



Castle Rock  
**PARKS &  
RECREATION**  
*August 2025  
Monthly Report*



# UPCOMING *Events*

View up-to-date information at [CRgov.com/Events](https://CRgov.com/Events).

SEPTEMBER  
**18**  
**Tunes for Trails free concert feat. Dance X**  
6:30 to 9 p.m.  
Amphitheater at Philip S. Miller Park

SEPTEMBER  
**27**  
**National Public Lands Day**  
8:30 a.m. to noon  
Metzler Family Open Space

SEPTEMBER  
**27**  
**Glow Dance Party**  
6:30 to 9 p.m.  
Amphitheater at Philip S. Miller Park

OCTOBER  
**4**  
**Castle Rock Trail Festival and LiveBIG Family Adventure Run**  
6 a.m. to 3:30 p.m.  
Philip S. Miller Park

OCTOBER  
**18**  
**Spooktacular**  
1 to 4 p.m.  
Philip S. Miller Park

OCTOBER  
**19**  
**Fall Festival feat. Creepy Crawlies Around the Rock**  
10 a.m. to 3 p.m.  
Festival Park

## Recurring seasonal events

Join us for the Festival Park Farmers Market, recurring through Sunday, Oct. 12.



# CAPITAL PROJECT UPDATES

## *Parks, Open Space and Trails*

The following updates summarize general progress that occurred throughout the month on capital projects managed through the Parks and Recreation department; for background information and additional details visit [CRgov.com/ProjectUpdates](https://CRgov.com/ProjectUpdates).

### **Town Council approves the Santa Fe Quarry Trail project**

In August, Town Council approved a resolution authorizing the Parks and Recreation Department to move forward with the Santa Fe Quarry Trail Project. The \$156,025 project, including contingency, will be completed by Timberline TrailCraft LLC through a sole-source agreement due to their expertise and existing relationship with the Town.

The project will construct a two-mile sustainable trail around the Santa Fe Quarry Mesa, addressing community goals of improved access, safety and environmental stewardship. The new trail will connect key points within the Red Hawk neighborhood and eventually link to the Ridgeline Open Space, creating an important east-west connection.

Public engagement, including an open house and online feedback, showed strong community support. Construction has commenced and will be completed by the end of 2025.

### **Lost Canyon Ranch Open Space management plan approved by conservation easement holder Douglas Land Conservancy**

In August 2025, the Douglas Land Conservancy (DLC) formally approved the Lost Canyon Ranch Open Space Management Plan, marking a major milestone in advancing this historic project. This approval ensures that the long-term stewardship framework for the 681-acre property aligns with the conservation easement and permanently protects its ecological, scenic, and cultural resources.

With DLC's approval in place, the Town can now move forward with Town Council consideration of the Master Plan and Management Plan. Pending Council approval, staff will begin implementing Phase 1 improvements later this fall, with an anticipated public opening in summer 2026. First-phase work may include trail construction, roadway stabilization and traffic calming measures, parking and trailhead facilities, entryway improvements and wayfinding signage.

The Lost Canyon Ranch acquisition in 2024 represented the largest open space purchase in Town history and directly responds to strong community support for land preservation and trail access. The phased approach to improvements will provide new recreational opportunities while ensuring habitat protection and cultural resource stewardship remain top priorities.



# OPERATIONAL UPDATES

## *and Local Impact*



### 2025 Summer Concert Series recap

The 2025 Summer Concert Series at the Amphitheater at Philip S. Miller Park once again delivered a season of music, community and memorable summer evenings in Castle Rock. Featuring five diverse performances between June and August, the series brought nationally recognized talent and crowd-pleasing tribute acts to one of Colorado's most scenic outdoor venues.

This year's lineup included:

- Sugar Ray (June 21)
- Gavin DeGraw (July 11)
- Philadelphia Freedom: A Tribute to Elton John (July 19)
- Chris Lane (Aug. 9)
- Yachty Got Back with the Denver Pops Orchestra (Aug. 30)



Each concert offered a unique atmosphere, from nostalgic throwbacks to high-energy contemporary hits, ensuring wide appeal across audiences. On average, the series drew approximately 1,600 attendees per performance, underscoring the continued popularity of live music programming in Castle Rock.

