



Castle Rock
**PARKS &
RECREATION**
Monthly Report:
January 2020



LEARN MORE



CRgov.com/ParksandRec



parks@CRgov.com



Upcoming Events

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

FEBRUARY

20

COLORADO BLUEBIRD PROJECT OPEN HOUSE

7 - 8 p.m.

The Millhouse at Philip S. Miller Park

MARCH

4

COLORADO BLUEBIRD PROJECT NEST BOX MONITOR TRAINING

6:30 - 8 p.m.

The Millhouse at Philip S. Miller Park

FEBRUARY

23

THIS TOWN SNOWSHOES!

9 a.m. - 2 p.m.

Geneva Creek Trail

MARCH

12

RIDGELINE WRANGLERS & PHILIP S. MILLER TRAIL PARTNERS SEASON KICK-OFF MEETING

6 - 7:30 p.m.

Miller Activity Complex



Parks, Open Space and Trails

CALLING ALL VOLUNTEERS, MAKE AN IMPACT WITH THE COLORADO BLUEBIRD PROJECT

In 2007, the Town of Castle Rock Parks and Recreation Department joined the Colorado Bluebird Project. Under the guidance of the Audubon Society of Greater Denver, this volunteer-run project improves the vitality of native bluebird populations throughout the state and informs and educates the public about the migratory songbird.

As secondary cavity-nesters, bluebirds are dependent on cavities made by other birds or naturally occurring cavities for shelter and raising fledglings. Changes in land-use patterns and the rise of invasive species, which increased competition for nesting sites, caused a decline in populations throughout the 1900s. To address this environmental challenge, the Bluebird Project facilitates nesting through the construction and monitoring of nest boxes.

Providing artificial nest sites is an essential step to strengthen bluebird populations. Nest boxes are placed within public open space areas along fence lines or near existing trails, creating a bluebird trail. Through Castle Rock's POST Partners Volunteer Program, students and volunteers monitor 190 nest boxes at 32 sites each year.

For more than a decade, student and adult volunteers have assisted with box construction, installation and repair and year-end maintenance, as well as monitoring and data entry. These community members play an integral role in ensuring the bluebird has a place to return home to each and every spring. To track the success of the program, volunteers monitor breeding activity and report data as citizen scientists to help gauge population trends.

Volunteers interested in helping in this year's program can learn more and register online at CRgov.com/Bluebird. An informative open house will be hosted at the Millhouse at Philip S. Miller Park from 7-8 p.m. on Thursday, Feb. 20. Monitor training is scheduled for 6:30-8 p.m. Wednesday, March 4.





POST Partners

EAGLE SCOUT COMPLETES NAVIGATIONAL IMPROVEMENTS AT RIDGELINE OPEN SPACE

In January, Stephen Zukowski completed an Eagle Scout Service Project through the Town of Castle Rock's POST Partners Program. POST Partners works with Boy Scouts ages 15 to 18 seeking to obtain this rank. The project provides the opportunity for a Boy Scout to demonstrate leadership while completing a project for community benefit.

For this project, Stephen color-coded the trail network at Ridgeline Open Space to mirror the existing system at Philip S. Miller Park, with the goal to improve trail user safety and navigation. As a result, emergency responders will be better able to pinpoint user locations when necessary.

Located in The Meadows neighborhood off of Coachline Road, Ridgeline Open Space offers 11 miles of soft-surface trail to runners, hikers and mountain bikers. The open space connects to the trails of Philip S. Miller Park, making it a very popular, high-use destination.

Project funds were sought through a fundraising campaign hosted in partnership with the Castle Rock Parks and Trails Foundation. The campaign successfully raised over \$2,000, covering the majority of project costs.

To plan the project and obtain public input, Stephen collected over 100 online survey responses and attended a variety of community meetings – including meetings of key trail maintenance groups and the Parks and Recreation Commission.

Reflecting on the project, POST Partners Volunteer Coordinator, Marcy Jones, spoke very highly of Stephen's work ethic and dedication, "Always on time, asking pertinent questions, double-checking all data and respecting the time of everyone involved, made working with Stephen for over 15 months an incredible honor."

