

Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Downtown Merchants Association Mid-Year Report to Town Council 2025

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 an eight-member board made up of Downtown business owners and property owners and has a membership of roughly 160 Downtown businesses. Their 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 and create a sense of community in the center of Castle Rock.

Report

In 2025, the Downtown economy continues to show signs of promise, while at the same time small business owners report uncertainty. Early in 2025, inflation and national discussions on tariffs drove concerns about whether consumer spending would take a dip. By mid-summer, some of those concerns receded as foot traffic in Downtown picked up with summer weather, community events and new offerings in Downtown.

DMA events were fortunate to have great weather and great attendance from Castle Rock residents and visitors. In addition to the 6 events that the DMA Service Contract includes with the Town of Castle Rock, the DMA produces an addition 10 events and pays to run the trolley on 13 evenings during the summer and has contracted to financially support over 570 carriage rides during the winter and 12 evenings of trolley rides during the holiday season. The DMA will produce 22 events and activations by the end of the year, stretching the dollars the DMA receives from the Town to go further and produce more than just what is required on the 2025 Service Contract.

This report provides information on each event produced by the DMA and their estimated attendance numbers. Following is the list of events and approximate attendance for each event to date:

Date	Event	Est. Attendance
May 17, 2025	Spring Kickoff Concert	3,000
June 4, 11, 18, 25, 2025	Jazz In the Park	50-150 per event (4 events)
June 13, 2025	Street Party & Concert	5,000
June 14, 2025	Classic Rock Cruise-In Car Show	8,750
July 2, 9, 16, 23, 30, 2025	Jazz In the Park	50 - 150 per event (5 events)
July 26, 2025	Boots & Brews	Not yet occurred

2025 DMA Service Contract with Town: 6 events

2025 Total Event That Will Be Produced by DMA: 23 events and attractions

Events Recap

Spring Kickoff Concert

The Castle Rock community truly showed out on Saturday May 17, 2025 for the Spring Kickoff Concert in Festival Park. This event welcomed the Castle Rock community to Festival Park from 5–10pm to celebrate the start of better weather and community events. Six food trucks were present providing everything from empanadas to gelato. The concert featured Sarah P. and the Dirty Logger and headliner Tiny Pockets, who are both local bands, that played to a family-friendly crowd. Several local breweries were present to serve the public including Rockyard Brewing Co., Great Divide Brewery Company, Wild Blue Yonder Brewing Co., 105 West Brewing Co., and Molly Brown Spirits. Despite a little bit of rain, the community stayed and showed their support. Families enjoyed the free face painters and balloon art. An estimated 3,000 people were in attendance, and we received great feedback from the community.

Jazz In the Park – June and July Series

Jazz in the Park is a pop-up style series of events with a low-key and relaxed vibe. The DMA once again partnered with Castle Rock Music to provide jazz music in the park every Wednesday in June, July and August from 6:30-8pm providing a total of 13 evenings of free entertainment in the park. Performances are given by local jazz musicians as well as local jazz students.

The goal for this series is focused around enhancing the Downtown experience, encouraging guests to eat dinner before or after at a Downtown restaurant or enjoy a cocktail or ice cream at the many delightful spots. This also activates Downtown by changing habits to include a trip Downtown. People are more likely to return if they have visited and had a great, safe, fun experience. This strengthens the Downtown economy and supports the great places to eat and shop that the community loves and hopes will stay in business for their next visit. So far this year's turnout has exceeded expectations, including evenings where the threat of rain persisted.

Street Party & Concert/Car Show Kick Off

On Friday, June 13, 2025, the DMA held a fantastic kickoff to the weekend festivities with a Street Party and Concert from 6-9pm at 4th and Wilcox Street. After some rain earlier in the day, the sun came out and gave the community perfect weather for the event. Roughly 50 cars from the members of the Vintage Car Club of Castle Rock were on display. Live rockabilly style music was provided by Shelvis and Roustabouts, they had attendees dancing up until the very last beat of the night. The free bounce house was a hit for the families and local beverages were available from Wild Blue Yonder, Molly Brown Spirits, Bear'l Cellars, 105 West, Purgatory Cellars, Rockyard, Platt Park, and Lone Tree Brewing. Staff received positive feedback from both participants and partners.

Classic Rock Cruise-In Car Show

The Castle Rock community celebrated the 17th Annual Classic Rock Cruise-In Car Show on Saturday, June 14, 2025 in partnership with the Vintage Car Club of Castle Rock. We had over 300 classic and exotic cars, a free rock-climbing wall, multiple free inflatable games, a free face painter, and a free balloon artist. Local bands Lookin' Back and fan favorite, The Atomic Drifters. Both bands played music that was enjoyed by all ages and had everyone dancing. There were 11 different food trucks providing a great selection of food, snacks, and desserts at the event. Helping keep everyone cool on the hot summer day, beverages were available from Bear'l Cellars, 105 West, Molly Brown Spirits, Wild Blue Yonder, Great Divide, Purgatory Cellars, Platt

Park, and Lone Tree Brewing. Overall, the 2025 Car Show Weekend was a success, and it was rewarding to see many happy people enjoying Downtown Castle Rock.

