

# 2021 DMA ANNUAL REPORT DOWNTOWN EVENTS

TOTAL ATTENDANCE FOR THE 2021 EVENT SEASON **24,945**

## Music in the Park

MAY 23, 2021 | ESTIMATED ATTENDANCE: 750

After a year of no events or large gatherings, Music in the Park was the introduction to the 2021 event season. This event was held in Festival Park with live jazz music featuring Jason Bower Jazz Quintet.

1 SPONSOR  
3 FOOD TRUCKS

## Concert Under the Lights

AUGUST 13, 2021 | ESTIMATED ATTENDANCE: 2,500

Concert Under the Lights is part of the concert series to activate the park by bringing in live music, an assortment of breweries and alcohol options, lawn games, and more!

12 VENDORS/SPONSORS  
7 FOOD TRUCKS  
3 ALCOHOL PROVIDERS

## Wellness Wednesday

JUNE - JULY 2021 | ESTIMATED ATTENDANCE: 695

Wellness Wednesday was designed to activate the park every Wednesday during the summer to bring traffic to the Downtown area during the day.

1 VENDORS/SPONSOR

**Includes All Activities:** Story Time, Yoga in the Park, Music in the Park, Chalk the Town, and the Downtown Art Walk

## Oktoberfest

SEPTEMBER 18, 2021 | ESTIMATED ATTENDANCE: 10,000

Oktoberfest is our biggest event of the season. In honoring the German Oktoberfest, we celebrate with a plethora of beer providers, German entertainment, vendors, games, etc.

43 VENDORS/SPONSORS  
20 FOOD TRUCKS  
14 ALCOHOL PROVIDERS

## Street Party & Concert/Car Show Kickoff

JUNE 18, 2021 | ESTIMATED ATTENDANCE: 1,250

The kickoff concert to the Car Show the following day, which includes 40 unique cars belonging to the Vintage Car Club of Castle Rock and some great music!

11 VENDORS/SPONSORS  
4 FOOD TRUCKS  
2 ALCOHOL PROVIDERS

## Burger Week

OCTOBER 3-10, 2021 | PARTICIPATING RESTAURANTS: 14

Burger Week was designed to incorporate the Downtown restaurants in our event series. It was a week long event including 14 restaurants and many hungry, happy Castle Rock residents.

14 RESTAURANTS

## 13th Annual Classic Rock Cruise-In Car Show

JUNE 19, 2021 | ESTIMATED ATTENDANCE: 7,000

Every summer in June on the Saturday before Father's Day, the Car Show transforms historic Downtown Castle Rock into a showplace for all kinds of cool cars, trucks, and specialty vehicles.

13 VENDORS/SPONSORS  
6 FOOD TRUCKS  
3 ALCOHOL PROVIDERS

## Fangtastic Festival

OCTOBER 29, 2021 | ESTIMATED ATTENDANCE: 250

Fangtastic Festival is an event focused on families and younger children to celebrate the holiday of Halloween! Costumes and decorations are encouraged.

21 VENDORS/SPONSOR

## Boots & Brews

JULY 31, 2021 | ESTIMATED ATTENDANCE: 2,500

Boots & Brews was designed to activate the park after the Douglas County Fair Parade. Music, food, and alcohol are all provided in Festival Park following the end of the parade.

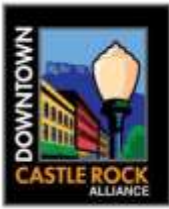
18 VENDORS/SPONSORS  
4 FOOD TRUCKS  
5 ALCOHOL PROVIDERS

## Carriage Rides

NOVEMBER - DECEMBER 2021

As part of the holiday activities to generate excitement in Downtown, carriage rides were offered in Downtown Castle Rock between Thanksgiving and Christmas.

234 RIDES



## Castle Rock Downtown Alliance

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

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### **Downtown Merchants Association Annual Report to Town Council 2021**

#### **Background**

The Castle Rock Downtown Alliance is a partnership between the Downtown Merchants Association and Downtown Development Authority. This partnership unifies the Downtown organizations under one roof. The two organizations share one office and one staff helping to further the collective vision of a vibrant and prosperous Downtown.

The **Downtown Merchants Association (DMA)** is a non-profit organization with a seven-member board made up of Downtown business owners and property owners and has a membership of roughly 150 Downtown businesses. The DMA's 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 to increase commerce for Downtown businesses and create a sense of community in the center of Castle Rock.

