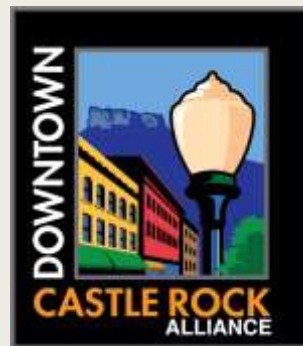


CASTLE ROCK DOWNTOWN ALLIANCE

Castle Rock Downtown Development Authority
Castle Rock Downtown Merchants Association



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, Façade Improvement Program.*
- Projects
 - *Festival Park, Lights Over Wilcox, The Move, Mercantile Commons, Riverwalk, The View, Crosswalks, Encore,*





DDA Programs

2021 Programs

- Streetside Patios
 - 9 Streetside DDA Patios were rented in 2021
 - Additional temporary use permits granted for public right of way and on private lots
- Flowerboxes
 - More than 32 small businesses signed up for the Flower Box Program in 2021 with over 135 flowerboxes placed around Downtown.
 - New holiday planting in 2021 for Downtown Patios
- Façade Improvement Grant
 - 2021: 1 façade grant and 2 more in process

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
 - *Paid for from Downtown and private sector contributions*
- Roundabout at South and Wilcox Streets
 - *\$750,000 from the Downtown Special Fund*
- Public Parking – Added over 400 public parking spaces –
 - *\$9,750,000 – 308 parking spaces at Encore*
 - *\$3,000,000 – 100 parking spaces at The View*
 - *\$150,000 from Special Fund for ongoing maintenance of the Encore Public Garage*
- Police, Fire, Traffic and Parks Services at Events
 - *\$50,000 from the Downtown Special Fund*