Now that the trail loops at Ridgeline Open Space are color-coded, Parks staff plan to install four new kiosk maps and six new way finder signs to reflect the navigational enhancements in the upcoming year.



CHRISTMAS TREES RECYCLED ANNUALLY

Parks Operations and Maintenance

CHRISTMAS TREE RECYCLING WRAPS UP FOR SEASON

For 18 years, the Park Operations and Maintenance Division has recycled Christmas trees for Castle Rock residents. The free mulch is available to community members, while supplies last, at Metzler Ranch Park and the Douglas County Fairgrounds. The mulch is also used in Town-owned parks and other landscaped areas. From Dec. 26 through Jan. 31, 1,546 trees were recycled at Metzler Ranch, Founders and Paintbrush parks, and 10 staff spent 74 hours chipping trees.





Community Outreach

TRAIL ETIQUETTE CAMPAIGN STILL GAINING MOMENTUM AFTER FOUR YEARS

To expand public awareness of proper trail etiquette and provide responsible outdoor recreation tips, Lisa Sorbo – the then POST Partners Volunteer Coordinator and present day Customer Relations Specialist – proposed the idea of running an outreach campaign. The campaign could feature social media posts, trail protocol brochures, a landing webpage for trail conditions, a blog for increased community education and improved trailhead signage.

Lisa conducted extensive research of the best practices of neighboring land management agencies and sought to cover and bring a variety of topical messaging straight to the fingertips of Castle Rock residents. Four years after the campaign's inception, the Town's website now features a real-time trail condition map and blog. The GIS map is consistently the second or third most used amongst all Town maps. Wayfinder kiosks at trailheads encourage trail users to check the map before heading outdoors. An additional trail condition landing page provides up-to-date closure information due to special events, trail damage, maintenance work and construction.

Social media followers have also come to expect a weekly trails update on the Town's Facebook page. What was originally Trails Tuesday and became Trails Thursday, consistently delivers educational tidbits on a wide range of topics. The posts have covered everything from who has the right-of-way to what wildlife resides in local open spaces and national trail events and celebrations. Trails Thursday consistently ranks in the top three for engagement on social media within the Town and the highest for the Parks and Recreation Department.



1. Rattlesnakes are emerging with warm weather 14,935 Reaches 100 Shares 57 Likes 19 Comments	6. Memorial Day run and march 3,907 Reaches 16 Shares 30 Likes 0 Comments
2. Christmas tree recycling 9,195 Reaches 28 Shares 40 Likes 14 Comments	7. Native Legend trail connection 3,527 Reaches 2 Shares 27 Likes 6 Comments
3. Who raises and lowers flag on the Rock 6,163 Reaches 15 Shares 219 Likes 10 Comments	8. Public concern over off-leash dogs 3,510 Reaches 6 Shares 48 Likes 18 Comments
4. East Plum Creek Trail Extension grand opening 4,283 Reaches 10 Shares 43 Likes 9 Comments	9. Snow removal on paved trails 3,455 Reaches 4 Shares 57 Likes 12 Comments
5. More snow = wet trails 4,251 Reaches 6 Shares 17 Likes 0 Comments	10. Rock cairn education 3,471 Reaches 9 Shares 37 Likes 13 Comments



Athletics and Adventure

OUTDOOR RECREATION BRINGS WINTER ADVENTURES TO CASTLE ROCK RESIDENTS

Even during the cold months of winter, the Parks and Recreation Department offers a variety of exciting activities for all ages and skill levels. From dog sledding to snowshoeing tours, residents have ample opportunities to head into the great outdoors with like-minded adventurers. As an added benefit, the pre-planned programs conveniently provide transportation to and from Castle Rock.

“[Fat Bike by the Full Moon gave] us the **opportunity to try out something really adventurous** without having to be totally hardcore!”

