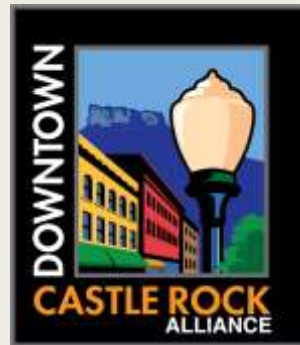


CASTLE ROCK DOWNTOWN ALLIANCE

Castle Rock Downtown Merchants Association
Castle Rock Downtown Development Authority



Downtown Development Authority Board

- Stu Butler
 - *SmarterChaos.com*
- John Manka
 - *1 Stop Tire & Auto*
- Kim Heideman
 - *Union American Bistro*
- Nick Hier
 - *Hier & Company*
- Jason Bower
 - *Castle Rock Music / Town Council Representative*
- Andrew Wasson
 - *Wild Blue Yonder Brewing Co.*
- Josie Adler
 - *316 Wilcox Street*

Downtown Development Authority

- Downtowns Require Investment and Strategic Planning
- Plan of Development
 - *Activate Downtown*
 - Revitalization, Redevelopment, Adaptive Reuse, Ambience, Infrastructure.
- Programs
 - *Lights Over Wilcox, Rink at the Rock, Flowerboxes, Patios, Façade Improvement Program, Crosswalks.*
- TIF Projects
 - *Festival Park, The Move, Mercantile Commons, Riverwalk, Encore.*





Rink at the Rock

2019 – 2020 Season:

- Attendance
 - 11,544
- Duration
 - 3 months
- Season
 - *Starlighting (Nov. 16) – President's Day (Feb. 17)*

Patio & Flowerbox Program

2020 Program

- 7 patios in 2020
- Additional temporary use permits granted for public right of way and on private lots
- More than 34 small businesses signed up for the Flower Box Program in 2020 with over 109 flowerboxes placed around Downtown.



Riverwalk

- Plan of Development
 - 209 of 229 apartment units leased
 - 11,000 SF of retail
 - Great Divide Brewery, Mod Mountain Boutique, Glacier Ice Cream, Tribe Seafood
 - 30,000 SF of office
 - Hollis+Miller Architects, Riverwalk Dental Arts, Craft Coworking, Joseph Energy



Encore

- Plan of Development
 - *300 Public Parking Spaces*
 - *Train Horn Quiet Zone*
 - *Town Plaza*
 - *Public Dog Park*
 - *New Dining Options*
 - *Residential Space (Downtown Customers*
 - *Strong Downtown Economy)*



The View at Castle Rock

- Plan of Development
 - 218 for-rent residential apartment units
 - 14,300 SF office space
 - 5,000 SF retail
 - 429 parking spaces with roughly 400 as covered spaces
 - One of few major parking opportunities on north end of Downtown



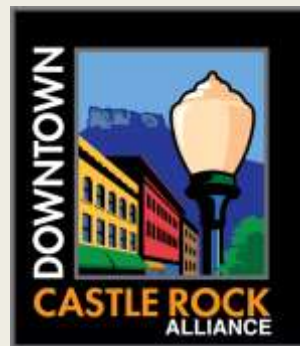
DDA Funding

- 3 Mill Levy
- Town Match of the 3 Mill Levy
- Property Tax Increment
- Sales Tax Increment

2021 Service Contract Request

- Same request as in prior years.
 - *Requesting a match of the 3 Mill Levy amount*

CASTLE ROCK DOWNTOWN MERCHANTS ASSOCIATION



Downtown Merchants Association Board

- KC Neel
 - *Castle Rock Bike & Ski*
- Denise Fuller
 - *Castle Rock Florist*
- Jennifer Luce
 - *FirstBank*
- Kevin Bracken
 - *Town Council Representative*
- Lou Scileppi
 - *Scileppi's at the Old Stone Church & Sliceworks*
- Aidan Gray
 - *Crowfoot Valley Coffee*
- Bernie Greenberg
 - *Kokish and Goldmanis*
- Nick Lucey
 - *NickLucey.com*

