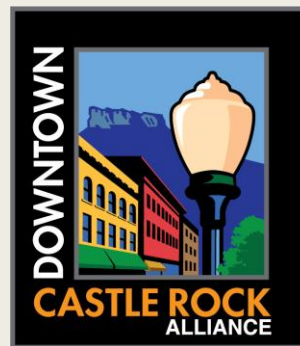
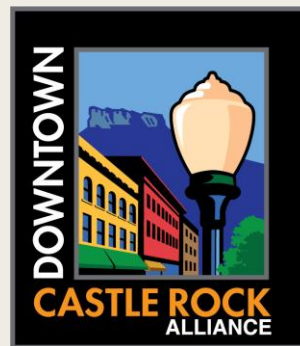


CASTLE ROCK DOWNTOWN ALLIANCE

Castle Rock Downtown Development Authority
Castle Rock Downtown Merchants Association



Castle Rock Downtown Development Authority



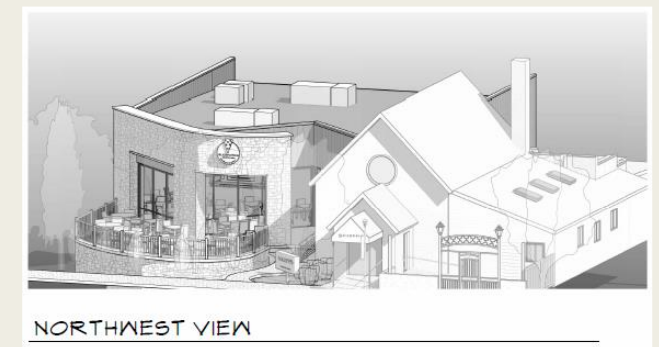
Downtown Development Authority

- Downtowns Require Investment and Strategic Planning
- Plan of Development
 - *Activate Downtown*
 - *Revitalization, Redevelopment, Adaptive Reuse, Ambience, Infrastructure, Placemaking, Beautification.*
- Programs
 - *Flowerboxes, Patios, Crosswalks, Façade Improvement Program, Carriage Rides, Banners, Downtown Enhancement Grant, Traffic Improvements, Parking.*
- Projects
 - *Lights Over Wilcox, The Move, Mercantile Commons, Riverwalk, Festival Park, The View, Rink at the Rock, Encore, 221 Wilcox, Perry Street Social District (proposed), Scileppi's Expansion (proposed), City Hotel (proposed)*



DDA Programs

- Streetside Patios
 - 5 Streetside DDA Patios were rented in 2023 (drops to 4)
 - Significant upgrades to some of the DDA Patios in 2022 and 2023 to convert 3 patios to permanent infrastructure, widening sidewalks and creating bumpouts.
 - Improves pedestrian safety, traffic safety and a positive experience.
 - Ultimate goal of this program is being realized.
- Flowerboxes
 - More than 41 small businesses signed up for the Flower Box Program in 2023.
 - 146 flowerboxes distributed to small businesses and several others to Town facilities/parks.
 - Spring planting, Fall planting (before Oktoberfest) and a holiday planting planned for holidays.
- Façade Improvement Grant
 - 3 Façade Grants YTD – Castle Café, Victoria’s House, The Silo
- Downtown Enhancement Grant
 - Scileppi’s at the Old Stone Church
 - Perry Street Social (pending developer changes)



Value to the Town of Castle Rock

- Strategic component of the Town focused on Placemaking, Beautification and a Strong Downtown Economy
- Festival Park
 - *Over \$4,000,000 paid by Downtown Special Fund*
- Lights Over Wilcox
 - *Original lights paid for from Downtown and private sector contributions*
 - *\$124,935 - Lighting replacement and electrical upgrades in 2022 costs split by Downtown and Town*
- Holiday Lights
 - *\$215,000 - Initial investment in holiday lighting including Festival Park Christmas Tree*
- Big Blue Tree Holiday Lights Infrastructure
 - *\$7,675 - Electrical pedestal to improve safety and infrastructure for Blue Holiday Lights in Wilcox Square in 2022 split by Downtown and Town*
- Roundabout at South and Wilcox Streets
 - *\$750,000 from the Downtown Special Fund*
- Public Parking – Added over 460 public parking spaces –
 - *\$9,750,000 – 308 parking spaces at Encore (fee reimbursement from Special Fund)*
 - *\$3,000,000 – 100 parking spaces at The View (fee reimbursement from Special Fund)*
 - *\$150,000 from Special Fund for ongoing maintenance of the Encore Public Garage*
 - *\$33,000 – 55 parking spaces at the Douglas County School District Lot from Special Fund – 2023 parking addition*
- Police, Fire, Traffic and Parks for Downtown Events
 - *\$50,000 from the Downtown Special Fund*
- 4th Street Traffic Safety, Bumpout and Patio Space
 - *\$56,000 from Downtown Special Fund – 2023 Improvement*

