



Castle Rock
**PARKS &
RECREATION**
Monthly Report:
July 2019



LEARN MORE



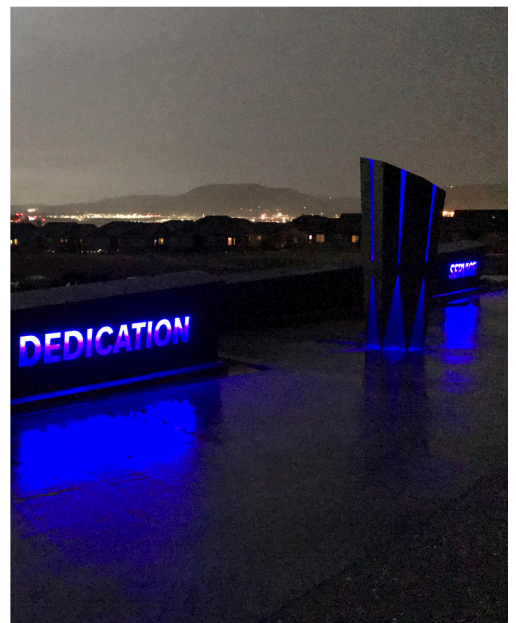
CRgov.com/ParksandRec



parks@CRgov.com



720-733-2222





Upcoming Events

View up-to-date information and register for events at CRgov.com/Events.

AUGUST

15

TUNES FOR TRAILS, PERKS FOR PARKS: JUNIOR VARSITY THREE

6 - 9 p.m.
The Amphitheater at Philip S. Miller Park

AUGUST

16

FREE FITNESS FRIDAY

8 - 9 a.m.
The Amphitheater at Philip S. Miller Park

AUGUST

17

PADDLE DAY

7:45 a.m. - 1 p.m.
Rueter-Hess Reservoir

AUGUST

17

FARMERS MARKET

8 a.m. - 12 p.m.
Douglas County High School

AUGUST

17

DEPUTY ZACK S. PARRISH III MEMORIAL PARK GRAND OPENING

11 a.m. - 1 p.m.
Deputy Zack S. Parrish III Memorial Park

AUGUST

18

FARMERS MARKET

8 a.m. - 1 p.m.
Festival Park

AUGUST

18

FREE YOGA IN THE PARK

9 a.m. - 10 a.m.
The Amphitheater at Philip S. Miller Park

AUGUST

21

SMALL FRY FIELD DAY

10:30 a.m. - 12:30 p.m.
Miller Activity Complex

AUGUST

23

FREE FITNESS FRIDAY

8 - 9 a.m.
The Amphitheater at Philip S. Miller Park

AUGUST

24

FARMERS MARKET

8 a.m. - 12 p.m.
Douglas County High School

AUGUST

24

SUMMER CONCERT SERIES: DENVER POP ORCHESTRA

7 - 10 p.m.
The Amphitheater at Philip S. Miller Park

AUGUST

25

PADDLE DAY

7:45 a.m. - 1 p.m.
Rueter-Hess Reservoir

AUGUST

25

FARMERS MARKET

8 a.m. - 1 p.m.
Festival Park

AUGUST

25

FREE YOGA IN THE PARK

9 a.m. - 10 a.m.
The Amphitheater at Philip S. Miller Park

AUGUST

30

FREE FITNESS FRIDAY

8 - 9 a.m.
The Amphitheater at Philip S. Miller Park

AUGUST

31

FARMERS MARKET

8 a.m. - 12 p.m.
Douglas County High School

AUGUST

31

BREW FEST UNDER THE STARS

4 p.m. - 10 p.m.
The Amphitheater at Philip S. Miller Park



Parks, Open Space and Trails

APPLICATION SUBMITTED TO GREAT OUTDOORS COLORADO FOR CONNECT INITIATIVE GRANT

The Town of Castle Rock Parks and Recreation Department strives to enhance the quality of life and well-being of the citizens of Castle Rock by acquiring and developing parks and trails, preserving open space and offering quality recreation programs and facilities to meet the needs of the community. According to multiple surveys, Castle Rock residents consistently rank the hiking and biking trails as a top value and benefit. As Castle Rock grows in population, so does the demand for additional recreational amenities. With that, the Parks and Recreation Department has placed a high priority on closing the gaps in its missing trail links and major trail corridors.

