



# CASTLE ROCK CHAMBER OF COMMERCE

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Submitted to: Mayor Gray and Town Council  
Report by: Pam Ridler, Castle Rock Chamber of Commerce  
Submitted: February 7, 2022  
Re: Castle Rock Chamber's 2021 Year End Report

The Castle Rock Chamber of Commerce's mission:

- Support, encourage and promote businesses in our community.
- Be a "voice" for businesses to local and regional governments.
- Foster a livable, vital community where quality of life, community character and positive growth are possible; and
- Educate business, government entities, youth and individuals regarding business acumen, leadership and entrepreneurial development.

The scope of this Contract for Services with the Town of Castle Rock, the Chamber is responsible for coordinating the efforts of Business Support Services/Workforce programming, Community Marketing and Tourism efforts which include community signature events.

I. **BUSINESS ASSISTANCE PROGRAMING—hosted 219 business focused events throughout 2021**

*PURPOSE/OBJECTIVE:*

- A. The **eXcelerate Business Development** continues to foster entrepreneurial activity by providing the essential information, infrastructure and resources required for successful business development and growth. The Chamber has been offering services and information at little or no cost to both start-ups and established businesses in Castle Rock for more than twenty years. We strategize and plan relevant training events, workshops, and other programs to educate and equip business owners, executives, managers, and their employees in addition to providing one-on-one business consultations.

*MEASURABLE OUTCOMES of Business Assistance Programing:*

- **One-on-one business consultations** with expert volunteer counseling to date with 19 businesses and/or start-ups with 25 hours of services.
  - **Business trainings--3<sup>rd</sup> Tech Tuesday and BizBuilder Lunch 'n Learns** we hosted 10 trainings to 380 participants.
  - A total of in-kind facilitators/consultants (non-Town employees) is \$7,200 value.
- B. **Workforce Development—Talent Pipeline DC** focuses on workforce readiness efforts, which is a multi-industry lead program and serves to champion a stronger Castle Rock through collaborative partnerships between business, government, and education communities. Together, we foster a pro-business environment supporting a strong workforce and talent pipeline for the success and sustainability of our local businesses. We work on a collaborative conversation regarding the workforce needs of our businesses and the opportunities to support educators, students, and families for a strong talent pipeline into the future.

### **MEASURABLE OUTCOMES of Talent Pipeline DC:**

- Received a \$35,000 grant in March 2021 through ADWorks! for our workforce program which assisted in the hiring of a Business Services Liaison Apprentice through a work-based learning training grant.
- New Workforce Development Coordinator has successfully completed US Chamber Foundation-Talent Pipeline Management and ADWorks' work-based learning training.
- Have created Healthcare Industry Collaborative for the purpose of engaging key stakeholders in healthcare to champion scalable workforce solutions.
- Partnered with ADWorks in coordinating and promoting 3 virtual Job Fair events.
- Posted 80 jobs on the virtual Job Board promoting businesses open positions for 34 different businesses. CastleRockCareer.com and assisted 13 businesses who filled 22 job openings.
- A total of in-kind facilitators/consultants (non-Town employees) is \$2,100 value.

*\*Town funding is received in the amount of \$15,000 for Business Assistance programming. \*\*Volunteer staffing is valued at \$50-\$100/hr. for professional volunteers.*

## **II. VOLUNTEER LEADERSHIP DEVELOPMENT**

### **Leadership Douglas County Program (LDC):**

#### **PURPOSE/OBJECTIVE:**

LDC is designed to identify, educate, and motivate current and emerging leaders who will strengthen and enhance the experiential program of personal growth and skill development through this 10-month program.

#### **MEASURABLE OUTCOMES of Leadership DC:**

- LDC is in its 23<sup>rd</sup> year with the current class of 14 members with 10 of them either live and/or work in Castle Rock representing local businesses, non-profits or in the public sector.
- The program has graduated a total of 420 graduates since 2000.
- A total of in-kind facilitators/consultants (non-Town employees) is \$15,220 value.

*\*Town funding is received in the amount of \$2,000 for this program.*

*\*\*Professional Volunteer staffing is valued at \$50-100/hr.*

## **III. SPECIAL EVENTS & TOURISM PROJECTS**

#### **PURPOSE/OBJECTIVE:**

#### **A. Community Event Management**

Community character and events have been identified by our residents through the Town's surveys as reasons why they love Castle Rock. Community events celebrate our hometown-feel atmosphere. The Chamber takes pride in leading several of the community signature events with the assistance of the Town, Downtown Alliance, and volunteer business staffing.

The Chamber's Contract of Service with the Town includes organizing, promoting, and implementation of the Douglas County Fair Parade (July 31), Colorado Artfest (September 11 & 12) and Starlighting (November 20) events. The Chamber also coordinates the Castle Rock Winefest (July 17).

