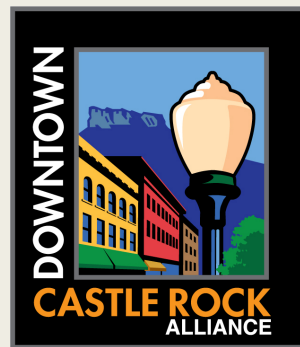


# CASTLE ROCK DOWNTOWN MERCHANTS ASSOCIATION



# Downtown Merchants Association Board

- Denise Fuller
  - *Owner of Castle Rock Florists*
- Hayley Monteferrante
  - *Vice President FirstBank*
- Kevin Bracken
  - *Town Council Representative*
- Kathy Church
  - *Owner of the Book Nook*
- Steve Spencer
  - *Owner of Spencer Real Estate*
- Lou Scileppi
  - *Owner of Scileppi's at the Old Stone Church & Sliceworks*
- Nick Lucey
  - *Owner of NickLucey.com*
- Melissa Thayer
  - *Owner of The Wondered Path*
- KC Neel
  - *Owner of Castle Rock Bike and Ski*

# Strategic Direction

- Downtown Merchants Association
  - *Voice of Downtown*
  - *Produce Events to Activate Downtown*
    - Small Town Charm
    - Quality of Life
    - Community Events
    - Community Character

# Strategic Direction

■ <u>Event</u>	<u>Date</u>	<u>Estimated Attendance</u>
■ Spring Kickoff Concert	May 17, 2019	1,500
■ Starlight Movie Night	June 1, 2019	1,500
■ Car Show Street Party & Concert	June 14, 2019	1,500
■ 11 <sup>th</sup> Annual Classic Rock Cruise-In Car Show	June 15, 2019	8,000
■ Activities in the Park (Yoga)	July 9, 2019	50
■ Fun in the Sun	July 16, 2019	1,000
■ Activities in the Park (Chalk)	July 23, 2019	250
■ Boots & Brews	July 27, 2019	2,500
■ Street Party & Concert Under the Lights	August 9, 2019	4,000
■ Sunday Dinner	August 18, 2019	150
■ Oktoberfest	September 28, 2019	
■ Fangtastic Festival	October 31, 2019	









































# Service Contract Request

- DMA to produce free, family friendly events in Downtown in 2020, at the same funding level:
  - *Starlight Movie Series (up to four movies)*
  - *Car Show Street Party & Concert*
  - *12<sup>th</sup> Annual Classic Rock Cruise In Car Show*
  - *Splash in the Park/Fun in the Sun (up to four events)*
  - *Street Party & Concert Series (up to four, including Boots & Brews)*
  - *Oktoberfest*
- On average, the DMA is able to convert every \$1 received from the Town of Castle Rock into \$3 from the private sector.
- Events in Downtown Castle Rock build on community character and improve the quality of life in Castle Rock for the community as well as strengthen the Downtown business economy.