

City Information

Applicant City - Castle Rock

Location - Colorado

Lead Applicant - Town of Castle Rock Public Art Commission via the Parks and Recreation Department

Primary Contact - Maia Aman, Administrative Supervisor

Financial Contact - Paul Price, Castle Rock Artist Cooperative

Population - 64,091

Current Mayor - Jason Gray

End date of Mayor's current term - December 2022

City hall address - 100 N. Wilcox St., Castle Rock, CO 80104

City hall phone number - 303-660-1367

Website - CRgov.com

Project Information

**Please note, the deadline to submit your application is 5pm EST on Thursday, December 12*

Project Team

Every application must identify a city government agency as Lead Applicant with oversight of the project, as well as a registered 501(c)3 nonprofit organization that can serve as a fiscal agent to receive funds.

In addition, each application must identify which entity or individual is responsible for

- 1) Project Management
- 2) Creative Vision

Each of these functions may be fulfilled by the Lead Applicant or Fiscal Agent, or by an additional entity (city agency, nonprofit community or arts organization, or individual artist or consultant) that are part of the Project Team. We understand that each Project Team is unique, so please do your best to represent the makeup of your team.

Please note: Fields in bold are required

Brief description of Lead Applicant's mission and primary programs
Maximum 1,500 characters (approx. 200 words)

The mission of the Town of Castle Rock Public Art Commission (Commission) is to bring distinctive public art to the community of Castle Rock and serve as stewards of the public art program, creating, planning, overseeing, and promoting public art initiatives through collaboration. The Commission's primary programs seek to be catalysts for the art experiences accessible to the public, while creating community vibrancy and reflecting the charm, heritage, and beauty of the town. Programs include the management of a rotating sculpture exhibit through regional partnership; the commissioning of unique, site-specific artwork to add vitality to the community; the conservation and maintenance of the town's existing art collection; and the engagement of residents through community outreach in art-making and planning.

The Commission is a function of the Town of Castle Rock Parks and Recreation Department and provides direction and recommendations to staff and Castle Rock Town Council on items related to public art. Public art in Castle Rock is not funded through taxpayer money, but rather through the Philip S. Miller Trust Fund. Local banker and philanthropist, Philip S. Miller, bequeathed a significant portion of the proceeds of his estate to the town, which is used to finance community services. Town Council typically allocates \$25,000 annually to the Public Art Fund.

Please provide the following details for your fiscal agent (must be a registered 501(c)3 nonprofit):

- 1) Legal Name - Castle Rock Artist Cooperative**
- 2) Tax ID - 84-2601194**
- 3) Website - castlerockartcoop.com**

Brief description of Fiscal Agent's mission and primary programs
Maximum 1,500 characters (approx. 200 words)

The Castle Rock Artist Cooperative (CRAC) is a nonprofit organization composed of local artists and art enthusiasts. CRAC's mission is to bring the beauty and experience of art to the community. CRAC's purpose is:

To serve the community:

- CRAC provides experiences that are recognized for their value, complemented by a diversity of cultural activities and opportunities for learning; an actively involved membership; its own active involvement in the community; a skilled and creative staff complement; effective governance by a dedicated and competent Board of Directors; and a mix of public and self-generated funding. Community education is an important component of the organization.
- CRAC serves the community as a *business* organization that works with other businesses to support the growth/economic development in the Castle Rock area.
- CRAC reaches out, educates, and involves the community of Castle Rock about the importance of creativity and how involvement in the arts increases community cohesion.

To serve local artists:

- CRAC provides an organization for area artists to increase knowledge, understanding and appreciation for all art genre and mediums by providing regular meetings, informative programs, demonstrations, workshops, and opportunities for exposure.
- CRAC provides members with educational activities, mentorship, support and/or encouragement in their development as both artists and business people.
- CRAC educates artists on pertinent issues related to art, such as marketing, ethics, jurying/judging, legal and tax issues, collaboration and mentoring, display, and relationship building.

