

»»» DOWNTOWN EVENTS ««« 2023 DMA ANNUAL REPORT



Estimated Attendance: 30,835

Spring Kick Off Concert

Saturday, May 20th

The Spring Kick Off Concert was held in Festival Park and featured music from Sarah P. & The Dirty Logger and The John Saunders band. Local beer, food trucks, vendor booths and face painting kicked off the summer with fun!



Oktoberfest

Saturday, September 16th

The biggest event of the year for the DMA, Oktoberfest was once again a huge success. This year's event which took place in Wilcox Square, featured beer from 16 Colorado breweries, 2 craft cocktail providers, 15 food providers, German music and games, bounce houses, face painters and balloon artists and a rockin' late night dance party. What a way to welcome fall!



Jazz In The Park

Every Wednesday in June & July – 8 events

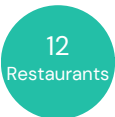
This weekly summer series was held every Wednesday in June and July and featured jazz by Castle Rock Music. These low-key and laid back events were a big hit with the public and restaurants in the area.



Restaurant Week

October 15th – 21st

This event provides a week-long excuse for restaurant goers to enjoy off menu specials at the unique eateries in Downtown Castle Rock! This year featured 12 local restaurants cooking up menu items that had social media buzzing with mouth watering dishes!



15th Annual Classic Rock Cruise In-Car Show

Saturday, July 17th

This annual event, held the Saturday before Father's Day, transforms Downtown Castle Rock into a showplace for all kinds of unique cars, trucks and specialty vehicles. Live music by The Atomic Drifters, local brews and a variety of food tucks rounded out an exceptional day!



Fangtastic Festival

Friday, October 27th

A fall favorite in Festival Park, this event gives the young trick-or-treater an opportunity to get dressed up and gather treats in a safe environment during the day! during the day! This year featured a festive pumpkin patch, spooky music, face painting and of course, lots of candy!



Boots & Brews

Saturday, July 29th

Following the Douglas County Fair Parade, this community favorite event had Festival Park packed with Castle Rock families enjoying country music by Kayla Ruby and Wirewood Station. A mechanical bull, local brews, signature cocktails and sizzling grub rounded out the event offerings!



Carriage Rides

Wednesday – Sunday, Nov. 25th – Dec 30th – 560 Rides

As a part of the holiday activities generating excitement all season long in Downtown Castle Rock, carriage rides were once again offered between Thanksgiving and New Years. This year an additional 204 rides were offered, the most ever offered during the season!



Concert Under the Lights

Saturday, August 19th

This concert held in Festival Park generated possibly the largest turnout the DMA has ever had in Festival Park. The evening featured music by Meredith Foster and local celebrity Grayson Little, cold beer and cocktails and amazing food. The weather held out and the event was a success.

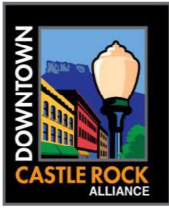


Trolley Rides

Tues & Fri July 7 – 28; Mon & Tues Nov 20 – Dec 26

Back for the second year in a row, free trolley rides were offered Tuesdays and Fridays in July as well as Mondays and Tuesdays after Starlighting until the end of the year. In total, 1,175 riders took a nostalgic ride through Downtown this year!





Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Downtown Merchants Association Annual Report to Town Council 2023

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 a seven-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 2023, the DMA put together a full slate of events aiming to go above and beyond what is included in the Service Contract with the Town of Castle Rock. The 2023 DMA Service Contract with the Town outlines 6 events which includes, the Spring Kickoff Concert, Car Show Concert, Car Show, Boots and Brews, Concert Under the Lights and Oktoberfest. In total, the DMA produced 17 events in 2023 as well as planning and contracting with the Town of Castle Rock to provide free trolley rides during the summer and holiday season, as well as carriage rides during the holiday season.

In 2023, Castle Rock and the nation continued to be impacted by inflation. Whether it is the feedback from Downtown businesses or direct experience from planning DMA events, everything from raw materials to labor costs more. During this time, the DMA has stayed focused on our mission to provide safe, family friendly entertainment to Castle Rock and its visitors, and to generate commerce, energy, and activity in Downtown Castle Rock. While costs have gone up, the DMA has stayed committed to providing free entertainment such as bands, face painters, balloon artists, bounce houses and rock walls for the public. In the fall, the DMA increased drink prices by \$1 to help account for rising costs, however we believe drink prices are still kept modest and most attractions at the event remain free. Our hope is that these efforts contribute to what makes Castle Rock a special place to live and visit, by providing special opportunities for the community to engage with one another and build a sense of pride from the unique opportunities available.