FAT BIKE BY THE FULL MOON

New this year – Fat Bike by the Full Moon offered seven participants the opportunity to enjoy the snow-packed trails of the Gold Run Nordic Center. Provided through a collaboration with the Town of Breckenridge Recreation Department, folks experienced this fun new sport with the comfort of a guide.

At the Dillon Ice Castles, 12 participants viewed the stunning formations, a must-see winter phenomenon built with hundreds of thousands of icicles. Everyone loved descending down the ice slide and the magical setting for photo opportunities!

DILLON ICE CASTLES



“We [loved] not having to drive so early in the morning to get to the lake, it [made] for **such a relaxing day.**”

ICE FISHING

At the Antero Reservoir of South Park, 13 participants headed out early in the year and morning to ice fish where the fish are always biting. The guides at Colorado Adrenaline Fishing took care of all of the details, so the group enjoyed the fun without any hassle – the only things required were warm layers and a “here fishy fishy” attitude.

On the Santa Express, eight participants enjoyed dinner and hot cocoa while traveling by rail, with the landscape of the Royal Gorge slowly passing by. Faces smiled when the North Pole appeared out the windows and Santa visited the each and every train car, gifting a magical Christmas Bell to all of the children aboard.

SANTA EXPRESS



“I never would have done something like this on my own! It was **great to have a group to go with.**”

SNOWSHOE TOUR BY THE FULL MOON

New this year – Six participants took advantage of the awesome local trails and perfect weather in the Snowshoe Tour by the Full Moon. The snowshoers delighted in beautiful, 360-degree moonlit views of Castle Rock along the Stewart Trail at Ridgeline Open Space.



Arts and Enrichment

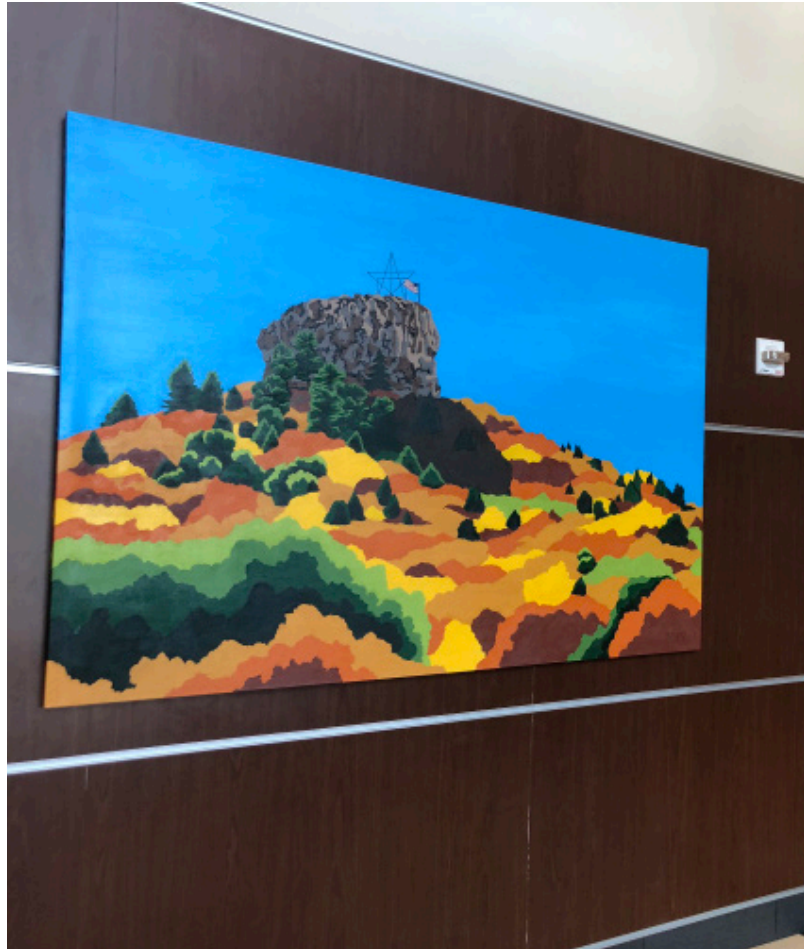
COMMUNITY CREATED PAINT-BY-NUMBER PIECE NOW FEATURED AT ADVENTIST HOSPITAL

On Thursday, Jan. 30, Castle Rock Adventist Hospital hosted a formal dedication event to showcase its newest art installation – The Rock Paint-by-number. To increase understanding and raise awareness of public art, the Public Art Commission coordinated the paint-by-number activity, featuring the Town's iconic namesake, for the 2019 Castle Rock Artfest. Over 60 individuals of all ages contributed to the painting over the course of two days.

