



2020 DMA ANNUAL REPORT DOWNTOWN EVENTS & ACTIVATION

Virtual Concert: Grayson Little

MAY 22, 2020 AT 7PM

Facebook Live Stream

Reach: 10,000 views | Post Engagement: 603

Virtual and Pop-up Concert: Jason Bower and Jazz Band

JULY 31, 2020 AT 7PM

Facebook Live Stream/Limited Capacity Performance

Reach: 5,300 views | Post Engagement: 209

Pop-up Concert: Lindsey Giffey

AUGUST 20, 2020 AT 6PM

Chalk the Town

JULY 14 - 21

Yoga in the Park

SEPTEMBER 8 & 22

Castle Rock Burger Week

SEPTEMBER 27 - OCTOBER 4

21 Passport Entries

Pop-Up Pumpkin Patch

OCTOBER 19 & 28

QR Code Scavenger Hunt

JULY 25 & 26

Various Locations | 412 Scans

QR Code Scavenger Hunt

AUGUST 24 - 31

Various Locations | 1,000 Scans

Additional Public Outdoor Dining



#CELEBRATECastleRock

#CelebrateCastleRock Activities & Metrics

#CelebrateCastleRock was created to strengthen the idea of community within Downtown during the Coronavirus pandemic. The goal of the marketing campaign is to drive activity and commerce to Downtown while maintaining resident safety.

Downtown Social Media

Facebook: 12,112 followers | Instagram: 3,038 followers

Weekly Business Highlights

32 businesses | 2,631 total views

Takeout Tuesday

Digital Marketing Campaign

Every Tuesday in July, August, September and October

#CelebrateCastleRock Giveaways

75 gift cards for a total of \$1,500

Gift Card Giveaway Fridays

25 gift cards for a total of \$500

Holiday Gift Card Giveaway

15 gift cards for a total of \$300

COMMUNITY Bingo Card

1,107 person reach

#ColorCastleRock

12 entries

Downtown Castle Rock Crossword

8 entries

Halloween Costume Photo Contest

6 entries

Online Presence Review

4 reviews

COMMUNITY Banner on Downtown Light Poles

30 banners

Ghost Stories on Downtown Blog

397 views



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Downtown Merchants Association Annual Report to Town Council 2020

Background

The Castle Rock Downtown Alliance is a partnership between the Downtown Merchants Association and Downtown Development Authority. This partnership unifies the Downtown organizations under one roof. The two organizations share one office and one staff helping to further the collective vision of a vibrant and prosperous Downtown.

The **Downtown Merchants Association (DMA)** is a non-profit organization with a seven-member board made up of Downtown business owners and property owners and has a membership of roughly 150 Downtown businesses. Their role is to function as the collective voice of Downtown businesses and to organize and produce events in Downtown aimed at bringing visitors into historic Downtown Castle Rock to increase commerce for Downtown businesses and create a sense of community in the center of Castle Rock.

Report

The 2020 Summer Event Series was planned to focus on providing free and family-oriented activities in Downtown Castle Rock, with an emphasis on activating Downtown. In 2020, during the unprecedented times of uncertainty amid the COVID-19 pandemic, the Castle Rock Downtown Merchants Association modified the efforts of staff and the events that were planned to ensure that the health and wellness of our community was a priority, to continue to activate Downtown and to focus on providing assistance to businesses.

As such, the DMA modified events to adhere to the guidelines for large gatherings from public health officials and added programming to generate commerce in Downtown, and information on these efforts is included below in the Events and Marketing Recap section.

In response to the COVID-19 pandemic and the associated government mandated business closures, the DMA in partnership with the Castle Rock Economic Partnership (CREP) responded quickly to organize virtual town hall meetings via zoom. These meetings invited every licensed Castle Rock Business (2,000+) to participate in informational meetings providing updates from Federal, State and local experts and allowed businesses to ask questions. There were 9 meetings that were hosted and included the following experts, Colorado Lending Source CEO - Mike O'Donnell, SBA Rep. - Stephen Collier, Centura Adventist CEO - Brandon Nudd, Douglas County Commissioner - Roger Partridge, Douglas County SBDC Director - Marcia McGilley and Deputy Director of Tri-County Health - Jennifer Ludwig. These meetings included up to the minute information on the programs and information.