Strategic Direction

■ Downtown Merchants Association

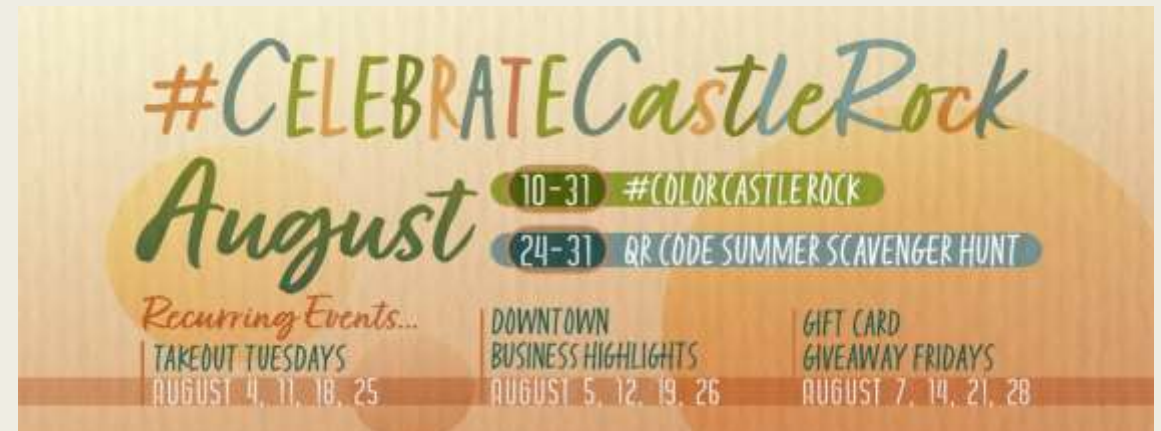
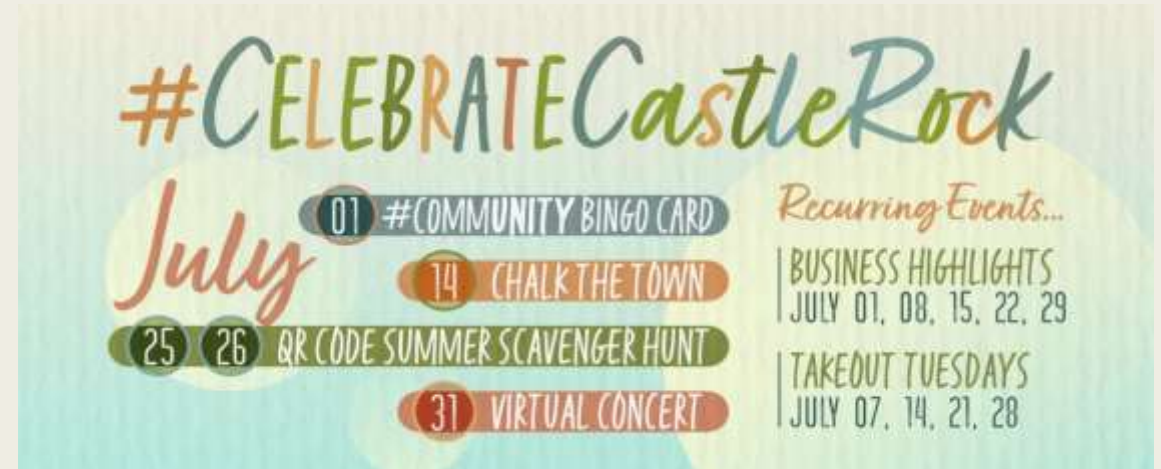
- *Created by the merchants to activate Downtown*
 - Recognizing that downtowns are fragile ecosystems that need assistance to be vibrant
- *In a typical year, the DMA produces community events that:*
 - Improve the quality of life for residents and visitors
 - Generate commerce
 - Help accomplish goals in the Vision 2030 Plan
 - *Continuing the tradition of local community events, including arts, cultural and entertainment opportunities*
 - *Reinforcing the community's small-town character and promoting economic vitality*
 - *Maintaining a high-quality of life as a safe, family-friendly community with a variety of recreational opportunities and community events*
 - *Preserving and enhancing history and heritage through a vibrant Downtown*

