



# Castle Rock PARKS & RECREATION

May 2025  
Monthly Report



# UPCOMING Events

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

JUNE  
**19**  
**Tunes for Trails free concert feat. Heavy Diamond Ring**  
5:30 to 9 p.m.  
Amphitheater at Philip S. Miller Park

JUNE  
**21**  
**Summer Concert Series feat. Sugar Ray**  
6 to 10 p.m.  
Amphitheater at Philip S. Miller Park

JULY  
**4**  
**First Fridays feat. Ryan Chrys & the Rough Cuts and the free 5K**  
3 to 10 p.m.  
Festival Park

JULY  
**8**  
**Animals Around the Rock feat. Raptors Over the Rock**  
6 to 7:30 p.m.  
Amphitheater at Philip S. Miller Park

JULY  
**11**  
**Summer Concert Series feat. Gavin DeGraw**  
6 to 10 p.m.  
Amphitheater at Philip S. Miller Park

JULY  
**12**  
**Pedal the Moon**  
6:30 to 10 p.m.  
East Plum Creek Trail

JULY  
**17**  
**Tunes for Trails free concert feat. That Eighties Band**  
5:30 to 9 p.m.  
Amphitheater at Philip S. Miller Park

JULY  
**19**  
**Summer Concert Series feat. Philadelphia Freedom**  
6 to 10 p.m.  
Amphitheater at Philip S. Miller Park

# UPCOMING Events

## Recurring Summer Events

Join us for the following events, recurring throughout the summer. View up-to-date information at [CRgov.com/Events](https://CRgov.com/Events).



### Yoga in the Park



Sundays 8:30 - 9:30 a.m. | The Amphitheater at Philip S. Miller Park  
Mondays 6:30 - 7:30 p.m. | Festival Park



**FREE**  
ADMISSION

**FREE FITNESS FRIDAYS**  
The Amphitheater at Philip S. Miller Park  
▶ FITNESS FRIDAY 8-9 a.m.

# CAPITAL PROJECT UPDATES

## *Parks, Open Space & 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).

### **New recreation center financing and land dedication agreements**

Town Council approved the first reading of an ordinance authorizing up to \$75.5 million in Certificates of Participation to fund the acquisition, construction and equipping of a new recreation center, along with related public improvements within the Brickyard master-planned community. COPs are a lease-revenue financing tool that allows investors to fund public projects in exchange for a share of lease payments.

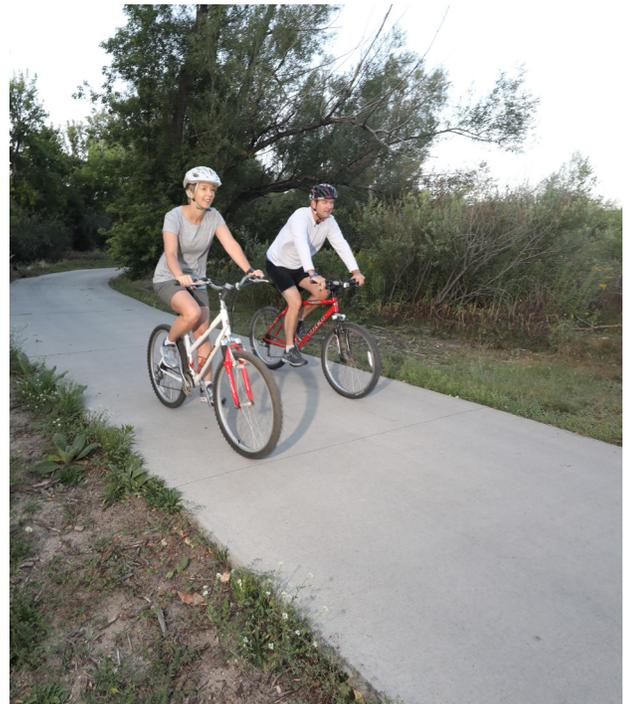
Council also approved a Rec Center Agreement with CD-Acme LLC to establish a public-private partnership. Under the agreement, CD-Acme will donate land adjacent to the Brickyard community for the proposed sports center, and the Town will own the facility while covering 100% of its construction costs using the proposed COPs.

If the financing is approved on second reading, construction of the 145,177-square-foot recreation center, located north of Plum Creek Parkway and south of Topeka Way, is expected to begin in August, with completion targeted for 2027.

### **East Plum Creek Trail at Crystal Valley Parkway reopened**

Beginning May 30, the full length of the East Plum Creek Trail was reopened to trail users. Users will find a new trail alignment and updated connection at Douglas Lane near Crystal Valley Parkway. A 2-mile portion of the trail has been closed for approximately a year to accommodate early construction activities for the [Crystal Valley interchange project](#) — the Town's top transportation priority. The East Plum Creek Trail is a multiuse paved trail that spans approximately 8.6 miles between Castle View High School and the Montaine neighborhood in Crystal Valley. This portion of the trail is also part of the regional Colorado Front Range Trail system.