The information above about virtual town hall zoom calls is reported on in both the DDA and DMA mid-year report since it doesn't just fit to one organization and was a partnership of CREP, however, to keep both the DDA and DMA reports unique, staff has made an effort to divide reporting of individual COVID-19 business assistance efforts to either the DDA or DMA based on the type of effort or which entity financially contributed to the business assistance effort.

Events and Marketing Recap

- **Virtual Concert Series:** The DMA produced 2 virtual concerts via Facebook Live to modify the traditional DMA Summer Concert Series. The first virtual concert took place on May 17th at 7:00PM. Grayson Little played for the town from Riverwalk with a beautiful view of the rock in the background. Downtown Businesses were encouraged to participate by offering special deals on the day of or logging onto the concert to promote their businesses. The second virtual concert took place on July 31st at 7:00pm. Jason Bower and his Jazz Band played in Festival Park. The DMA encouraged attendees to purchase local food and drinks from Downtown Merchants before enjoying the virtual concert.
- **#CelebrateCastleRock Month:** #CelebrateCastleRock was created to strengthen the idea of community within Downtown during this difficult time. The goal of this marketing campaign is to drive activity and commerce to the core of Downtown with the safety and health of the community being priority. #CelebrateCastleRock includes a variety of virtual events that friends, and families could complete throughout Downtown while be safe and practicing social distancing. After creating #CelebrateCastleRock Month for the month of July, the Downtown Merchants Association decided, based on the community engagement and campaign success, to continue to run the campaign throughout the month of August, September and October. This allowed more community virtual events and activities throughout Downtown to Celebrate Castle Rock and support local merchants.
- **Downtown Castle Rock #CommUNITY Bingo Card:** The Downtown Castle Rock #CommUNITY Bingo Card combined the Towns marketing campaign with a safe way to drive members of the community to shop local and support downtown merchants. The Downtown Merchants Association provided an incentive of a gift card giveaway for participants that were able to complete a Bingo (5 squares in a row) in the month of July. The Downtown social media received great engagement, including a fully filled out bingo card with pictures at each business.
- **QR Code Summer Scavenger Hunt:** Because of public health guidelines, the traditional DMA event Boots and Brews had to be canceled. To modify the original event, the DMA created a QR Code Summer Scavenger Hunt throughout Downtown for July 25th and 26th. Sidewalk stickers of QR Codes were placed Downtown for residents to find and scan. The QR codes pulled up a specific promotion from a Downtown business. The QR Codes received 412 total scans, with an average of 46 scans per QR Code. After measuring the July QR Code Summer Scavenger Hunt as a success, the Downtown Alliance decided to host another QR Code Scavenger Hunt the week of August 24-31. There were 14 QR Codes “hidden” throughout Downtown. The QR Codes received 1,000 total scans, with an average of 71 scans per QR Code.
- **Chalk in the Town:** The Downtown Alliance hired several professional chalk artists to decorate sidewalks and various corners of Downtown with uplifting and summer-themed chalk art. Chalk in Downtown took place on July 20-24. Residents and visitors were encouraged to walk Downtown to view the art and visit local merchants. This adaptation of Chalk in the Park moved the chalk artists from just being in Festival Park to being spread out around Downtown and may be a positive change that should be continued in future years, because it more directly drives visitors to storefronts in Downtown.
- **Take Out Tuesday restaurant marketing campaign:** This digital marketing campaign included a branded post every Tuesday in July, August, September, and October to encourage community

members to visit Downtown restaurants and merchants to purchase food and beverages for dine-in, takeout, curbside pick-up or a picnic. Outdoor seating options were highlighted, along with offerings from restaurants and merchants.