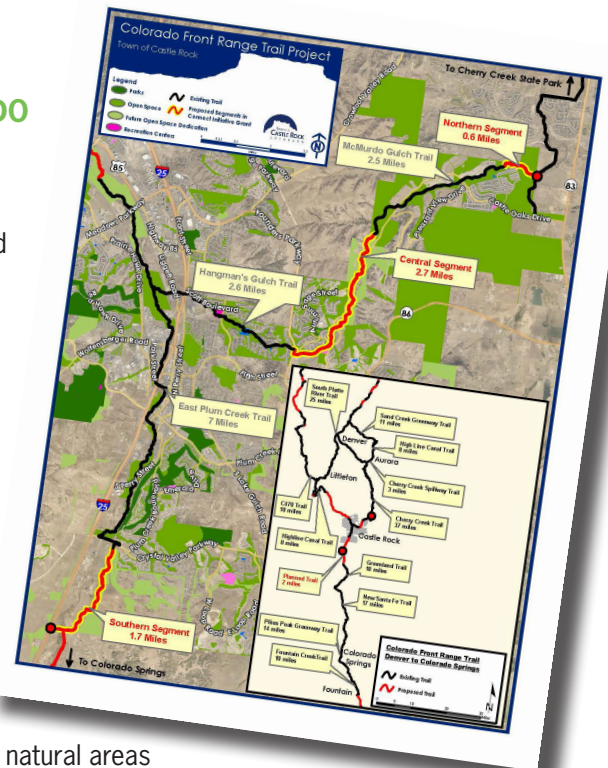
In July, Town Council approved a resolution supporting an application for a Connect Initiative Grant from the State Board of the Great Outdoors Colorado (GOCO) Trust Fund to complete the remaining segments of the Colorado Front Range Trail (CFRT) in Castle Rock.

GOCO's Connect Initiative focuses on connecting existing trail gaps, constructing new, highly demanded trail systems and providing increased access for youth and families to existing parks, open spaces, natural areas and environmental education opportunities.

To prepare for the grant application, multiple public outreach efforts were implemented to raise awareness and solicit feedback. Communication included social media postings, an online feedback form and tabling at public events and in the lobbies of the Recreation Center and Miller Activity Complex. Facebook posts reached a total of 8,299 people with 88 likes, 16 comments and 17 shares. Overall, residents on social media seemed very interested in the connectivity of the trails. With 82 responses to the online survey, there was 100 percent approval for moving forward with the project and grant application. Of the 76 feedback forms collected at the lobby tables, only one individual opposed the project citing the preference to use trail funding for other purposes.

The CFRT initiative began in 2003 by Colorado State Parks, with the support of many communities and stakeholders, to offer a multi-purpose trail connecting communities along the Front Range from New Mexico to Wyoming. Castle Rock functions as the trail's southern crossroad: East Plum Creek, Hangman's Gulch, Woodlands and McMurdo Gulch trails will eventually link travelers with the Cherry Creek Regional Trail to the east, and Denver to the north with Colorado Springs to the south. This project would develop 1.7 miles of paved and soft-surface trail southward along the East Plum Creek and 3.3 miles of paved trail along the McMurdo Gulch.

If awarded, the segments will be completed through a partnership of multiple government agencies, non-profit organizations and private businesses to facilitate added funding and incentives to construct segments that otherwise may not be built for many years. Along with the Town of Castle Rock as the primary sponsoring agency, partners include Douglas County Open Space and Natural Resources, Douglas Land Conservancy, the Colorado Agricultural Leadership Foundation, Starwood Land Ventures, LLC and Toll Brothers, Inc. Each of these partners recognize the benefits associated with the completion of the segments now and have expressed a strong and dedicated interest in working with the Town to complete the project within the next three years. Connect Initiative grant recipients will be notified of awards on Sept. 27.





FUNCTIONAL FITNESS COURSE NOW UNDERWAY TO OFFER RESISTANCE EXERCISES TO PARK USERS

The Town has partnered with the Castle Rock Parks and Trails Foundation to help fund a Fit Course for Philip S. Miller Park. Since opening in 2014, the park has defined itself as a regional destination for self-guided recreation. From mountain biking to trail running and zip lining, the 300-acre outdoor haven attracts millions of visitors annually. The addition of a Fit Course will enhance visitors' experience by creating a space to perform resistance exercises. When combined with the trails and the Challenge Hill, users will have the opportunity to get a full-body workout independently or in a fun group fitness class.