Alliance Response to COVID-19

- Town wide business community Zoom calls
- Resource for Castle Rock businesses
 - *Federal SBA Economic Injury Disaster Loans (EIDL)*
 - *Federal SBA Paycheck Protection Program (PPP)*
 - *State Small Business Development Center (SBDC) Resources and Guides*
 - *State CO Dept. of Labor and Employment Work-Share and Unemployment Insurance Information*
 - *State Governor Polis orders for stay-at-home, safer-at-home, restaurant guidelines, alcohol sales to-go by restaurants, alcohol last call guidelines,*
 - *Douglas County Reopening Plan and Variance for Business*
 - *Town of Castle Rock – KIVA Loan Program*
 - *Town of Castle Rock – Small Business Grant Program*
 - *Town of Castle Rock – Water Small Business Assistance Program*
 - *Town of Castle Rock – FirstTier CommUNITY Loan Program*
- Outdoor dining map
- Curbside pick-up spaces and business directory
- CommUNITY banners on Downtown light poles
- Liquor modifications and temporary use permits
- Douglas County Library chairs
- Social media marketing

Community Events and Engagement

- Virtual Concert Series
 - May 22 Grayson Little Facebook Live
 - July 31 Jason Bower & Jazz Trio Facebook Live and pop-up performance in Festival Park
 - August 28 Lindsey Giffey pop-up performance in Festival Park
- #CelebrateCastleRock marketing campaign
- #CommUNITY Bingo Card
- QR Code Summer Scavenger Hunt
- Chalk the Town
 - July 25th and July 26th
 - August 24th through August 31st
- Takeout Tuesday restaurant marketing campaign
- Weekly Business Highlights on Downtown Castle Rock blog
- Online Presence Review
- Gift Card Giveaway Fridays
- #ColorCastleRock
- Castle Rock Crossword
- Yoga in the Park
- Downtown Castle Rock Burger Week



— JULY 25 & 26 —

DOWNTOWN

SUMMER SCAVENGER HUNT

Come walk around Downtown Castle Rock to find hidden QR codes! Scan the QR codes with your camera on your phone to receive promotions from your favorite Downtown businesses.

#CELEBRATECastleRock



DOWNTOWN B!NGO

Free	Festival Park	Arts On Fire	Union Take-Out	Don't House
Gifts & Bibles @ Mission	Gift for Family @ Thrift Barn	THANK YOU CRFD	MMB ROUTER	Mountain Mountain
Slice Works	Take a (chance) walk	WE DOWNTOWN CASTLE ROCK	West Street Band & Vinyl Center	Sugar Spoon
The Emporium	Wild Blue Yonder	Propane Shack	Brit Stop Cafe	Philly @ Festival Park
Chickies (chickens) (orleans)	Mountain Men Fruit & Nut	The Office Take Special	Saw a piece of art	Amazing Lemons Boutique