The southern portion of East Plum Creek Trail can now be accessed via the newly constructed roundabout at the intersection of Crystal Valley Parkway and East Frontage Road. The trail connection on Douglas Lane, located below the Crystal Valley Parkway Bridge, has been updated. Visit [CRgov.com/EPCT](https://CRgov.com/EPCT) to view maps and additional information.



# NEW AND NOTABLE

## *Updates in Parks and Recreation*



### Upcoming Events

#### First Fridays are back for a summer filled with music, food and family fun

The Town of Castle Rock's First Fridays series is the best way to kick back and relax after a long week. Festival Park will be packed with music, food and activities for you and your family.

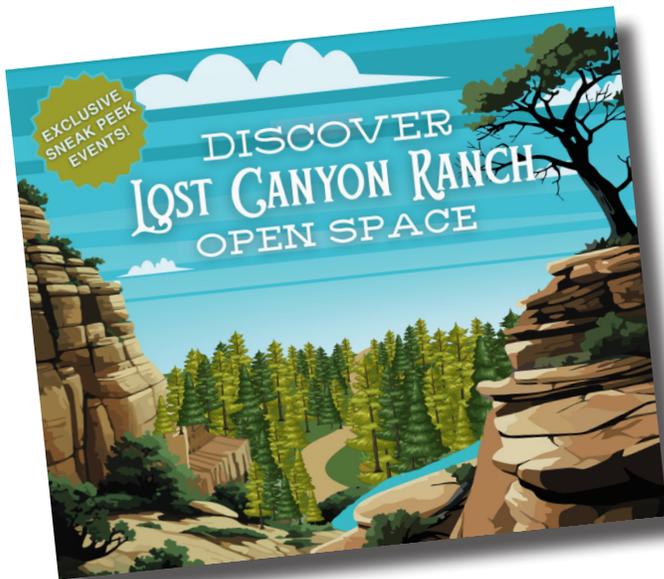
From June through August, First Fridays is your ticket to an evening of free live music and entertainment in Downtown Castle Rock. In August, the festivities kick off at 5:30 p.m., with delicious fare from an assortment of local food trucks, refreshing cocktails and exciting activities. In celebration of Independence Day, the July event will begin at 3 p.m. and feature expanded family-friendly activities including face painting, mini golf, a photo booth and much more.

For the two remaining events, the highlight of the evening is the live music performance from 6 to 9 p.m., featuring:

- July 4: Ryan Chrys & the Rough Cuts
- Aug. 1: Disco Revue

Before the music starts, lace up your sneakers and join us for a free, unofficially timed 5K run/walk at 5:30 p.m. — dress in red, white and blue for the July 4 run. It's a fantastic way to jumpstart your evening and soak in the beauty of our community as you wind through the trails of Castle Rock. Don't forget to register to secure your spot!

Mark your calendars, pack your chairs and picnic blankets, and gather your loved ones for an unforgettable night under the stars. For more details about the First Fridays event series and registration for the 5K runs, visit [CRgov.com/FirstFridays](https://CRgov.com/FirstFridays).



### Discover Lost Canyon Ranch Open Space event series launches

In May, the Castle Rock Parks and Trails Foundation, a nonprofit partner of the Town of Castle Rock, officially launched its Discover Lost Canyon Ranch Open Space event series—an exclusive sneak peek at the Town's newly acquired 681-acre open space before it opens to the public. The series includes a variety of small-group, ticketed experiences designed to offer residents a first look at the open space while raising funds for its future. Events range from guided hikes and full moon treks to sunrise yoga and stargazing nights—all thoughtfully curated to highlight the site's scenic beauty and ecological value, including its towering pines, rugged terrain and panoramic views.

Each event is intentionally limited in size to minimize impact on the land and uphold conservation goals. Proceeds from the series support trail development within the open space, including plans for an accessible trail route that will ensure everyone can enjoy this natural gem. The Discover Lost Canyon Ranch series has been met with strong community interest, with several events quickly selling out. The Foundation's partnership with the Town continues to play a vital role in enhancing open space stewardship, community engagement and the future connectivity of Castle Rock's park and trail system. Learn more and register at [GetOutdoorsCastleRock.org](https://GetOutdoorsCastleRock.org).

# NEW AND NOTABLE

## *Updates in Parks and Recreation*



### **Art and Enrichment Updates**

#### **Douglas County Art Encounters annual installations underway**

Throughout May, the Town of Castle Rock successfully installed six new sculptures as part of the Douglas County Art Encounters program. This regional, year-long outdoor sculpture exhibit is a collaborative effort among Douglas County, Castle Rock, Parker, Roxborough, Highlands Ranch, Lone Tree and Douglas County Libraries to bring rotating artwork to civic spaces.

