

## Castle Rock Downtown Alliance

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

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### **Downtown Merchants Association Mid-Year Report to Town Council 2020**

#### **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 150 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 for Downtown businesses and create a sense of community in the center of Castle Rock.

#### **Report**

The 2020 Summer Event Series was planned to focus on providing free and family-oriented activities in Downtown Castle Rock, with an emphasis on activating Downtown. In 2020, during the unprecedented times of uncertainty amid the COVID-19 pandemic, the Castle Rock Downtown Merchants Association modified the efforts of staff and the events that were planned to ensure the health and wellness of our community was a priority, to continue to activate Downtown and to focus on providing assistance to businesses.

As such, the DMA modified events to adhere to the guidelines for large gatherings from public health officials and added programming to generate commerce in Downtown, and information on these efforts is included below in the Events and Marketing Recap section.

In response to the COVID-19 pandemic and the associated government mandated business closures, the DMA in partnership with the Castle Rock Economic Partnership (CREP) responded quickly to organize virtual town hall meetings via zoom. These meetings invited every licensed Castle Rock Business (2,000+) to participate in informational meetings providing updates from Federal, State and local experts and allowed businesses to ask questions. There were 9 meetings that were hosted and included the following experts, Colorado Lending Source CEO - Mike O'Donnell, SBA Rep. - Stephen Collier, Centura Adventist CEO - Brandon Nudd, Douglas County Commissioner - Roger Partridge, Douglas County SBDC Director - Marcia McGilley and Deputy Director of Tri-County Health - Jennifer Ludwig. These meetings included up to the minute information on the programs and information.

The information above about virtual town hall zoom calls is reported on in both the DDA and DMA mid year report since it doesn't just fit to one organization and was a partnership of CREP, however to keep both the DDA and DMA reports unique, staff has made an effort to divide reporting of individual COVID-19 business assistance efforts to either the DDA or DMA based on the type of effort or which entity financially contributed to the business assistance effort.

### **Events and Marketing Recap**

- **Virtual Concert Series:** The DMA produced 2 virtual concerts via Facebook Live to modify the traditional DMA Summer Concert Series. The first virtual concert took place on May 17th at 7:00PM. Grayson Little played for the town from Riverwalk with a beautiful view of the rock in the background. Downtown Businesses were encouraged to participate by offering special deals on the day of or logging onto the concert to promote their businesses. The second virtual concert will take place on July 31st. Jason Bower will be playing at 7:00PM. The DMA again will encourage attendees to stop by to purchase local food and drinks from Downtown Merchants before enjoying the virtual concert.
- **#CelebrateCastleRock Month:** #CelebrateCastlerock was created to strengthen the idea of community within Downtown during this difficult time. The goal of this marketing campaign is to drive activity and commerce to the core of Downtown with the safety and health of the community being priority. #CelebrateCastleRock includes a variety of virtual events that friends, and families can complete throughout downtown while be safe and practicing social distancing.
- **Downtown Castle Rock #CommUNITY Bingo Card:** The Downtown Castle Rock #CommUNITY Bingo Card combined the Towns marketing campaign with a safe way to drive members of the community to shop local and support downtown merchants. The Downtown Merchants Association provided an incentive of a gift card giveaway for participants that were able to complete a Bingo (5 squares in a row) in the month of July.
- **QR Code Summer Scavenger Hunt:** Because of public health guidelines, the traditional DMA event Boots and Brews had to be canceled. To modify the original event, the DMA created a QR Code Summer Scavenger Hunt throughout downtown for July 25th and 26th. Sidewalk stickers of QR Codes were placed Downtown for residents to find and scan. The QR codes pulled up a specific promotion from a Downtown business.
- **Chalk in the Town:** The Downtown Alliance hired several professional chalk artists to decorate sidewalks and various corners of Downtown with uplifting and summer-themed chalk art. Chalk in Downtown took place on July 20-24. Residents and visitors were encouraged to walk Downtown to view the art and visit local merchants. This adaptation of Chalk in the Park moved the chalk artists from just being in Festival Park to being spread out around Downtown, and may be a positive change that should be continued in future years, because it more directly drives visitors to storefronts in Downtown.
- **Take Out Tuesday restaurant marketing campaign:** This digital marketing campaign included a branded post every Tuesday in July to encourage community members to visit Downtown restaurants and merchants to purchase food and beverages for dine-in, takeout, curbside pick-up or a picnic. Outdoor seating options were highlighted, along with offerings from restaurants and merchants.
- **Weekly Business Highlight Blogs featured on the Downtown Castle Rock Website:** The Downtown Alliance created a blog on DowntownCastleRock.com to feature a different business each week. These highlights include fun questions about business owners, a brief history on the business, as well as how customers can help support local businesses the most right now. Downtown Castle Rock Highlights are posted every Wednesday.