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 20, 2023	Spring Kickoff Concert	3,000
June 3, 2023	Starlight Movie Night	Rain Out
June 7, 14, 21, 28, 2023	Jazz In The Park	20-100 per event (4 events)
June 16, 2023	Street Party & Concert	Rain Out
June 17, 2023	Classic Rock Cruise-In Car Show	5,500

July 5, 12, 19, 26, 2023	Jazz In The Park	30-100 per event (4 events)
July 29, 2023	Boots & Brews	3,250
August 19, 2023	Concert Under the Lights	2,600
September 16, 2023	Oktoberfest	12,500
October 15-27, 2023	Restaurant Week	12 Restaurants
October 27, 2023	Fangtastic Festival	350

Events Recap

Spring Kickoff Concert

The air quality from the fires in Canada or threat of rain didn't stop Castle Rock from showing up to the first event of the DMA season. Spring Kickoff Concert took place on Saturday, May 20th in Festival Park from 1 – 7 PM. The concert featured music from Sarah P. and The Dirty Logger and The John Saunders Band. The beer selection consisted of Burly Brewing as well as Lone Tree Brewing. The evening also featured signature cocktails from Mystic Mountain Distillery. Four food trucks lined Perry Street and served an estimated 3,000 guests. Families enjoyed vendor booths, free face painting & balloon art and an afternoon full of fun kicking off the spring and summer! With a spring storm hitting just minutes before the last call, the park was cleared out by 7:00 PM. Financially, the event was positive. Beer and cocktail sales were up slightly from the 2022 Spring Kickoff Concert helping to mitigate increases in expenses.

Movie In The Park

Unfortunately, due to persistent severe weather, rain and lightning, this event scheduled for Saturday, June 3rd in Festival Park was forced to be cancelled. Staff had anticipated approximately 1,500 people in the park to enjoy the featured movie; Puss in Boots: The Last Wish. Three (3) food trucks, a variety of tasty treats, free face painting & balloon art, vendor booth activities and live music by Eric Lane was scheduled to begin at 5:00pm with the movie scheduled for dusk. Burly Brewing, Great Divide and Mystic Mountain Distillery were all contracted to be present at this event as well.

Jazz In The Park – June & July Series

For the weekly Summer Series, the DMA partnered with Castle Rock Music and renowned jazz musician, Jason Bower to perform Jazz In The Park each Wednesday during the months of June and July for a total of 8 events; June 7, 14, 21, 28 and July 5, 12, 19, 26. These events are designed to be low-key and laid-back. They are not heavily marketed and there is no stage or high-end sound equipment. The idea is that every Wednesday when a resident or guest comes to Downtown Castle Rock, there is casual live music. This event has grown over last year considerably, and to date has been the event that staff has received the most emails that request it to be continued.

Financially, this event series is designed to be neutral in sponsorship dollars and cost to produce. 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.

Street Party & Concert/Car Show Kick Off

Rain, lightning and thunderstorms prevented the Street Party and Concert on Friday evening, June 16, 2023 from being held. This event was planned to be a great kickoff to the weekend featuring 50 show cars from the Vintage Car Club of Castle Rock, entertainment from local legend Cari Dell, local drinks provided by Burly Brewing, Rockyard, Great Divide, Wild Blue Yonder and Mystic Mountain Distillery. Both the DMA and Vintage Car Club of Castle Rock look forward to next year when hopefully we can kick this weekend off properly.

Classic Rock Cruise-In Car Show

Downtown Castle Rock and the Vintage Car Club of Castle Rock celebrated the 15th Annual Classic Rock Cruise-In Car Show on Saturday, June 17, 2023 to some great Colorado weather. The event featured 300+ classic and exotic cars displayed on Wilcox Street from 3rd to 5th Street. Kids and families enjoyed free inflatables, a rock wall, face painting, and a balloon artist. Shelvis and the Roustabouts who performed a hit show in 2021 for the Car Show returned and kicked off the event's musical entertainment opening up for The Atomic Drifters who performed classic rock hits enjoyed by all ages. Libations were available from Burly Brewing, Great Divide, 4Noses Brewing Co. and cocktails by Mystic Mountain Distillery. There were six different food trucks and six dessert/snack vendors serving a variety of cuisines. At the same time, the Downtown businesses, restaurants, and patios once again experienced one of their busiest days of the summer (per Castle Café) from the steady crowds who gathered Downtown for this Castle Rock signature event.

Boots & Brews

A community favorite, the Boots & Brews event was held on Saturday, July 29, 2023, following the Douglas County Fair Parade which serves as a kickoff to the Douglas County Fair. Downtown was packed with Castle Rock families eager to see their favorite float, catch a piece of candy or cheer on friends and family in the parade. At the conclusion of the parade, families gathered in Festival Park to listen to Colorado's emerging country star Kayla Ruby and the high energy headliner Wirewood Station. Guests also enjoyed a mechanical bull, face painting and balloon artistry. With amazing weather, the DMA tapped 27 kegs provided by Burly Brewing, Rockyard Brewing, Great Divide Brewing Co., Los Dos Potrillos, and Wild Blue Yonder. Mystic Mountain Distillery served over 630 unique cocktails.