The installations mark Castle Rock's active participation in the 2025 launch of the county-wide initiative, which showcases over thirty sculptures across participating communities. Each piece was strategically placed at high-visibility parks and facilities to foster community engagement, enhance the cultural landscape and promote public art appreciation.

Castle Rock's installations were completed on schedule throughout the month in preparation for the official summer launch. The selected sculptures reflect a variety of artistic styles and mediums, contributing to the Town's growing reputation as a regional arts destination.

Community engagement efforts, including social media promotion and guided audio tours, are planned to encourage residents and visitors to explore the full Art Encounters collection throughout the County.

#### **Art and culture grants available to enrich community culture and foster local creativity**

Nonprofit organizations, government agencies, educators, artists and businesses are invited to apply for grant funding to help enhance Castle Rock's cultural landscape, foster community engagement and encourage artistic expression. In 2025, up to \$85,000 will be available for up to 20 projects through the Town of Castle Rock's newly approved Art and Culture Grant Program, funded through the Town's Public Art Fund. This annual grant program aims to fund a wide range of innovative initiatives — from live performances and public murals to classroom art projects and cultural exhibitions — designed to celebrate and enrich Castle Rock's heritage and community.

To be eligible, projects must take place within the Town's boundaries, align with community goals for inclusion, creativity and community enhancement, and fall into one of the following categories:

- Art and culture program grants may support workshops, performances, classes, community events and educational programs that align with Castle Rock's cultural goals. Up to five grants of up to \$10,000 each will be awarded.
- Art and culture project grants may provide funding for public-facing creative installations, visual art displays, and cultural or historical exhibits that create meaningful experiences in shared spaces. Up to five grants of up to \$5,000 each will be awarded.
- Art and culture educator grants may support enhanced learning experiences in schools through materials, supplies, hands-on workshops and student-led projects. Up to 10 grants of up to \$1,000 each will be awarded.

Help shape the cultural identity of Castle Rock — apply today! Applications for the 2025 to 2026 grant cycle must be submitted online by 5 p.m. July 18. A panel made up of Public Art Commission members, Town staff and a Councilmember will review applications in August, with awards recommended to Town Council for approval in September. Find more details on the application process, eligibility and grant guidelines, and apply at [CRgov.com/ArtGrants](https://CRgov.com/ArtGrants).

# NEW AND NOTABLE

## *Updates in Parks and Recreation*

### Education Program Spotlight

#### Adventure Club Preschool celebrates another successful school year

In May, the Town's Adventure Club Preschool held its year-end graduation celebration at the Amphitheater at Philip S. Miller Park. Dozens of families gathered to celebrate students completing their preschool and pre-kindergarten programs. The event marked the culmination of a successful school year and recognized the growth, confidence and academic readiness of Castle Rock's youngest learners.

Adventure Club Preschool is a state-licensed, school-year program operated at the Castle Rock Recreation Center. Designed for children ages 2½ to 5, the program provides a secure, enriching and nurturing environment that supports early learning and social development. Adventure Club is also a proud Colorado Universal Preschool (UPK) provider, offering state-funded, part-day preschool for four-year-olds the year before they enter kindergarten.

The program is rated Level 3 through Colorado Shines, the state's quality rating and improvement system for early learning programs. This rating reflects a high-quality environment that promotes children's health, safety and school readiness. This past school year the program served 164 students, with additional families placed on waitlists due to strong demand.

Adventure Club Preschool encompasses the following programs:

- Junior Preschool (ages 2½–3): Introduces foundational skills through crafts, stories and early motor development.
- Preschool (ages 3–4): Encourages independence and creativity through structured play, art, and daily routines.
- Pre-K (ages 4–5): Builds kindergarten readiness through science, pre-reading and math skills, storytelling and movement.
- Five-day Half-Day Pre-K (ages 4–5): Offers an enhanced experience with daily programming to reinforce academic and social development.

This year, the Parks and Recreation Department received \$30,046 in grant funding through the state's UPK Capacity Building Grant, which allowed for expanded enrollment by converting the pottery studio into a licensed classroom space. Adventure Club also received overwhelmingly positive feedback from parents, with a Net Promoter Score (NPS) of 90 — a national benchmark of customer satisfaction.

One parent shared, *"We came in just shy of mid-year (November) from a different school. Our child went from refusing to participate and/or talk to peers to making friends and actively participating with everyone in the classroom. We fully credit that to the culture the teachers have created. Our entire family enjoyed the Adventure Club program and will miss it as we move on to kindergarten."*

Adventure Club Preschool continues to play a vital role in early childhood education in Castle Rock. To learn more or register, visit [CRgov.com/AdventureClub](https://CRgov.com/AdventureClub).