- **Online Presence Review:** There are more people online now than ever. Often your customers will first find you or visit you online. Since you never get a second chance to make a first impression, the DMA will help you make sure your first impression online is a good one. The DMA began conducting FREE Online Presence Review. In the review the DMA looked into the business's website, Google+ account, Yelp and social media platforms to make sure that each platform included everything that it needed to. Once the review was conducted, the team reached out with any concerns and easy ways to fix them. This program was implemented in April and staff has conducted 4 reviews.
- **Outdoor Dining Map:**  
The Alliance staff put together a partnership between Douglas County, the Town of Castle Rock, Douglas County Libraries, Douglas County School District and several Downtown businesses to allow public outdoor dining on their premises. The EDC and Alliance purchased a small number of tables and chairs and placed them at these locations Downtown to increase public dining options and encourage community members to visit Downtown safely. A map was created to help community members identify public outdoor dining areas in Downtown, to encourage resident to purchase to-go order from their favorite local restaurants and enjoy them at the many great public dining locations throughout Downtown. This map was posted on the Downtown Castle Rock blog and promoted on social media.
- **Downtown Car Show Parade:** The Downtown Castle Rock Alliance supported and marketed the social distanced Vintage Car Club, Car Show throughout Downtown in place of the 12th Annual Classic Rock Cruise In Car Show.
- **CommUNITY Banner on Downtown Light Poles:** Working with the Town of Castle Rock and the Chamber of Commerce, staff hired their marketing company to design 2020 summer banners with the CommUNITY logo. The CommUNITY logo is used as an uplifting logo to brand the different efforts of the Chamber of Commerce, EDC, Downtown Alliance and Town of Castle Rock to support businesses and the community during the COVID-19 pandemic. The banners were created with the CommUNITY marketing to provide a feeling of unity and positivity throughout the Downtown.

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.

### **Summary**

The Downtown Merchants Association staff is working hard to modify and adapt the efforts of the our team in a way that will continue to activate Downtown Castle Rock and support small businesses, as well as continue to keep the safety and health of the community as a priority, and where appropriate modify the traditional Summer Event Series to continue to provide the community with opportunities to gather in Downtown. With support from the Town of Castle Rock the Downtown Merchants Association has been able to be a powerful resource to the Castle Rock business community during an unprecedented and difficult time, and to keep Downtown front of mind with strategic marketing aimed at helping the most impacted type of business – small business. Our team looks forward to continuing to serve and support Downtown Castle Rock and is excited about some of the creative adaptations that are planned for the late summer and fall.

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303-688-7488

**Attachments**

Attached are several examples of the marketing materials that the DMA produced to enhance the vibrancy and character of Downtown Castle Rock, and to keep Downtown front of mind for residents and visitors.





**DOWNTOWN ALLIANCE**

# VIRTUAL CONCERT

**JULY 1, 2020 | 7 PM**

Music Provided By  
**JASON BOWER**  
 OF CASTLE ROCK MUSIC  
**FACEBOOK LIVE EVENT**  
 @DOWNTOWNCASTLEROCK

## HELP US SUPPORT DOWNTOWN CASTLE ROCK BUSINESS!

We want to make sure our Downtown Castle Rock businesses are feeling the love during these difficult times. Help us #SupportLocal in Downtown Castle Rock while staying safe.

### HOW TO PLAY!

- 1 Print out a Downtown Castle Rock Business Bingo Sheet.
- 2 As you go around Downtown and complete the tasks, fill out the lines with a Downtown Business Name. Cross out the squares you complete.
- 3 Participants must take a picture doing each activity. No business can be used twice.
- 4 After completion, please take a picture of the completed bingo (5 in a row).
- 5 Send an email with the bingo board and five pictures attached to [quincy@downtowncastlerock.com](mailto:quincy@downtowncastlerock.com).


The DM&A will be raffling off 10 \$25 gift cards to your favorite Downtown Castle Rock Businesses to those who get 5 bingos. Please include your name, your bingo board, your pictures and the business name of the gift card you would like to receive.



**THANK YOU FOR PARTICIPATING!**  
 We are excited for you to responsibly get back out there and #SupportDowntownCR because #WeGotThisCR!