The future course will provide body-weight and free-form tools for performing resistance, plyometric and cardio-based exercises. Users will have the flexibility to focus on developing strength, balance, mobility, agility and muscular endurance. Amenities may include cargo nets, a rope climb station, parallel and push-up/inverted row bars, balance steps, plyo-steps, a pull-up station or a medicine ball target. Site preparation is underway for an anticipated fall installation. The future course will be located just east of the synthetic-turf athletic field, across the street but near the base of the Challenge Hill.

TOWN'S NEXT NEIGHBORHOOD PARK SET TO OPEN IN AUGUST

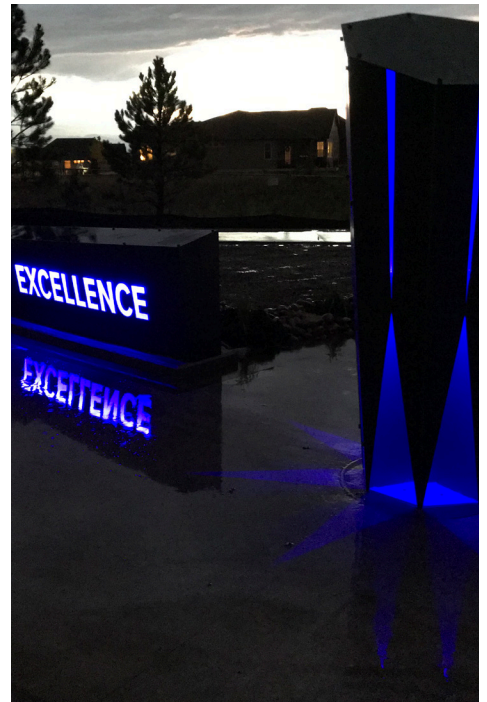
Construction crews continued progress throughout July to ensure that Deputy Zack S. Parrish III Memorial Park is ready by Aug. 17 for the grand opening event. The public is invited to attend the Phenomenal Park Dedication from 11 a.m. to 1 p.m. The celebration will feature free food, giveaways, hot air balloons and fun activities like face painting and games.

Throughout July, Project contractor, GoodLand Construction, completed:

- Laying sod and site grading;
- Finishing touches on the pickle ball courts by placing the surfacing and windscreen;
- Installation of the memorial feature, which will pay tribute to fallen officer Deputy Parrish and the law enforcement profession;
- Installation of the large picnic shelter, the small shade shelter and the restroom enclosure
- Placement of the irrigation system; and,
- Placement of site amenities including picnic tables, memorial benches and the entrance sign.

Finishing touches will include:

- Laying the top lift of asphalt;
- Installing the chin up and push up stations;
- Completing the finishing touches of the bocce ball court;
- Installing the hammock, slack line posts and zip line;
- Placing landscaping rocks, plantings and native seeding in remaining areas;
- Installing the drinking fountain; and,
- Placing fibar.





Community Events

WESTERN HERITAGE WELCOME

Western Heritage Welcome, the fourth annual longhorn steer drive, kicked off the Douglas County Fair and Rodeo on July 26. More than 4,000 people attended the event to see cowhands and longhorn cattle parade through Perry Street in Downtown Castle Rock. The Park County Regulators also entertained the crowd with old west reenactments and historical authenticity.

CASTLE ROCK SUMMER JAM, FEATURING THE FRAY

Internationally acclaimed and Grammy nominated band, The Fray, headlined the 2019 Castle Rock Summer Jam Festival on July 15. One of the largest concerts attended in Town history, 2,100 event goers enjoyed five bands who played for over seven hours at the Amphitheater at Philip S. Miller Park. Summer Jam also featured the music of Dylan Streight, Dead Red Five, Solar and the John Saunders Band. The third annual concert raised \$10,000 for the Foundation for Douglas County Schools.



Adaptive Recreation

NATIONAL SPORTS CENTER FOR THE DISABLED SUMMER ADVENTURE CAMP

In partnership with the National Sports Center for the Disabled (NSCD), 15 of Castle Rock's Adaptive Recreation participants enjoyed a full week of action-packed activities at summer adventure camp. The NSCD offers adaptive lessons for individuals and groups of people with disabilities in a variety of action sports, adventure sports and competitive programs. Athletes with any physical, cognitive, emotional or behavioral diagnosis can participate in sports and recreation programs year-round in Colorado's Front Range and mountains. The Castle Rock camp featured paddle boarding, kayaking, archery, rock climbing, water paddling and zip lining. The camp's top priority each day was safety, followed by fun!