Identify the entity responsible for Project Management. If it is a different entity from the Lead Applicant or Fiscal Agent, include a brief description of the entity's mission and primary programs (or a brief bio, if an individual).

Maximum 1,500 characters (approx. 200 words)

The entity responsible for Project Management will be the Town of Castle Rock Public Art Commission via the Town of Castle Rock Parks and Recreation Department.

Identify the entity responsible for the Creative Vision of the project. If it is a different entity from the Lead Applicant or Fiscal Agent, include a brief description of the entity's mission and primary programs (or a brief bio, if an individual).

Maximum 1,500 characters (approx. 200 words)

The entity responsible for the Creative Vision and the implementation of the Creative Vision will be the Castle Rock Artist Cooperative.

If applicable, provide the names and titles of any additional individuals, government agencies, community organizations, media agencies, local businesses or other entities that will be involved in planning and implementing the project. Please list each on a separate line.
Maximum 750 characters (approx. 100 words)

The Castle Rock Downtown Alliance (Downtown Alliance) is a partnership between the Downtown Merchants Association (DMA) and the Downtown Development Authority (DDA). The two organizations share the goal of increasing commerce and activity in downtown Castle Rock, the site selected for the project. The DMA focuses on visitor traffic for organized events; the DDA furthers thoughtful development in partnership with the Town. The Downtown Alliance will oversee the project's collaboration with local businesses.

Local businesses included in the planning and project implementation include:

Project Summary

Choose a succinct title for your project.
Maximum 255 characters (approx. 25 words)

Trash Into Treasure Alley Beautification Program

Provide a brief summary of your proposed Asphalt Art Project, including your goals for the project and how it will interact with the existing site.
Maximum 1,500 characters (approx. 200 words)

The Trash Into Treasure Alley Beautification Project will transform what is transitioning from an underutilized to a commonly-utilized public/private alleyway through the construction and painting of dumpster enclosures. The enclosures will be painted with a series of murals to beautify existing infrastructure, showcase local artists, promote strong public/private community partnerships and celebrate public art. The project seeks to offer positive solutions while simultaneously enhancing organically developing mobility patterns. Due to fast-paced population growth, especially in the downtown district, as well as increased attendance at special events, Castle Rock residents are beginning to use the public right-of-way through the alley, i.e. project site, as a walkthrough to access a less congested thoroughfare and avoid traffic. The Trash Into Treasure Alley Beautification Project will continue to promote active forms of mobility like walking and cycling in downtown while simultaneously showcasing local artists. The project will also function as a short-term, low-cost intervention to help catalyze the long-term improvements eventually identified through the Town of Castle Rock's Alley Master Plan.

Site Details

Choose the category that most closely defines your proposed site.

Active Roadway
Sidewalk
Pedestrian Plaza
Traffic Barrier
Highway Underpass
Utility Box
[Other](#)

Provide a description of the project site(s), including your reasons for selecting it. Include information about the physical layout and characteristics, current site conditions, general volume of vehicle and/or pedestrian traffic, neighborhood/community context, and any existing initiatives or revitalization efforts on that site. Maximum 1,500 characters (approx. 200 words)

Named for its prominent butte, Castle Rock is situated between Denver and Colorado Springs along the Front Range Urban Corridor. According to recent U.S. Census Bureau data, Castle Rock is one of the fastest growing cities in America. With an expected annual growth rate of six percent per year, it is estimated that Castle Rock's population will reach 100,000 by 2060.

Although much of the growth in Castle Rock is occurring in subdivisions on the fringes of town and along the regional retail centers of I-25, the historic downtown center is itself undergoing significant change. A \$60 million mixed-use residential project was recently completed, which brought 350 apartment and condominium units, ground-level retail and office space to the downtown area. An additional multi-story, mixed-use residential and commercial building project is now under review. These projects will more than double the existing downtown population. Within a mile of the project site, the population is expected to increase by 25 percent and the housing density by more than double by 2040.

