

**DATE:** June 15, 2018

**TO:** MAYOR JENNIFER GREEN, CASTLE ROCK TOWN  
COUNCIL & DAVE CORLISS, TOWN MANAGER

**FROM:** MARK MICHAEL, CHAIRMAN OF THE BOARD  
PAM RIDLER, PRESIDENT/CEO

**RE:** 2019 TOWN SERVICE CONTRACT SUBMISSION



The Castle Rock Chamber of Commerce Board of Directors respectfully submits the enclosed request to the Town of Castle Rock for the continuation of its Service Contract with the Castle Rock Chamber for 2019. The Chamber appreciates the mutually beneficial relationship that has existed with the Town of Castle Rock since the implementation of the first service contract in 1993.

The Chamber's proposal for the 2019 Service Contract is for \$99,720 which is the same as was requested in 2018.

### **ECONOMIC DEVELOPMENT PROJECTS**

The Chamber is responsible in coordinating the efforts of the following functions which are outlined in this document.

**Business Assistance Services**—The Castle Rock eXcelerate Business Development program remains committed to small business and economic development. The program provides a myriad of educational resources to encourage the development and growth of entrepreneurial activity in Castle Rock at little or no cost to both start-ups and established businesses. Through the first five months of 2018, this program provides:

- **One-on-one business consulting** with expert volunteer assistance. A total of 24 counseling hours to 19 local businesses equates to a value of over \$3,000 donated staff hours.
- **Business monthly class trainings** for business owners/management and their employees: Eight classes have been conducted to date with 96 participants and 44 unique businesses, with a value of over \$2,100 of in-kind professional staffing. **On-line business trainings** for our local business community and their staff in addition to our current on-site training modules is also offered. The online trainings offer over 1,000 different class options to employers.
- **Outreach program to new businesses** welcomes new businesses on behalf of the Castle Rock Economic Partnership, offering to help them make local connections, find local resources, etc. So far in 2018, 109 new businesses have been mailed a welcome letter and business assistance brochure which is followed up with a phone call and an email by Chamber staff. The purpose is to contact the owner/manager in a variety of ways, at different times throughout their first year in Castle Rock. We invite them to attend Chamber networking events and training classes for free and emphasize the Chamber, Town, EDC and Downtown Alliance partnership which are here to help them get established.
- In our third year, the Chamber continues to coordinate and host two **Douglas County Job Fair** events to assist our local employers to fill their employment needs. A total of 31 businesses and 167 job seekers participated in the February 2018 event.
- Through the Douglas County Talent Pipeline, the chamber is leveraging its contacts with local businesses and industries to create hands-on opportunities for students to energize and calibrate the talent pipeline in key industries which will sustain and enhance our communities' workforce. The partnership through the Castle Rock Collaboration Campus is bringing educators and employers together to help both understand what their future needs and the opportunities might be. We are encouraging employers to offer scholarships, internships and apprenticeships.

### **Leadership Douglas County program:**

Leadership Douglas County program prepares established and emerging leadership for their civic engagement journeys through service, knowledge and networking. Participants learn about the regional issues shaping our community from the experts working on them while building strong connections across private, public and nonprofit sectors. LDC will begin its 20<sup>th</sup> class session in September 2018. The program has graduated 352 individuals since 2000. In the first five months of 2018 we have utilized 65 volunteers contributing 421 hours valued at \$10,946 and staffing at \$6,200. Of the current 21 class participants, 14 of this year's graduating class either live or work in Castle Rock within our local businesses or in the public sector. LDC is designed to identify, educate and motivate current and emerging leaders who will strengthen and enhance a sustainable community.

**Community Marketing**—In an effort for our residents and visitors to receive a positive emotional and intellectual impression of our community, it's our intent to create positive experiences which will encourage a live, work, shop, play and stay environment. We continue to have success with the visually engaging and interactive VisitCastleRock.org community website. This site allows local organizations, vendors and event planners to submit their events to the community calendar for posting. The VisitCastleRock.org site has surpassed our goals with page views at 111,548 (+3.5%) and new users are 55,353 (+162%).