#### **Report**

The 2021 event season began with much uncertainty due to the continuation of the COVID-19 pandemic and associated event capacity restrictions that were in place at the beginning of the year. DMA Staff began 2021 by holding meetings with the Town of Castle Rock, Tri County Health, and other event planning organizations to determine how Castle Rock could safely pursue outdoor events within the community. Staff evaluated how to produce events within the outdoor restrictions that were in place. At the start of the year, it was also difficult to determine the desire of the community to participate in outdoor events. Thankfully, by late March, governing bodies determined that a safe return to pre-pandemic outdoor events was possible and event restrictions were completely lifted. In short order and with much enthusiasm, DMA staff began preparations on a full line up of summer events which included community favorites such as the Classic Rock Cruise-In Car Show, Oktoberfest, and Fangtastic Festival.

Despite limited planning time and many unknown variables, the DMA staff accomplished a successful 2021 event season and the feedback from the community was overwhelmingly positive. Overall, event sponsors, vendors and attendees were simply thrilled to be outside interacting within the Castle Rock community once again.

This report provides estimated attendance numbers and an annual update for each DMA event. Following is the list of events and approximate attendance for each event to date:

<b><u>Event</u></b>	<b><u>Date</u></b>	<b><u>Estimated Attendance</u></b>
Music in the Park	May 23, 2021	750
Wellness Wednesday – Story Time	June 2, 2021	80
Wellness Wednesday – Yoga	June 9, 2021	35
Wellness Wednesday – Story Time	June 16, 2021	75
Street Party & Concert/Car Show Kick Off	June 18, 2021	1,500
13 <sup>th</sup> Annual Classic Rock Cruise-In Car Show	June 19, 2021	7,000
Wellness Wednesday – Yoga	June 23, 2021	35

Wellness Wednesday – Music in the Park	June 30, 2021	100
Wellness Wednesday – Yoga	July 7, 2021	35
Wellness Wednesday – Chalk in the Park	July 14, 2021	250
Wellness Wednesday – Yoga	July 21, 2021	35
Wellness Wednesday – Art Walk	July 28, 2021	25
Boots & Brews	July 31, 2021	2,500
Concert Under the Lights	Aug 13, 2021	2,500
Oktoberfest	September 18, 2021	8,000
Burger Week	Oct 3 – 10, 2021	14 Restaurants
Fangtastic Festival	Oct 29, 2021	250
Carriage Ride	Holiday Season	234 Rides

## **Events Recap**

### *Music in the Park*

Music in the Park, held on May 23<sup>rd</sup> in Festival Park, was originally planned as a ticketed event with socially distanced tables, a catered meal, and live music. Once the restrictions were lifted, DMA staff shifted the event to accommodate a larger crowd, suppliers were acquired, and local breweries and food trucks were invited to the event. The event featured live music from The Jason Bower Jazz Quintet, two delicious food trucks and the Glacier Homemade Ice Cream Cart. Beer from Iron Mule Brewery and Burlly Brewery Co. as well as a delightful locally owned flower truck from Wild & Blume. It was a spectacular turn out for the first event of the post-pandemic event series.

### *Wellness Wednesdays*

The Wellness Wednesdays' line up of events was a series of smaller, midweek events during June and July, designed to activate Festival Park and encourage the community to get outside, enjoy the fresh air, and experience Downtown's amenities. Recognizing that the Castle Rock Community, among many communities, have been through a difficult year, these events offered much needed community engagement through art, music, and family enjoyment.

The 2021 Wellness Wednesday Series included the following events: The June 2<sup>nd</sup> and 16<sup>th</sup> events featured Story Time with Sudden Fiction Books. Families enjoyed elaborate stories, music, and games. July 30<sup>th</sup> featured local musician Lindsey Giffey, who filled the park with local hits and gave everyone a reason to sing and dance! On June 9<sup>th</sup> and 23<sup>rd</sup>, July 7<sup>th</sup> and 21<sup>st</sup> residents and visitors enjoyed a free guided yoga session in Festival Park. The July 14<sup>th</sup> event featured Chalk in the Park, where four local artists created elaborate chalk art and families had the opportunity to make chalk art of their own. Festival Park was filled with chalk creations by the end of the day. July 28<sup>th</sup> featured an Art Walk through Downtown. The guided walk was led by Nick Lucey, a member of the Castle Rock Artists Cooperative and Owner of the Rhyolite Gallery. This walk featured many murals, sculptures, and other pieces of art.

