

2018 DMA ANNUAL REPORT DOWNTOWN EVENTS



**CINCO DE MAYO
CONCERT & STREET PARTY**
MAY 5 | ATTENDANCE: 5,000



**FESTIVAL PARK GRAND
OPENING & MOVIE 1: JUMANJI**
MAY 5 | ATTENDANCE: 3,500



**CAR SHOW
STREET PARTY & CONCERT**
JUNE 15 | ATTENDANCE: 1,500



MOVIE 2: COCO
JULY 14 | ATTENDANCE: 1,200



**10TH ANNUAL CLASSIC
ROCK CRUISE IN CAR SHOW**
JUNE 16 | ATTENDANCE: 8,000



JULY 10TH PLANNED ACTIVITY
JULY 10 | ATTENDANCE: 100



CONCERT UNDER THE LIGHTS
AUGUST 10 | ATTENDANCE: 3,500



JULY 24TH PLANNED ACTIVITY
JULY 24 | ATTENDANCE: 100



OKTOBERFEST
SEPTEMBER 29 | ATTENDANCE: 11,000



BOOTS N' BREWS
JULY 28 | ATTENDANCE: 2,000



FANGTASTIC FESTIVAL
OCTOBER 31 | ATTENDANCE: 350



SUNDAY DINNER
AUGUST 19 | ATTENDANCE: 180

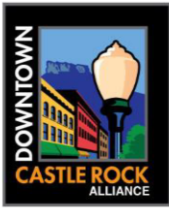


FUN IN THE SUN
JULY 17 | ATTENDANCE: 700



COMMUNITY CONCERT
SEPTEMBER 4 | ATTENDANCE: 500

TOTAL ATTENDANCE: 37,630



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Castle Rock Downtown Alliance Downtown Merchants Association Annual Report to Town Council 2018

Background

The Castle Rock Downtown Alliance is a partnership between the Downtown Merchants Association and Downtown Development Authority. This partnership of two organizations unifies the Downtown organizations under one roof, with 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 120 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.

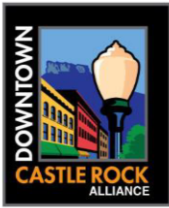
Report

The DMA's service contract with the Town states that the DMA will report back to the Town on each event and provide numbers on the impact of the event. This report provides the end of the year 2018 update.

The DMA produced a variety of activities in Downtown Castle Rock in 2018. Following is the list of events and approximate attendance for each to date:

- Cinco De Mayo Concert & Street Party – 5,000
- Festival Park Grand Opening & Movie 1: Jumanji – 3,500
- Car Show Street Party and Concert – 1,500
- 10th Annual Castle Rock Cruise In Car Show – 8,000
- Movie 2: Coco – 1,200
- Fun in the Sun – 700
- July 10th Planned Activity: 100
- July 24th Planned Activity: 100
- Boots & Brews – 2,000
- Concert Under the Lights – 3,500
- Sunday Dinner – 180
- Community Concert – 500
- Oktoberfest – 11,000
- Fangtastic Festival – 350

Total attendance for the 2018 event season: 37,630



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Summer Event Series

The 2018 Summer Event Series focused on providing even more free and family-oriented activities in Downtown Castle Rock, with an emphasis on activating the newly redesigned Festival Park. Many events, such as the Starlight Movie Nights, Boots & Brews, Community Concert and Sunday Dinner, were hosted in the park. Reducing the number of events held on Wilcox and adjacent streets decreased the street closure burden on downtown businesses, while still drawing people to the district to shop and dine.

Planned Activities

In 2018, the Downtown Merchants Association hosted a new series of events titled “Planned Activities”, to activate the newly redesigned Festival Park. These activities are smaller, midweek and midday events that provide free, kid-friendly entertainment during the summer. Activities this year included a water themed day with bounce houses and carnival games and a performance by the Colorado Disc Dogs. These two activities replaced two Fun in the Sun events, typically held at the Douglas County Fairgrounds. Planned Activities were created to activate downtown and encourage commerce during the day, while still preserving the popular Fun in the Sun event at the Fairgrounds.

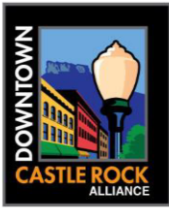
Winter Activities

In order to encourage even more activity in Downtown during the winter season, the Downtown Merchants Association partnered with the Town of Castle Rock and Castle Rock Chamber of Commerce to produce winter activities. The 2018 winter calendar was full of festive, holiday events including runs, ice skating, bake-offs, carriage rides, park events and more.

From November 23rd to December 28th, the DMA and Town hosted free carriage rides every Friday and Saturday for community members to view the downtown holiday lights. Community members also enjoyed ice skating at the Rink at the Rock, run by the Downtown Development Authority. Both initiatives aim to increase commerce in the downtown district by providing activities to supplement shopping and dining options. On December 8, 2018, Castle Rock was featured on the 9News segment, Home for the Holidays, highlighting downtown’s impressive array of lights, Festival Park, Rink at the Rock and the carriage rides.