Our objective is to continue to promote activities which keep our residents connected and support local events that add to Castle Rock's lifestyle and sense of community including enhanced social and cultural experiences. The VisitCastleRock.org site integrates our areas' cultural scene, which promotes community events, area nightlife, historic tours and museum, in addition to recreational activities. For those individuals looking to relocate to Castle Rock, the VisitCastleRock.org site is a great resource in one location. Looking for information on senior living, churches, schools, daycare, neighborhoods, government services, higher education or emergency services are directly linked to the appropriate providers in our community.

We are in our third year of the Livability magazine which is published both in print and digitally with an interactive mobile version. This magazine showcases Castle Rock's strengths through stunning photography and professionally written stories to showcase Castle Rock's community character and is produced as an annual high-quality publication distributed to newcomers, businesses and visitors. The Castle Rock Livability page views were at 25,584 last year. This year to date page views are 64,458 (+150%).

Cross marketing efforts have been created with our community partners in promoting local businesses, recreation, parks/trails, community events and other amenities and we continue to explore local and regional mass media and social media opportunities to expand our communities' exposure. We continue to educate our new residents of our local amenities through the continued distribution of Welcome to Castle Rock packets (Shop the Rock) and to date 1,141 households have received these packets (+7%) to date.

Our social media presence over the past year has increased by 11% on Facebook. Efforts to maintain our following and to emerge throughout the community as 'the source' for community events will continue as a top priority.

We continue to distribute "See & Do" brochures to our local hotels to encourage their customers to shop locally. In addition, Castle Rock activity brochures are being distributed at Visitor Centers in Alamosa, Boulder, Buena Vista, Burlington, Canyon City, Colorado Springs, Grand Lake, Grand Junction, Greeley, Monument, Pueblo and Woodland Park.

A monthly full-page advertisement is placed in the Castle Rock NewsPress newspaper and on the Colorado Community Media website which features local events, programs, community issues and a local calendar. Distribution is over 110,000 households monthly in Douglas County.

## **Hospitality and Tourism**

- **Community events** are a major component of community character and tourism which has been identified by our residents and continues to rank high in Town surveys, in addition to our onsite event surveying of visitors. The Chamber takes pride leading efforts of the DC Lifestyle Expo (February), ERock Ride (June), Castle Rock WineFest (July), Douglas County Fair Parade (July), Colorado Artfest (September) and Star lighting (November) are several of the community signature events with the assistance of Town, Downtown Alliance and volunteer business staffing. We will continue to work towards improvement and increased quality by providing family-oriented entertainment and to capture and record data to evaluate the return on objectives of these events.
- **The Visitor Center**, which is located inside the Chamber building, welcomes visitors and residents to our community. The Chamber has continued the expansion of our Visitor Center's summer service hours June 2 through August 25 to include Saturday hours from 9 am to 1 pm. During the rest of the year, the Visitor Center is staffed five days per week 9 am to 5 pm (Monday-Friday) to greet and give assistance to residents and visitors which welcomed 3,273 visitors as of June 1<sup>st</sup>.

**2019 SERVICE ORGANIZATION  
FUNDING APPLICATION**

**ORGANIZATION REQUESTING FUNDING: Castle Rock Chamber of Commerce**

**I. 2019 FUNDING REQUEST** *(Please use this form for this information and not another format.)*

**Breakdown of funds**

**EVENTS**

Artfest	\$ 7,376
DC Fair Parade	2,153
Starlighting	5,286

**PROGRAMS**

eXcelerate Business Development*	15,000
Leadership Douglas County*	2,000
Community Marketing	22,600

**ADMINISTRATIVE**

Admin-Event/Program staffing	25,929
Admin/Operations	19,376

**TOTAL FUNDING REQUEST**

**\$99,720**

\* Various chamber programs and services are now conducted through the Chamber Foundation instead of the Chamber as in the past. The related organizations receive support from the Town pursuant to the contract for service with the town of 11-12% of the combined organizations' budgets. This percentage is expected to decline drastically as the chamber foundation proceeds in its charitable purpose in receiving grants from other charitable organizations.