- **Gift Card Giveaway Fridays:** The Downtown Alliance posted one question every Friday on our @DTCastleRock Instagram account asking community members fun questions, such as “What is your favorite place to visit in Downtown?” and “What are you doing in Downtown this weekend?”. Participants that answer the question with a response and picture were entered to win a \$25 gift card to Downtown businesses, purchased by the Downtown Alliance.
- **#ColorCastleRock:** The Alliance released coloring pages specific to Downtown Castle Rock. Participants were given all of August to submit a finished coloring sheet. At the end of August, all submissions were entered to win gift cards to Downtown businesses, purchased by the Downtown Alliance.
- **Pop-Up Concert in Festival Park:** The DMA produced a pop-up concert on August 20th in Festival Park. Lindsey Giffey played from 6:00pm-7:00pm encouraging residents and community members to walk around Downtown and shop at local Merchants. The goal of this concert was to activate downtown for people who already happened to be in the district but to still adhere to the guidelines pertaining to large gatherings from public health officials. It is believed that pop-up events like this enhance someone’s visit to Downtown making them more likely to visit Downtown again.
- **Weekly Business Highlight Blogs featured on the Downtown Castle Rock Website:** The Downtown Alliance created a blog on DowntownCastleRock.com to feature a different business each week. These highlights include fun questions about business owners, a brief history on the business, as well as how customers can help support local businesses the most right now. Downtown Castle Rock Highlights were posted every Wednesday.
- **Online Presence Review:** There are more people online now than ever. Often customers first find a business from an online visit. Since you never get a second chance to make a first impression, the DMA helped make sure the first impression online for Downtown businesses was a good one. The DMA began conducting FREE Online Presence Reviews in 2020. In the review the DMA looked into the business’s website, Google+ account, Yelp and social media platforms to make sure that each platform included everything that it needed to. Once the review was conducted, the team reached out with any concerns and easy ways to fix them. This program was implemented in April and staff conducted 4 reviews.
- **Outdoor Dining Map:**
The Alliance staff put together a partnership between Douglas County, the Town of Castle Rock, Douglas County Libraries, Douglas County School District and several Downtown businesses to allow public outdoor dining on their premises. The EDC and Alliance purchased a small number of tables and chairs and placed them at these locations Downtown to increase public dining options and encourage community members to visit Downtown safely. A map was created to help community members identify public outdoor dining areas in Downtown, to encourage residents to purchase to-go orders from their favorite local restaurants and enjoy them at the many great public dining locations throughout Downtown. This map was posted on the Downtown Castle Rock blog and promoted on social media.

- **Downtown Car Show Parade:** The Downtown Castle Rock Alliance supported and marketed the social distanced Vintage Car Club, Car Show Parade throughout Downtown in place of the 12th Annual Classic Rock Cruise-In Car Show.
- **CommUNITY Banner on Downtown Light Poles:** Working with the Town of Castle Rock and the Chamber of Commerce, staff hired a marketing company to design 2020 summer banners with the CommUNITY logo. The Town's CommUNITY logo is used as an uplifting logo to brand the different efforts of the Chamber of Commerce, EDC, Downtown Alliance and Town of Castle Rock to support businesses and the community during the COVID-19 pandemic. The banners were created with the CommUNITY marketing to provide a feeling of unity and positivity throughout the Downtown.
- **Downtown Castle Rock Crossword:** The Alliance released a crossword specific to Downtown Castle Rock. Participants were given all of September to submit a finished crossword. The crossword could be filled out with the help of the weekly Downtown Castle Rock Business Highlights. This encouraged participants to read the blog and discover new Downtown Castle Rock Businesses. At the end of September, all submissions were entered to win gift cards to Downtown businesses, purchased by the Downtown Alliance.
- **Yoga in the Park:** The Alliance teamed up with the Buka Yoga studio to create two social distancing friendly yoga classes hosted in Festival Park. The classes were held on September 8th and 22nd. They were free to the public to attend.
- **2020 Castle Rock Burger Week:** The Downtown Alliance hosted the first Castle Rock Burger Week on September 27th throughout October 4th. This week encouraged people to embrace the food, culture and Downtown Castle Rock-love while getting them to eat, drink and try new places in Downtown Castle Rock. Participating restaurants will be featuring a one-of-a-kind burger for \$10. This week included a variety of marketing pieces including a Downtown Castle Rock Burger Week Logo, Burger passport, Burger map and more. The Downtown Alliance received 21 completed Downtown Castle Rock Burger Week Passports and gave \$400 worth of gift cards to the winners.
- **Pop-Up Pumpkin Patch:** The Downtown Alliance created two pop-up pumpkin patches in Festival Park. The pop-up pumpkin patches included hundreds of pumpkins dispersed throughout the grass in Festival Park. Participants were able to walk Downtown and get a free pumpkin to celebrate Halloween. Pop-up Pumpkin Patches occurred on October 19th & 28th.
- **Ghost Stories on our Blog:** The Downtown Alliance partnered up with the Castle Rock Historical Society to create a Halloween themed blog post on the Downtown Castle Rock Blog.
- **Costume Contest:** The Downtown Alliance held a Halloween Costume Photo Contest. Participants who submitted a photo of themselves in their Halloween Costume in front of their favorite Downtown Castle Rock Business were entered to win a \$25 gift card to Downtown businesses, purchased by the Downtown Alliance.

