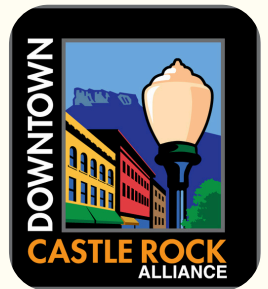


# DOWNTOWN EVENTS

2025 DMA  
ANNUAL REPORT



## FESTIVAL PARK

Spring Kickoff Concert | May 17

2 Bands | 1 Face Painter | 1 Balloon Artist  
6 Beverage Providers | 6 Food Trucks | 3,000 Attendees

Jazz in the Park | Wednesdays in June, July & August (13 Events)

13 Summer Nights of Free Local Music | 905 Total Attendees

Boots & Brews | June 26

2 Bands | 7 Beverage Providers | 6 Food Trucks  
3,250 Attendees

Fangtastic Festival | October 24

21 Trick-Or-Treat Booths | 1 Food Truck | Spooky Music Free  
Pumpkin Patch | Lots of candy | Even more smiling faces  
500 Attendees

ESTIMATED TOTAL  
ATTENDANCE

41,087

## RESTAURANT WEEK OCTOBER 5 - 11

22 Unique Downtown Restaurants

Record Setting Participation

Full Week of Social Media  
Engagement



## Car Show Street Party & Concert | June 13

1 Band | 8 Beverage Providers | 9 Food Trucks  
50 VCC Cars | 5,000 Attendees

## 17th Annual Classic Rock Cruise-In Car Show June 14

2 Bands | 8 Beverage Providers | 10 Food Trucks  
300 Classic Cars | 8,750 Attendees

## Oktoberfest | September 20

24 Breweries & Cocktail Providers | 2 Bands | 1 DJ | 1 German  
Dance Performance | 16 Food Trucks | 15,500 Attendees



WILCOX SQUARE  
KOTIM

## CARRIAGE RIDES

November 23 - January 4  
560 CARRIAGE RIDES  
1,995 RIDERS

## SUMMER

Wednesday's in June, July & August

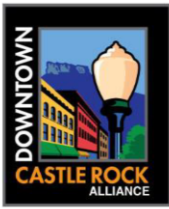
600 RIDERS

## WINTER

Mondays & Tuesdays in  
November & December

1,577 RIDERS

TROLLEY  
RIDERS



## Castle Rock Downtown Alliance

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

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### **Downtown Merchants Association Annual Report to Town Council 2025**

#### **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 an eight-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 2025, the Downtown economy continues to show signs of promise, while at the same time small business owners report uncertainty. Early in 2025, inflation and national discussions on tariffs drove concerns about whether consumer spending would take a dip. By mid-summer, some of those concerns receded as foot traffic in Downtown picked up with summer weather, community events, and new offerings in Downtown.

DMA events were fortunate to have great weather and great attendance from Castle Rock residents and visitors. In addition to the 6 events that the DMA Service Contract includes with the Town of Castle Rock, the DMA produced:

- 10 additional events in Downtown
- 13 evenings of trolley rides during the summer
- 570 carriage rides in partnership with the DDA during the holidays
- 12 evenings of trolley rides during the holiday season

The DMA produced a total of 23 events and activations, stretching the dollars the DMA receives from the Town to go further and produce more than just what is required on the 2025 Service Contract.

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:

(table on next page)

<b>Date</b>	<b>Event</b>	<b>Est. Attendance</b>
May 17, 2025	Spring Kickoff Concert	3,000
June 4, 11, 18, 25, 2025	Jazz In the Park	50-150 per event (4 events)
June 13, 2025	Street Party & Concert	5,000
June 14, 2025	Classic Rock Cruise-In Car Show	8,750
July 2, 9, 16, 23, 30, 2025	Jazz In the Park	50 - 150 per event (5 events)
July 26, 2025	Boots & Brews	3,250
August 6, 13, 20, 27, 2025	Jazz In the Park	50-150 per event (4 events)
Weds. In June, July & Aug.	Summer Trolley Rides	600 Riders (12 Nights)
September 20, 2025	Oktoberfest	15,500
October 5-11, 2025	Restaurant Week	22 Participating Restaurants
October 24, 2025	Fangtastic Festival	500
Mon. & Tues. Nov. 24-Dec. 30	Winter Trolley Rides	1,557 Riders (12 Nights)
Wed.-Sun. Nov. 23-Jan. 4	Carriage Rides	1,995