**II. 2019 PROJECTED ORGANIZATION BUDGET**

*(Please use this form for this information and not another format.)*

**2019 projected organizational budget**

*(Including funding from the Town)*

**\$880,000**

<u>Projected sources of revenue</u>		<u>% of Budget</u>
Events/Sponsorships	\$ 412,000	46.8%
Membership Investment	248,000	28.2%
Town Contract of Service	99,720	11.3%
Programs/Sponsorships	107,400	12.20%
Other/Advertising	12,880	01.5%
<b>TOTAL PROJECTED REVENUE</b>	<b><u>\$880,000</u></b>	<b>100.00%</b>

Projected expenditures  
(By major budget category)

Events Direct & Indirect (incl. salaries)	\$ 321,000
Programs Direct & Indirect (incl. salaries)	392,800
Salaries/Benefits/Payroll Taxes	130,000
Other G&A	28,200
TOTAL PROJECTED EXPENDITURES	<u>\$ 872,000</u>

**III. 2019 PROPOSED PERFORMANCE OBJECTIVES**

Please propose up to eight measurable performance objectives that your organization will strive to accomplish in direct relationship to any funding and contract awarded by the Town.

**Community Marketing**

- Manage, promote and support the community through regional events like the Lifestyle Expo, Job Fairs, Elephant Rock Ride, WineFest, DC Fair Parade, Artfest and Starlighting.
- Use systematic models of measuring the return on objective of our local events.

**Hospitality and tourism**

- Continue efforts to engage local marketing experts to create messaging to promote local amenities and community events.
- Continue efforts to inform visitors and new residents in assisting them in discovering Castle Rock's amenities through personal engagement at the Visitor Center and new resident packets mailed to their residence.
- Continue creating communication materials that promote Castle Rock as a thriving community (Livability Magazine, Castle Rock/Douglas County map, Castle Rock Resource Directory, VisitCastleRock.org website, videos, social media and other promotional materials.)

**Small Business Support Services—eXcelerate Business Development & Talent Pipeline Program**

- Facilitate volunteer one-one-one business consultations with a goal to maintain current levels of service to businesses and capture services rendered data from the business counseling service efforts.
- Continue to offer diverse types of business trainings which will broaden the exposure and business involvement in technology, management, marketing/sales, hospitality and customer service.
- Talent Pipeline DC in partnership with the Castle Rock Collaboration Campus we will work to bring industry owners/managers together with education to implement a plan to fill the labor gap with apprenticeships, shadowing and internships. We will continue organize Job Fairs and promote the community electronic Job Board to local employers and prospective job seekers through social and other media forums.

**Contact:**

Pam Ridler, President/CEO  
420 Jerry Street  
Castle Rock CO 80104  
303-478-1887  
pam@castlerock.org