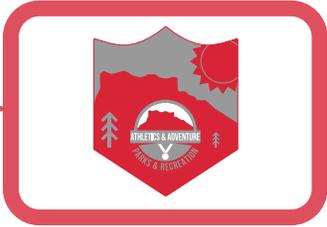


# PROGRAM PARTICIPATION

## Summary



**88**  
participants enrolled in  
Rock Rec Athletics and  
Adventure camps



**87**  
participants enrolled in  
Middle School  
Madness



**253**  
adults enrolled in  
Arts and Enrichment  
programs



**147**  
youth enrolled in pottery,  
music, art or mountain  
biking programs



**3,268**  
group fitness  
program  
attendees

**90**  
personal  
training  
sessions



**159**  
children enrolled in  
Adventure Club  
Preschool



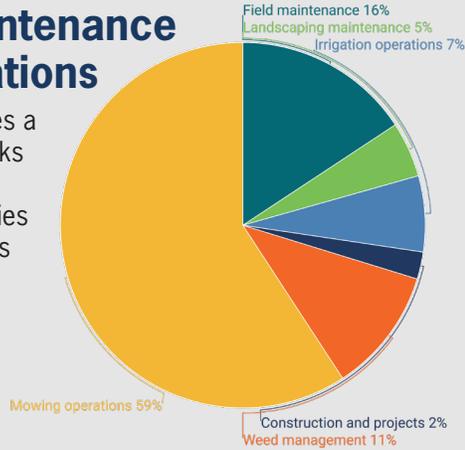
**48**  
children enrolled in  
Toddler  
Time

# MAY OPERATIONS

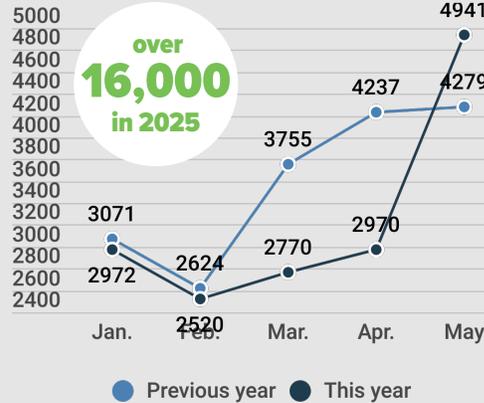
## By the Numbers

### Parks Maintenance and Operations

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



### 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

### Facility Admissions

Daily admissions at the Recreation Center reached their highest May total since 2018, reflecting an 11% increase over May 2024 and a 9% increase compared to May 2023. This sustained growth highlights strong community engagement and consistent demand for recreational services.



Highest May admissions since 2018

### POST Partners Volunteer Program



188 volunteers

▲ 29% increase over May 2024



401 volunteer hours

▲ 26% increase over May 2024

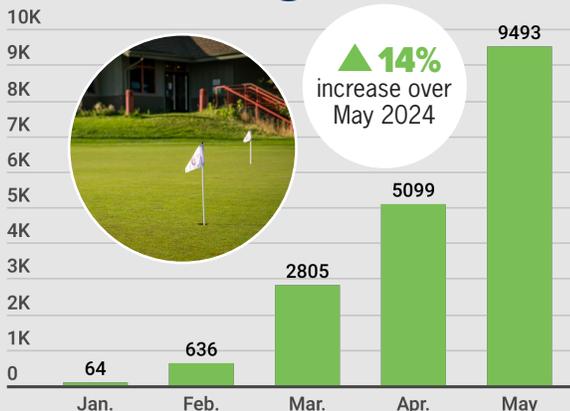


15 events



81 trash bags collected

### 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.

2 trolley rentals



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

125 pavilion rentals, a 5% increase over May 2024



# SOCIAL MEDIA

## Summary

### Social Media Overview

The Parks and Recreation Department continues to utilize social media as a key tool for public outreach, community engagement and program and event promotion. Department efforts are primarily coordinated across three main platforms: the Town's official Facebook page ([facebook.com/CRgov](https://facebook.com/CRgov)), the Town's Instagram account ([instagram.com/CRgov](https://instagram.com/CRgov)) and the Parks and Recreation Department's dedicated Instagram account ([instagram.com/crparksrec](https://instagram.com/crparksrec)). Other platforms, such as X (formerly Twitter) and Nextdoor, are also used to supplement messaging, though the greatest reach and engagement is consistently achieved through the three primary channels. Parks and Recreation's social media efforts serve four primary purposes:

- Informing the public about services, updates and initiatives
- Promoting community events and programs
- Showcasing organizational and community achievements
- Supporting participation in Parks and Recreation programs, facilities, events and volunteer opportunities

Each platform plays a distinct role and is strategically utilized based on its audience and strengths. The Parks and Recreation Department collaborates closely with the Town's Communications Division to plan and develop content that aligns with broader Town messaging priorities. Given that the Town's primary channels are shared among all departments, coordination helps ensure appropriate timing and placement of content related to Parks and Recreation.