The demographics of and near downtown Castle Rock are diverse. Within a mile of the project site there are:

- 686 children ages 6-17;
- 1,018 minorities;
- 741 seniors over the age 65;
- 140 low income households;
- 148 households without a car;

- 62 linguistically challenged persons
- 11 schools;
- 10 senior facilities; and,
- 3 income restricted housing projects

To address the continued stress of growth, leadership has sought new ways to promote Castle Rock's small-town character. In 2017, what was once a limited and overgrown park in the heart of downtown was redeveloped into Festival Park. The goal of the \$6.9 million project was to redesign the park area and the adjacent riparian corridor to enhance the space. The park is now an active, public gathering destination for recreation, relaxation and celebration. Since the site was redesigned, there has been a substantial increase in special events, recreation programming and daily usage. While residents are enjoying the many family-friendly community events and the new retail in downtown Castle Rock, the increased visitation coupled with the high-density population growth has led to expanded congestion on roadways and sidewalks.

Following special events and programs, and during peak weekend visitation, locals have organically started to use an alleyway as a pedestrian walkthrough. Sitting directly north of Festival Park and nestled between the two main streets of downtown, the alleyway, the proposed project site, provides a less congested route option to nearby restaurants, businesses and parking. While the alleyway is a public right-of-way, it was solely used for business deliveries and trash collection until recently. Privately-owned local businesses occupy its adjacent buildings. The site's approximate 300-foot length is littered with a series of dumpsters and grease bins, is generally unattractive and offers passersby no cohesion in design from building to building.

The Castle Rock Artist Cooperative and the Castle Rock Public Art Commission view the alley as an opportunity to transform what is transitioning from an underutilized to commonly-utilized public/private shared space. The Trash Into Treasure Alley Beautification Project will continue to promote active forms of mobility like walking and cycling downtown while simultaneously showcasing local artists. The program plans to construct dumpster enclosures and paint a series of murals on the completed enclosures to enhance the infrastructure and create a brighter, safer and more welcoming alley to both new and returning users. The art will continue to help pedestrians reclaim the public right-of-way for their own community use, reducing the aforementioned congestion problems on sidewalks and roadways.

While revitalization efforts are underway to eventually improve the site, they will not be implemented until after an extensive public outreach and planning process is complete. Castle Rock Town Council recently approved the Downtown Mobility Master Plan (DMMP), which assessed the unique needs of transportation and mobility downtown. The Alley Master Plan (AMP) represents the next planning phase of the DMMP. The AMP will establish a framework for the reconstruction of alleys into bicycle and pedestrian friendly environments. The shared alley improvements will lessen congestion, reduce air pollution, improve safety, provide an active lifestyle option and lower stress by not requiring people to ride in a trafficked roadway or

share a 5- to 8-foot wide sidewalk with pedestrians, furnishings, street trees, diners, and outdoor displays. The Trash Into Treasure Alley Beautification Project will help function as a short-term, low-cost intervention to help catalyze the long-term improvements eventually identified through the AMP.

List the street address or intersection of the proposed project site. Be specific regarding the location(s) of your project, including address and/or intersections, as well as latitude/longitude or GPS coordinates, if possible. If your project has multiple sites, please list each on a separate line.

Maximum 750 characters (approx. 100 words)

The proposed project site, which has been outlined in the attached project site map, is the section of alley that runs between Second and Third streets, directly north of Festival Park. The alley also runs parallel to Wilcox and Perry streets, the two main thoroughfares of downtown Castle Rock. The GPS coordinates of the approximate center of the alley are 39°22'18.5"N 104°51'33.7"W.

Who owns the site? If it is city-owned, please include the specific agency that is responsible for managing and maintaining this location. If your project has multiple sites, please list each owner on a separate line.