Town Mill Levy Match

Downtown dollars stay downtown

You will be voting on four questions to form and operate Castle Rock's first DDA. All of the questions have a financial impact and are important ingredients to ensure the DDA succeeds. By approving the formation of the DDA, you also would be approving the use of tax-increment financing – more commonly referred to as TIF.

A property tax TIF takes the current total assessed valuation of property within the DDA boundaries, and that amount is established as the base year. Increases in the base year assessed valuation over time due to development and redevelopment create an increment of additional assessed value. Property taxes on this increment go to the DDA. The sales tax TIF program only applies to the Town's sales tax, not to the County's or the State's sales taxes. A base year of Town sales tax revenues from the DDA area is established. The Town continues to receive that base year amount, and increases in that base year amount go to the DDA subject to Town Council annual appropriation. **Neither TIF raises taxes.** TIF can be used for improvements that benefit the general public – wider sidewalks, decorative lighting and additional parking, for example. TIF cannot be used to fund the operations of the DDA.

The second question you will be asked is to authorize the DDA to issue up to \$45 million in debt over the next 30 years. The debt would be used to fund major public projects such as roadway improvements, parks and new public facilities. The debt will be paid back with TIF revenues.

The third financial question would authorize a 3-Mill property tax increase within the DDA boundaries to fund the operations and programs of the DDA. Examples might include funding for making façade improvements, attracting and retaining businesses needed Downtown or hosting special events to bring foot traffic Downtown.

If the mill levy is passed, the owner of a \$1 million commercial property Downtown – for example – would pay an additional \$870 a year in property taxes. That \$870 investment – combined with the investments made by other Downtown stakeholders – would make possible hundreds of thousands of dollars in Downtown programs and improvements. Go online to www.CRgov.com and click on Downtown Castle Rock Information to see a chart illustrating what the 3-Mill levy would mean for ranges of property values.

The mill levy is expected to raise about \$130,000 in the DDA's first year. Town Council intends to match those revenues, bringing the DDA's first-year operating budget to at least \$260,000. The DDA could receive other funds through grants and private contributions.

The final question will ask you to lift TABOR restrictions placed on the DDA, including revenue caps and the prohibition of multi-year financial agreements. Most important for you to know is that any dollars collected through the DDA will be spent solely on Downtown programs and projects.

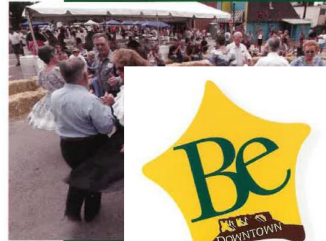
Steer the future of the DDA Board

In a special November mail ballot election, Downtown business and property owners and residents will vote on whether to form a Downtown Development Authority.

If the DDA is approved by Downtown voters, the DDA will be led by a Board of property owners, business owners and residents representing Downtown. The DDA Board is made up of seven members. Six members must live, lease business space or own property within the DDA boundary. The seventh member will be a representative from Town Council, as required by state law.

The major charge of the DDA Board is to guide the vision for Downtown. The Board is an entity separate from the Town, but will work in partnership with the Town. Among the most-pressing responsibilities the Board will first address include developing a 2009 budget and negotiating an intergovernmental agreement with the Town. Board members will be unpaid, and DDA Board meetings will be open to the public. The DDA Board does not have eminent domain powers.

Read more on the reverse side of this mailer about how you can apply to the Board.



A DDA, 3-Mill property tax increase will make possible projects such as that high small-town wider, or to increase more parking and dining and Downtown



Be part of it

The DDA Board leads the Downtown vision, and its members will come primarily from Downtown. By state law, one member must be from Town Council, but all others must live or own property or a business within the DDA boundaries. Basically, if you are eligible to vote in the DDA election, you are eligible to be on the Board.