### *Street Party & Concert/Car Show Kick Off*

The Street Party & Concert was the kickoff concert to the Classic Rock Cruise-In Car Show held on Friday, June 18, 2021, on Wilcox Street from 3<sup>rd</sup> to 5<sup>th</sup> Street. The event featured live music from the energetic group Winchester Gray and showcased the Vintage Car Club (VCC) of Castle Rock Members' cars. Food truck options included Captain Sushi & Tacos, Original by Greeks, La Chaparrita Sabor de Mexico, Mile High Kona Ice and Glacier Homemade Ice Cream. Awards were presented by the VCC Members and Douglas County Sheriff, Tony Spurlock, presented the

Sheriff's Trophy for Best VCC vehicle. The event was enjoyed by approximately 1,500 guests and overall, a great success.

#### *Classic Rock Cruise-In Car Show*

Downtown Castle Rock celebrated the 13<sup>th</sup> Annual Classic Rock Cruise-In Car Show on Saturday, June 19, 2021. Partnering once again with VCC, the event featured over 270 classic and exotic cars. Castle Rock families and guests enjoyed free activities in the Fun Zone, while Shelvis and The Roustabouts kicked off the musical entertainment, followed by the headliner, The Atomic Drifters. The food truck options included Captain Sushi & Tacos, Original by Greeks, La Chaparrita Sabor de Mexico, Woodhill Small Batch BBQ, Mile High Kona Ice and Glacier Homemade Ice Cream. DMA Staff also conducted a social media gift card give away campaign leading up to and during the event to encourage social media interaction and invite guests to explore the Downtown businesses. Those who interacted online were given the chance to win a gift card to a restaurant of their choice, options included, Z'Abbracci's, Siena at the Courtyard, Scileppi's at the Old Stone Church, and the B&B Café. As a part of event promotions and the gift card giveaway many positive comments were generated on Downtown Castle Rock social media pages (screenshots have been included at the end of this document). The event concluded with an Awards Ceremony with awards for many different vehicle categories. Notable awards were given to the Hottest Car presented by Castle Rock Fire Chief Norris Croom, Most Likely to be Pulled Over presented by Castle Rock Chief of Police Jack Cauley, and Mayor's Choice presented by Castle Rock Mayor Jason Gray. Attendance was estimated at a little more than 7,000 people throughout the event. Event attendees commented that they were very happy to see the community returning to larger scale events.

#### *Boots & Brews*

A community favorite, Boots & Brews, was held on Saturday, July 31, 2021, from 11:00am - 4:00pm, following the Douglas County Fair parade which served as a kickoff to the Douglas County Fair. Downtown was packed with Castle Rock families eager see their favorite float, catch a piece of candy or cheer on friends and family that were participating in the parade. At the conclusion of the parade, families and individuals gathered in Festival Park to listen to Sarah P. and the Dirty Logger and Heavy Diamond Ring perform county and rock favorites. Guests enjoyed beer from a variety of local and regional breweries, complementary to the exceptional food provided by M&M Western Grill, No Joke Smoke, Kariacos, Bob's Roasted Nuts, Mile High Kona Ice, and Glacier Homemade Ice Cream. Activities included a mechanical bull, face painting and balloon artists. The DMA's social media pages were flooded with positive comments and feedback about the event, from the entertainment to the activities, beverages, and food available. The event attendance exceeded expectations and is estimated at 2,500 guests.

#### *Concert Under the Lights*

Concert Under the Lights, occurred on Friday, August 13, 2021, from 6:00pm - 10:00pm in Festival Park. The event was set under the lights of Festival Park, and opened with solo-guitarist, Lindsey Giffey. Local celebrity, Grayson Little performed the headlining entertainment for the evening and entertained guests with many fan favorites. Sponsors for this event included Riverwalk as the Title Sponsor, and additional sponsors being the Town of Castle Rock, Arapahoe Community College Sturm Collaboration Campus, Park Street Storage, HBS Trash, and Gravina's Window Center of Littleton. The beer was provided by Burly Brewing Co., 105 West Brewing Co, and Great Divide Brewery and Roadhouse. Wine was provided by Purgatory Cellars Winery and an assortment of food options were provided for the community's enjoyment. Marketing efforts for this event included a social media gift card giveaway, which incorporated gift cards from

local Downtown businesses, such as the B&B Café, Great Divide, Sugar Spoon Candies and Sunday Afternoon Simple Living. The DMA found this event to be a gem in the 2021 event season, as the weather held up, the entertainment was great, and the event received numerous positive comments and feedback from attendees and board members.

