



## Castle Rock Downtown Alliance

*A partnership between the Downtown Development Authority and Downtown Merchants Association*

---

### Castle Rock Downtown Development Authority Flower Box Program Fact Sheet

The Castle Rock Downtown Alliance is partnership between the Downtown Development Authority and Downtown Merchants Association. These organizations work together to strengthen the Downtown economy and add energy and vibrancy to Downtown.

#### **Program Purpose**

This program is designed to enhance the environment and public experience in Downtown Castle Rock with addition of colorful flowers in front of Downtown buildings.

#### **Program**

The DDA has invested in flower boxes for Downtown business and hires a greenhouse to fill those boxes each year. These boxes are rented to Downtown tenants at a discounted price. This provides a convenient and inexpensive way for Downtown businesses to have a consistent look which creates a sense of community and enhances the environment.

#### Sizes and Cost of Flower Boxes:

- Small Flower Box (windowsill type with no legs) -- 8 in. x 4 ft.: \$40
- Medium Flower Box -- 12 in. x 4 ft.: \$55
- Large Flower Box -- 2 ft. x 4 ft.: These boxes are only available around DDA Street Patios.

#### Intended Display Time:

Late May to early September (*subject to weather*).

#### Maintenance:

Owners are to provide reasonable care and security for the flowers and boxes. A free care and maintenance guide is available. If flowers die, boxes may be replanted by renter at own cost or they can be replanted onsite by flower provider for \$60 for a small box and \$80 for a medium box. Watering service for the flower boxes is available, please contact our office about the cost.

#### Eligibility

- Flower boxes may be rented by property owners and tenants in the DDA district. See map at [www.downtowncastlerock.com/dda](http://www.downtowncastlerock.com/dda).

#### Application Process

- An email will be sent to DMA Members in January each year with a link to the order form.
  - Not a member? Apply for free at [www.downtowncastlerock.com/dma](http://www.downtowncastlerock.com/dma).
- Applications are due by February 3<sup>rd</sup> and payment by February 3<sup>rd</sup> or flower boxes may not be delivered.

#### Program Contact

Birgit Braehler, Office Manager

[birgit@castlerockcdc.com](mailto:birgit@castlerockcdc.com)

303-688-7488