



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Downtown Development Authority

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

June 24, 2016

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 preliminary mill levy information was not available at the time of this letter however the DDA mill levy revenue matching request is estimated at \$150,000. 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, 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. For 2017, this amount is estimated to be approximately \$150,000 however preliminary numbers for the County Commissioner were not available at the time this letter was written. The DDA would once again work with Town Staff to insert the number that is certified by the County Commissioners into the DDA service contract.

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 by the community and Town Council which provides direction, guidance and vision to the Downtown Development Authority and the following 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.

In the last year, the DDA has had several significant building accomplishments, which could not be done without the support of the Town of Castle Rock, that will contribute to vibrancy in Downtown and a stronger economy for Downtown small businesses:

- The Move at 6th and Jerry. This tech oriented office building will retain well-paying jobs in the community, it will add more well-paying jobs in the community and it will increase the daytime population in Downtown which is the lifeblood for Downtown small businesses.
- The Mercantile Commons at 3rd and Jerry St. This mixed use building will provide space for restaurant and retail, office space and our first new residential space in Downtown in many years.

- The Corner at 221 Wilcox. This mixed use project at the corner of 3rd and Wilcox will also greatly contribute to vibrancy in Downtown adding retail, restaurant, residential and office space on an important corner and replacing a building that is beyond its designed use.

In addition, we have seen building ownership change hands and/or significant investment made and proposed at 309 Jerry St. (interior and façade), 115 3rd St. (proposed new sushi restaurant), 312 Wilcox (façade), 21 Wilcox St. (façade and patio), 3 Wilcox St. (façade and patio), 407 Wilcox St. (façade). We have also seen proposals for additional residential space in Downtown, craft beer and new restaurants.

The Downtown Development Authority is tremendously appreciative of the Town's funding and organizational support and hopes to continue to build positive momentum in Downtown. Thank you for your consideration.

Sincerely,



Kevin Tilson
Director
Castle Rock Downtown Alliance

**2017 SERVICE ORGANIZATION
FUNDING APPLICATION**

ORGANIZATION REQUESTING FUNDING:

Castle Rock Downtown Development Authority

I. 2017 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?)*

<u>Downtown Façade Improvement Program</u>	<u>\$15,000</u>
<u>Downtown Flowerbox and Patio Program</u>	<u>\$15,000</u>
<u>Downtown Trolley Program</u>	<u>\$2,000</u>
<u>Professional Services – Acct., Audit, Legal</u>	<u>\$20,000</u>
<u>Rink Management, Equipment and Operations</u>	<u>\$61,000</u>
<u>Rink Installation and Teardown</u>	<u>\$15,000</u>
<u>Rink Utilities</u>	<u>\$10,000</u>
<u>Marketing and Public Website</u>	<u>\$12,000</u>
 TOTAL FUNDING REQUEST	 <u>\$150,000</u>

II. 2017 PROJECTED ORGANIZATION BUDGET

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

2017 projected organizational budget

(Including funding from the Town) \$420,000

Projected sources of revenue

<u>County Mill Levy</u>	<u>\$150,000</u>
<u>County Specific Ownership Tax</u>	<u>\$5,000</u>
<u>Town Mill Levy Match</u>	<u>\$150,000</u>
<u>Rink Sponsorship</u>	<u>\$25,000</u>
<u>Rink Sales</u>	<u>\$85,000</u>
<u>Flowerbox and Patio Rental Sales</u>	<u>\$5,000</u>
 TOTAL PROJECTED REVENUE	 <u>\$420,000</u>

Projected expenditures

(By major budget category)

<u>Downtown Façade Improvement Program</u>	<u>\$15,000</u>
<u>Downtown Flowerbox and Patio Program</u>	<u>\$15,000</u>
<u>Downtown Trolley Program</u>	<u>\$2,000</u>
<u>Office Rent, Facilities, Admin.</u>	<u>\$32,000</u>
<u>Personnel</u>	<u>\$200,000</u>
<u>Professional Services – Acct., Legal</u>	<u>\$20,000</u>
<u>Marketing and Public Website</u>	<u>\$10,000</u>
<u>Rink Admin., Programs, Operations and Personnel</u>	<u>\$72,000</u>

<u>Rink Install</u>	<u>\$15,000</u>
<u>Rink Utilities</u>	<u>\$15,000</u>
<u>Rink Equipment</u>	<u>\$20,000</u>
<u>Rink Marketing</u>	<u>\$4,000</u>
 TOTAL PROJECTED EXPENDITURES	 <u>\$420,000</u>

III. 2017 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 2017, 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. Build on the momentum that has been generated in Downtown from projects like, Festival Park, the Move, Mercantile Commons, The Corner (221 Wilcox) and façade improvements further noted in the cover letter with this application.
 - Façade Improvement Program: Support and encourage additional 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. The current goal of the project is to bid it in the end of 2016 and construction to begin in 2017.
- 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. To date DDA conversations have prioritized physical development projects as mentioned above over beautification and signage, however the increment generated from these projects in the next few years will provide a source of revenue that could fund beautification and signage.
 - Patio Program and Flower Boxes: 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, and improve flower boxes and beautify downtown.
 - 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

Jason Bower, Chair
Greg Boman, Vice Chair
Renee Valentine, Town Council Liaison
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
Terri Goudy, Event Coordinator, Castle Rock Downtown Alliance
Corey Hoffman, Legal Counsel