### *Oktoberfest*

The 2021 Oktoberfest was extremely successful given so much uncertainty to start the event season. An estimated 8,000 guests attended the event, which was held in Wilcox Square on September 18, 2021, from 1:00 – 9:00pm. Pre-event token sales began at 9:00am to a small line of people. A crowd favorite this year included the hand-crafted commemorative steins and pilsners designed and individually made by Chris Birch Pottery. The first 100 steins were available for purchase starting at 10:00am and by 10:30am they sold out. At 1:00pm, the event began with the traditional keg tapping ceremony with community leaders on stage to kick off the event and this began the serving of beer and sales of the remaining steins and pilsners which sold out in the next hour and a half.

Thirteen breweries joined the festival including, 105 West Brewing Co., Burly Brewing Co., Barnett & Son Brewing Co., Copper Kettle Brewing Co., Elizabeth Brewing Co., Finkel & Garf Brewing Co., Great Divide Brewery & Roadhouse, Jagged Mountain Craft Brewery, Lone Tree Brewing Co., Odyssey Beerwerks Brewery & Taproom, Resolute Brewing Co., Rockyard Brewing Co., and Wild Blue Yonder Brewing Co. Additional alcohol included Elevated Seltzer, Mystic Mountain Distillery, and Purgatory Cellars Winery.

The annual fall festival featured a variety of different entertainment including classic Oktoberfest music provided by The Austrian Connection followed by fire performer Rose Ashes, and DJ Nick Farnsworth as the Oktoberfest entertainment of the evening. The event also offered cornhole, face painters, balloon artists, stein hoisting competitions, giant beer pong and a Kids Fun Zone. A record 123 kegs were tapped at the festival and 48 gift cards from Downtown Businesses were given away.

The Downtown businesses were encouraged to hang balloons on their door, decorate their shop, or offer specials to welcome the thousands of people that would be in Downtown for the event, into their place of business. Sponsors for this event included Castle Rock Autoplex as the Title Sponsor, The Town of Castle Rock, HBS Trash, Canvas Credit Union, Park Street Storage, Gravina's Window Center of Littleton, Arapahoe Community College Sturm Collaboration Campus, and I Love Colorado Beer.

### *Burger Week*

Burger Week occurred from Sunday, October 3, 2021 - Sunday, October 10, 2021. The event was a weeklong social media promotion featuring local downtown restaurants and their flare on a unique craft burger for just \$10. Participating restaurants were asked to create a burger of their choosing, prepare it for the week, and promote their specialty burger on their menu and through their social media platform. Restaurants included B&B Café, Brit Stop Café, Castle Café, Garlic & Spice Kitchen, Glacier Homemade Ice Cream, Great Divide Brewery and Roadhouse, Scileppi's at the Old Stone Church, Siena at the Courtyard, Sinners and Saints, The Office Co. Bar & Kitchen, Tribe, Union an American Bistro, Wild Blue Yonder Brewing Co., and Z'Abbracci's Pizza, Pasta and Taphouse. Customers were encouraged to order as many Burger Week burgers as possible in just one week and were given three chances to win a \$100 gift card by filling out the Burger Week Passport. The Title Sponsor, Canvas Credit Union, received social media

marketing promotions and highlights, as well as print marketing on the Burger Week Passport for their role in the event. Burger Week is proving to be a community favorite and much enjoyed by the community.

### *Fangtastic Festival*

Fangtastic Festival, occurred on Friday, October 29, 2021, from 1:00pm - 4:00pm in Festival Park. The Title Sponsor for this event was Ent Credit Union, the pumpkin sponsor was Sturm Collaboration Campus Arapahoe Community College Castle Rock, and hot chocolate provided by Crowfoot Valley Coffee. The event was a trick-or-treat booth to booth event, where the twenty-one vendors dressed up in Halloween costumes, decorated their booths, and passed out candy to the toddlers and young kids. Families and children that attended were all dressed up in Halloween costumes and festive attire. The DMA played a family friendly Halloween playlist and gave over 100 small pumpkins in the first hour of the event to children and families. Colorado Circus was also there to paint young children and families faces for the event, which included a lot of young superheroes or animal designs. Fangtastic Festival was a great holiday event that activated the park and engaged young kids and their families to participate in the holiday festivities in Downtown Castle Rock.