SPECIAL OLYMPICS COLORADO REGIONAL GOLF TOURNAMENT

Three of Castle Rock's athletes competed in the individual skills challenge of the Special Olympics Regional Golf Tournament held at Aurora Hills Golf Course on Saturday, July 27. Five amazing volunteers, including two Assistant Golf Professionals from Red Hawk Ridge Golf Course, cheered on and coached the competitors. Gabe and Joey both placed first and were awarded blue ribbons, and Eric placed second, receiving a red ribbon. Everyone was very proud of the athletes' performances.





Arts and Enrichment

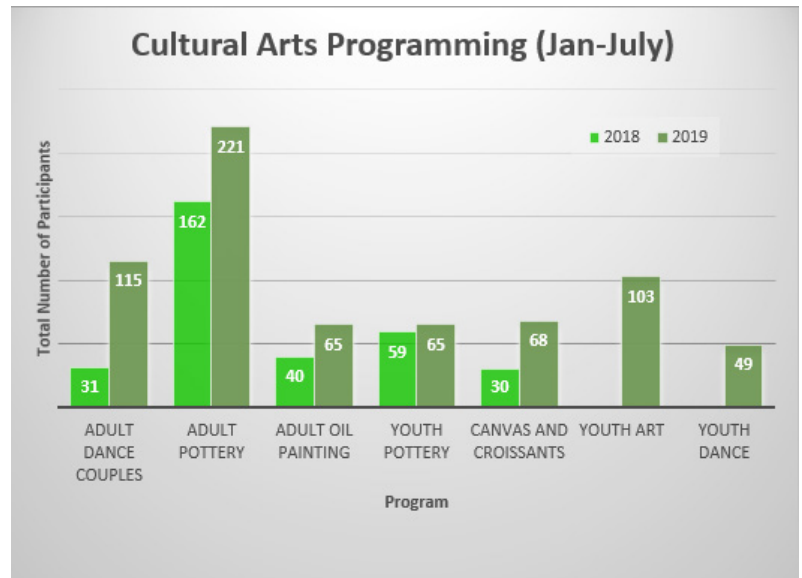
ARTS AND ENRICHMENT MID-YEAR RECAP

The Arts and Enrichment Division offers a variety of activities and classes for adults and youth. Programs include dance, pottery, painting, language, fencing, science, technology and even Lego building. A new program that Arts and Enrichment proudly offers is Dungeons and Dragons, a fantasy game set in an imaginary world based on medieval myth. Through role-playing, the class promotes problem solving, critical thinking, numeracy, creative thinking and social skills for youth. The inaugural July class hosted 22 participants and many are already registering for the fall after-school program. The enthusiasm, dedication, hard work ethic, promotional efforts and good customer service of Arts and Enrichment staff have increased the popularity of these programs year-over-year.

LOCATION SELECTED FOR FUTURE TREE OF WINGS SCULPTURE

The Public Art Commission (PAC) has solidified the design, as well as chosen a location where the future commissioned sculpture, Tree of Wings, will soon be installed. Commissioning a permanent piece of art for Philip S. Miller Park was one of six key goals identified in the Town's Public Art Plan. In 2018, PAC issued a request for proposals, and, after interviewing several artists, selected John King and Mary Williams of Colorado for the project.

PAC will visit the artists' studio in September to determine the sculpture's coloring. The sculpture will be installed in late fall 2019 near the Core Plaza Pavilion and splash pad, welcoming visitors at a major crossroads of the park. The project budget is \$50,000, funded through the Philip S. Miller Trust Fund and not through taxpayer dollars.



“We had a great time. The teacher made it easy for my husband and I to follow the steps and learn the moves. We will definitely be taking more classes.”

“My daughters have been in almost all of the clay classes. It is a unique class, that greatly helps them express their creativity!”

“Learned a new dance. My husband and I had a fun time and invited two more couples to join us for the next class.”



Fitness and Wellness

NEW CARDIOVASCULAR EQUIPMENT FOR THE RECREATION CENTER

In March 2019, the Fitness and Wellness Division issued a request for proposals for cardiovascular equipment and cycle bikes for the Recreation Center; 15 bids were received. Town staff then coordinated two separate demonstration periods from the spring through the summer so patrons could test and provide feedback on potential future equipment. During the first test phase, performance treadmills from Matrix and Life Fitness, variable resistance trainers from Octane Fitness and Cybex Sparc and cycle bikes from Life Fitness IC7 and Foundations Fitness Stages were tested. The second round of demonstrations featured both a treadmill and elliptical from the following vendors: Commercial Fitness Solutions, Life Fitness, Foundations Fitness and TechnoGym. Feedback was garnered from both demonstration periods and over 300 survey responses are being compiled by staff. Once a decision is finalized, the new equipment will be installed this fall.