#CELEBRATECastleRock

The Anderson Family
Zack | Kimberly | Presley

YOUR NAME

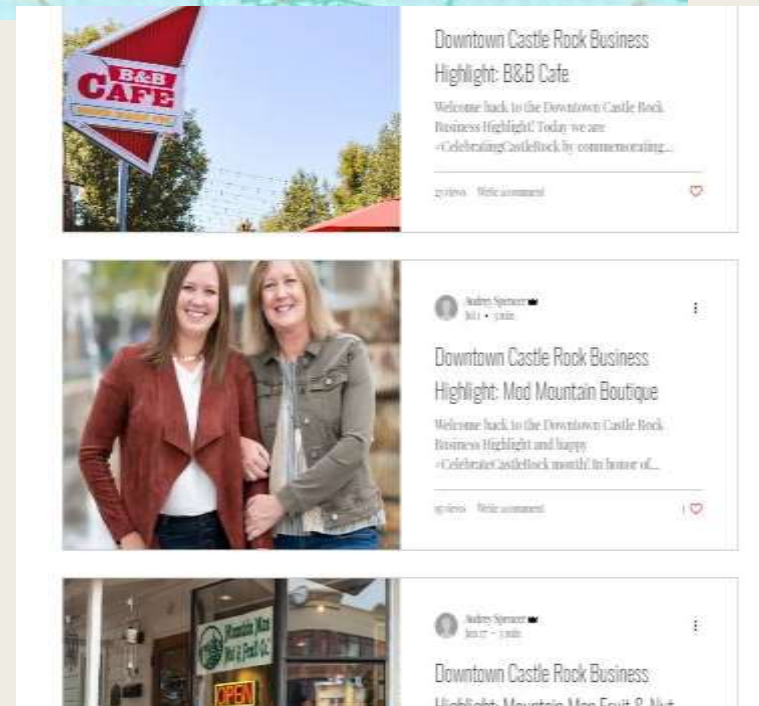
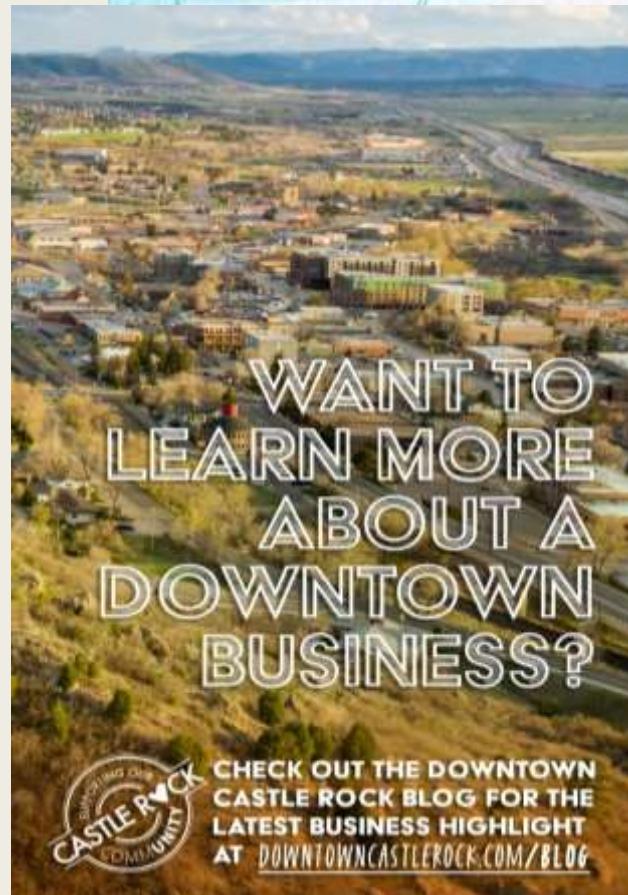
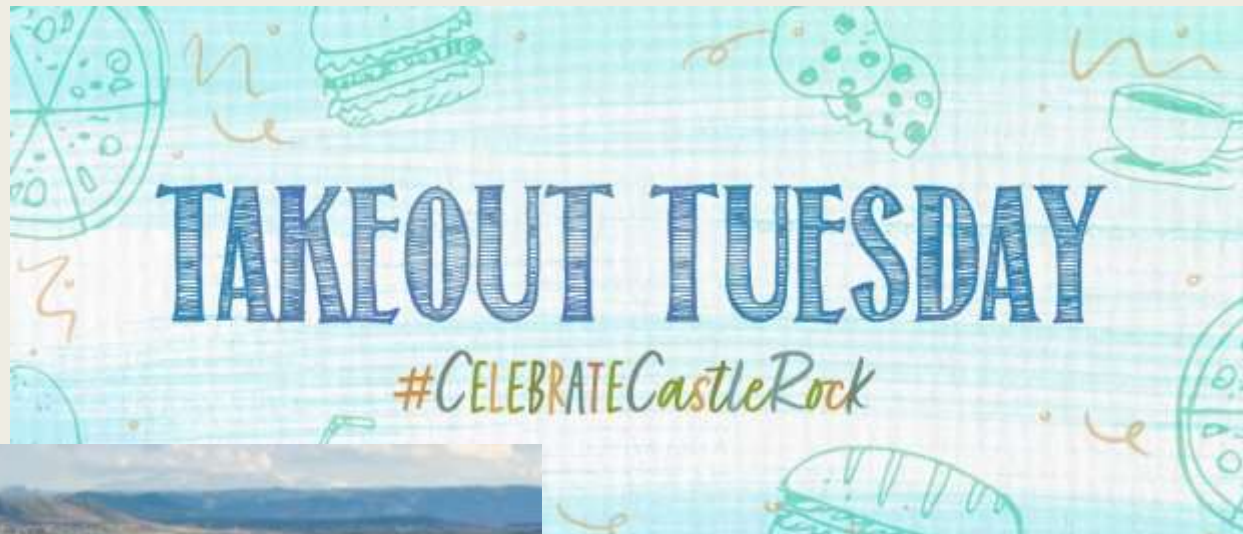
Congratulations! You found QR Code #12