**2025 DMA Service Contract with Town:** 6 events

**2025 Total Event That Will Be Produced by DMA:** 23 events and attractions

**Total Estimated Attendance:** 41,087 attendees

### **Events Recap**

#### *Spring Kickoff Concert*

The Castle Rock community truly showed out on Saturday May 17, 2025 for the Spring Kickoff Concert in Festival Park. This event welcomed the Castle Rock community to Festival Park from 5–10pm to celebrate the start of better weather and community events. Six food trucks were present providing everything from empanadas to gelato. The concert featured Sarah P. and the Dirty Logger and headliner Tiny Pockets, who are both local bands, that played to a family-friendly crowd. Several local breweries were present to serve the public including Rockyard Brewing Co., Great Divide Brewery Company, Wild Blue Yonder Brewing Co., 105 West Brewing Co., and Molly Brown Spirits. Despite a little bit of rain, the community stayed and showed their support. Families enjoyed the free face painters and balloon art. An estimated 3,000 people were in attendance, and we received great feedback from the community.

#### *Jazz In the Park – June and July Series*

Jazz in the Park is a pop-up style series of events with a low-key and relaxed vibe. The DMA once again partnered with Castle Rock Music to provide jazz music in the park every Wednesday in June, July, and August from 6:30-8pm providing a total of 13 evenings of free entertainment in the park. Performances are given by local jazz musicians as well as local jazz students.

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. So far this year’s turnout has exceeded expectations, including evenings where the threat of rain persisted.

### *Street Party & Concert/Car Show Kick Off*

On Friday, June 13, 2025, the DMA held a fantastic kickoff to the weekend festivities with a Street Party and Concert from 6-9pm at 4<sup>th</sup> and Wilcox Street. After some rain earlier in the day, the sun came out and gave the community perfect weather for the event. Roughly 50 cars from the members of the Vintage Car Club of Castle Rock were on display. Live music was provided by Shelvis and Roustabouts and they had attendees dancing up until the very last beat of the night. The free bounce house was a hit for the families, and local beverages were available from Wild Blue Yonder, Molly Brown Spirits, Bear'L Cellars, 105 West, Purgatory Cellars, Rockyard, Platt Park, and Lone Tree Brewing. Staff received positive feedback from both participants and partners.

### *Classic Rock Cruise-In Car Show*

The Castle Rock community celebrated the 17th Annual Classic Rock Cruise-In Car Show on Saturday, June 14, 2025 in partnership with the Vintage Car Club of Castle Rock. We had over 300 classic and exotic cars, a free rock-climbing wall, multiple free inflatable games, a free face painter, and a free balloon artist. Local band Lookin' Back and fan favorite, The Atomic Drifters provided a high quality performance for the event. There were 11 different food trucks providing a great selection of food, snacks, and desserts at the event. Helping keep everyone cool on the hot summer day, beverages were available from Bear'l Cellars, 105 West, Molly Brown Spirits, Wild Blue Yonder, Great Divide, Purgatory Cellars, Platt Park, and Lone Tree Brewing. Overall, the 2025 Car Show Weekend was a success, and it was rewarding to see many happy people enjoying Downtown Castle Rock.

### *Boots & Brews*

Always a community favorite, Boots & Brews occurred on Saturday, July 26<sup>th</sup> following the Douglas County Fair Parade which serves as a kickoff to the Douglas County Fair. Seven beverage vendors attended ranging from beer to mixed drinks to wine, and six food vendors served a variety ranging from hot barbecue to delicious gelato. A crowd favorite, the event featured a mechanical bull, two local bands, and free face painting and balloon artistry that entertained young and old alike. With fun events throughout the weekend, including the Cattle Drive the evening before and Douglas County Fair Parade prior to Boots and Brews, the weekend was full of family fun for everyone. The DMA, Town of Castle Rock, and Chamber of Commerce held a coordination meeting with Town Departments to ensure effective communication and coordination leading up to the busy and active weekend in Downtown. The weekend began with the Western Heritage Welcome Cattle Drive produced by the Town of Castle Rock, then on Saturday morning the Chamber of Commerce produced the Douglas County Fair Parade, and lastly, Boots and Brews produced by the DMA.