Guests enjoyed a variety of ticketing and seating options, including general admission lawn seating, reserved orchestra sections and elevated patio boxes with cocktail service. Food trucks and a full-service bar further enhanced the concert experience, making the events not only about music but also about community.

The Summer Concert Series remains a hallmark of Castle Rock's seasonal programming, strengthening the Town's reputation as a destination for high-quality arts and entertainment while fostering local engagement and economic activity.



### Public Art Commission launches Holiday Card Art Contest

In August, the Public Art Commission launched a community art initiative inviting local elementary, middle and high school students to submit original artwork for the Town's 2025 holiday card. Submissions should reflect what Castle Rock means to the artist and help tell the community's story through creative expression. The winning piece will be featured on the cover of the Town's official holiday card, displayed in Town facilities, and used for marketing purposes. The selected artist will also be recognized at a Town Council meeting later this year and receive a \$100 craft store gift card along with a set of printed cards.

Submissions are due by Oct. 5, 2025, with the winning entry to be announced in mid-October. Approximately 200 cards will be produced and distributed to Town partners, VIPs and neighboring communities during the holiday season. This program reflects the Commission's mission to foster memorable art experiences and strengthen community pride through public art.

# OPERATIONAL UPDATES

## *and Local Impact*

### 2025 Summer Camps recap

The Town's 2025 Summer Camps program once again provided families with a wide variety of engaging opportunities for children of all ages. With flexible schedules and diverse offerings, camps continued to serve as a cornerstone of summer programming, offering enriching experiences that kept kids active, creative and connected.

This year, the program reached 2,810 registrations, an 8% increase over 2024. Gross revenue also grew by 8%, reaching \$693,741. Despite this growth, demand far exceeded capacity, resulting in a waitlist of 2,146 participants. This underscores both the popularity of the program and the opportunity for future expansion.

The program was delivered through a mix of Town-led and contracted camps. Town-led programs accounted for 2,238 registrations, generating approximately \$571,825 in revenue. These offerings ranged from athletics and adventure camps — which alone represented over 2,100 registrations — to specialized opportunities like Kids Wheel Camp, Teen Wheel Camp and therapeutic programming. Extended care services, including early check-in and late pick-up options, continued to provide convenience for working families.

Contracted camps added further variety, with 570 registrations across 11 unique providers. Highlights included Avout Racing's mountain bike program, martial arts, theater with KidStage, visual arts through KidZArt, STEM-focused camps such as Mad Science and Snapology, and technology-based experiences with Youth Tech. Contracted camps generated \$125,545 in gross revenue.

The strong participation and diverse offerings of the 2025 Summer Camps program highlight the Town's commitment to providing high-quality recreational opportunities that meet community needs and foster youth development.

## SUMMER CAMPS 2025 RECAP

**11**  
weeks of  
summer  
camps



**2,810**  
summer  
camp  
registrations  
▲ 8% increase  
over '24



**2,146**  
participants  
waitlisted  
due to space  
limitations



**11** unique  
providers of  
specialty camps



**570**  
participants  
in specialty  
camps



# AUGUST EVENTS

## *Connecting the Community*

### **Building community through partnership: Nike Community Ambassadors at Gold Medal Camps**

Throughout the summer, the Gold Medal Camps thrived through a dynamic partnership with the Nike Community Ambassadors Program—a corporate volunteer initiative where Nike store employees bring their passion for sport and community engagement to local youth.

Staff from the Castle Rock Nike Outlet volunteered weekly in June and July, leading high-energy games, agility and running drills, relays and group activities designed to build skills, teamwork and fun. Campers described the sessions as “entertaining, different and fun.” Nike selected the Town’s Parks and Recreation Department as their sole community partner, sending Ambassadors once a week for up to two hours. Over the summer, 12 Nike Ambassadors contributed 33 volunteer hours, engaging 30 to 40 campers each week. The season wrapped up with Nike swag prizes—an instant favorite among participants.

