



Submitted to: Mayor Gray and Town Council
Report by: Stacy Garmon, Castle Rock Chamber of Commerce
Submitted: January 31, 2025
Re: Castle Rock Chamber's 2024 Year End Report

Mission: The Castle Rock Chamber of Commerce cultivates a thriving business community through engagement, collaboration, and advocacy.

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, including community signature events.

I. BUSINESS DEVELOPMENT PROGRAMING—hosted 250+ business focused events throughout 2024

- 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.

MEASURABLE OUTCOMES of Business Assistance Programing:

- Business trainings – eXcelerate Professional Development Lunch 'n Learns hosted 8 trainings to 150+ participants.
 - Topics included: Leading YPs, Learn How to Network, Marketing for Small Businesses, Engaging the Workforce, Social Media Success, Building Leaders from within your Organization, HR Hiring Techniques.
- B. Workforce Development—Talent Pipeline DC** focuses on workforce readiness efforts, which is a multi-industry program and serves to champion a stronger Castle Rock through collaborative partnerships between business, government, and education partners. Together, we foster a pro-business environment supporting a strong workforce and talent pipeline for the success and sustainability of our local businesses. The Chamber facilitates 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 (TPDC):

- Tours for Teachers continued success – Tours for Teachers aims to support workforce readiness, build talent pipelines, and bridge the gap between educators and businesses within Castle Rock and Douglas County. The Tours for Teachers program provides an in-depth discussion and behind-the-scenes tour of local businesses and industries in Douglas County. Allowing educators to collaborate with business leaders to prepare students to enter the workforce. The Castle Rock Chamber led the program of 22 educators, 19 industries represented, which represents a 20% year over year increase in participation in year 3 of the program.
- Community and member businesses posted 80+ jobs on the only Castle Rock virtual Job Board promoting businesses open positions to keep top talent local.
- Town funding received in the amount of \$22,000 for Business Development programming.

II. VOLUNTEER LEADERSHIP DEVELOPMENT

Leadership Douglas County Program (LDC):

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 a 10-month program.

MEASURABLE OUTCOMES of Leadership DC:

- LDC is in its 25th year with the current class of 24 members, with 14 participants who either live and/or work in Castle Rock, representing local businesses, non-profits, and the public sector.
- The program has graduated a total of 461 graduates since 2000.
- A total of in-kind facilitators/consultants (non-Town employees) – \$15,000 value.
- Town funding is received in the amount of \$6,500 for this program.

III. SPECIAL EVENTS & TOURISM PROJECTS

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 (members and community) staffing.

The Chamber's Contract of Service with the Town includes organizing, promoting, and implementation of the Douglas County Fair Parade (July 27), Castle Rock Artfest (September 7 & 8) and Starlighting (November 23) events. The Chamber also coordinates the Castle Rock Winefest (July 13).

MEASURABLE OUTCOMES of Community Events:

- Over 70,000+ attendees attended the four community events.
- Volunteer Staffing— 255 volunteers, 4,100+ volunteer hours, \$150,000+ value. Volunteer event staffing is valued at \$36.36/hr. per CO Tourism Office/Independent Sector.
- Chamber staffing – Artfest (424 hours), DC Fair Parade (209 hours), Starlighting (375 hours).
- Town funding is received in the amount of \$51,500 for special events and tourism projects.
- Castle Rock Winefest attracted over 600 visitors, contributing to an increased economic impact for Castle Rock. Town funding is not included for direct support of the Castle Rock WineFest.

B. Community Marketing, Advertising, and Social Media Promotion

To facilitate community marketing by continuing to manage the VisitCastleRock.org website and Community Events Calendar (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, Castle Rock Special Events group, with the goal of collaborating and expanding our communities' exposure. The annual publication of Livability magazine will be available in print and digitally, with an interactive mobile version, on the Chamber's website. This magazine showcases Castle Rock's strengths through photography and professionally written articles 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 with a welcoming and friendly face.