- **Holiday Gift Card Giveaway:** The Downtown Alliance held a Holiday Gift Card Giveaway to encourage the community to #CelebrateCastleRock and #ShopLocal during the 2020 holiday season. Participants were encouraged to submit a photo of their family, and friends doing their favorite holiday activity in Downtown Castle Rock to be entered to win a variety of gift cards to Downtown businesses, purchased by the Downtown Alliance.

The DMA continues to increase and improve social media activity on the Downtown Castle Rock social media pages. This marketing strategy has allowed us to collect real-time feedback on our events and marketing and helped us to better connect with the Castle Rock community.

Summary

The Downtown Merchants Association staff is continuing to work hard to modify and adapt the efforts of our team in a way that will continue to activate Downtown Castle Rock and support small businesses, as well as continue to keep the safety and health of the community as a priority, and where appropriate modify the traditional Summer Event Series to continue to provide the community with opportunities to gather in Downtown. With support from the Town of Castle Rock, the Downtown Merchants Association has been able to be a powerful resource to the Castle Rock business community during an unprecedented and difficult time, and to keep Downtown front of mind with strategic marketing aimed at helping the most impacted type of business – small business. Our team looks forward to continuing to serve and support Downtown Castle Rock and is excited about some of the creative adaptations that will continue into 2021.

Contact:

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Attachments

Attached are several examples of the marketing materials that the DMA produced to enhance the vibrancy and character of Downtown Castle Rock, and to keep Downtown front of mind for residents and visitors.

#CELEBRATECastleRock

July

- 01 #COMMUNITY BINGO CARD
- 14 CHALK THE TOWN
- 25 26 QR CODE SUMMER SCAVENGER HUNT
- 31 VIRTUAL CONCERT

Recurring Events...

BUSINESS HIGHLIGHTS JULY 01, 08, 15, 22, 29	TAKEOUT TUESDAYS JULY 07, 14, 21, 28
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TAKEOUT TUESDAY

#CELEBRATECastleRock

#CELEBRATECastleRock

August

- 10-31 #COLORCASTLEROCK
- 24-31 QR CODE SUMMER SCAVENGER HUNT

Recurring Events...

TAKEOUT TUESDAYS AUGUST 4, 11, 18, 25	DOWNTOWN BUSINESS HIGHLIGHTS AUGUST 5, 12, 19, 26	GIFT CARD GIVEAWAY FRIDAYS AUGUST 7, 14, 21, 28
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TAKEOUT TUESDAY

#CELEBRATECastleRock

#CELEBRATECastleRock

September

- 1-30 CASTLE ROCK CROSSWORD
- 8, 10 YOGA IN THE PARK
- 27-10/4 BURGER WEEK

Recurring Events...

TAKEOUT TUESDAYS SEPT 1, 8, 15, 22, 29	DOWNTOWN BUSINESS HIGHLIGHTS SEPT 2, 9, 16, 23, 30	GIFT CARD GIVEAWAY FRIDAYS SEPT 4, 11, 18, 25
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Chalk the Town

july 7²⁰ 20

#CELEBRATECastleRock

COME WALK THROUGH DOWNTOWN CASTLE ROCK TO SEE SIDEWALK CHALK ART FROM PROFESSIONAL ARTISTS

& VISIT YOUR FAVORITE DOWNTOWN RESTAURANTS AND MERCHANTS!

#CELEBRATECastleRock

October

- 19-31 POP-UP PUMPKIN PATCH
- 21 GHOST STORIES ON OUR BLOG
- 25-31 COSTUME CONTEST

Look out for Halloween Happenings announced on our social media all month!

Recurring Events...