#CELEBRATECastleRock

## DOWNTOWN BINGO

<b>BOUGHT A CUP OF COFFEE</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>WENT TO FESTIVAL PARK</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>BOUGHT A GIFT CARD</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>WENT TO RESTAURANT</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>SUPPORTED YOUR FAVORITE DOWNTOWN CASTLE ROCK BUSINESS</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>
<b>SUPPORTED A FAMILY OWNED BUSINESS</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>BOUGHT A GIFT FOR A FAMILY OR FRIEND</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>TRASHED A FRONTLINE WORKER</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>DRIVE SHOPPED</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>PURCHASED A FAMILY TRUCK</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>
<b>ORDERED A PIZZA TO GO</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>WENT FOR A WALK</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>		<b>ATTENDED A VIRTUAL CONCERT</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>BOUGHT A SWEET TREAT</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>
<b>ATTENDED A DOWNTOWN CASTLE ROCK BUSINESS'S VIRTUAL EVENT</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>BOUGHT A BEER</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>PURCHASED A HOBBY</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>TRIED A NEW RESTAURANT</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>HAD A PICNIC</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>
<b>PURCHASED A BEER SOCKS (EVERY FEET)</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>SUPPORTED A DOWNTOWN CASTLE ROCK SMALL BUSINESS</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>ORDERED MEAT AND PASTA TO GO</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>SAW A PIECE OF ART</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>	<b>PURCHASED A NEW SHIRT</b> <small>@ Downtown Castle Rock</small> <hr/> <small>PROVIDED BY:</small>

#CELEBRATECastleRock

PELLI DAVY





**Downtown Castle Rock Business Highlight: B&B Cafe**

Welcome back to the Downtown Castle Rock Business Highlight! Today we are highlighting local B&B Cafe by @bncastlerock.

**Downtown Castle Rock Business Highlight: Mad Mountain Burgers**

Welcome back to the Downtown Castle Rock Business Highlight! Today we are highlighting local Mad Mountain Burgers by @madmountainburgers.

**Downtown Castle Rock Business Highlight: Mountain Man Fruit & Nut**

Welcome back to the Downtown Castle Rock Business Highlight! Today we are highlighting local Mountain Man Fruit & Nut by @mountainmanfruitandnut.

**Downtown Castle Rock Business Highlight: Flying Horse Catering**

Welcome back to the Downtown Castle Rock Business Highlight! Today we are highlighting local Flying Horse Catering by @flyinghorsecatering.

**Downtown Castle Rock Business Highlight: Mountain Man Fruit & Nut**

Welcome back to the Downtown Castle Rock Business Highlight! Today we are highlighting local Mountain Man Fruit & Nut by @mountainmanfruitandnut.

Mountain Man Fruit & Nut is a family-owned business that has been serving the community since 1988. They offer a variety of fresh produce, including apples, pears, and berries, as well as nut products like nut butter and nut oil. They also offer a variety of other products like nut milk and nut flour.

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**SUPPORTING OUR CASTLE ROCK COMMUNITY**

**OUTDOOR DINING**

Welcome to Downtown Castle Rock! Please reference the map above for outdoor dining options in Downtown. We encourage you to purchase a to-go order from your favorite local restaurants and enjoy at the tables and chats located throughout Downtown. *Please be mindful of social distancing and stay safe!*

CASTLE ROCK DOWNTOWN ALLIANCE | DOUGLAS COUNTY | DOUGLAS COUNTY LIBRARIES  
DOUGLAS COUNTY SCHOOL DISTRICT | MOUNTAIN NUT & FRUIT | TOWN OF CASTLE ROCK  
TOWN OF CASTLE ROCK FIRE DEPT. | TOWN OF CASTLE ROCK PARKS AND REC. | STOP TIME AND AUTO

**WANT TO LEARN MORE ABOUT A DOWNTOWN BUSINESS?**

**CHECK OUT THE DOWNTOWN CASTLE ROCK BLOG FOR THE LATEST BUSINESS HIGHLIGHT AT [DOWNTOWNCASTLEROCK.COM/BLOG](http://DOWNTOWNCASTLEROCK.COM/BLOG)**

CASTLE ROCK COMMUNITY

— JULY 25 & 26 —

**DOWNTOWN**

**SUMMER SCAVENGER HUNT**

Come walk around Downtown Castle Rock to find hidden QR codes! Scan the QR codes with your camera on your phone to receive promotions from your favorite Downtown businesses.

**#CELEBRATECastleRock**