Concert Under the Lights

Concert Under the Lights was held in Festival Park on August 19, 2023. It was a successful event with perhaps the largest turnout the DMA has ever had in Festival Park. There wasn't an empty spot on the grass. All food trucks had a stellar night, and all sponsors/ vendors were happy with the event! We were graced with Music by Meredith Foster and Grayson Little, who is a hometown legend, and put on an amazing show. The crowd was eager to hear them perform and danced till the party ended. Guests with children were able to enjoy facepainting and balloon art while the adults in the crowd enjoyed alcoholic drinks from some of our favorite and new alcohol vendors provided by Burly Brewing, Rockyard Brewing, 4noses Brewing, Mystic Mountain Distillery and Juicy Beverage Co. The DMA tapped 14 kegs of beer, sold 190 cans of hard seltzer and 329 cocktails. Thankfully, the weather held out and we had a wonderful event.

Oktoberfest

On September 16, 2023, the DMA produced its largest event of the year, Castle Rock Oktoberfest. Data provided by the Town of Castle Rock using Placer.ai, showed 15,000 people in the Downtown Core between the hours of 1pm and 9pm (the hours of the event).

The Austrian Connection performed for four hours playing traditional Austrian and German music. The Castle Rock Dance Academy performed German themed routines to German music and were fantastic professionals. Following the tradition established in previous years, the evening was rounded out with a live DJ in the evening and the crowd dissipated leaving a small family friendly Castle Rock dance party remaining at 4th and Wilcox Street for the last hours. The event went through 155 kegs/keg equivalents plus 3,500 servings of cocktails and wine. Our beer and drink providers included: 4Noses Brewing Co., Barnett & Son Brewing, Burly Brewing, Eddyline Brewing, Elizabeth Brewing Co., Great Divide Brewing Co., Juicy Beverage Co., Lone Tree Brewing Co., Los Dos Potrillos Mexican Restaurant y Cerveceria, Peak View Brewing Co., Rockyard Brewing Co., Wild Blue Yonder, Battle Mountain Brewing Co., Bierstadt Lagerhaus, Living the Dream Brewery, Danico Brewing, Mystic Mountain Distillery, Provision and Purgatory Cellars. Attendees were once again able to purchase a locally made stein from artist Chris Burch.

For many of the DMA's larger events, food & snack trucks are a major attraction. This year's event included the following vendors: Mac 'N Noodles, Mile High Cheese Steak Truck, Los Dos Potrillos Mexican Restaurant y Cerveceria, Woodhill Small Batch BBQ, Koco Street Food, Sweet Lorraines, SALT - Craft Meat Market, R&B Meats, XLVII's Bakery, Glacier Homemade Ice Cream & Gelato of Castle Rock, Bob's Roasted Nuts, Nothing Bundt Cake, The Cake Company, Bebos Mini Donuts, Mile High Kona Ice, Polar Bros Nitro Ice Cream and Travelin' Tom's Coffee.

Sponsors included: Castle Rock Autoplex as the Title Sponsor. Stage Sponsors: Canvas Credit Union, Los Dos Potrillos Mexican Restaurant y Cerveceria, Lifetime Windows + Siding and Arapahoe Community College. Our Associate Sponsors this year were HBS Trash Services, Park Street Storage, Folkestad Fazekas Barrick & Patoile PC, Castle Rock Restorative Dentistry and HEI Civil. Thanks to the Town of Castle Rock for their support!

This event ended up being a wonderful fun-filled day in Downtown Castle Rock with thousands of happy visitors to Downtown Castle Rock. Staff has already started planning for next year to incorporate improvements that can be made especially around more German Food and line/crowd management.

Restaurant Week

For the second year, the Downtown Merchants Association has hosted Restaurant Week. This event provides a week-long excuse for people to enjoy off-menu specials and provides a reminder to the Douglas County Region of all the great places to eat in Downtown Castle Rock! The posts from this campaign should continue to create traffic for Downtown Restaurants for the months to come, because it is believed that this social media activity plants a seed to visit one of these great restaurants, but it may be months until that special event that occurs that requires a night out. This year's participants include Angie's Restaurant, B & B Café, B's Craft Deli & Market, Block + Bottle, Fish & Company, Granelli's Pizzeria, Great Divide Brewery & Roadhouse, Scileppi's at the Old Stone Church, Sinners & Saints at Ecclesia, Tribe Hospitality Group, Union American Bistro, Wild Blue Yonder Brewery and Z'Abbracci's.

