



2022 SERVICE CONTRACT

Frank Gray; President & CEO

EDC Mission:

- The EDC will actively promote the Town's goals of creating a unique stand-alone community with long-term sustainability.
- Castle Rock Economic Development Council's (EDC) mission is to actively attract and support primary job creation and expand the tax base for the Town in order to support core Town services (Fire, Police, Parks, Water and Infrastructure).

The three fundamental functions of the EDC include:

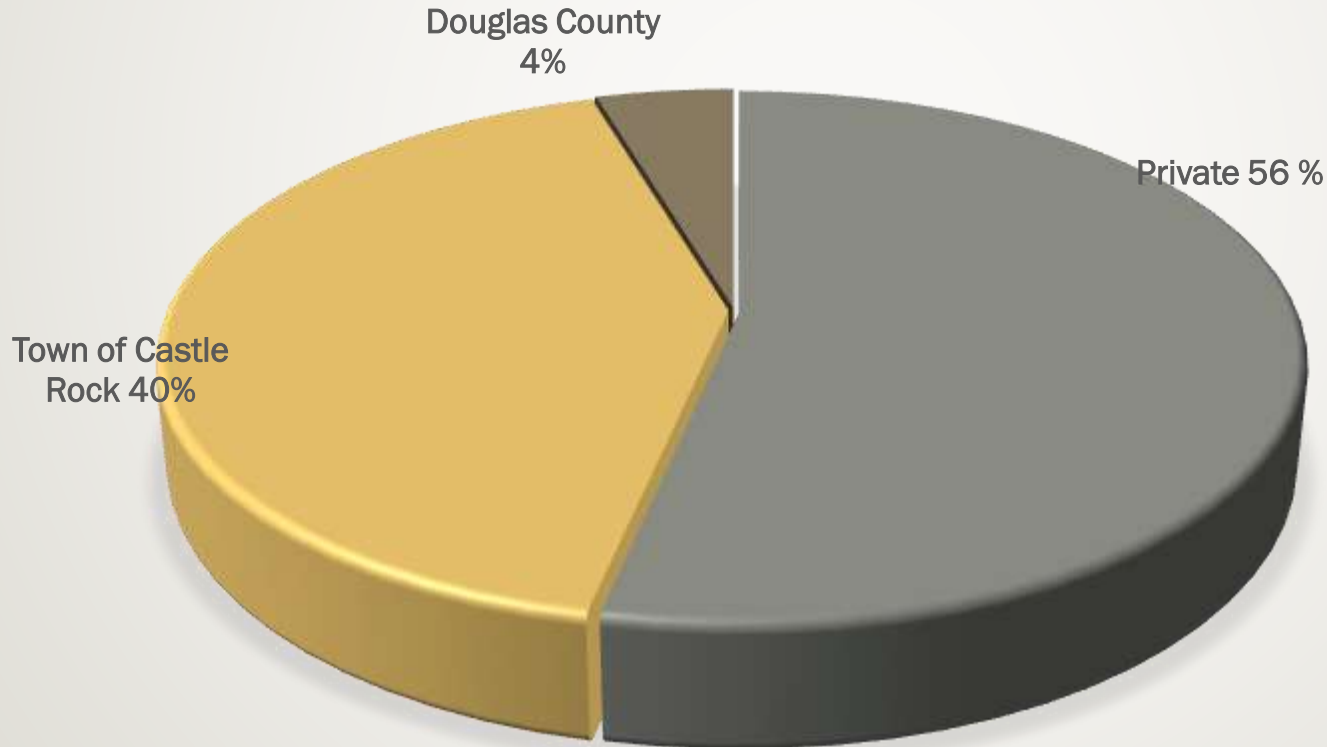
- *Business retention and expansion*
- *New prospect development (primary employment & targeted retail)*
- *Creation of a business- friendly environment*

EDC Outline of Services:

- **Supporting Castle Rock's Existing Primary Employers**
 - *Business Retention and Expansion (BRE)*
 - *CEO Roundtable*
- **Attracting Primary Employers to Castle Rock (Marketing)**
 - *Business Attraction Team (BAT)*
 - *Recruiting and Tracking Prospects*
- **Targeted Retail Development and Recruitment**
 - *Highly Targeted, Strategic Marketing to Developers and Users*
- **Creating a Positive Business Environment**
 - *Castle Rock Economic Partnership*
 - *Development Roundtable*
 - *Development Liaison Program*
 - *Prospect Development*

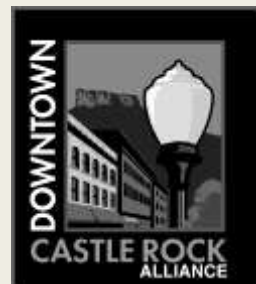
Unique Award-Winning Partnership

- Established (1997)
- Leverage limited Town Funds and engage the business community in the Town's Economic Development objectives.