#### Facebook (Town of Castle Rock)

This platform serves as a comprehensive communication tool, reaching local residents, families, businesses and community organizations. Content includes Townwide announcements, public service updates, event promotions and community highlights. Parks and Recreation messaging is integrated into this channel on a scheduled basis based on Townwide priorities.

#### Instagram (Town of Castle Rock)

As a visual storytelling platform, the Town's Instagram account emphasizes event promotion, photo- and video-based updates and behind-the-scenes content. Its audience tends to include younger residents and families. Parks and Recreation content shared here typically highlights events, short-form news and programs.

#### Instagram (Parks and Recreation Department)

This department-specific channel serves as a dedicated space to promote recreation programs, volunteer opportunities, community events and park or facility updates. The primary audience includes active program participants, event attendees and community members seeking recreation-focused updates. As a relatively new account, increasing audience engagement and follower growth remains a focus for the department.

Overall, social media remains an effective communication strategy for the Parks and Recreation Department, enabling reach to a wide and diverse audience while collaborating across departments to ensure consistent messaging and maximize community impact.

### Monthly Metrics

The following pages include metrics on Parks and Recreation content posted on the social media channels listed above.

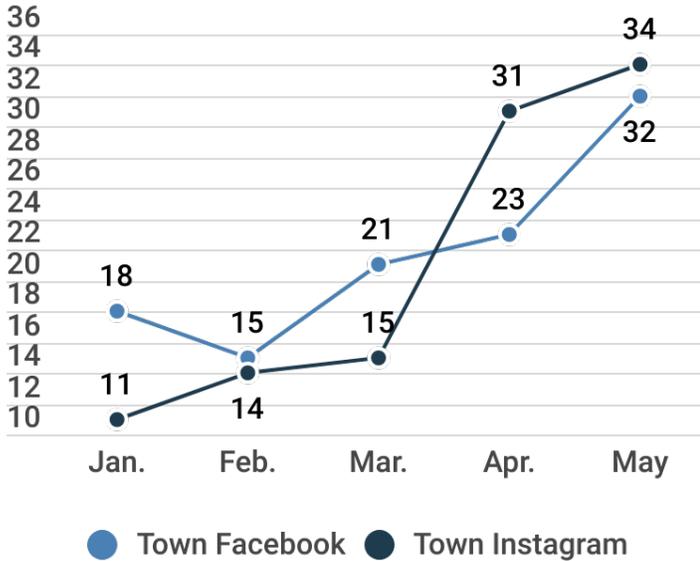
# SOCIAL MEDIA

## Summary

### Town Channels

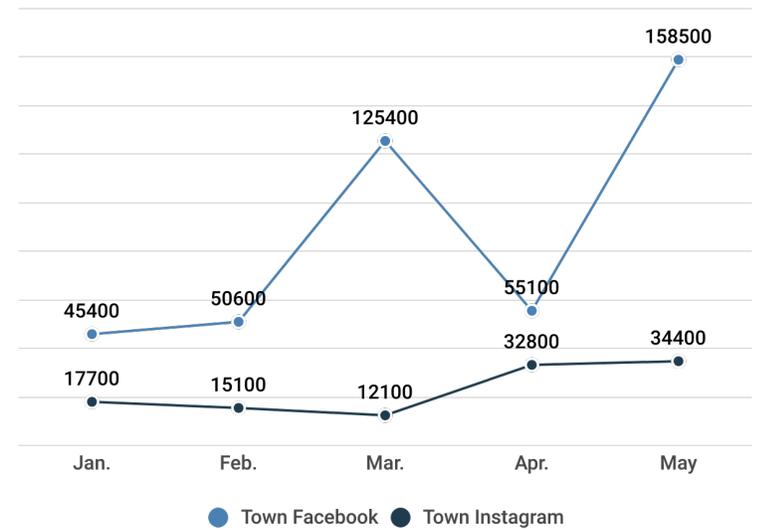
#### POSTS

Total posts on Town channels month-to-month:



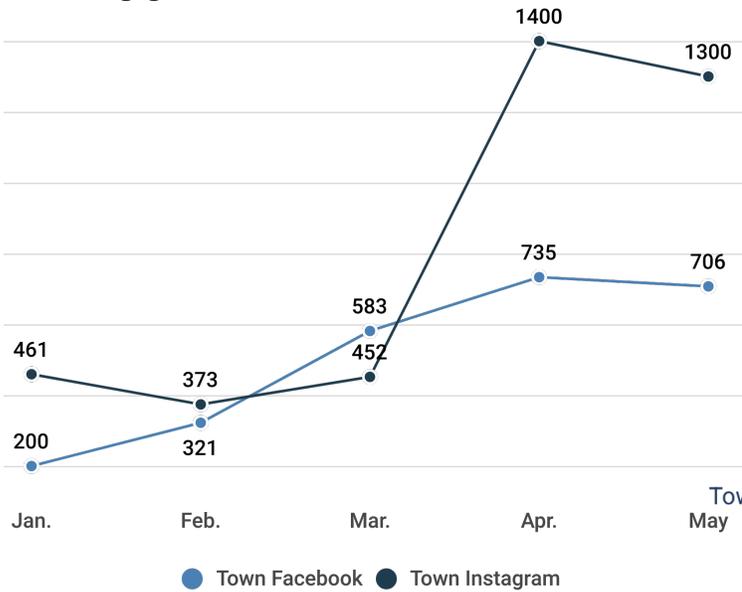
#### REACH

Total reach on Town channels month-to-month:

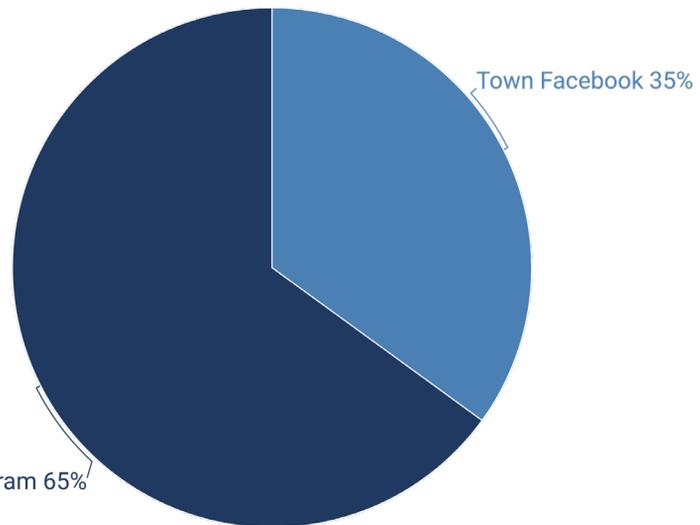


#### ENGAGEMENT

Total engagements on Town channels month-to-month:



Engagements per Town channel this month:



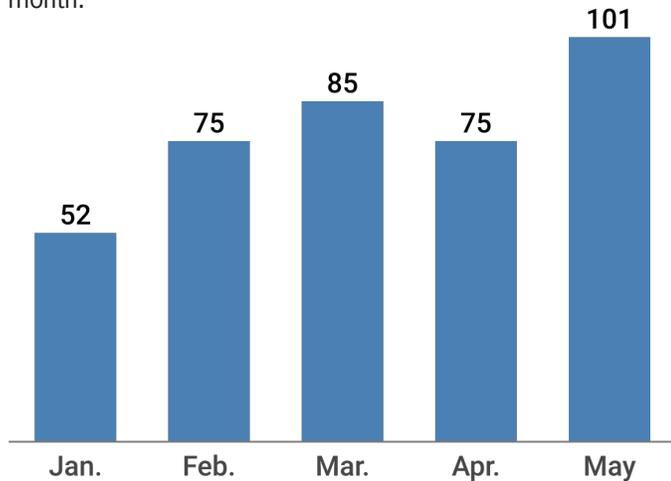
# SOCIAL MEDIA

## Summary

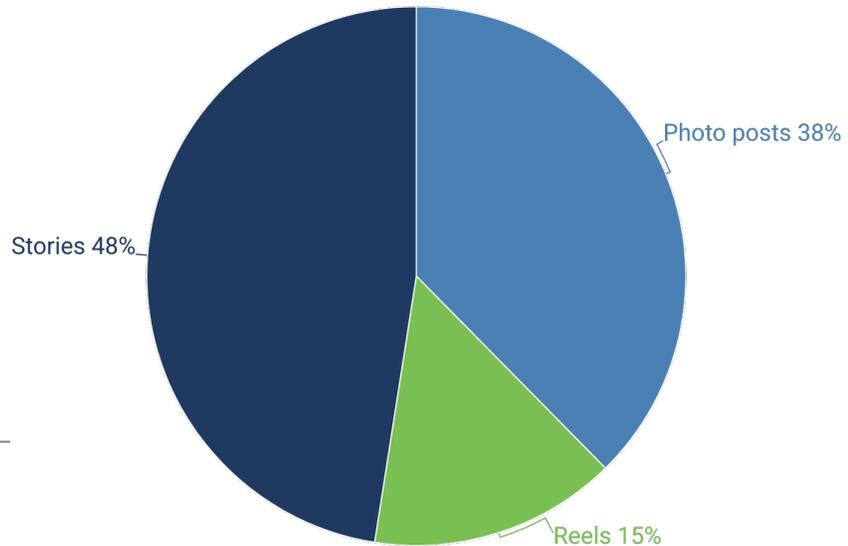
### Parks and Recreation Department Instagram

#### POSTS

Total posts on Parks and Recreation's Instagram month-to-month:

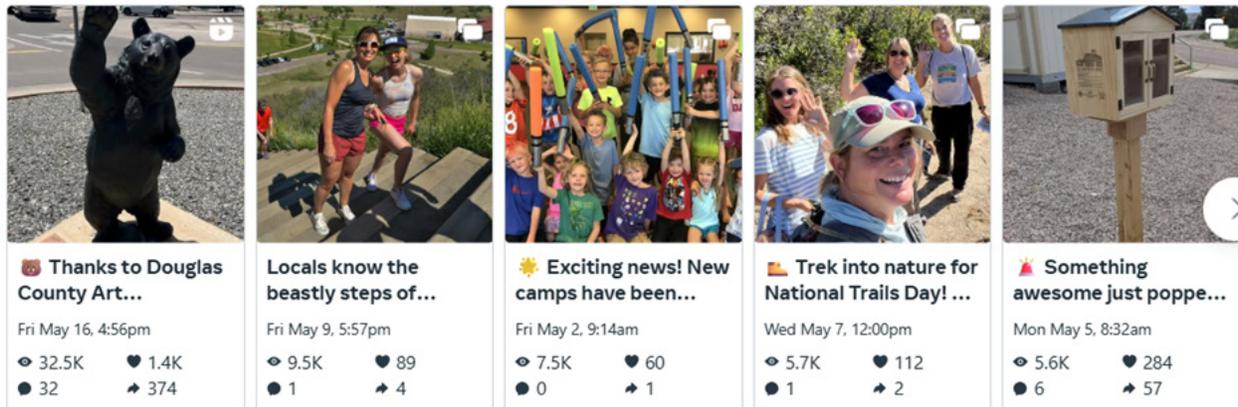


Post types on Parks and Recreation's Instagram this month:

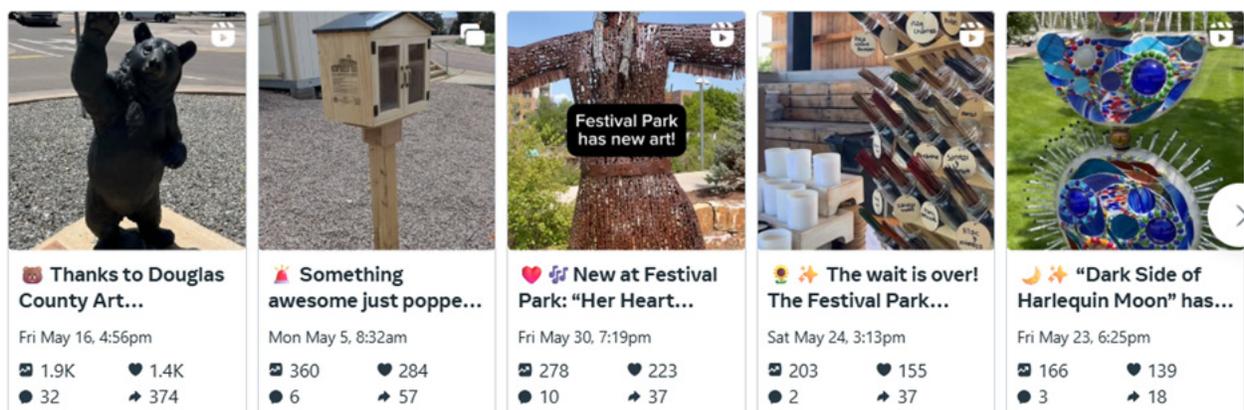


### BEST PERFORMING CONTENT

Top content by views:



Top content by interactions:



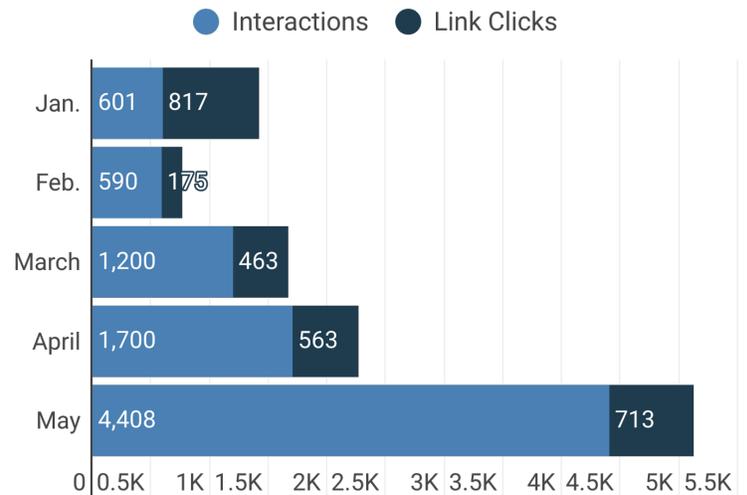
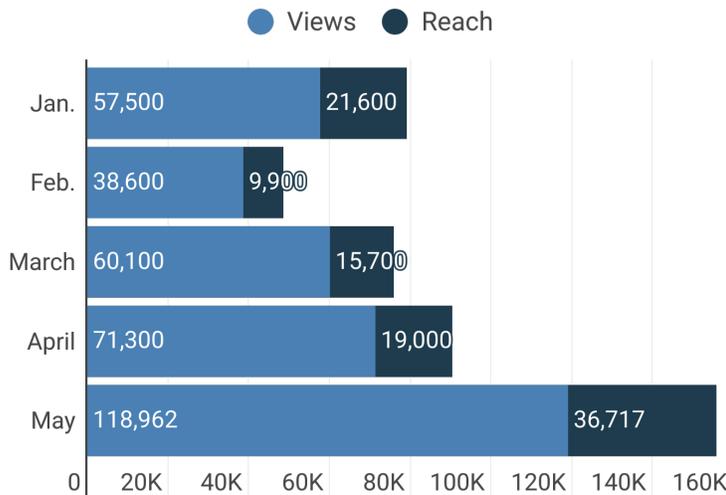
# SOCIAL MEDIA