Education

PLAY, LEARN AND EXPLORE AT THE INAUGURAL SMALL FRY FIELD DAY

The Department will soon feature everything the Town has to offer to the littlest of family members at the Small Fry Field Day. The free event is designed to introduce parents and children ages one through five to a wide selection of available programs – including everything from the Town’s Adventure Club Preschool to art and Spanish classes, a variety of fitness activities and more.

Enjoy this interactive learning fair from 10:30 a.m. to 12:30 p.m. Wednesday, Aug. 21, at the MAC. Various booths will guide children through hands-on activities. Small Fry Field Day vendors will include:

- Adventure Club Preschool - These classes offer a secure, enriching and nurturing environment where children are able to establish the solid educational foundations they need to be successful in future academic and social endeavors.
- Aquatics - The Town’s Learn to Swim program strives to open the door to a lifetime of opportunities in water through progressive instruction in a group or private setting, with year-round offerings.
- Dance Exploration - Creative dance classes are designed as an interactive playtime to introduce dance and movement to preschool-aged children.
- Denver Behavior Consultants - This group presents a fun way to learn about social dynamics through instruction, team activities, group discussion, games, movement and role-play.
- Fitness - Learn about keeping the whole family fit, from mommy and me classes to yoga for kids.
- Inspire to Learn and Imagine - This class focuses on reinforcing kids’ knowledge of colors, shapes, letters, numbers and vocabulary, while incorporating building with various building blocks, exciting crafty and scientific activities, and playing games.
- Kid2Kidlit - Kid2Kidlit teaches reading and writing. Classes include storytelling, idea generation and guided time to write with coaching support.
- Kidzart - In KidzArt students will build self-confidence, become creative problem solvers, exercise creative muscles and learn how to draw.
- Logical Hearts - Love and Logic is a parenting philosophy/approach that provides practical tools and techniques to help parents and caregivers achieve respectful, healthy relationships with their kids.
- My Gym - My Gym develops healthy minds and strong bodies under the guidance of trained and loving instructors.
- Soccer Buddies - Expert coaches use soccer as a tool to teach confidence, perseverance and teamwork – core values that will help children thrive in any situation.
- Spanish Enrichment - The best time to expose children to another language is during the early years. These fun and interactive Spanish classes will introduce little ones to the Spanish language and culture with a native-speaking teacher.
- Strider - Strider bike classes allow children to concentrate on the fundamental skills of balancing, leaning and steering while propelling the bike in a natural way.





FINALIST IN COVER PHOTO CONTEST

A photograph submitted by the Parks and Recreation Department was selected as a finalist in the National Recreation and Park Association's Park and Recreation Month Cover Contest. Each year, NRPA hosts this contest to feature the winning photo on the cover of the July issue.

THE FALL WINTER 2019 RECREATION GUIDE

The Fall Winter 2019 Recreation Guide was issued and registration for fall and early winter programs is now open at CRgov.com/Registration. New programs include the Adult Lifeguard Training Class, the Millennium Cowboy Cha Cha adult dance class, a fall adult pickle ball league at Deputy Zack S. Parrish III Memorial Park, Pop Star Dance and Sing Camp, Batty About Castle Rock and the Strut Your Mutt race – held in conjunction with the annual Pooch Plunge event. The new Recreation Guide also features an updated parks, open space and trails matrix, which matches the matrix in the newly released folding trail map. Pick up a copy of Recreation Guide and trail map today at the MAC!

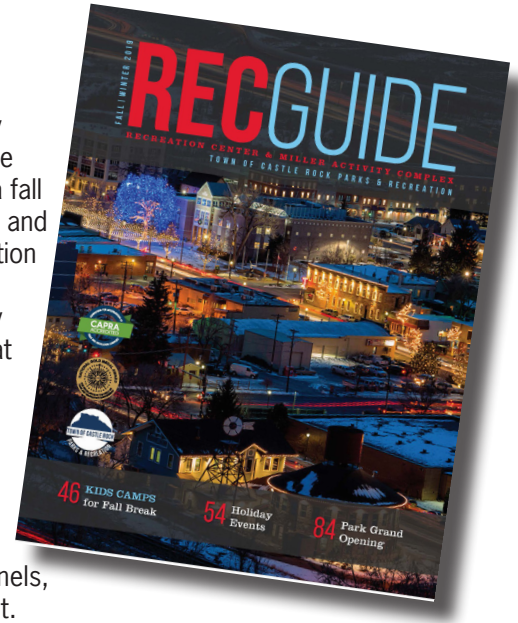
MID-YEAR COMMUNITY OUTREACH RECAP

Planning and implementing community outreach efforts to engage and inform residents of programs, events and facility offerings have kept staff busy during the first half of 2019. The Parks and Recreation Department partners with the Community Relations division to communicate to residents on all social media channels, with the exception of Instagram, on which the Department manages its own account.

