2016 Special Events Budget

EVENT Season of the Star Series	Total cost	Programming	Contract personnel	Supplies and Services	Location	Ticketed or free	Description Established to drive residents and business to Downtown during the Holidays while the Town is decorated following the lighting of the Star at Starlighting and through the holiday season.
12 Stops Elf House Exhibit	3,000 6,000	,		,	Festival Festival	Free Free	
Polar Express	19,000	15,000	2,000	2,000	Festival	Free	
Storytellers Winterfest	4,000 6,000	3,000	1,000	2,000	Festival Festival	Free Free	
Candlelight Services Total Event Cost	1,000 39,000		6,800	10,700	restivai	Free	
Scavenge the Rock	3,000	1,000	1,000	1,000	PS Miller		Scurry around Castle Rock on a hunt for forgotten places, off-the-wall items, new amenities, and little known facts! Part 5K race, part scavenger hunt, and part Town exploration. Scavenge the Rock will test participants' ability to solve clues, and crunch mindbending riddles in an effort to plot game-winning strategies as they go head-to-head with other contestants and beat them to the finish line! In addition to our signature scavenger games, Scavenge the Rock will be host to Live Music, Food Trucks, & general merriment as contestants cross the finish line.

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	Total		Contract	Supplies and		Ticketed	
EVENT	cost	Programming	personnel	Services	Location	or free	Description
Rocky Mountain Sports Festival	20,000	10,000	2,000	8,000	PS Miller	Ticketed	The Rocky Mountain Sports Festival is a weekend event that celebrates community, athletics and local business, while showcasing the terrain, environment and unique culture of the region. Crafted to highlight over a dozen different sports, local associations will be encouraged to hold tournaments throughout Town, encouraging participation on all levels.
Celebration Concert Series							Ticketed concert series at PS Miller Park designed to be a new signature programming addition. Crafted to attract a regional audience and showcase various genres of music while featuring programming and vendor opportunities that are complementary in nature.
May	15,000	10,000	1,000		PS Miller	Ticketed	
June	15,000	10,000	1,000	4,000	PS Miller	Ticketed	
July	15,000	•		,	PS Miller	Ticketed	
August	15,000		1,000	,	PS Miller	Ticketed	
September	15,000	•		•	PS Miller	Ticketed	
Total Event Cost	75,000	50,000	5,000	20,000			

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EVENT	Total cost	Programming	Contract personnel	Supplies and Services	Location	Ticketed or free	Description
Downtown After 5							Aimed at bringing people downtown on Fridays after work with food trucks, vendors, free music and a festive environment. This event could segue into programming for an entertainment district or common consumption area.
May	10,000	5,000	1,000	4,000	Festival	Free	
June	10,000	5,000	1,000	4,000	Festival	Free	
July	10,000	5,000	1,000	4,000	Festival	Free	
August	10,000	5,000	1,000	4,000	Festival	Free	
September	10,000	5,000	1,000	4,000	Festival	Free	
Total Event Cost	50,000	25,000	5,000	20,000			
Western Heritage Days	5,000	3,000	1,000	1,000	TBD	Free	Western Heritage Days during the Fair and Rodeo featuring arts and crafts, programming and concerts around Town.
Harvest Festival Event Totals	8,000 200,000		1,000 21,800			Free	Fall festival kicking off the autumn season and start to fall programming activities