Events Recap

- The DMA hosted the Cinco de Mayo Street Party & Concert for a second year, with record attendance. An estimated 5,000 people came to Downtown Castle Rock to enjoy live music from Swerve, traditional Latin dances from Baile Folklorico and beer from Rockyard and 105 West Brewing Company. Kids picked from free bounce houses, face painting, balloon artists and lawn games while community members set up blankets and chairs on the County lawn to enjoy the music. Attendees had a chance to win gift cards from downtown businesses Copperfalls, Crowfoot Valley Coffee and Angie’s Restaurant and Amazon Echos from title sponsor, Independent Bank.
- Approximately 3,500 attendees gathered in the newly redesigned Festival Park for the official grand opening event. Live music from Sarah P and the Dirty Logger and Giant Zero filled the park from 3 – 8pm while attendees enjoyed cornhole, lawn games, train rides from Patriot Plumbing and beer from Rockyard, 105 West and Bristol Brewing Company. In January, community members voted on

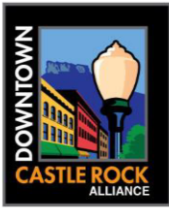


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favorite movies, picking Jumanji for the first outdoor picture. Other attractions of the night included free caricature portraits, face painters, balloon artists and gift card giveaways from The Barn, Bling!, Copperfalls and Crowfoot Valley Coffee. Crystal Valley sponsored the event for the second year in a row.

- Staff expanded the Car Show Concert event layout in 2018 to fit the 1,500 attendees that came to Wilcox Square for a preview of the 10th Annual Classic Rock Cruise In Car Show. Fifty Classic cars lined Wilcox while the dance band, Deja Blu Band, played from 6 -9pm. Event attendees enjoyed brews from Rockyard, 105 West and Bristol Brewing Company. Attendees posted on the Downtown Facebook page to win gift cards from Pegasus, Castle Café, the B&B Café and Z'Abbracci's.
- Downtown Castle Rock celebrated the 10th Annual Classic Rock Cruise In Car Show on Saturday June 16, 2018 with event co-producer, the Vintage Car Club. Over 300 classic and exotic cars were on display while kids enjoyed free activities. The Country Music Project performed until the awards ceremony, where car entrants won awards such as Hottest Car, Best in Show and Mayor's Choice. Attendance was estimated at a little more than 8,000 people throughout the five-hour event.
- In 2018, the DMA Board voted to minimize the four Fun in the Sun dates in July to become one large Fun in the Sun at the Douglas County Fairgrounds and two "planned activities" in Festival Park. On July 10, 2018, the DMA hosted the Colorado Disc Dogs in the park from 11am – 2pm with downtown business sponsors Bark N Clips, VCA Animal Hospital and Camp Bow Wow. An estimated 100 attendees played in the splash pad, ate picnic lunches in the park and watched the Fido Fest performances.
- The DMA kicked off July with the second Starlight Movie in Festival Park, showing Coco. An estimated, 1,200 attendees gathered in Festival Park and on Perry Street to enjoy live music from Castle Rock group, The John Saunders Band. Attendees walked the pre-movie Street Party with food vendors, brews and various vendor booths. Kids played in the splash pad, on bounce houses, rode the Patriot Plumbing Train and chose from an assortment of lawn games. Gift cards given away at the event included Castle Rock Bike & Ski, Scileppi's, Stumpy's and Crowfoot Valley Coffee.
- On Tuesday, July 17 from 11am – 2pm, 700 kids and their parents cooled off at the Douglas County Fairgrounds with water bounce houses, music, a dunk tank, and foam party. Many attendees brought their own picnic lunch, while others bought from food vendors such as Cold Stone Creamery, Mile High Kona Ice and Mish Mash Mama. Staff increased the amount of bounce houses from 4 to 6 to accommodate the increase in attendance and once again received positive feedback about the abundance of parking and ease of entry at the Fairgrounds. Castle Rock Fire made the event even more memorable by giving truck tours and spraying the kids with their fire hose. Rodeo royalty held the limbo contest and dance party and gave away family four-pack tickets to the Rodeo.
- The last planned activity in Festival Park promoted the Douglas County Fair and Rodeo with Rodeo royalty providing a "learn to rope" activity teaching kids how to lasso. The activity was well

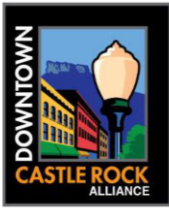


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attended, with an estimated 100 attendees getting their face painted, playing in the splash pad and on bounce houses, interacting with Fair Royalty and enjoying Festival Park.