### *Carriage Rides*

The Holiday Carriage Rides started at the end of November and ran throughout the holiday season. This year's season offered rides on November 26<sup>th</sup> & 27<sup>th</sup>, December 2<sup>nd</sup>, 3<sup>rd</sup>, & 4<sup>th</sup>, December 9<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup>, December 16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup>, December 26<sup>th</sup> & 27<sup>th</sup> for a total of 234 rides. Carriage rides have quickly become a holiday tradition in Downtown Castle Rock complimenting the holiday decorations and lights, and helping to enhance the experience for Downtown residents and visitors. The route began in Festival Park by the giant Christmas Tree, going north on Wilcox to Fourth Street, east to Perry Street and south back to Second Street into Festival Park. This year's tickets were sold for \$30 per reservation, allowing for 4-5 passengers per carriage. Whether people reserved a carriage ride or just enjoyed seeing the horse and carriage in Downtown Castle Rock this experience continues to be something we are proud to offer, and many communities are working to duplicate.

### **Downtown Businesses Engagement**

The DMA staff regularly meets with the downtown community to keep them informed on what is going on in Downtown. These meetings and communications provide information on the events that are planned in Downtown, staff answers questions about projects and parking as well as DDA Programs such as the Façade Improvement Grant.

DMA Staff continues to offer online presence reviews knowing that when businesses are easily found online, all of Downtown benefits. The more Downtown businesses that have a strong online presence the better, since all will benefit from attracting a customer into Downtown. In the review, the DMA reviews the business's website, Google+ account, Yelp, and social media platforms to make sure that each platform has a strong online presence with the goal to bring people Downtown and to step into a store.

The DMA continues to increase and improve social media activity on the Downtown Castle Rock social media pages, focusing solely on Facebook and Instagram for the 2021 season. This marketing strategy has allowed us to hone-in on the two strongest social platforms and establish a reliable method of social media data collection. Social media data analytics are the foundation of an effective digital marketing campaign, because businesses can see exactly how customers or communities of people perceive and

interact with their brand, allowing them to make strategic changes that move the needle for businesses. On Facebook for example, social media data includes number of likes, increases in followers, reach, or post engagement, and/or analysis of audience based on age, gender, and location. Once the social media data analytics are reviewed, sound decisions can be made on the following: optimizing social content, informing content strategy, updating SEO strategy, monitoring brand image, and identifying influential customers.

### **Summary**

Although the 2021 Summer Event Season began with many unknowns, it has concluded with a successful event season. The support of the Town of Castle Rock both in terms of financial support through the service contract and support from different departments to facilitate street closures, liquor licenses permitting, and other necessary logistical components has been vital to the success of this season's events.

The Downtown Merchants Association staff remains committed to supporting a vibrant and unique Downtown experience for the residents and visitors to Castle Rock. It is evident that after a difficult year, the community was excited for the opportunity to engage with neighbors, friends, and family once again in Downtown.

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***(See attachments on the following pages)***

**Attachments**

Attached are several examples of the marketing materials, social media comments and event photos from DMA produced Downtown events.







Attached are screenshots of community feedback from the 2021 Classic Rock Cruise-In Car Show social media comments posted on the Downtown Castle Rock social media pages.

Cheri Bristol  
Castle Rock is the most friendly and kind community I've ever lived in! Looking forward to what summer has to bring to this joyful town!

Andie Thiel  
It was such a great time! My kids loved seeing the cars, listening to music, trying new food and trying some flowers!

Costa Griffin  
So excited for all the upcoming events in our amazing town!

Anna Galan  
Love running, shopping, and eating in Castle Rock! Sounds like a fun weekend.

Becky Kemp  
We have lived in Castle Rock for 20 years and we have seen the growth and have loved the way the downtown area has evolved. We love our restaurant. We live in Plum Creek so we are close to everything happening in the downtown area and we are so excited... See More

Wendy  
The concert and food trucks tonight were AWESOME!  
We LOVE Castle Rock!  
Castle Rock ROCKS!

Willie Bennett  
Love Castle Rock and all of these restaurants!

Cherie Rodriguez Zwickl  
Had so much fun tonight at the car show!

Ashley Taylor  
Love Castle Rock and Classic Cars!

Carla M. Lutz  
I love where I live! Castle Rock is the coolest town to live in.