To continue the celebration of art and the spirit of community teamwork, Castle Rock Adventist Hospital offered to display the piece for all to enjoy near the emergency wing entrance. Hospital visitors can even pick up a coloring sheet from the front desk with a blank version of the painting to create their very own color-by-number.

Castle Rock Adventists' commitment to art is exhibited through the Healing Arts Program, integrating art into healthcare. Featuring local visual art, the program's gallery space creates an environment to not just to treat illness, but seeks to provide an inspiration for living.

The mission of the Castle Rock Public Art Commission is to bring distinctive public art to Castle Rock and to serve as the stewards of the public art program. More information is available at CRgov.com/PublicArt.





Education

GET A JUMP START ON SUMMER; YOUTH CAMP REGISTRATION NOW OPEN

The year has just begun, but kids are already wishing that school was out for summer. Whether it's those lazy, hazy, crazy days, or time spent busy with science camps, swimming and socializing, Castle Rock has something for every kid looking to enjoy the dog days of summer.

The Town's Parks and Recreation Department offers a wide range of youth camps all summer long. Spots fill up quickly and registration is now open. Those who sign up before Tuesday, March 31 will receive \$10 off per camp for all full-day camp registrations.

Running from late May to early August, the Town's summer camps are available for kids ages 3 to 15, with a variety of themes. Camp offerings include:

FULL-DAY CAMPS (AGES 5-15):

- Athletic and Rock Rec Combo
- CSU RAM
 - Athletic and RAM Combo
 - FunLIFE
 - Multi-Sports
 - Music and Movement
 - Outdoor Adventure
- Inspire to Learn and Imagine
- Fencing
- Rock Rec

HALF-DAY CAMPS (AGES 5-15):

- Castle Rock Athletic
- Dungeons & Dragons Roleplay Adventure
- KidzArt
- Inspire to Learn and Imagine
- Mad Science
- Soccer Buddies
- Youth Tech Inc.

PRESCHOOL CAMPS (AGES 3-5):

- Adventure Club

Several specialty camps are also available for families looking to keep kids busy during school break without the commitment of full- or half-day schedules. Those offerings include cooking, pottery and Strider bike classes.

Not sure which camp to choose? Check out the Summer Camp Sampler from 1 to 3 p.m. Sunday, April 26 at Philip S. Miller Park to explore a variety of camp offerings. A full list of descriptions and prices can be viewed at CRgov.com/Camps.



Red Hawk Ridge Golf Course

MARKETING PLAN SET FOR 2020

In an effort to increase reach, the primary focus of marketing in 2020 will move away from traditional print advertisements and focus largely on digital efforts. Digital advertisements allow for a wider geographic net and the ability to target specific demographics. AvidGolfer will run digital advertisements throughout its e-newsletter, website and social media pages. Two print advertisements will be featured in its publication *Colorado AvidGolfer*, the first of which is shown on the right. Divot Magazine will also run print advertisements.

Messaging will focus on course updates, high reviews and a continued promise of excellence in both course conditions and service.

The goal of increasing reach has also resulted in a partnership with MediaSqueeze in 2020. MediaSqueeze is a local advertising agency specializing in social media marketing and other digital strategies. In 2019, Red Hawk did some testing with MediaSqueeze to manage posts and advertisements on social media pages. Analytics proved the testing successful, so an official partnership formed for the 2020 golf season. MediaSqueeze will keep Red Hawk's social media pages current with relevant content from March through October, with a higher level of posts and advertisements expected May through September.