Looking for one of the best charcuterie boards in town? Be sure to visit Vista Vino!

CHECK OUT OUR MENU







Vista Viro has been a vital part of Downtown Castle Rock since December of 2018. The restaurant is located at the beginning of downtown at on Wilcox Street. Vista Viro Modern Grill has something on the menu to please anyone!

During this time, Vista Viro has quickly adapted to the new dining options. With their "Pick your Produce" menu you get to create your own bag of fresh produce to enjoy at your home. This menu includes items that vary from fresh carrots, eggs, and milk to ready to cook rolls, seasoned potatoes, and seasoned ribeye steaks. This menu offers a unique and interactive way to economically feed family or friends!

They are also offering a new curbside homestyle menu. The family style meals are made to feed 2-4 people. Lastly, you will not be able to resist their wine and beer menu to pair with their delicious home style cooked meals.

Vista Viro is constantly updating their menus to adapt to the needs of these unique times. Make sure to be the first to know all their options by following their social media:

- Instagram at @vista_viro_modern_grill
- Facebook at @VistaViroModernGrill

Vista Viro often posts special offers on their Facebook that you will not want to miss!

The Downtown Castle Rock Alliance had the opportunity to sit down with Paul Epstein, the Owner and Chef of Vista Viro Modern Grill. Below are a few of our favorite questions we got to discuss with Paul.



Tell us the story: background of your business. How did you end up running a business in your industry?

- I have been a chef for a very long time but was in meat sales for the past 20 years. This opportunity is my craft, my dream, and my mission. And to be in a small

August 14 3d

#CELEBRATECastleRock

What did you do in Downtown Castle Rock this week?

Type something....

Submit an answer above for a chance to win a \$25 gift card to your favorite Downtown Castle Rock Business!

(Bonus points if you include a picture!)

lcp820
Enjoyed ice cream from Glacier while sitting at festival park. Beautiful Summer evening!

Reply

daisykate84
Took friends to visit the barn and the emporium :)

Reply

shy_daire
Breweries 🍺🍺🍺

Reply

ashleywjohanson
Happy hour at Z'Abbracci with our favorite bartender Sara!

Reply

nedynasty
Grubbed on some Damascus Grill!! 😊

Reply

bethroybal
Rode our 🚲 on Plum Creek trail to downtown for the Sunday Farmer's market! ❤️