The Board will have a lot of work to do before the end of the year. To get in front of the ball, the Town is soliciting applications for potential DDA Board members ahead of the election.

Applications will be available at www.CRgov.com and will be accepted from Sept. 18 to Oct. 15. Those who apply, or who are considering applying, are encouraged to attend an orientation for prospective board members at 6:30 p.m. Monday, Oct. 13, in Council Chambers at Town Hall, 100 N. Wilcox St.

A group of seven Downtown stakeholders will interview candidates and will recommend a group of applicants from which Council will appoint the Board. Interviews will be scheduled after the application window has closed. For more information about how you can apply to the Board, visit www.CRgov.com/clerk. If you still need additional assistance, contact Town Clerk Sally Misare, 303.660.1367 or smisare@CRgov.com.

For information about the DDA, visit www.CRgov.com and click on Downtown Castle Rock Information in the left-side menu.

Face to face

Nothing beats talking to someone in person. You'll have questions and want answers. Be sure to mark your calendar and come by to ask questions so you can make sure you're informed on the upcoming DDA election. Enjoy Mexican appetizers and non-alcoholic margaritas.

5:30 to 7:30 p.m., Monday, Aug 25
El Mason, 794 Perry St.

For more information about the DDA: www.CRgov.com and click on Downtown Castle Rock Information in the left-side menu; call 720.733.2202; or e-mail BeDowntown@CRgov.com.

Or, contact one of the people below:
Judy Crenshaw, Chairman,
Downtown Advisory Commission
W: 303.663.7653
jcrensa@douglas.co.us

Mark Williams, Vice Chairman,
Downtown Advisory Commission
H: 303.688.9280
mew@markwilliamsllaw.com

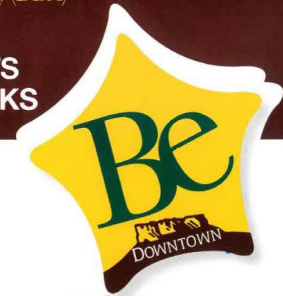
Success stories

Check out what other communities are doing.

For more examples of existing DDAs or to learn more about Castle Rock's DDA initiative and Downtown Master Plan, visit www.CRgov.com and click on Downtown Castle Rock Information in the left-side menu.

Downtown Development Authority (DDA)
Special November Election

THE NUTS AND BOLTS OF HOW A DDA WORKS



It's gonna surprise you!



A good fit for Castle Rock. DOWNTOWN DEVELOPMENT AUTHORITY

Downtown stakeholders will vote this fall on forming a Downtown Development Authority (DDA). A DDA is a powerful tool with the financial capacity to spark changes that will make Downtown an even greater place to Be. The transformation put into motion by a DDA can spur redevelopment and draw new businesses and additional customers Downtown, decreasing vacancy rates, increasing business profits and increasing property values.



A host of public projects that benefit our Downtown could be funded by a DDA, including:

- Wider, pedestrian-friendly sidewalks
- Parking projects
- Landscaping
- Downtown gateways
- Streetscape improvements
- Parks and trails
- Infrastructure improvements
- Wayfinding signage
- Public art

and more ...

• • • *Partnering for success.*

The Town intends to match revenue raised by the 3 Mill property tax supporting DDA programs.

Downtown Projects

- Redevelopment Agreements:

- *Focused on increasing daytime customers, as well as night and weekend*
- *Focused on increasing parking and paying for it using project revenue sources*
- *Focused on public good, gathering space, quiet zone, public parking, etc.*
- *Focused on adding dining options – driver of modern downtown economy*

- Infrastructure:

- *Focused on placemaking, beautification, ambience – attractive and interesting*
- *Focused on adding park space, crosswalks, roundabouts, public parking*

- Feedback from Town Council and community

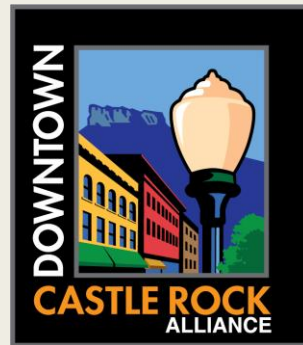
Town Council

- How is success in Downtown defined by Town Council?
- We welcome your feedback and hope to continue dialogue about Downtown.