MEASURABLE OUTCOMES of Community Marketing:

- VisitCastleRock.org new visitors in 2024 – 45,000+.
- Castle Rock Chamber new visitors in 2024 – 73,000+.
- Publications: 3,000+ Shop the Rock Welcome to Castle Rock postcards were mailed to new residents and 5,000 Livability Magazines were distributed throughout Castle Rock.
- Our social media presence includes: Five Facebook pages (CRChamber, VisitCastleRock, and various CR Events pages) with over 16,000 total followers, Instagram with 3,000+, LinkedIn with 854 followers.
- The Chamber's weekly e-newsletter (134 issues) was sent to over 8,500+ subscribers (both members and residents) featuring community events, Town/County News, Under the Dome advocacy updates, latest business news, member spotlights, and community resources.
- Town funding is received in the amount of \$28,000 for community marketing.

2024 CRC ANNUAL RECAP



ACCREDITATION RECOGNITION
from US Chamber

BUSINESS ADVOCACY REPRESENTING BUSINESS COMMUNITY



Government
Interests Committee



Followers



6,600



2,933



819

Website
Visitors



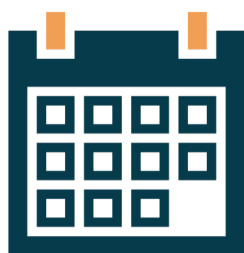
Visit Castle Rock: **62,000**

Castle Rock Chamber: **74,000**



137 E-Newsletters
sent to **8,200**
subscribers weekly

40% Open Rate



250+
Events



502 Members **105** New Members

42,000+ Business Representatives

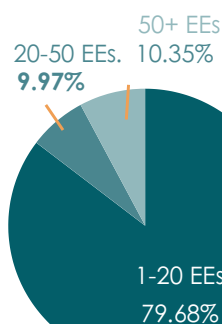
5 TOP BUSINESS CATEGORIES

Finance & Banking | Construction & Home Services | Business &
Professional Services | Restaurants & Caterers | Real Estate

NEW VISIT CASTLE ROCK WEBSITE



Business Size



2024 EVENT DATA



625 attendees

73 volunteers

36 vendors

6 chamber staff



3 grape
stomp bins



4 stomper
winners



2 parade
winners



Douglas County High School
Castle Rock Fire Department


117 participants

48 volunteers | **14** sponsors

6 judges | **6** chamber staff






15,000 attendees
over 2 days

 **120** artists
72 volunteers
19 sponsors
6 chamber staff

 **41** award winners

 **4** food trucks
 **7** bands




30,000 attendees

All-day visitors
2022: **32,589** visits
2023: **39,297** visits
75 sponsors
62 volunteers
 **20.6% increase**
for the entire day
39 Non-Profit 501c3 organizations

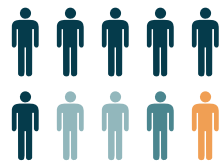
 **12** prize winners



96 golfers
3 volunteers | **24** sponsors
6 chamber staff



 **8** award winners


202 attendees
23 sponsors
9 volunteers
3 chamber staff

 **28**
Ribbon Cuttings
and Grand Opening Celebrations

19
CASTLE ROCK CHAMBER
AMBASSADORS

eXcelerate
BUSINESS DEVELOPMENT

8 Events with
150+ members
attending.

Topics included:
Leading YPs, Learn how to
Network, Marketing for
Small Businesses, Engaging
the Workforce, Social
Media Success, Building
Leaders from within your
Organization, HR Hiring
Techniques

CASTLE ROCK CHAMBER 
**Job
BOARD**

80+ 

Job postings in 2024



24 Participants in 2024-2025 Class
461 Graduates since 2000

Tours 
FOR Teachers
• 22 DCSD Administrators, Counselors, Teachers participated
• Represented 10 Douglas County high schools, post-secondary education partners, and 19 business partners