



## Castle Rock Downtown Alliance

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

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### **Castle Rock Downtown Alliance Downtown Merchants Association Semi-Annual Report to Town Council 2015**

#### **Background**

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

The **Downtown Merchants Association (DMA)** is a non-profit organization with a 7 member board made up of Downtown business owners and property owners and has a membership of roughly 120 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 in order to increase commerce for Downtown businesses and create a sense of community in the center of Castle Rock.

#### **Report**

The DMA's service contract with the Town states that the DMA will report back to the Town on each event and provide numbers on the impact of the event, and this report provides this agreed upon reporting in writing.

The DMA has been active producing a variety of activities in Downtown Castle Rock in 2015. Following is the list of events and approximate attendance for each:

- Denver Broncos Salute to Fans Tour – 1,200
- Movie 1 – 800
- Car Show Street Party and Concert – 750
- Car Show – 7,500
- Date Night Movie 1 - 110
- Movie 2 – 800
- Splash in the Park 1 – 350
- Splash in the Park 2 – 750
- Splash in the Park 3 – 500
- Splash in the Park 4 – 500

#### *Denver Broncos Salute to Fans Tour*

The DMA hosted the Broncos Salute to Fans tour again this year on May 15, 2015 at the White Pavilion. The Denver Broncos organization announced their Salute to Fans Tour mid-April with three cities they would be visiting and a fourth location to be determined by the fans. The event was so popular last year that the DMA heavily promoted the voting process on the Downtown Castle Rock Facebook page. Castle Rock made it to the final five possible locations. The DMA promoted the final round of voting and Castle Rock carried nearly 50% of the votes through the entire week, winning by a landslide. Ben Garland, Brandon Marshall, Omar Bolden, David Treadwell, Miles the mascot and three Broncos Cheerleaders

came to Castle Rock to finish up the four city Salute to Fans Tour. The Broncos signed autographs while fans enjoyed music, food vendors and face painting. Conversations with Broncos staff indicated that the Castle Rock stop was, again, the best and most organized stop. This event was highlighted in the sports section of 9News, giving some great positive press to Downtown Castle Rock.

### *Summer Event Series*

The Summer Event Series for 2015 is focused again on a “First Saturdays” theme, providing free, family oriented entertainment in Downtown Castle Rock on the first Saturday of every month June – October with several additional events included during this time period.

### Events Recap

- The Summer Event Series kicked off with the first movie (Big Hero 6) on Saturday, June 6, 2015. It is estimated that 800 people were in attendance at the event. Despite the threat of rain families stuck it out to enjoy the first movie night of the season. The DMA added a rock climbing wall to the street fair which was a huge success for children of all ages!
- The movie was followed by the Classic Rock Cruise In Car Show Street Party and Concert on Friday, June 19, 2015. It is estimated that 750 people were in attendance at the event. Car enthusiasts enjoyed a preview of a few classic and modern cars during the concert while cooling off with a craft beer offered by event beer sponsor.
- Immediately following the Street Party and Concert, on Saturday, June 20, 2015, was the 7<sup>th</sup> Annual Car Show. There were approximately 325 cars at this year’s show, making it the biggest show to date. The VCC announced at the event debrief that they will no longer be accepting day of registrations in 2016 because the show is full. In addition to the full car show, the Kid Zone, Petting Zoo and Ultimate Obstacle Course proved to be extremely popular for families to enjoy!
- Saturday, June 27, 2015 marked the first Date Night Movie hosted by the DMA. Casablanca was shown to the 21 and over crowd with martinis, food from Union Bistro and live music. The event was a great success with approximately 110 attendees. Guests took home a commemorative stainless steel martini glass as a token from the evening.
- The following weekend, on Friday, July 3, 2015, the second Starlight Movie and street fair was held. The movie; Alexander and the Terrible Horrible No Good Very Bad Day was a big hit with families. Food vendors, bounces houses, business vendors and sweet treats were enjoyed by all during the street fair leading up to the showing of the movie!
- The DMA’s most popular and most loved event, Splash in the Park, was Wednesday, July 8, 15, 22 and 29. Despite the weather not being cooperative on 2 of the 4 dates, there was still a strong turnout each week. The Castle Rock Fire Department brought a fire engine each week and was truly the highlight of the event! Kids got to sit in the engine and learn about all the buttons and gadgets, probably the best part however was when they soaked the kids with their hoses and shot streams of water high into the air!

There has been plenty of positive feedback from the Downtown businesses with regard to the events bringing people into Downtown Castle Rock, as well as positive support from community residents who enjoy entertainment and activities in the community. The Alliance (DMA and DDA) has made a

concerted effort to increase and improve our activity and following on social media. The Alliance has continued with the marketing strategy for the events to be more focused on online media. That change has allowed us collect real time feedback on our events, helping us to better connect with our community, document what the community likes about our events, the number of people engaged in our events and estimate attendance better.

### **Summary**

The DMA has had another successful year, with lots of support from the Town of Castle Rock both in terms of financial support through our service contract and support from different departments to facilitate street closures, liquor licenses permitting and other necessary components of the logistical planning for our events. The DMA staff has assembled a team of experts to collaborate on the larger events (Car Show, Slide the City, Oktoberfest) and developed a Communication Plan for these events to make sure everyone has the same understanding. This concept has allowed for more open communication with our teammates (police, fire, public works, etc.) and problem solving early in the planning process.

We are only half way through the season, the following is a list of upcoming events:

- August 1: Starlight Movie in Festival Park (Box Trolls)
- August 22: Concert Under the Lights on Wilcox
- August 29: Slide the City
- September 5: Starlight Movie in Festival Park (Captain America)
- September 19: Date Night Movie, Whiskey and a Western
- October 3: Oktoberfest
- October 30: Trick or Treat Street

The DMA hopes to increase our impact on economic activity in Downtown by leveraging support from the public and private sector to grow our organization and increase the amount of events that are produced in Downtown Castle Rock as a redevelopment and revitalization strategy.

Contact:

Kevin Tilson

Director, Downtown Alliance

[kevin@castlerockcdc.com](mailto:kevin@castlerockcdc.com)

303-688-7488