Tina Shannon  
Castle rock is BACK! So happy to see all these beautiful faces living their best life!

Brian Long  
So glad we chose Castle Rock to call home! Great people, great events and a beautiful town!

Sarah Ray  
Here's to #CastleRock! Great car show, concerts, vendors! Even pizza by the slice & Abstract - Pizza, Pasta & Tap House outside window, ingenious idea I tell ya! No wait for yummy food! Delish!

Aracelis Knightgale  
Can not wait to have an amazing time in this wonderful community!

Jessica Millarby  
Excited to bring my kiddo to the car show tomorrow! And, so thankful to get back to "normal". Love our town.

JD Castle  
Set car show around and fun doing it with friends around Castle Rock.

Shawna Carey  
This is always a fun time. Can't wait to see all the cars and enjoy downtown Castle Rock again great tradition for my family.

Aracelis Knightgale  
Downtown is the only place to be this weekend!

Andy Wessum  
Looking forward to tomorrow's car show!

Debbie Calhoun  
Downtown Castle Rock has so many fun things to do and so many great restaurants and breweries!

Aracelis Knightgale  
Looking forward to seeing the show, new to Castle Rock and Colorado. Loving our new town!

Kelly Gossett  
Love summer in Castle Rock!

Christine DeLuca  
I completely forgot it was this weekend! Thank you for the reminder! We will be there!

Rachel Santiago  
Looking forward to all the summer activities!

Aracelis Knightgale  
  
 We had so much fun, enjoyed the music and all of the cool classic cars.

Betsy Carlson  
I'm so glad we are back to enjoying life in our amazing town! This summer is going to be awesome!

Lisa Packer Bahns  
So glad Castle Rock is our home town!

Krista Holmes Peterson  
We had so much fun tonight! Glad it's back. Great bend too!

Stephanie Lynn Grogg  
Had a great time downtown this evening! Looking forward to a great weekend!

Tyann Johnson  
Looking forward to the car show tomorrow!

Amy Williams  
It's going to be a great summer in Castle Rock!

Angela Martinez  
Glad things are opening up this summer! CR always has such great events. What an awesome giveaway! Yum!

Jamie Mathews  
What a fun event. Looking forward to seeing some great cars this weekend!

Amy Hobbes  
Downtown is so fun! We've only been to college's so far!

Dawn Murray  
Looking forward to being outside at events again!

Apple Tice  
Love downtown Castle Rock! So much to enjoy with the shops and restaurants!

Ashley Elizabeth Frankel  
This is so great! Thankful for this town.

Jane Green  
What a great night! Nice cars, good food and music!

Laura Williams Tappan  
Had dinner at Great Divide tonight and loved seeing everything happening downtown!

Cheryl Mitchell  
Here's to this evening and it was so nice to be out and see happy faces enjoying downtown Castle Rock.

Kerrie Stephanie James  
Castle Rock is so great! Thanks for the fun weekend ahead!

Mary Dupuis Bantard  
Looking forward to seeing all the cars AND people today!

Julia Wells  
So fun tonight. And my whole family is so excited for the car show tomorrow!

Debbie Calhoun  
Downtown Castle Rock has so many fun things to do and so many great restaurants!

Christine White  
Can't wait for tomorrow the kids are so excited!




Castle Rock  
I love the old car show! Glad the town is opening back up to enjoy the summer!

Brittney Clark-Perez  
We love Castle Rock and all the fun events going on this summer!

Kelly Bantz  
We had a great time at the car show!

Diane Wolford  
Can't wait to see all the cool classic cars!