2024 Service Contract / Mill Levy Match

- Same request as in prior years.
 - *Requesting a match of the 3 Mill Levy amount*

Castle Rock Downtown Merchants Association



Strategic Direction

- Downtown Merchants Association
 - *Created by the merchants to activate Downtown*
 - Recognizing that downtowns are fragile ecosystems that need assistance to be vibrant
 - *The DMA produces community events that:*
 - Improve the quality of life for residents and visitors
 - Generate commerce
 - Help accomplish goals in the Vision 2030 Plan
 - *Continuing the tradition of local community events, including arts, cultural and entertainment opportunities*
 - *Reinforcing the community's small-town character and promoting economic vitality*
 - *Maintaining a high-quality of life as a safe, family-friendly community with a variety of recreational opportunities and community events*
 - *Preserving and enhancing history and heritage through a vibrant Downtown*

2023 Events

Date	Event
May 20, 2023	Spring Kickoff Concert
June 3, 2023	Starlight Movie Night
June 7, 2023	Jazz In The Park
June 14, 2023	Jazz In The Park
June 21, 2023	Jazz In The Park
June 28, 2023	Jazz In The Park
June 16, 2023	Street Party & Concert
June 17, 2023	Classic Rock Cruise-In Car Show
July 5, 2023	Jazz In The Park
July 12, 2023	Jazz In The Park
July 19, 2023	Jazz In The Park
July 26, 2023	Jazz In The Park
July 29, 2023	Boots & Brews
August 19, 2023	Concert Under the Lights
September 16, 2023	Oktoberfest
October 15-27, 2023	Restaurant Week <i>(not yet occurred)</i>
October 27, 2023	Fangtastic Festival <i>(not yet occurred)</i>

Total attendance TO DATE for the 2023 event season: **27,350**

For every \$1 received from the Town, the DMA generates an additional \$3

2024 Service Contract Request: \$97,850



Spring
Kickoff
Concert

MAY 20 | 1-7PM | FESTIVAL PARK

SPONSORED BY
CASTLEROCK
AUTOPLEX

JUNE 3 | 5-10PM | FESTIVAL PARK

Movie
in the Park

PUSS IN BOOTS
THE LAST WISH

SPONSORED BY
CASTLEROCK
AUTOPLEX

Jazz IN THE
Park

WITH Castle Rock
MUSIC
lessons, sales, repair

EVERY WEDNESDAY | JUNE & JULY
5:30-7PM | FESTIVAL PARK

SPONSORED BY
CASTLEROCK
AUTOPLEX

JUNE 16, 6-9PM, CONCERT | JUNE 17, 10-3PM | WILCOX SQUARE

CLASSIC ROCK CRUISE-IN
Car Show
WEEKEND

SPONSORED BY
CASTLEROCK
AUTOPLEX

2022 BEST OF SHOW by MATT SNOKE
1956 Mercury Monterey

Boots
'n' Brews
IN FESTIVAL PARK

JULY 29 | 11AM - 4PM

SPONSORED BY
CASTLEROCK
AUTOPLEX

CONCERT
UNDER THE
Lights

AUG. 19 | 6-10PM | FESTIVAL PARK

SPONSORED BY
CASTLEROCK
AUTOPLEX

CASTLE ROCK
Oktoberfest

WILCOX SQUARE | SEPT. 16, 1-9PM

SPONSORED BY
CASTLEROCK
AUTOPLEX

Fangtastic
Festival

OCTOBER 27 | 12-3PM
FESTIVAL PARK

SPONSORED BY
CASTLEROCK
AUTOPLEX



Restaurant Week:

- Social media campaign to remind the community of all the great places to eat in Downtown!



Summer Trolley Program:

- Record ridership! 493 riders over the 7 evenings in July. Avg. of 70 per night



Service Contract Request

- DMA to produce our Signature Series of Downtown events, as well as additional activations throughout 2024:
 - *Spring Kickoff Concert*
 - *Car Show Kickoff Concert*
 - *15th Annual Classic Rock Cruise In Car Show*
 - *Boots and Brews*
 - *Concert Under the Lights (or similar Music in the Park/Concert)*
 - *Castle Rock Oktoberfest*
 - *Additional activations throughout the year, mid-week summer activities, trolley rides, carriage rides, social media marketing.*
- Events in Downtown Castle Rock build on community character, improve the quality of life and strengthen the Downtown business economy.
- The DMA looks forward to producing events for the community in 2024.