



ColoradoScape Contest: April 1-30, 2022

Description: To further educate our residents about the beauty and benefits of a ColoradoScape, Castle Rock Water is hosting its 4th annual ColoradoScape Makeover contest to give away a free \$8,000 front yard landscape. The contest is being held April 1 - 30. To enter, residents needed to create and post a 15 to 30 second video on social media by April 30. A committee of the Mayor, a Councilmember, Water Commission member and the ColoradoScape committee will chose the top 5 finalists.

These finalists will be put back out onto social media and be voted on by the public. The one with the most likes will win the front yard makeover. The other four finalists will win a Garden In A Box (with about 25 perennials.)

With the primary objective to educate our residents on ColoradoScape, the contest is held on social media with a visual video component. The front yard is the area of makeover to have this type of landscape design visible to neighbors on an on-going basis.

Reach: The first year, we saw 31 entries, the most we've had. That year, the campaign reached 30,000 people with the winning video getting 1,000 likes just by itself. The winning video was shared across national groups, expanding the scope beyond the Castle Rock community. The thought was that this would broaden in scope. Aurora Water has since conducted a similar program and has similar results with limited participation. (We have begun talking about a fair/showcase/event to kick off the contest and inspire entries for next year.)

Budget: The budget for the project is \$8,000 and we have traditionally had irrigation and plant material sponsor to help offset costs. This year, the landscape design and irrigation design are being done in-house.

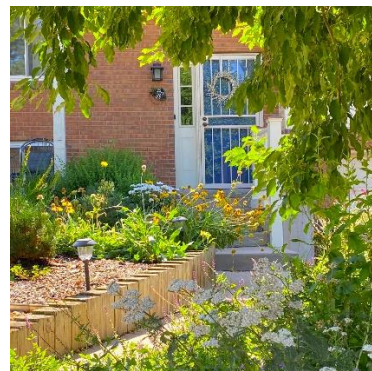
2021



2020



2019



The ColoradoScape committee is looking for several members of the Water Commission to be a part of the judging to determine the 5 finalist videos. Approximately 15 videos will be selected and provided to you ONLINE to vote on. A rubric with creativity, message, and likability as the factors will be provided. Voting will take place the first week in May.

Attachment A: News Release

Enter to win a lawn makeover worth \$8,000 in Castle Rock Water's ColoradoScape contest

Does your front yard suck? Water, that is? Typically, more than half of household water use goes toward outdoor irrigation and landscape. Castle Rock Water is encouraging residents to transform their lawns into water-wise ColoradoScape, and the department is ready to help. Enter to win a free front yard ColoradoScape makeover worth \$8,000.

Most turf lawns are Kentucky bluegrass, which is not native to Castle Rock's high altitude, arid environment. In fact, the community pours more than 1.3 billion gallons of water on non-native grass-dense yards each summer. While having a healthy yard is important, beautiful and water-wise options exist beyond green grass, and that's what ColoradoScape is all about.

ColoradoScape is a landscape design comprised of low to very-low water use plant material, which blends in with the native Castle Rock landscape. This landscaping utilizes a combination of hardscape and landscape materials, providing a variety of vibrant colors, textures, sizes, shapes and seasonal interest.

Are you ready to make the transition? Enter to win a lawn makeover by posting an entertaining 30- to 60-second video on social media (Facebook, Instagram or Twitter) about why your lawn sucks. Make sure your post is public and tag the Town @CRgov so we can see your video.

Video entries will be accepted Friday, April 1, through Saturday, April 30. Five finalists will be chosen. Then, the community will vote for its favorite video on the Town's Facebook page. The winner will be notified via their social media account in May, with installation set for this summer. The other finalists will receive a Garden in a Box.

All entrants must be Castle Rock Water residential customers and at least 18 years of age or older. For contest details, tips, frequently asked questions and previous winners' front yard transformations, visit [CRconserve.com/Contest](https://www.crwater.com/CRconserve.com/Contest).

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