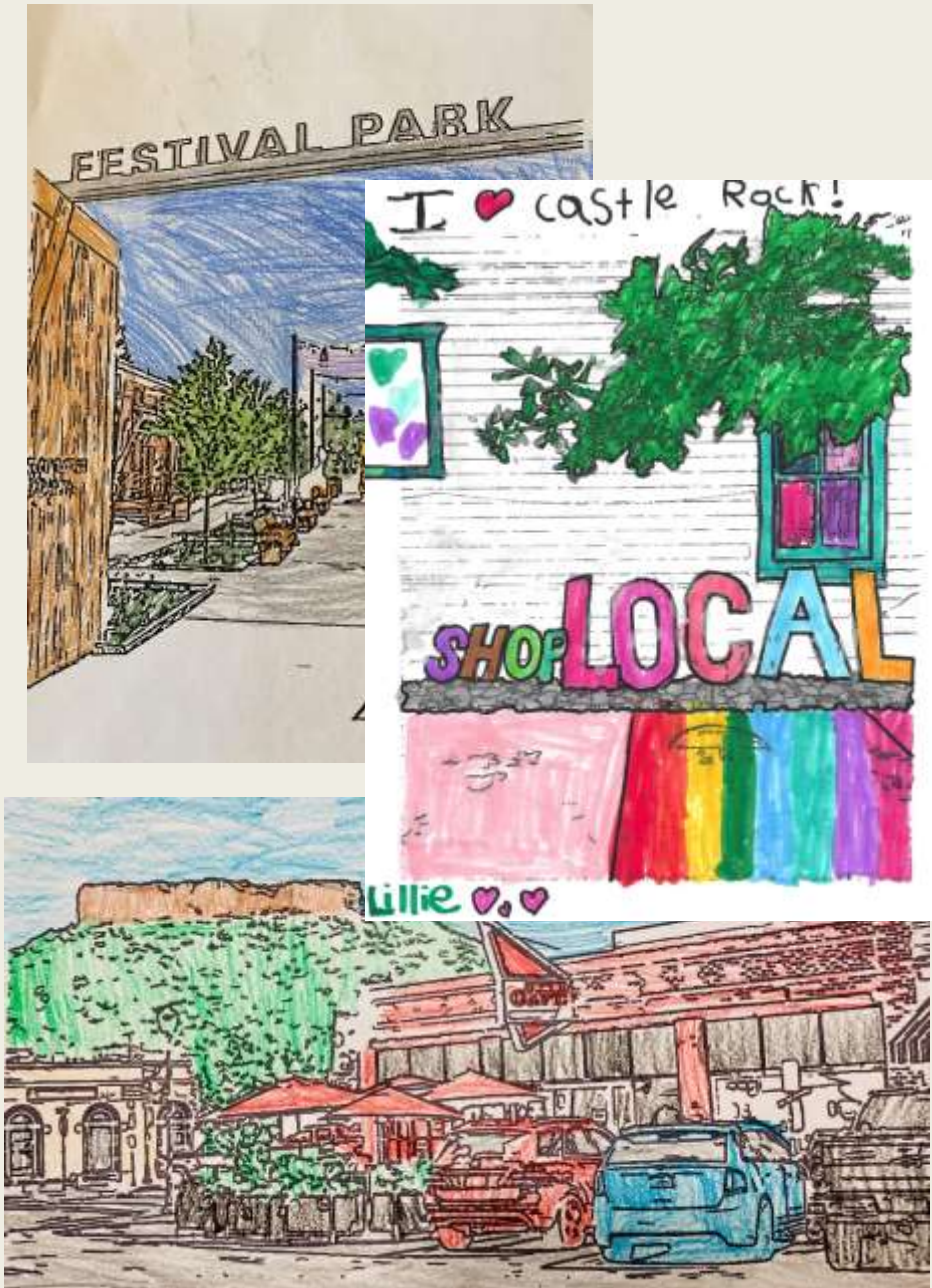
Reply

honestbabesisters
Went to my first music lesson at Castle Rock Music!!

Reply

angemandi
We enjoyed the farmer's market on Sunday! Enjoyed a delicious pretzel and some tasty popcorn

Reply





Service Contract Request

- DMA to produce free, family friendly events in Downtown in 2021, at the same funding level:
 - *Starlight Movie Series*
 - *Car Show Street Party & Concert*
 - *13th Annual Classic Rock Cruise In Car Show*
 - *Fun in the Sun*
 - *Street Party & Concert Series (up to four, including Boots & Brews)*
 - *Oktoberfest*
- In addition, we hope to continue many of the marketing campaigns from this year including Burger Week, Scavenger Hunts, and pop-up events.
- Events in Downtown Castle Rock build on community character, improve the quality of life and strengthen the Downtown business economy.
- The DMA will continue to find creative ways to market Downtown and adapt special events as necessary in 2021.