## Summary

### ENGAGEMENT TRACKING

The following metrics track content performance on the Parks and Recreation Department's Instagram account:

- **Views:** includes the number of times video content was watched for at least three seconds. This metric reflects interest in videos, but doesn't indicate unique viewers.
- **Reach:** includes the total number of unique users who saw our posts, showing how many individual accounts were exposed to our content during the month.
- **Interactions:** includes the total number of engagement actions, such as likes, comments, shares, saves or replies. It's a key measure of how engaging the month's content was.
- **Link clicks:** includes the number of times users clicked a link in our bio, story or ad that directed them to another page, like CRgov.com or a program registration page.

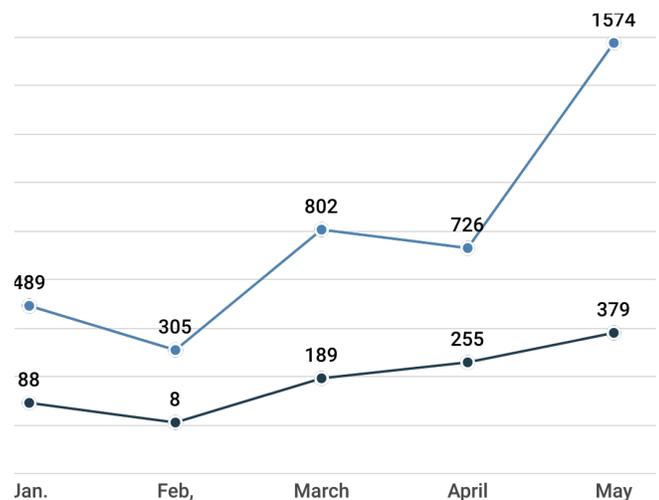


### VISITS AND FOLLOWS

“Visits” is the number of times users viewed our Instagram profile page. It shows how many people are interested enough in our content to click through and view our profile. It's a strong signal of interest or curiosity. For example, if someone sees our post about upcoming swim lessons in their feed, taps our username and views our profile, that counts as one visit.

“Follows” is the number of new followers our account gained during a selected timeframe. It shows how many users decided to follow us after seeing our content or visiting our profile. This is a key metric for growing our social media community. For example, out of 50 people who visited our profile after seeing our summer camp reel, 10 chose to follow us; that's counted as 10 follows.

This chart clearly shows trends over time and allows for the comparison of movement between both metrics—visits and follows. This allows us to easily see if profile visits are increasing and whether follows are keeping pace or lagging behind.



● Visits ● Follows

**4,627**  
total followers

**8%**  
increase over April

# SOCIAL MEDIA

## Summary

### REGISTRATION SITE TRAFFIC

The Parks and Recreation Department use Google Analytics to monitor visitor behavior on Fusion, the online platform for program registration and facility pass purchases. Fusion is accessed via Recreation.CRgov.com. Google Analytics is a powerful tool that tracks how users interact with the registration website, allowing staff to assess engagement, identify trends and measure the effectiveness of outreach efforts. Monitoring this data is especially important as it aids in understanding how well content is connecting residents to services, events and programs. One key element tracked is traffic sources—the origin of users who visit the site. Website “traffic” refers to the number of users who visit Fusion, and analyzing traffic sources tells how they found the registration site. Specifically:

- Organic search: visitors who found us through a search engine (e.g., Googling “youth swim lessons”)
- Direct: visitors who typed our URL directly into their browser
- Referral: visitors who clicked a link to Fusion from another website
- Social: visitors who came from platforms like Facebook or Instagram
- Email: visitors who clicked through from an email campaign
- Paid social: visitors who came via sponsored ads on social media platforms
- Organic social: visitors who come from unpaid or non-promoted social media posts

By monitoring these sources, staff gains valuable insight into which channels are driving the most traffic and registrations—helping inform decisions about where to focus outreach and marketing efforts.