- Starting at 8am, the community lined the streets to watch the Fair and Rodeo Parade in celebration of the 100th year of the Douglas County Fair and Rodeo. During the parade, people bought Bloody Mary's from Crowfoot Valley Coffee and walked around Festival Park with vendors, breweries and family activities. After the Parade, an estimated 2,000 people visited Rockyard, 105 West, Barnett & Son and Living the Dream Brewing Company at the event. Community members tried their hand at giant Flip Cup, while kids enjoyed free bounce houses, face painting, balloon artists and lawn games. In addition, attendees were able to buy Douglas County Fair and Rodeo tickets at the event.
- Analog Son played to approximately 3,500 community members on Wilcox Street, where the DMA hosted the Concert Under the Lights event from 6pm – 9pm on Friday, August 10, 2018. Attendees gathered on the County Lawn for the cornhole tournament while kids had fun with carnival games, bounce houses and face painters. Gift cards were given away from Castle Rock Music, Maddie's Biergarten, Crowfoot Valley Coffee and Castle Rock Bike & Ski. The Concert Under the Lights is the first night, of a weekend of live music in Downtown. Maddiepalooza, hosted by Maddie's Biergarten followed on Saturday.
- On August 19th, community members gathered in Festival Park for a new downtown event titled Sunday Dinner. Ticket holders enjoyed an old-fashioned style family dinner with food and dessert catered from The Comforts of Home. Guests dined with their families at tables throughout the park, under the pavilion and picnic style on the lawn. The Douglas County Libraries donated a book to each family at the event. Those that attended were encouraged to leave their electronics at home and connect with their family, play provided board games and enjoy musical performances by Castle Rock Music students.
- The DMA Community Concert was held in conjunction with Business Over Beverages on Tuesday, September 4, 2018 in Festival Park. Local country band, Renegade Road, played to an estimated 500 attendees, making it the largest Community Concert to date. Gift cards from Planet Scuba, Siena, Edible Arrangements and Bark N' Clips were given away.
- The 2018 Oktoberfest was the largest yet, with an estimated 11,000 attendees in Wilcox Square on September 29, 2018. Thirteen breweries joined the festival including Rockyard, 105 West, Jagged Mountain, Barnett & Son, Lone Tree Brewing, Burly, Astro Tap, Odyssey Beerwerks, Emphyrean, Lost Highway, Mason Ale Works, Wild Blue Yonder and Bristol Brewing Company. The annual fall festival featured German dancers, classic Bavarian tunes, college football, a cornhole tournament, face painters, balloon artists, extreme pumpkin carving and giant beer pong. The festivities began with the ceremonial keg tapping at 1pm and ended with a dance party from Castle Rock Music. A record 121 kegs were tapped at the festival and over \$1,000 in gift cards from downtown businesses were given away.



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- The DMA held Fangtastic Festival, a Halloween event for younger children in Festival Park on October 31, 2018 from 1-4pm. Downtown businesses were given a free booth and the DMA provided candy for each vendor to pass out. Kids were encouraged to wear their costumes, play games in the park, get their faces painted and trick or treat. Twenty vendors participated in the event and an estimated 350 community members attended.

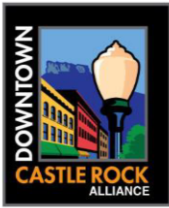
The DMA has made a concerted effort to increase and improve social media activity and has continued with the marketing strategy for the events to be more focused on online media. This focus has allowed us to collect real-time feedback on our events, helping us to better connect with our community, document what the community likes about our events, the number of people engaged in our events and better estimated attendance. The Downtown Castle Rock Facebook page gained over 1,000 followers in 2018, putting total followers at 9,105 in December. In addition, over 345,000 people were reached on the Downtown Facebook Event page in the last 365 days. Downtown Castle Rock is also active on Instagram and Twitter with 1,003 and 731 followers, respectively.

In 2018, the DMA continued its gift card giveaway program by purchasing \$20 gift cards from the downtown businesses to give away to attendees at each event. Many businesses added or matched the amount of the gift card purchased by the DMA. In addition, businesses were encouraged to present the gift card on stage, to help better promote their business. During the summer event season, the DMA purchased a total of \$1,100 in gift cards from 31 different businesses. In addition, businesses collectively donated \$695, totaling \$1,795 in giveaways at the events. Event attendees entered to win the cards by going on the Downtown Castle Rock Facebook page and posting a fun picture, emoji or comment on the event page. Digital gift card entries allow more social media exposure for both the DMA and the Downtown Merchants.

Summary

The support from the Town of Castle Rock through our service contract and different departments facilitating street closures, permitting liquor licenses and other logistical components, has made this season one of the most successful yet. The DMA staff assembled a team of experts to collaborate on the larger events (Car Show, Concert and Street Party and Oktoberfest) and developed a Communication Plan for each of these events to make sure everyone had the same understanding. This concept has allowed for open communication with our teammates (police, fire, public works, County, etc.) and problem solving early in the planning process. The events would not be as successful without the financial and logistical support provided by our teammates.

The DMA hopes to increase the impact on economic activity in Downtown by leveraging support from the public and private sector to grow our organization and produce quality events in Downtown Castle Rock as a redevelopment and revitalization strategy. In 2018, the DMA was able to produce \$3 in revenue via sponsorships and alcohol sales for every \$1 provided by the Town of Castle Rock via the 2018 service contract. Looking forward to 2019 and beyond, the DMA is keeping a pulse on the changing demographics of our events and are prepared to adjust the events as our attendees change.



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