### **MEASURABLE OUTCOMES of Community events:**

- 49,720 attendees at the four community events
- Volunteer Staffing—\$38,979 value
- Chamber staffing--\$59,568

\*Town funding is not included for direct support of the Castle Rock WineFest special community event, however 6.4% of the Event/Program staffing and operations funding according to the staffing % to particular event/programs.

\*\*Volunteer event staffing is valued at \$30.18/hr. source CO Tourism Office/Independent Sector

### **B. COMMUNITY MARKETING, ADVERTISING AND SOCIAL MEDIA PROMOTION**

To facilitate community marketing by continuing to manage the VisitCastleRock.org website and Community Events Calendar with the VisitCastleRock.org/events and ongoing content curation. This site is visually engaging and interactive for the user and allows local organizations, vendors, and event planners to submit their events to the community calendar for posting with the objective to promote community activities. The goal is to keep our residents connected and give them a sense of community with enhanced social, cultural and recreational experiences.

Cross marketing efforts have been created by working with our community partners with the Castle Rock Events Managers group, with the goal of expanding our communities' exposure. Production of our annual Livability magazine will be published in print and digitally later this fall with an interactive mobile version. This magazine showcases Castle Rock's strengths through photography and professionally written stories of Castle Rock's community character.

The Chamber boasts superior customer service that embraces our new residents and visitors to the community with friendly assistance. The Chamber's *Visitor Center* acts as the Town's one-stop-shop for all things Castle Rock offering a welcoming and helpful face always ready to assist Monday through Friday from 9 am-5 pm.

Created and distributes the new VisitCastleRock.org promotional rack cards distributed to our local hotels, Colorado Visitor Centers, and welcome mailers. "Picture Yourself Here" promo highlighted year-round activities/festivals, open space/parks, restaurants/retail and promoted CastleRockEvent.com.

### **MEASURABLE OUTCOMES of Community Marketing:**

- VisitCastleRock.org page views currently are 125,175 (+141%).
- The Business Directory website pageviews 413,902
- Publications: 3,852 Shop the Rock Welcome packets mailed to new residents  
5,000 Livability Magazines distributed
- Our social media presence on Facebook on three FB pages (CRChamber, VisitCastleRock, CR Events) 16,348 total followers, Twitter followers are 1,620 and Instagram followers are 1,920.
- The Chamber's community email list of 10,020 residents were sent a total of 88 various local events, Town/County News, Under the Dome updates, latest Business news, Member happenings and Community Resources throughout the year.
- Visitor Center—To date the Chamber has welcomed 4,892 visitors.

\*Town funding is received in the amount of \$22,600 for community marketing.



## NEW IN 2021

## 2021 Year In Review

- Successful CRCStrong - raised \$201,050 and recruited 59 new members
- Leadercast Shift simulcast--57 business leaders attending
- Hired Workforce Coordinator & obtained national certification
- Created business advocacy organization-Citizens for Responsible Economic Solutions
- Facilitated new Healthcare Collaborative to strategize and address growing skills gap

## CATALYST FOR BUSINESS GROWTH

Hosted 219 business focused events.

*66 years of  
leading the business  
community*

Posted 80 Jobs, 34 Businesses  
to CastleRockCareer.com | Hosted 3 Virtual Job Fairs.

Hosted 10 Business Trainings, 380 participants.

Held 19 Free Business Consultations  
25 donated volunteer hours=\$1,250 value

Assisted 13 businesses fill 22 job openings.

## CONVENER OF LEADERS

*Only 4 Star Accredited  
Chamber in Colorado*

57 business leaders attended Leadercast Simulcast, the  
largest one-day leadership event in the world.

Leadership Douglas County current class of 14 participants  
will graduate in 2022. *420 LDC Graduates since 2000*

## CHAMPION FOR A THRIVING COMMUNITY

*Money's Best Places  
to Live list for fifth  
time in 10 years*

4,892 Visitor Center Walk ins | 7,231 Community Maps  
49,720 Signature Events Guests

Castle Rock Chamber Website Pageviews

Members Business Directory - 413,902

CastleRock.org - 147,930

Community & Tourism Website Pageviews

VisitCastleRock.org - 125,175 (+141%)

Community Events Calendar (+124%)

Publications:

3,852 Shop the Rock Welcome Mailers,

5,000 Livability Magazines

## WHO WE REPRESENT

**61,868**  
Member  
Employees

**500+**  
Member  
Investors

**77%**  
Storefront/  
Primary  
Office

**23%**  
Home based  
Businesses

**16,348**  
Facebook  
Followers

**8,459**  
Subscribers

**561,832**  
Website  
Pageviews

**4**  
Signature  
Events

**49,720**  
Attendees