# Castle Rock Chamber of Commerce

## Board of Directors 2018

<b><u>EXECUTIVE/FINANCE COMMITTEE</u></b>	
<b>Mark Michael-Chairman of the Board</b> Versatility Creative Group 720-432-2594 mark@vcgmedia.com	<b>New CEO TBD</b> <b>2018/2020 (2-yr term)</b> Castle Rock Adventist Health Campus 2350 Meadows Blvd--Castle Rock CO 80109 303-324-324-1353 — phone xxx@centura.org
<b>Mike McNairy-Chairman-Elect</b> Creative Colors International 303-319-9485 mnamac@msn.com	<b>Brock Goodwin</b> <b>2018/2020 (2-yr term)</b> <b>Futurity First</b> 954 Harpy Ct—Castle Rock CO 80109 (303- 883-6376--phone brockjgoodwin@ffig.com
<b>Aaron Fort-Treasurer</b> The Fort CPA Group 407 N. Wilcox Street--Castle Rock, CO 80104 303-688-0375 Aaron@eakinsfort-cpa.com	<b>Dave Hickey</b> <b>2018/2019 (1-yr term)</b> Fidelity National Title Company 19751 E. Mainstreet Ste. R-14—Parker, CO 80138 303-916-4449 dhickey@fnf.com
<b>Abby Tardiff-Treasurer-Elect</b> ANB Bank 3851 Sol Danza Dr. 303-394-5671 Abigil.Tardiff@anbbank.com	<b>Nadine Kirk</b> <b>2017/2019 (2-yr term)</b> RE/MAX Alliance 719 N. Wilcox--Castle Rock, CO 80104 303-941-4221— phone 303-688-8795— fax TheKirkTeam@gmail.com
<b>Bernie Greenberg-Immediate Past Chairman</b> Kokish & Goldmanis PC 316 Wilcox--Castle Rock CO 80104 303-688-3535 bgreenberg@kgattys.com	<b>Linda Watson Kolstad</b> <b>2017/2019 (2-yr term)</b> Sky Ridge Medical Center 10101 Ridgegate Pkwy--Lone Tree, CO 80124 720-225-1016 — phone 720-225-1009 — fax linda.watson@healthonecares.com
<b><u>EX-OFFICIO (non-voting)</u></b> <b><u>Pam Ridler—President/CEO</u></b> Castle Rock Chamber of Commerce 420 Jerry St. - Castle Rock, CO 80104 303-688-4597 pam@castlerock.org	Nick Lucey <b>2018/2019 (1-yr term)</b> NickLucey.com PO Box 1371—Castle Rock, CO 80104 912-224-3567 nickluceydotcom@gmail.com
<b>Frank Gray—President/CEO</b> Castle Rock Economic Development Council 18 South St--Castle Rock, CO 80104 303-688-7488 frank@castlerockcdc.com	<b>New Mktg Dir TBD</b> <b>2017/2019 (2-yr term)</b> Outlets of Castle Rock 5050 Factory Shops Blvd--Castle Rock CO 80109 303-688-4495—phone xxx@outletscastlerock.com
<b><u>Dave Corliss—Town Manager</u></b> Town of Castle Rock 100 Wilcox St--Castle Rock, CO 80104 303-660-1374 dcorliss@crgov.com	<b>Michelle Peck</b> <b>2018/2020 (2-yr term)</b> TMMC Property Management 514 Perry Street, PO 1540--Castle Rock, CO 80104 303-985-9623 Mpeck@tmmccares.com
<b>Councilman James Townsend</b> Town of Castle Rock Robinson & Henry PC 303-688-0944 jtownsend@crgov.com or james@robinsonandhenry.com	<b>Haley Monteferrante</b> <b>2018/2019 (1-yr term)</b> FirstBank of Douglas County 4775 Front Street—Castle Rock, CO 80104 303-660-3350 xxxx@efirstbank.com
<b><u>DIRECTORS</u></b>	
<b>Jill Dustman Coe</b> <b>2017/2018 (1-yr term)</b> White Construction Group 202 6 <sup>th</sup> Street, Ste. 200 303-688-6924	<b>DJ Tedesco</b> <b>2017/2019 (2-yr term)</b> Guaranty Bank 501 Wilcox--Castle Rock, CO 80104 303-688-5191—phone djtedesco@guarantybankco.com
<b>Jill Garber</b> <b>2017/2019 (2-yr term)</b> Colorado State University (Collaboration Campus) 4416 Lazy K Drive--Castle Rock, CO 80104 303-660-3165—phone Jill.Garber@colostate.edu	<b>Julie Voorhees</b> <b>2017/2019 (2-yr term)</b> Keller Williams Action Realty 140 S Wilcox Street—Castle Rock CO 80104 303-437-2505--Phone julievoorhees.jv@gmail.com