- Debi Lowery**  
Looks like a fun summer weekend ahead!  
Like Reply Message 1d
- Bonnie Swetta**  
I would love to be the winner these are such wonderful restaurants!  
Like Reply Message 1d
- Rafa Rivas**  
Proud to say we live in this beautiful town!  
Like Reply Message 1d
- Holly Greig**  
Checking out the car show tomorrow!  
Like Reply Message 1d
- Wes Randolph**  
Funnel taking my crew tomorrow!  
Like Reply Message 1d
- Kristen Thornhill**  
Yes for summertime downtown!  
Like Reply Message 1d
- Louise Novick**  
Could Fun! 'S be walking down tomorrow, such a lovely day out!  
Like Reply Message 1d
- Mia Kay**  
My favorite city!  
Like Reply Message 1d
- Carol Kavala Peterson**  
Lots of fun close by!  
Like Reply Message 1d
- Mallory Lombard Lee**  
Can't wait for the car show!  
Like Reply Message 1d
- Rachel McKeag**  
We love Castle Rock!  
Like Reply Message 1d
- Leslie Salt**  
Can't wait to see all the cool cars!  
Like Reply Message 1d
- Katie Heiber**  
Live out city!  
Like Reply Message 1d
- Lily Taylor**  
I hear that, enjoy!  
Like Reply Message 1d
- Rafay Etkin**  
So fun!  
Like Reply Message 1d
- Ronda Vidales**  
Oh!  
Like Reply Message 1d
- Michelle Vidales**  
Looks awesome!  
Like Reply Message 1d
- Everette Thompson**  
I love CBD!  
Like Reply Message 1d
- Barbara Hainer Summers**  
Sounds like a great weekend!  
Like Reply Message 1d
- Gely Pitts**  
This is awesome!  
Like Reply Message 1d
- Becky Whitton**  
Summertime fun!  
Like Reply Message 1d
- Mandi Marcella**  
Super fun!  
Like Reply Message 1d
- Ashley Berman Bar**  
So fun!  
Like Reply Message 1d
- Dianne Alina Little**  
Love Schep's and Downtown Castle Rock!  
Like Reply Message 1d
- Christy Eye**  
Sweet!  
Like Reply Message 1d
- Debbie Charlton**  
Sounds like a great time!  
Like Reply Message 1d
- Samantha Wood**  
I love CBD!  
Like Reply Message 1d
- W. Taylor**  
Great Refresher Super fun!  
Like Reply Message 1d
- David Walters**  
Good times!  
Like Reply Message 1d
- Andrea Walters**  
Daniel Walters!  
Like Reply Message 1d
- Caroline Evans**  
Just!!  
Like Reply Message 1d
- Lynne Goodland**  
❤️❤️❤️  
Like Reply Message 1d
- Krista Matz**  
Absolutely love living here!  
Like Reply Message 1d

- Tyler Schaeffer**  
Ooo, celebrat! Might have to go that tomorrow while we're there!  
Like Reply Message 1d 1d
  - Brenda Lavett Young**  
  
Like Reply Message 1d
  - Kelly Ing**  
Looking forward to the car show tomorrow!  
Like Reply Message 1d
  - Carl Esterwood Lund**  
So pumped for summer in Castle Rock!  
Like Reply Message 1d
  - Michelle Bernhard Coeligen**  
Looking forward to the car show today!  
Like Reply Message 1d
  - Christine Hault-Steinmetz**  
Taking my dad to the car show tomorrow!  
Like Reply Message 1d
  - Aracelis Lowery-Love**  
Amazing! Love castle rock!! Planner!  
Like Reply Message 1d
  - Kristen Branger**  
Summer in castle rock is the best!  
Like Reply Message 1d
  - Andrea Thiel**  
Mandi Marcella you were there? We missed bumping into you!  
Like Reply Message 1d
  - Reply in Downtown Castle Rock**
  - Jennifer Seltzer**  
I love living here!  
Like Reply Message 1d
  - Sandra Rodriguez**  
FUN-FUN-FUN!  
Like Reply Message 1d
  - Jake Brown**  
Love this town!  
Like Reply Message 1d
  - Kathleen Salmeli**  
Fun!  
Like Reply Message 1d
  - Ashley Smith**  
So fun!  
Like Reply Message 1d
  - Bradley Inry**  
Looks like a lot of fun!  
Like Reply Message 1d
  - Shea Ocarson**  
Yay!  
  
Like Reply Message 1d
  - Kelly Miller**  
I love this town, and the people are a blessing!  
Like Reply Message 1d
  - Kristin Teuscher**  
Cool!!  
Like Reply Message 5d
  - Darin Stahl**  
Yes!  
Like Reply Message 5d
  - Tina Hainer**  
❤️❤️  
Like Reply Message 5d
  - Rosa Navarrete**  
  
Like Reply Message 5d
- Write a comment...

Here are a handful of photos from some of the events that the DMA produced in 2021:



*Classic Rock Cruise-In Car Show*



*Oktoberfest*



*Oktoberfest*



*Oktoberfest*



*Boots & Brews*



*Classic Rock Cruise-In Car Show*



*Concert Under the Lights*



*Wellness Wednesday – Story Time in the Park*