The Castle Rock Economic Partnership:

- Castle Rock Economic Partnership (CREP) – Is an essential component of the Public/Private Model to promote active communication between the supporting organizations and the Town to ensure collaborative effort toward the Town's goals and objectives.
 - CREPIT (Meets Every Week)
 - Council Liaison (on CREP)
 - EDC Board (Business/Town Staff/Elected Officials)
 - Town Manager/Development Director (Executive Committee)
 - Development Roundtable (Town Department Heads/Developers)



EDC Signature Highlights

- Castle Rock Adventist Health Campus
- Comcast Fiber Buildout
- ACC Sturm Collaboration Campus
- The Promenade at Castle Rock
- Primary Employment
 - *Solar Ray Pugs*
 - *Innovative Business Solutions*
 - *Dorsey Pictures*
 - *Mywedding.com*
 - *Digital Globe Services / IBEX*
 - *IMI Global / Where Food Comes From*
 - *Master Magnetics*
 - *Hollis + Miller*
 - *iMotion*
 - *Smarter Chaos*
- Primary Employment continued...
 - *DCF Guns*
 - *Rocky Mountain Excavating / ESI*
 - *IBEX*
 - *The Move*
 - *Mail My Statements*
 - *Co-West Insurance Group*
 - *Intterra*
 - *Kolbe Striping*
 - *MW Golden*
 - *Sunset Stone*
 - *Van Wyk Holdings*
 - *Asarch Center for Dermatology*
 - *Great Southwestern Construction*
 - *Infinite Peaks Holdings*
 - *HEI Civil*
 - *RHG*

Why is Primary Employment Important?

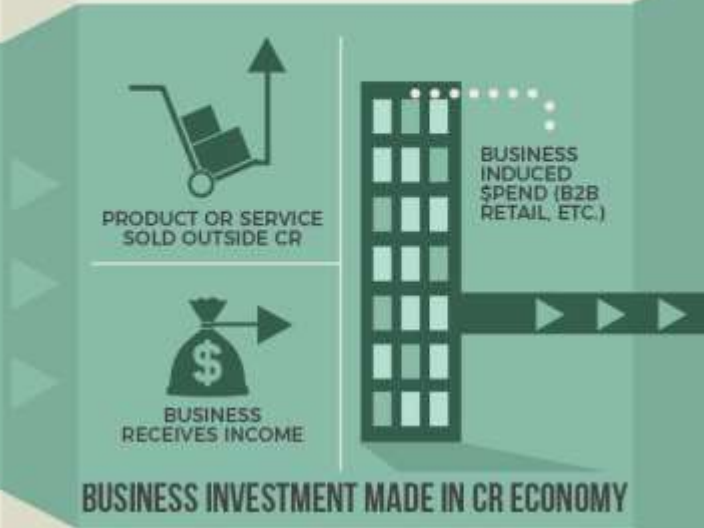
- Engine that drives our economy
 - *Creates wealth by bringing new money into our community*
 - *Improves sales tax generation*

- Why is it important?

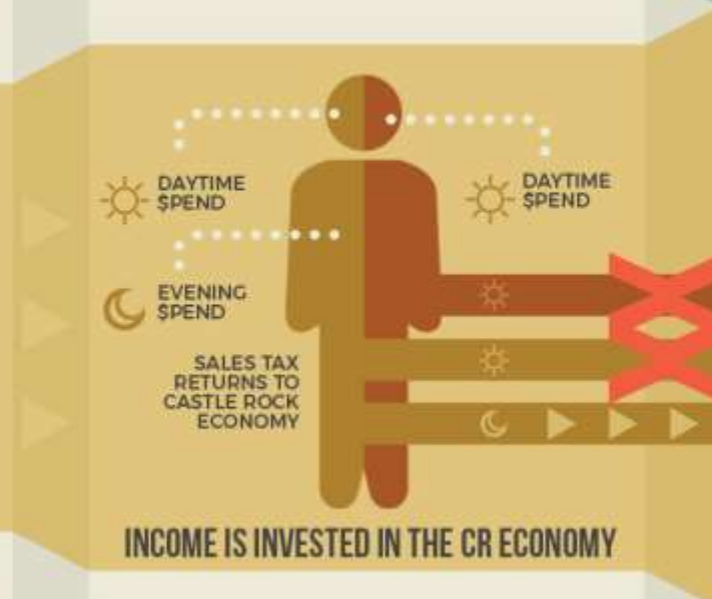
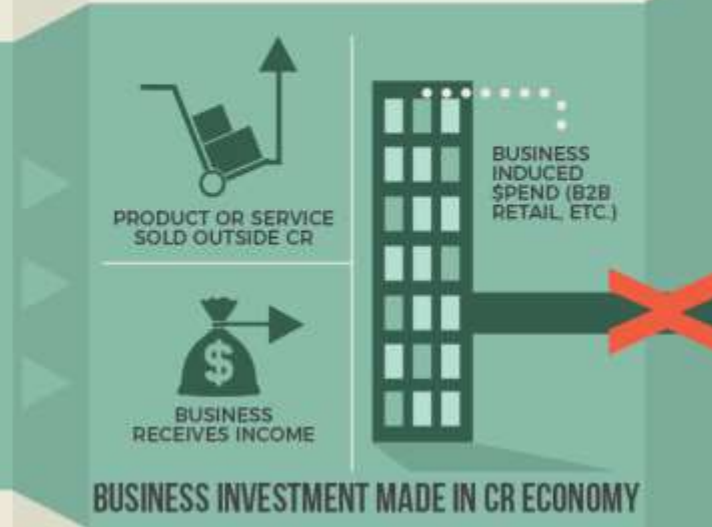
Currently 80% of Castle Rock residents collect a paycheck outside our community
When our residents work outside the community we can't support the environment in which those business function! (See California)

 - Government regulation
 - Taxation
 - Public health

PRIMARY EMPLOYERS IN CASTLE ROCK



PRIMARY EMPLOYERS OUTSIDE CASTLE ROCK



Partnership

- THANK YOU for your continued partnership and support of creating primary job opportunities for Castle Rock residents, supporting our local economy and the funding of core Town services.