



TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

TO: Main Street Board of Directors

FROM: Alexandra Cramer, AICP, Community Development Director

DATE: September 14th, 2026

SUBJECT: Discussion on Car Show and 5k & Family Color Run

SUMMARY

This memo provides an opportunity for the MSBOD to review and discuss recently completed Main Street events: the Main Street Car Show and the 5K & Family Color Run. To support the discussion, staff has pulled Placer.ai foot-traffic data for the two venues (Main Street & Running Creek Park). The purpose is to gather Board members' impressions of what worked well, what could be improved, and how these events fit into the broader goals for Main Street.

EVENT DATA HIGHLIGHTS (Placer.ai, August 21–31, 2026)

Main Street – Car Show & 5K/Family Color Run

- Main Street drew 986 visits from 917 visitors over the period, with the busiest days aligning with the two events.
- Visits were up 29.7% over the same period last year and 46.3% over two years ago.
- About 40% of visitors came from Elizabeth; the remaining ~60% traveled from outside town, including Parker, Black Forest, Franktown, Kiowa, and parts of the Denver metro.
- Visitors stayed an average of 51 minutes, with activity peaking in the late afternoon and early evening.

Running Creek Park – Brewfest & BBQ in the Park

- The two park events drew 576 visitors (staying 10 or more minutes) – roughly 205 at Brewfest and 345 at the BBQ – with little park traffic on non-event days.
- Visitation was far above the same window last year, when the park saw very little measured activity; the events brought significant new traffic to the venue.
- Engagement was high, with visitors staying an average of 129 minutes (over two hours).
- Reach was even broader than the Main Street events: only about 28% of visitors were local, with the rest coming from Parker, Kiowa, the Denver metro (Denver, Aurora), and as far as Johnstown.



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Across the Slate

- Together, the four events generated more than 1,500 visits to Elizabeth over the period, the majority from outside the community.
- Event visitors also appeared at nearby Elizabeth businesses during the same window – including Gold Creek Retail Center, Wild Pointe Ranch Marketplace, Safeway, and downtown Main Street – suggesting these events help drive spillover foot traffic for local merchants.

RECOMMENDATION

Staff recommends the Main Street Board discuss the completed events and share feedback on successes and areas for improvement, so that staff can incorporate the Board's input into planning for upcoming events and future years.

ATTACHMENT(S)

N/A