Maximum 750 characters (approx. 100 words)

The alley right-of-way is owned and managed by the Town of Castle Rock, while private businesses maintain ownership of the land, which runs adjacent to the alley right-of-way, where the dumpster enclosures will be installed. Private business owners have expressed much excitement over the opportunity to collaborate to beautify their property and have provided signed site owner letters to demonstrate their intent of participation. **Participating property owners include -**

Project Goals

Which of the following is the highest priority for your proposed project?

Improving street and pedestrian safety - which one?

Revitalizing and beautifying underutilized public space - which one?

Promoting collaboration and civic engagement in local communities

Other

For the priority you indicated above, identify the specific baselines and measurements you will use to determine success (e.g., traffic volume, pedestrian activity, number of artists or volunteers, number of community events, etc.)

Maximum 1,500 characters (approx. 200 words)

Not public enough to feel protective and often filled with trash heaps and graffiti artists, for years alleys have been perceived as places to avoid. Accordingly, if pedestrian volume increases after the art installation, it will indicate the project has been successful. Similarly, if the art encourages participants to travel through the alley to view the art, it is hopeful the participant will travel through the alley during peak travel times to reduce congestion on narrower sidewalks. Alley usage is especially monitored during large special events held at Festival Park or throughout downtown so an increase in usage will be monitorable.

The Castle Rock Artist Cooperative and the Town of Castle Rock Public Art Commission hope that the art will reshape the way that residents and visitors experience and use the downtown area. Perhaps more people will feel comfortable walking or biking downtown, demonstrating an improved public perception of safety and a decrease in air pollution. Or, perhaps community members will experience a more welcoming downtown or a deepened appreciation of art. To evaluate less directly tangible successes such as these, surveys would be administered to members of the public before and after the intervention to gauge the overall impact and public perception of the project.

Project Timeline

How long is the proposed project intended to last?

6 months or less

6-12 months

1-3 years

Over 3 years

Provide a projected timeline for the following project elements. Grants will be announced in spring 2020, and the project should be installed by December 2020.

Please provide in the following format.

Artist Selection:

Design:

Permissions:

Installation:

Completion Date:

Removal Date (if applicable):

Maximum 750 characters (approx. 100 words)

Artist Selection: Members and artists of the Castle Rock Artist Cooperative will complete the implementation of the creative vision of the project; they are essentially the artists and team who will create the project.

Design: Members and artists of the Castle Rock Artist Cooperative will complete the implementation of the creative vision of the project, including the design development process and design selection. This step will be completed late spring into early summer to take advantage of warmer weather for the art installation.

Permissions: Permissions for the installation are already underway as site letters from participating businesses have been provided. Town of Castle Rock Parks and Recreation staff will work with the town's Legal Department to draft and execute a site use agreement to define the responsibilities of all parties involved in the project as soon as grants are awarded. It will also be necessary to inform contracted waste management of the changes in the flow of collection and ensure the enclosures will continue to allow for efficient waste removal. Additional permissions will be obtained once the installation process is defined and scheduled, such as permitting, road closures and traffic control.

Installation: The installation will be held during the summer or early fall, likely during an event to take advantage of existing street closures and promote the project simultaneously.

Completion Date: The project will be completed by September 30, 2019.

Removal Date (if applicable): The timing of the removal of the art installation or the implementation of its maintenance will be left up to the site owners since they own the property on which the art will exist.

Artist/Design Selection

Briefly describe your process for developing a design for the project, including selecting an artist/designer and what the criteria for selection will be. If an artist has already been chosen, identify them and how they were chosen.

Maximum 750 characters (approx. 100 words)

Because of close ties to the community, with long-term relationships in the area surrounding the project, the Castle Rock Artist Cooperative (CRAC) will take on and lead the creative vision element for the project. CRAC will work closely with community leaders, government agencies, local citizens, and businesses in the neighborhood to plan, design, and implement the intervention. CRAC members will be assigned specific roles for project implementation according to strengths and abilities, and CRAC artists will be selected after submissions are reviewed by select CRAC committees. These committees will be represented by community

leaders for art, government, and local businesses, including businesses from the area surrounding the projected intervention.