TAKEOUT TUESDAYS OCT 06, 13, 20, 27	DOWNTOWN BUSINESS HIGHLIGHTS OCT 07, 14, 21, 28	GIFT CARD GIVEAWAY FRIDAYS OCT 16 + OCT 23
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HALLOWEEN COSTUME PHOTO CONTEST

DOWNTOWN ALLIANCE

VIRTUAL CONCERT

JULY 1, 2020 | 7 PM

Music Provided By
JASON BOWER
OF CASTLE ROCK MUSIC
FACEBOOK LIVE EVENT
@DOWNTOWNCASTLEROCK

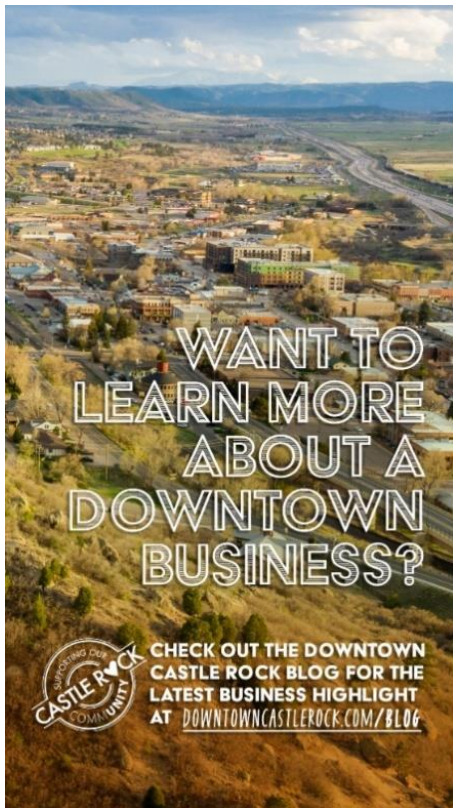
— JULY 25 & 26 —


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 Castle Rock Business Highlight: B&B Cafe

Welcome back to the Downtown Castle Rock Business Highlight! Today we are celebrating castlerock by commemorating...


23 views Write a comment



Downtown Castle Rock Business Highlight: Mod Mountain Boutique

Welcome back to the Downtown Castle Rock Business Highlight and happy Celebrate Castle Rock month! In honor of...


23 views Write a comment



Downtown Castle Rock Business Highlight: Mountain Man Fruit & Nut

Happy Downtown Castle Rock Business Highlight Wednesday! We are excited to dive deeper into another business that adds to the character of...

23 views Write a comment




Downtown Castle Rock Business Highlight: Flying Horse Catering

Welcome back to the Downtown Castle Rock Business Highlight! We are excited to learn more about another great Downtown Castle Rock...

23 views Write a comment

Downtown Castle Rock Business Highlight: Vista Vino Modern Grill

Welcome back to the Downtown Castle Rock Business Highlight! We are excited to dive deeper into another Downtown Castle Rock business. This week we will be learning a little bit more about Vista Vino Modern Grill.



Vista Vino 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 Vino Modern Grill has something on the menu to please anyone!

During this time, Vista Vino 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 outside home-style 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 Vino 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 [a/vista_vino_modern_grill](https://www.instagram.com/vista_vino_modern_grill)
- Facebook at [aVistaVinoModernGrill](https://www.facebook.com/aVistaVinoModernGrill)

Vista Vino 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 Vino 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 retail sales for the past 20 years. This opportunity is my craft, my dream, and my mission, but to be in a small




DOWNTOWN CASTLE ROCK BURGER WEEK \$10 BURGERS

SEPT. 27. 2020 THRU OCT. 04. 2020

ANGIE'S RESTAURANT • B&B CAFÉ • BRIT STOP CAFÉ
CASTLE CAFÉ • DOS AMIGOS • FISH & COMPANY
GARLIC & SPICE KITCHEN • GLACIER ICE CREAM & GELATO
GREAT DIVIDE BREWERY & ROADHOUSE
SCILEPPI'S AT THE OLD STONE CHURCH
SIENA AT THE COURTYARD • SINNERS & SAINTS
UNION AMERICAN BISTRO • VISTA VINO MODERN GRILL
WILD BLUE YONDER BREWING CO. • Z'ABBRACCI

DOWNTOWNCASTLEROCK.COM/BURGER-WEEK DOWNTOWNCASTLEROCK.COM/BURGERWEEK

GREAT DIVIDE BREWERY & ROADHOUSE
215 WILCOX STREET | UNIT 5



ED POPPIN' PEACH BURGER

Grilled beef patty, hatch chile rubbed sugar bacon, Colorado peach salsa, roasted hatch chile cream cheese, mixed greens, and red onion on a buttered brioche bun.

Pair with Great Divide Car Camper Hazy Pale Ale