This collaboration embodies the Town’s value of working as a team toward common goals with a spirit of cooperation. It also advances the department’s vision to make the public a partner, maximize community resources and strengthen opportunities for local cooperation as Castle Rock grows. Following this successful season, discussions are underway to expand Nike’s involvement into additional programs year-round.



### **iCan Bike Camp: Pedaling toward independence**

The 2025 iCan Bike Summer Camp, hosted at the end of July at the Parker Fieldhouse, provided life-changing opportunities for youth and adults with disabilities to experience the independence of riding a two-wheel bicycle. In partnership with the Town of Parker and with the generous support of the Castle Rock Parks and Trails Foundation, this transformative program served 37 participants between the ages of 8 and 24.

Over the course of five days, riders received individualized instruction from trained staff and volunteers. By the end of camp, 80% were able to ride independently or with minimal assistance, highlighting the program’s success in building skills and confidence.

The camp’s impact was made possible by an extraordinary level of community support. A total of 53 volunteers contributed 300 hours, working alongside therapeutic recreation staff and program specialists to ensure participants felt supported and encouraged at every stage.

Beyond the skill of riding, participants left camp with increased independence, personal growth and meaningful social connections. The program continues to address a critical need: research shows that more than 80% of individuals with autism and 90% of individuals with Down Syndrome may never experience independent cycling without structured opportunities such as this.



The success of the 2025 iCan Bike Camp underscores the Town’s commitment to inclusive programming that expands access to recreation, empowers individuals and strengthens community connections.

# AUGUST EVENTS

## *Connecting the Community*



### Coaching workshop strengthens youth sports in Castle Rock

Castle Rock Parks and Recreation, in partnership with the Denver Broncos and the Positive Coaching Alliance (PCA), hosted a hands-on coaching workshop on Thursday, Aug. 21 at Cantril School. The event, titled Developing Competitors and Mental Wellness through Positive Coaching, brought together coaches and staff for an evening of professional development, collaboration and recognition.

The training focused on building trust, honoring the game and coaching for character — equipping participants with actionable strategies to create positive, supportive environments for young athletes. By the end of the evening, all attendees earned PCA certification, a meaningful credential that underscores the Town's commitment to high-quality youth sports programming.



A total of 25 participants attended. Dinner was generously provided by Raising Cane's Chicken Fingers, whose support helped create a welcoming, community-centered atmosphere.

During the workshop, coaches reflected on their motivations and hopes for their athletes. Many cited family connections, such as supporting their own children or sharing time together. Others emphasized personal passion for sports, the desire to give back through mentorship, or the importance of developing players both on and off the field.

When asked what they hope to bring to their young athletes, common themes emerged:

- Confidence and growth — helping kids build skills and believe in themselves
- Life lessons — instilling responsibility, accountability and resilience
- Character and trust — modeling positive behavior and creating safe environments
- Community and connections — fostering teamwork, friendships and social networks



This event was made possible through a grant from the Positive Coaching Alliance, in partnership with the Denver Broncos. The grant will fund two coaching workshops in 2025, with the August training serving as the first in the series.

The Town is proud to celebrate and invest in its 276 volunteer coaches, who contributed more than 8,400 hours to youth sports in Castle Rock last year. Events like this not only enhance coaching skills but also strengthen the community bonds that make local athletics a cornerstone of youth development.