In addition to social media platforms, other means of communicating with the public include news releases, CivicSend emails and the Rec Guide, which is mailed to residents three times each year. News releases are issued via email to local media, HOA representatives and community leaders. They are also posted on the homepage of CRgov.com and emailed to the News and Announcements subscriber list. CivicSend emails work to increase awareness of upcoming events and programs, and engage with the public for outreach and input efforts.

Impact of community outreach efforts is analyzed by pulling reach and engagement statistics. Through this analysis, it is clear that social media posts containing videos perform better than posts containing photos, and posts containing photos perform better than posts containing graphics. Since videos garner more engagement than photos, increased effort will be placed on capturing videos during events. Similarly, emphasis has been placed on upgrading photo inventory to better represent offerings. This emphasis is reflected in the Spring/Summer 2019 Rec Guide and Fall/Winter 2019 Rec Guide, which both incorporated branding updates as well.

Highlights from the first half of 2019 are highlighted below.





Graphics and event write-ups for the 2019 Summer Concert Series were created in February. A post of the Summer Concert Series news release announcing the 2019 lineup reached 3,989 people and gathered 72 likes, comments and shares.

- Everclear Facebook event reached 12,300 people and garnered 675 responses
- Clay Walker Facebook event reached 41,600 people and garnered 2,300 responses
- The Guess Who Facebook event reached 2,300 people and garnered 99 responses
- The Denver Pops Orchestra featuring the Rubber Souls Facebook event reached 1,800 people and garnered 83 responses



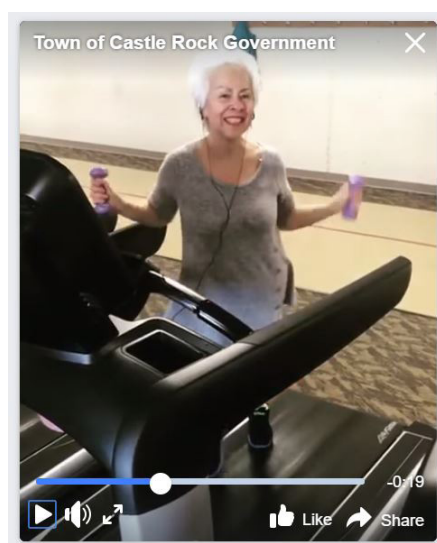
The Colorado Bluebird Project Open House event post reached 4,588 people, garnered 44 likes, 154 reactions and 25 shares



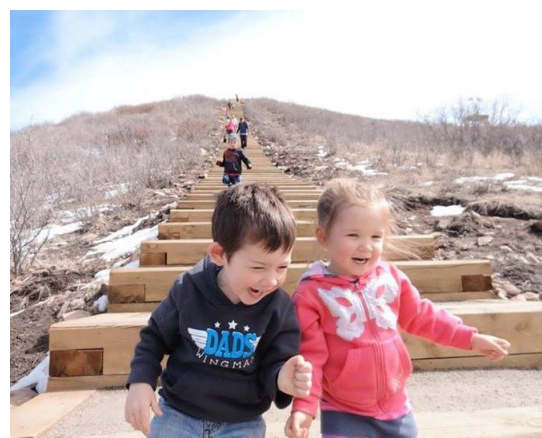
Photos of people sheltered at the MAC during the Bomb cyclone in March reached 15,864 people, garnered 600 likes and received 1,109 reactions, comments and shares



A post advertising Spring Cornhole League reached 7,288 people, garnered 47 likes and received 167 reactions, comments and shares



A "dancing into Friday" fitness video featuring a senior Zumba class regular dancing on a treadmill at the Rec Center hit 144,000 views and garnered 2,500 likes.



A photo of two children at the base of the Challenge Hill, accompanying the announcement of Douglas County being named the healthiest in the nation reached nearly 7,000 likes and received 304 reactions, comments and shares.