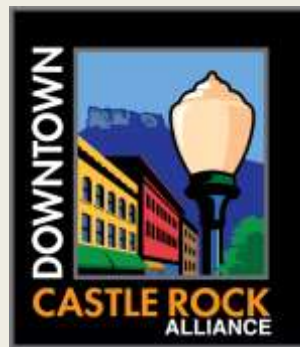


CASTLE ROCK DOWNTOWN ALLIANCE

Downtown Development Authority
Downtown Merchants Association



Downtown Development Authority

- Stu Butler, Chair
 - *Managed Chaos*
- Andrew Wasson, Vice Chair and Treas.
 - *Wild Blue Yonder Brewing Co.*
- John Manka
 - *1 Stop Tire & Auto*
- Kim Heideman
 - *Union Bistro*
- Nick Hier
 - *Hier & Company / Mercantile Commons / ACME Water Tower*
- Josie Adler
 - *316 Wilcox Street*
- Kevin Bracken
 - *Town Council Representative*

Downtown Merchants Association

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

Downtown Merchants Association

- 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*



CASTLE ROCK DMA

2021 DOWNTOWN EVENTS

For More Information: Contact Audrey at audrey@downtowncastlerock.com or call 303.688.7488

downtowncastlerock.com
Facebook.com/downtowncastlerock
Instagram @dtcastlerock

MAY

MAY 23

Picnic in the Park

5PM - 7PM • FESTIVAL PARK

JULY

JULY 7, 21

Wellness Wednesday

5:30PM - 6:30PM • FESTIVAL PARK

JULY 14, 28

Wellness Wednesday

11AM - 2PM • FESTIVAL PARK

JULY 31

Boots & Brews

AFTER PARADE - 4PM • FESTIVAL PARK

SEPT

SEPTEMBER 18

Oktoberfest

1PM - 9PM • WILCOX SQUARE

JUNE

JUNE 2, 16, 30

Wellness Wednesday

11AM - 2PM • FESTIVAL PARK

JUNE 9, 23

Wellness Wednesday

5:30PM - 6:30PM • FESTIVAL PARK

JUNE 18

Car Show Concert

6PM - 9PM • WILCOX SQUARE

JUNE 19

Classic Rock Cruise-In Car Show

10AM - 3PM • WILCOX SQUARE

AUG

AUGUST 13

Concert Under the Lights

6PM - 10PM • FESTIVAL PARK

OCT

OCTOBER 3 - 11

Downtown Castle Rock Burger Week

DOWNTOWN CASTLE ROCK

OCTOBER 29

Fangtastic Festival

1PM - 4PM • FESTIVAL PARK



— 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 BINGO

Free	Festival Park	Arts On Fire	Dragon Take-Out	Local House
Gifts & More	Gift for Family @ The Barn	THANK YOU CRFD	MMB BOUTIQUE	Mountain Boutiques
Slice Works	Take a (chicken) walk	WE DOWNTOWN CASTLE ROCK	Thank you Kimberly	Abraacci
The Emporium	Wild Blue Yonder	Propane Shack	Brit Stop Cafe	Philly @ Festival Park
Chicken Sandwiches	Mountain Men Fruit & Nut	The Office Taco 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



Downtown Merchants Association

- 2021 Downtown Castle Rock Burger Week – 10/3/21-10/11/21





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, Carriage Rides, Banners,*
- TIF Projects
 - *Festival Park, The Move, Mercantile Commons, Riverwalk, Encore.*





Riverwalk

- 100% leased
- 11,000 SF of retail
 - *Great Divide Brewery, Mod Mountain Boutique, Glacier Ice Cream, Tribe*
- 30,000 SF of office
 - *Hollis+Miller Architects, Riverwalk Dental Arts, Craft Coworking,*





Encore

■ Project Details

- 308 *Public Parking Spaces*
- 293 *Private Parking Spaces*
- *Train Horn Quiet Zone*
- *Town Plaza*
- *Public Dog Park*
- *New Dining Options*
- *Residential Space (Downtown Customers – Strong Downtown Economy)*
- *Office Space (Downtown Customers – Strong Downtown Economy)*





Strategic Direction

- Last 15 years a number of steps have been taken to facilitate a more active and vibrant Downtown:
 - *Tools, code, regulation, public boards, work session, etc.*
- Downtown Advisory Commission
- Ballot measure to create the DDA, tax themselves, create a TIF district
- Created the Plan of Development (DDA document)
- Created the Downtown Master Plan (Town document)
- Update the Downtown Overlay District to encourage a more vibrant downtown
- Update signage code to allow signage that fits a historic downtown

The View at Castle Rock

■ Project Details

- *5,000 SF retail*
- *14,242 SF office space*
- *221 for-rent residential apartments*
- *100 town-owned public parking spaces*







The View at Castle Rock

- Positive Aspects
 - 5,000 SF retail
 - Restaurant infrastructure
 - 14,242 SF office space
 - Daytime population
 - Jobs in CR for CR residents
 - 221 for-rent residential apartments
 - Customers that walk
 - 100 town-owned public parking spaces
 - One of few opportunities to add public parking on north end of Downtown