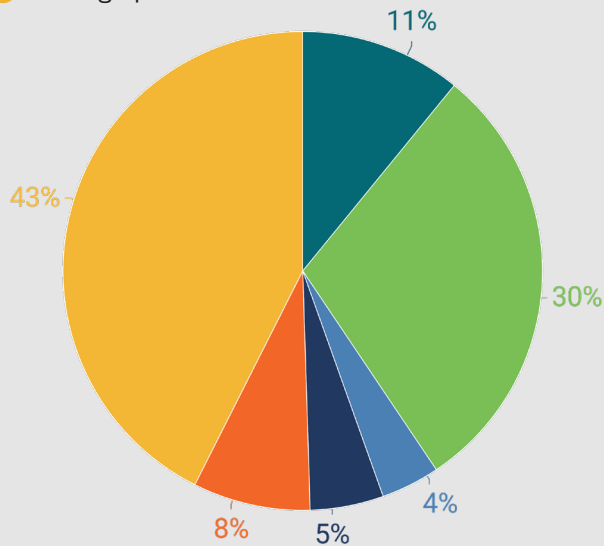
# AUGUST OPERATIONS

## *By the Numbers*

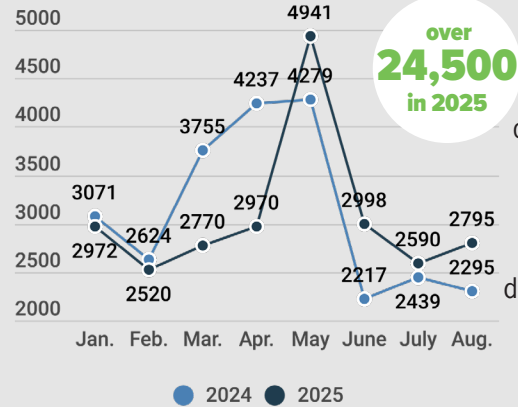
### Parks Maintenance and Operations

This chart provides a breakdown of Parks Maintenance and Operations activities and areas of focus for the month.

- Field maintenance
- Landscaping maintenance
- Irrigation operations
- Construction and special projects
- Weed management
- Mowing operations



### RockREC Registrations



This data represents the number of online program registrations completed via the RockREC app or the desktop version of the site, Recreation.CRgov.com

### POST Partners Volunteer Program



**281**  
volunteers



**658**  
volunteer hours



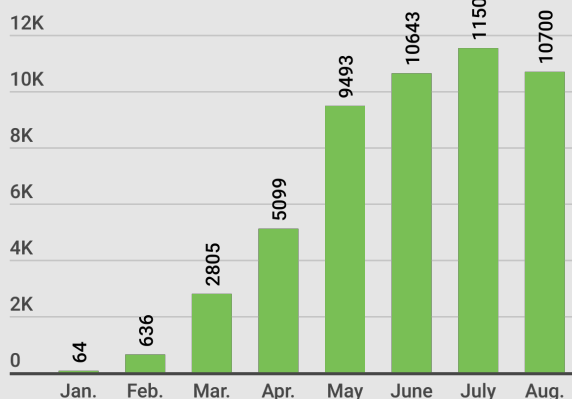
**18**  
events



**65**  
trash bags collected

**▲ 45%**  
increase over Aug. 2024

### Red Hawk Ridge Golf Course



### Park Pavilion and Trolley Rentals

The Town Trolley is available for rent for a variety of events, including field trips, historic landmark tours, weddings, nights on the town and special event parking transportation.

Pavilions at Town parks are also available for rent throughout the year, with the rest being available on a first-come, first-served basis.