### *Oktoberfest*

On September 20, the DMA hosted its largest signature event of the year, Castle Rock Oktoberfest. DMA Staff estimates that approximately 16,000 people were downtown during the hours of the event. Entertainment for the event included Denver's Thirsty 5 performing traditional polka music, The Denver Dolls, German themed dance routines performed The Castle Rock Dance Academy, and a variety of fun entertaining games were woven through the days schedule of events. To conclude the event, DJ Markus hosted a DJ Dance Party for the last few hours of the evening that was a huge hit.

Brewery and cocktail providers included: Wild Blue Yonder Brewing Co., 105 West, Elizabeth Brewing Company, Rockyard, Great Divide, Woods Boss, Platt Park, Alidade, Wibby Brewing, Denver Beer CO, Ratio Beerworks, Rock Bottom Brewery, Los Dos Potrillos Cerveceria, Full Frame Beer, Locavore, Eddyline, Danico, Lone Tree Brewing, Stem Ciders, Best Day Brewing, Molly Brown Spirits, Provision Bar, and Bear'L Cellars Winery. Attendees were once again able to purchase the signature authentic Germain steins which sold out early in the day. The event went through 181 kegs plus 3,735 servings of cocktails and wine.

A total of 16 food vendors participated in this year's event and provided guests with a wide variety of options ranging from Traditional German food to American favorites and plenty of sweet and salty treats to go around. The vendor list included: Glacier Homemade Ice Cream & Gelato, Little Sweets Cookie CO, Whitewater Kettle Corn, Mile High Kona Ice, The Cake Company, 47 Bakery, Castle Rock Water, Lazo Empanadas, CO Berliner Haus, Koco Street Food, Woodhill BBQ, Mondal's, Castle Café, Bohemian Wurst, Eggröll Parker, and La Chaparrita Sabor de Mex.

Sponsors included Castle Rock Autoplex as the Title Sponsor. Stage Sponsor's: Aloha Fund, Park Street Storage, HBS Trash Services, Los Dos Portillos, and Eco Products. The Family Entertainment Sponsors were Lifetime Home Remodeling, The Little Gym of Castle Rock, and HEI Civil. FirstBank rounded out the sponsorship list as this year's Stein Hoisting Sponsor.

### *Fangtastic Festival*

The Fangtastic Festival was held on Friday, October 24, from 12pm to 3pm. 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. The weather this year was fantastic, which we believe led to the high attendance. Vendors lined the outside of the lawn of Festival Park and passed out candy and other fun goodies. Castle Rock Autoplex was the Title Sponsor for this event, AdventHealth sponsored the free pumpkin patch, while Lifetime Home Remodeling, Douglas County School District, and The Little Gym of Castle Rock sponsored face painting and balloon art as the Family Entertainment Sponsors.

### **Downtown Businesses Engagement**

Once a year, the DMA and DDA hold a Downtown Stakeholders meeting that is open to the public and information is presented about downtown events, programs, and projects. The DMA hopes these efforts assist the Town in answering questions and disseminating vital information.

This year, among a variety of downtown Alliance updates, the Town Public Works Staff presented information about upcoming Pavement Maintenance Plan projects throughout downtown where the Town planned to close streets and perform a mill and overlay to improve roadways. The Castle Rock Downtown Alliance (both DMA and DDA) facilitate these meetings to provide information and answer questions.

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

## Summary

The DMA continues to work extremely hard to provide value to the Town of Castle Rock. The partnership between the Town and DMA leverages taxpayer dollars to go further. For every \$1 received through this service contract from the Town of Castle Rock, the DMA generates an additional \$3 that go straight to free events and free entertainment for the Castle Rock community and visitors. In addition, this year's service contract with the Town of Castle Rock provided partial financial support for 6 events, and, in an effort to go above and beyond the DMA will produce 23 events and attractions.

The DMA is proud of this model for funding community events and is thankful for the partnership with the Town of Castle Rock. Community events are always somewhat weather dependent to determine success and the thankfully in 2025 we were fortunate to have great weather and great attendance. The impact of these events has provided safe, family friendly entertainment to the community as well as to serve as an economic generator for the small businesses in Downtown.