Boots & Brews

Always a community favorite, Boots & Brews is scheduled for Saturday, July 26th following the Douglas County Fair Parade which serves as a kickoff to the Douglas County Fair. Seven beverage vendors are scheduled to attend ranging from beer to mixed drinks to wine and six food vendors will serve a variety ranging from hot barbecue to delicious gelato. A crowd favorite the event will feature a mechanical bull, two local bands and free face painting and balloon artistry will entertain young and old alike. With so many things to look forward to throughout the weekend including the Cattle Drive the evening before and Douglas County Fair Parade prior to Boots and Brews the weekend will be full of family fun for everyone. The DMA, Town of Castle Rock and Chamber of Commerce have already held a coordination meeting with Town Departments to ensure effective communication and coordination leading up to a weekend that begins with the Western Heritage Welcome Cattle Drive produced by the Town of Castle Rock, then on Saturday morning the Chamber of Commerce will produce the Douglas County Fair Parade and lastly, Boots and Brews produced by the DMA.

Downtown Businesses Engagement

Once a year, the DMA and DDA hold a Downtown Stakeholders meeting that is open to the public and information is presented about downtown events, programs, and projects. The DMA hopes these efforts assist the Town in answering questions and disseminating vital information.

This year, among a variety of downtown Alliance updates, the Town Public Works Staff presented information about upcoming Pavement Maintenance Plan projects throughout downtown where the Town planned to close streets and perform a mill and overlay to improve roadways. The Castle Rock Downtown Alliance (both DMA and DDA) facilitate these meetings to provide information and answer questions.

The DMA continues to increase and improve social media activity on the Downtown Castle Rock social media pages. This marketing strategy has allowed us to collect real-time feedback on our events and marketing and helped us to better connect with the Castle Rock community. This social media presence provides Castle Rock with an online presence that demonstrates to the world that Castle Rock is a safe, vibrant, happy, and healthy community full of great events, great people, and a great downtown.

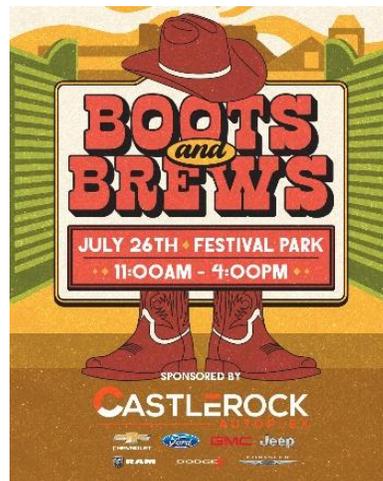
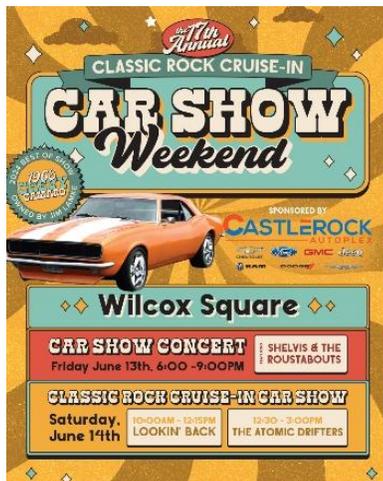
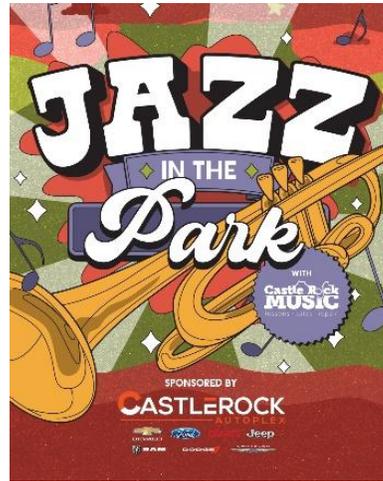
Summary

The DMA continues to work extremely hard to provide value to the Town of Castle Rock. The partnership between the Town and DMA leverages taxpayer dollars to go further. For every \$1 received through this service contract from the Town of Castle Rock, the DMA generates an additional \$3 that go straight to free events and free entertainment for the Castle Rock community and visitors. In addition, this year's service contract with the Town of Castle Rock provided partial financial support for 6 events, and in an effort to go above and beyond the DMA will produce 23 events and attractions.

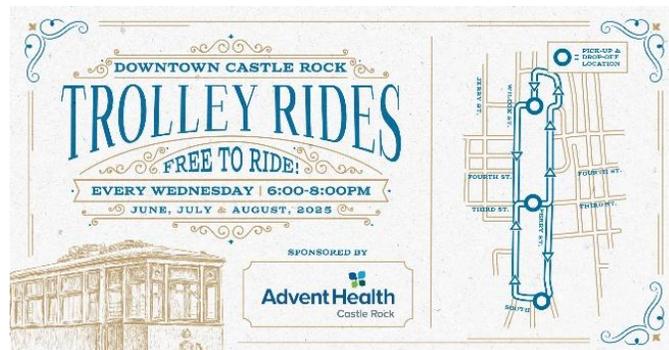
The DMA is proud of this model for funding community events and is thankful for the partnership with the Town of Castle Rock. In the first half of 2025, the DMA has been fortunate to have great weather and great attendance. The impact of these events has provided safe, family friendly entertainment to the community as well as to serve as an economic generator for the small businesses in Downtown.

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Attached on the following pages are several examples of the marketing materials from DMA produced events in 2025, as well as a few photos.



Summer Trolley – Every Wednesday in June, July, August



Spring Kickoff Concert



Car Show Weekend - Friday Concert



Car Show Weekend – Saturday Car Show



Jazz in the Park – Every Weds. June, July & Aug.