Community Engagement

Briefly describe how you plan to engage the communities in the surrounding neighborhoods throughout the project's planning, development, and implementation? And how do you plan to gauge community support for the project?
Maximum 1,500 characters (approx. 200 words)

Community member and stakeholder engagement will ideally occur during every step of the Trash Into Treasure Alley Beautification Project. During the planning and development stages, committees and workshops will foster dialogue amongst local artists, members of nonprofit organizations, private businesses, government representatives and residents. During the implementation phase, Castle Rock Artist Cooperative members and artists, as well as community volunteers will work in tandem to complete the project. Surveys will also be administered town-wide through the Public Art Commission to residents to garner input and assess public perception and community support both before and after the completion of the intervention. The surveys will be available online, as well as in person at large community events near the proposed project site. Community support of the project will also be assessed by increased use of the alley as a walkthrough.

If applicable, briefly list any programming you will coordinate to activate the space, either city-led or in partnership with other nonprofits.
Maximum 750 characters (approx. 100 words)

Given the project's site location in the center of downtown Castle Rock, as well as its proximity to Festival Park, extensive programming is already coordinated, which will continually activate the space on a year-round basis. The surrounding area plays host to the Castle Rock Farmers Market, fundraising runs and annual races, outdoor movie nights, free concerts, environmental education programming, sports league, holiday events like Storytellers and S'mores and many cherished festival and parades, like the annual Steer Drive and Oktoberfest.

Ongoing Maintenance

Depending on how long the proposed project is intended to last, briefly describe your plans for maintenance, repair, and/or deinstallation of the project.
Maximum 750 characters (approx. 100 words)

It is the intent of the Castle Rock Artist Cooperative and the Town of Castle Rock Public Art Commission that the project will last a minimum of five years. The timing of the removal of the art installation or the implementation of its maintenance will ultimately be left up to the site owners since they own the property on which the art will exist.

Amount Requested (You may request up to \$25,000)

\$25,000

Documents

Application Documents

For document listed in purple below, click the '+' on the right and upload the corresponding document. All documents should be in PDF format. If you do not already have Adobe Reader, it can be downloaded for free [here](#).

Site Map (must be uploaded in PDF format): Attach a single-page map that clearly indicates location, boundaries, and scale of the proposed site(s), as well as providing some context of the immediate surroundings. If helpful, you may sketch the boundaries of the asphalt art installation on the map. A screenshot of Google Maps satellite view is sufficient.

[MapAdd](#)

Site Photos (must be uploaded in PDF format): Attach a single PDF with up to four (4) images of the project site(s) in its current condition. Please make sure the images are large enough to view clearly (we recommend one image per page). If the proposed project is on a piece of vertical infrastructure (e.g., highway underpass, traffic barrier, utility box), indicate on at least one photo exactly where the project will be situated.

[PhotosAdd](#)

Site Owner Letter (must be uploaded in PDF format): If the site is City-owned, submit a letter affirming jurisdiction signed by the authorized government official. If the site is owned by a different entity or has joint ownership, submit a letter signed by all site owners indicating agreement for the site to be used for the project.

[LetterAdd](#)

Budget (must be uploaded in PDF format): Please use the Budget Template to input your budget information. After completing the template, please convert it to a PDF file before uploading it.

[Financials/BudgetAdd](#)

Artist Work Samples (if applicable, must be uploaded in PDF format): If the principal artist(s) has been chosen, attach a single PDF with up to four (4) images of prior artwork by that artist (particular interest in public artworks). Please make sure the images are large enough to view clearly (we recommend one image per page).

[Examples](#)

Comments to Bloomberg Philanthropies