Fangtastic Festival

On Friday, October 27, 2023 from 12pm to 3pm, the DMA produced the Fangtastic Festival in Festival Park. This event is designed to provide young families with an opportunity to dress up and Trick or Treat in a safe and fun venue during the day. Attendance was fantastic, filling the park but not being too crowded. Vendors lined the outside of the lawn area in the park and

passed out candy and other fun goodies. Castle Rock Autoplex was once again our Title Sponsor and the DMA partnered with Riverwalk Apartments to offer a free pumpkin patch where kids could select a pumpkin to take home. Sponsors and vendors include: AdventHealth Castle Rock, Elfie Selfie Land, Ent Credit Union, Folkestad Fazekas Barrick & Patoile PC, Lifetime Windows + Siding, Park Street Storage, Passanante's Home Food Service, Riverwalk Apartments & Craft CoWorking, Scarola Law, Soccer Buddies and The Denver Gazette. Thanks to the Town of Castle Rock for their support.

Downtown Businesses Engagement

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 online that Castle Rock is a safe, vibrant, happy, healthy community full of great events, great people, and a great downtown.

At events this year and on social media, the DMA organized gift card giveaways to Downtown businesses. These provide marketing to small businesses in Downtown on social media and by helping to encourage event goers to stop into the small businesses in Downtown. This may change a habit or two, creating a new customer of a Downtown small business. The DMA plans to organize additional future gift card giveaways at events and on social media.

Summary

The 2023 DMA Event Season ended strong, despite record rainfall to start the event season off. 9News reported that June 2023 was the rainiest start to June in 58 years. The DMA once again found a strong desire from Castle Rock residents and visitors to get out of the house once the weather warms up and enjoy a beautiful Colorado evening in Downtown Castle Rock! On the evenings that the Movie Night and Car Show Concert were cancelled, Downtown restaurants and covered patios were filled with people despite the downpouring of rain. The events that have occurred have experienced record attendance and a genuine excitement to be out and about in Downtown Castle Rock. Thanks to the Town of Castle Rock for their continued support of Downtown Events! It is regularly shared with DMA Staff at events that community events are something that makes Castle Rock such a special place.

Contact:

Kevin Tilson

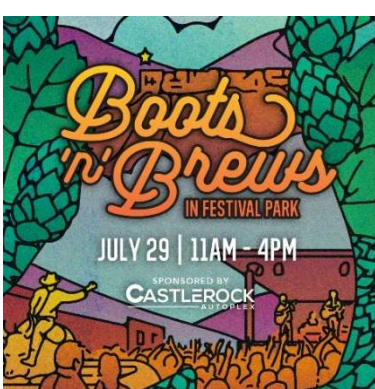
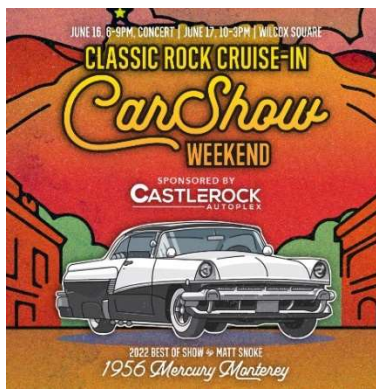
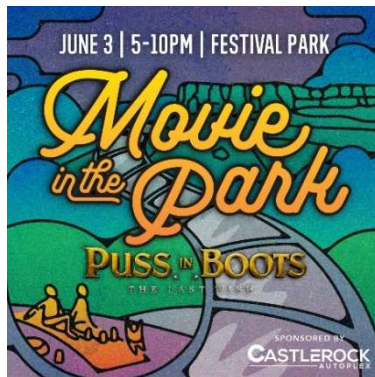
Director, Downtown Alliance

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Attachments

Attached are several examples of the marketing materials from DMA produced events in 2023, as well as a few photos.



Spring Kickoff Concert



John Saunders Band (local CR band) in Festival Park



Jazz in the Park (1 of 8 this summer)



Car Show



Boots and Brews



Concert Under the Lights



Oktoberfest



Fangtastic Festival



Trolley Rides in July and during the Holiday Season during 2023
Marketing and Photos

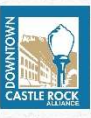

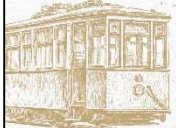
DOWNTOWN CASTLE ROCK

TROLLEY RIDES

FREE TO RIDE!

TUESDAYS & FRIDAYS IN JULY | 5PM - 7PM

THROUGHOUT JULY
TUESDAYS & FRIDAYS
7, 11, 14, 18, 21, 25, 28




DOWNTOWN CASTLE ROCK

TROLLEY RIDES


FREE TO RIDE!

MONDAYS & TUESDAYS: NOV. 20 - DEC. 26 | 5-7PM

THROUGH THE HOLIDAYS
MONDAYS & TUESDAYS
20, 21, 27, 28, 4, 5, 11, 12, 18, 19, 26



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