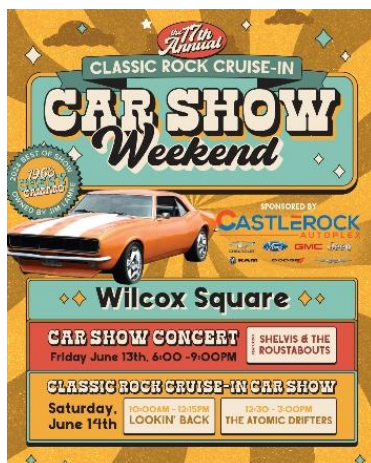
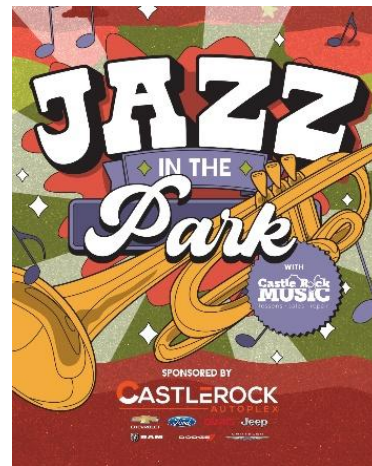
Contact:

Kevin Tilson

Director, Downtown Alliance

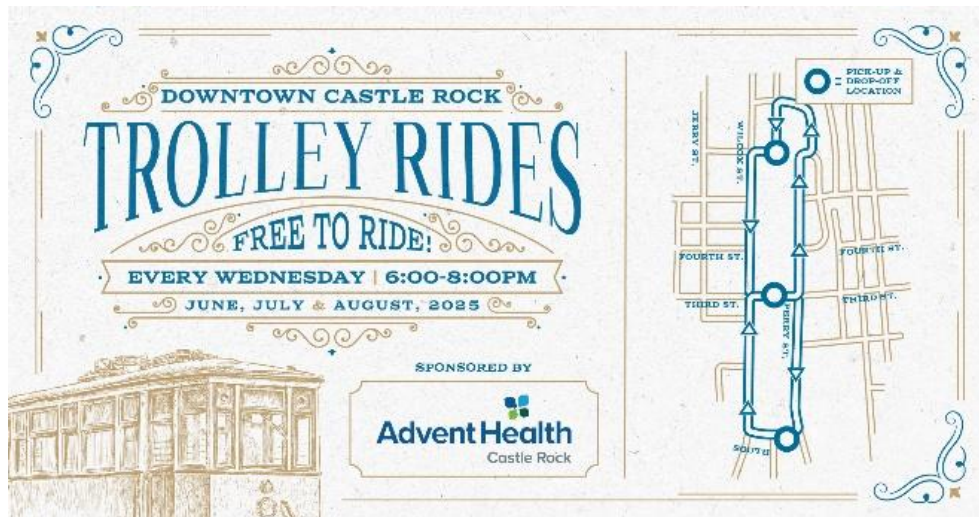
[kevin@downtowncastlerock.com](mailto:kevin@downtowncastlerock.com) / 303-688-7488

Attached on the following pages are several examples of the marketing materials from DMA produced events in 2025, as well as a few photos.





**Summer Trolley – Every Wednesday in June, July, August**



**Spring Kickoff Concert**



**Car Show Weekend - Friday Concert**



**Car Show Weekend – Saturday Car Show**



**Jazz in the Park – Every Weds. June, July & Aug.**



**Boots and Brews**



**Oktoberfest**



**Fangtastic Festival**



**Holiday Carriage Rides**



**Winter Trolley – Mondays and Tuesday during the Holiday Season**

**DOWNTOWN CASTLE ROCK**  
**TROLLEY RIDES**  
**FREE TO RIDE!**  
EVERY MONDAY & TUESDAY | 5:30-7:30PM  
FROM NOV. 24TH - DEC. 30TH

SPONSORED BY  
**Owen Ames Kimball**  
Building Since 1891

The map shows the trolley route along 'S. ANNE ST.' between 'SOUTH' and 'FOURTH ST.', with 'PICK-UP & DROP-OFF LOCATION' marked at the intersections. Other streets shown include 'S. JENSEN', 'S. XENTIA', 'THIRD ST.', and 'FOURTH ST.'.