**11**  
trolley rentals



**181**  
pavilion rentals



# SOCIAL MEDIA

## Summary

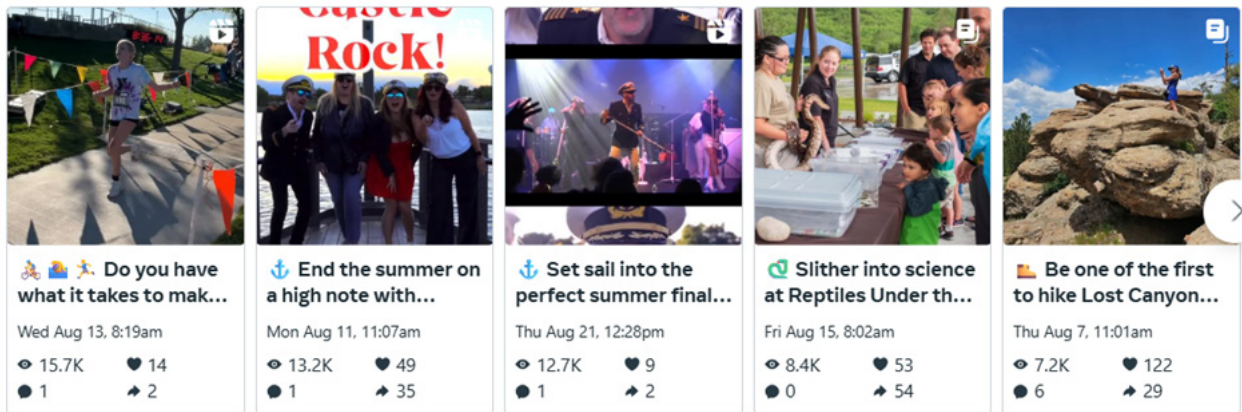
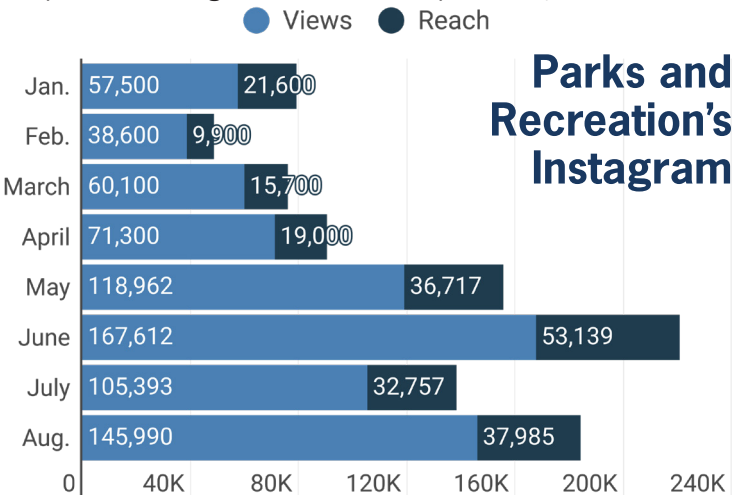
### Social Media Overview

Social media continues to be a core outreach strategy for the department, advancing program visibility, event promotion and public engagement. Content is published through both Town and department Instagram and Facebook platforms, in coordination with the Communications Division to ensure alignment with broader messaging goals.

In August, Parks and Recreation content saw strong performance across platforms. Department Instagram views reached over 145,000, with a monthly reach of nearly 38,000. Reels and Stories generate the highest reach, showing strong audience preference for video and behind-the-scenes content.

#### Top performing content

Recent high-performing posts included a community photo promotion and event invitations, which drew the highest viewer interaction and shares. This reinforces the value of timely, people-focused storytelling and promotional visuals.



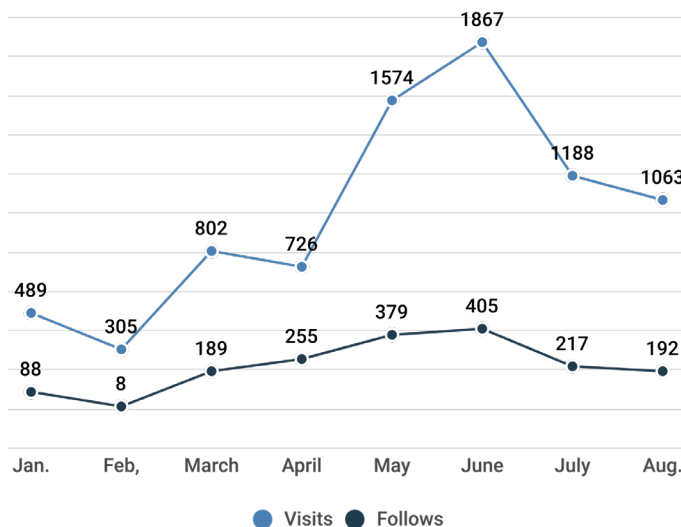
#### Audience growth

The department Instagram account is up to over 5,200 followers. June's big events and seasonal energy boosted visits and follows, but by late summer, content shifted, audiences were busier — leading to fewer profile visits and new followers in July and August.



5,260

total followers



#### Registration site impact

Social media continued to serve as a key driver of program participation in August. Of all visits to the online registration platform, 13% originated from social media, with 8% coming from paid promotions and 5% from organic posts. This demonstrates that both targeted advertising and regular content are effectively connecting residents with opportunities to register for programs, purchase passes and engage with parks and recreation services.