsorship	\$25,000
Rink Sales	\$85,000
Flowerbox and Patio Rental Sales	\$4,500

TOTAL PROJECTED REVENUE \$401,020

**Projected expenditures**

(By major budget category)

Downtown Facade Improvement Program	\$15,000
Downtown Flowerbox and Patio Program	\$15,000
Downtown Trolley Program	\$2,000
Rent and Facility Expenses	\$15,000
Personnel	\$170,000
Office Admin. and Supplies	\$17,000
Professional Services - Acct., Legal	\$20,000

Marketing and Public Website	\$12,000
Rink Admin., Programs, Operations and Personnel	\$81,020
Rink Install and Teardown	\$15,000
Rink Utilities	\$15,000
Rink Equipment	\$20,000
Rink Marketing	\$4,000
 TOTAL PROJECTED EXPENDITURES	 \$401,020

### **III. 2016 PROPOSED PERFORMANCE OBJECTIVES**

*Please propose up to eight measurable performance objectives that your organization will strive to accomplish in direct relationship to any funding and contract awarded by the Town.*

*In accordance with the contracts, organizations will be required to track and report on attainment of the objectives at the middle and end of the contract term. (Not quarterly, as previously required.)*

The Downtown Development Authority works to increase vibrancy in Downtown Castle Rock. For 2016, the goals for the Downtown Development Authority include:

- Increase economic activity in Downtown:
  - Development projects: Actively engage the private sector to bring positive development to Downtown Castle Rock. Drive development to the core and build redevelopment momentum in the core of Downtown. Actively participate in place making in Downtown. Prioritize projects that bring restaurant and retail space, office space and residential space which are agreed upon goals by the DDA and Town Council.
  - Façade Improvement Program: Support façade and beautification projects. Focus on the core area of Downtown.
  - Festival Park: Continue to collaborate with the Town to design and construct an expanded and enhanced Festival Park with the goal to increase vibrancy and pedestrian activity in Downtown.
- Increase charm and pedestrian activity:
  - Signage: Landmark signage is needed in Downtown and the DDA will continue to investigate strategic investment in signage at the entry points to Downtown.
  - Patio Program: Study after study has shown that by increasing pedestrian activity there is an increase in economic activity. The patio program provides a public gathering place that also facilitates commerce and enhances the environment.
  - Flower Boxes: Increase the number of flower boxes and downtown beautification projects.
  - Christmas Decorations: In partnership with the Chamber of Commerce, the Town and the County, the DDA will participate in bringing professional holiday decorations to Downtown Castle Rock.
- Increase sales and traffic:
  - The goals outlined above are expected to enhance the environment and increase traffic Downtown and in turn sales to Downtown businesses, the key stakeholders in Downtown. On top of this, the Downtown Development Authority hopes to identify and pursue projects that help to increase sales tax and property tax Downtown. Projects that have a catalytic impact to Downtown will be actively explored and pursued and the Downtown Development Authority will report back on this activity.

**IV. SUPPLEMENTAL INFORMATION**

- a) *Provide a cover letter no longer than three pages that includes:*
- a. ***A summary of how the requested funding would be leveraged with other dollars and volunteer resources to maximize the return on the Town's requested investment (What does your organization expect to generate using monies the Town might give?)***
  - b. *The name of and contact information for the person within the organization responsible for administration of the requested contract*
  - c. *If applicable, the amount of additional funds requested this year, and an explanation for the request*
  - d. *Any further discussion about the application as deemed necessary by the requesting organization*
- b) *Provide a list of the board of directors of the organization*

**Downtown Development Authority Board Members**

Greg Boman, Chair  
Jason Bower, Vice Chair  
Renee Valentine, Town Council Rep.  
Mike Trede, Treasurer  
KC Neel  
Dennis Dickey  
Stu Butler

**Staff and Additional Support**

Kevin Tilson, Director, Castle Rock Downtown Alliance  
Angie Vencill, Assistant Director, Castle Rock Downtown Alliance  
Frank Gray, President and CEO, Castle Rock EDC  
Marcus Notheisen, Vice President, Castle Rock EDC  
Karah Reygers, Project Manager, Castle Rock EDC and Downtown Alliance  
Birgit Braehler, Office Manager, Castle Rock EDC and Downtown Alliance  
Corey Hoffman, Legal Counsel