

ANNUAL REPORT



Castle Rock

CHAMBER OF COMMERCE
and visitors center

“Serving Douglas County”

2015

STRENGTHEN OUR LOCAL ECONOMY

Castle Rock Chamber’s Signature Event Series:

- Healthy Living Expo
- Victoria’s Block Party
- Castle Rock WineFest
- Douglas County Fair Parade
- Colorado Artfest at Castle Rock
- Castle Rock Starlighting



Voted 2015’s
Best of the Best
Community
Event



PROMOTE OUR COMMUNITY

New Community Brochures
Promote Attractions,
Community Events,
Accommodations &
the Town’s Mobile App

Chamber, Town, County & DDA
partner to create Community
Events Mailer utilizing
VisitCastleRock.org/Events
as the ‘official’ Community
Events Calendar, 42K distributed.



Participated in
Downtown Banner Promotion.



EXTRA, EXTRA
Chamber’s Monthly Full Page
Insert in Local Newspaper
**INCREASES REACH/
PROMOTES OUR COMMUNITY
& TOWN EVENTS**

Chamber’s Visitor Center Open
On Saturdays (June – Aug)



Saturday’s Open

13

Saturday Visitors

185

Total Visitors

17,279



CHAMPIONING OUR COMMUNITY



Castle Rock

CHAMBER OF COMMERCE
and visitors center

"Serving Douglas County"

2015

COMMUNITY ENGAGEMENT

+78%

VisitCastleRock.org

+633%

CastleRock.org



Educated local business owners on the importance of increasing web presence.

Campaigned and Encouraged local Residents to shop local year round.

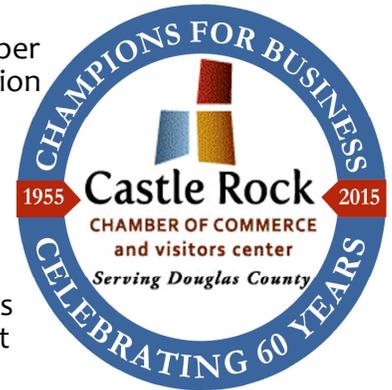
**shop. sip.
eat. play.
local.**

BUSINESS INTERESTS REPRESENTED

Since 1955, the Castle Rock Chamber has been a Champion for Business

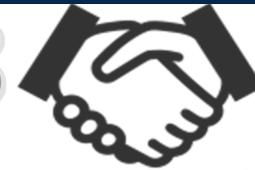
65

Events held to Educate Businesses about Government Issues



BUILDING BUSINESS RELATIONSHIPS

1,248
Leads Passed



36
Receptions

92 Networking Events

We're #1
Voted Best Place To Meet New People

47 Businesses Benefited from Free One-on-One Business Counseling—27% Increase

435

Businesses Participated in Monthly Business Trainings—32% Increase



LEADERSHIP DEVELOPMENT

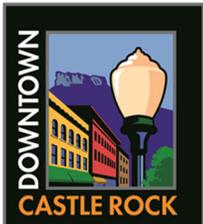


17th year

Professional Development to broaden knowledge while enhancing leadership skills.

262

CREATING PARTNERSHIPS



NATIONAL RECOGNITION

#1

Castle Rock named 2015 Large Community of the Year by Economic Development Council of Colorado.

CASTLE ROCK
Colorado

**YOUR HOMETOWN
IN THE WEST**

2015 Annual Report

47

Businesses benefited from one-on-one business counseling, 27% increase

7.24%

Increase in Member Investment

633%

Increase in website traffic on CastleRock.org
*New CMS Software

#1

Castle Rock Named 2015 Large Community of the Year

32%

Increase in Businesses Training participants in 2015

78%

Increase in website traffic on VisitCastleRock.org



2015 ANNUAL REPORT

LETTER FROM THE CHAIR



As I put this report together, I cannot help repeating the Castle Rock Chamber of Commerce's Mission:

- To support, encourage and promote member businesses in our community;
- To be a "voice" for businesses to local and regional government and

"Serving Douglas County"; and

- To foster a livable, vital community where quality of life and positive growth are both possible.

Our goal, in 2015, was to focus on promoting the Castle Rock community through our events, creating a "Sense of Place". Castle Rock traditions like Starlighting, Artfest, WineFest, the Douglas County Fair Parade, Elephant Rock Ride and the Healthy Lifestyle Expo continue to be events the community looks forward to and values. The question was how do we enhance these events to continue to create enthusiasm and excitement resulting in greater attendance and participation? These events continue to create the "home-town feel" attracting businesses and residents to Castle Rock.

Starlighting was an event enhanced in 2014 with the addition of a beautiful new Christmas tree in Festival Park, increased lighting and decorations downtown, and an expanded sound system to name a few. In 2015, we saw our tree grow another 10 feet and our lighting and decorations increased in scope.

Artfest celebrated its 26th year as a juried event. A benefit of this event is the celebration of culture with the visual and performing arts by our residents and visitors and to increase

the economic impact to our community. We had an increase in artist participation and numerous interactive activities creating a buzz throughout the weekend event. We will continue to amaze and surprise the Castle Rock community in the coming years.

As we transition into 2016, we look to the levers we should examine in the continued desire to remain relevant and attract a diverse population wanting to gather and belong to the Castle Rock community.

Words cannot possibly represent what an honor it has been to serve as your Chairwoman for the 2015/2016 Chamber of Commerce Board of Directors. I look forward to the continued privilege of working with Pam Ridler and her exceptional staff leading us in to another fantastic year and the future.

I would like to extend a special thank you to the Chamber members serving tirelessly on the board, committees, and task forces. Kudos to our Ambassadors representing our wonderful business community, as well as all those who volunteer and contribute in so many other ways.

Elyse McNulty
Chairman of the Board, Castle Rock Chamber of Commerce
Kaiser Permanente

2015 ANNUAL REPORT

2015 –2016 BOARD OF DIRECTORS

DIRECTORS

Aaron Barrick

Folkestad, Fazekas, Barrick & Patoile PC

Todd Folkenberg

Castle Rock Adventist Health Campus

Brooke Fox

Colorado Agricultural Leadership Foundation

Jill Garber

Arapahoe Community College

Golden Goodwin

gosocial Douglas County

Bernie Greenberg

Kokish & Goldmanis, P.C.

Nadine Kirk

RE/MAX Alliance—The Kirk Team

Whitney Medved

Medved Autoplex

Andrea Nyquist

Outlets at Castle Rock

Michelle Peck

TMMC Property Management

Linda Watson

Sky Ridge Medical Center

Tom Waymire

Castle Rock Bank



EXECUTIVE COMMITTEE

Elyse McNulty, Chairwoman
Kaiser Permanente

John Manka, Chair-elect
1Stop Tire & Auto

Aaron Fort, Treasurer
Fort & Company CPA's

David Zwerenz, Treasurer-elect
FirstBank of Douglas County

Mike Tafoya, Immediate Past Chair
Portocol Business Strategies

EX-OFFICIO

Pam Ridler, President/CEO
Castle Rock Chamber

Mayor Paul Donahue
Town of Castle Rock

Frank Gray, President/CEO
Castle Rock EDC

Sally Misare, Town Clerk
Town of Castle Rock

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THE VOICE OF BUSINESS

MISSION

The Purpose of the Castle Rock Chamber of Commerce is to:

- Support and promote member businesses
- Be a “voice” to government
- Foster a livable community with positive growth

Castle Rock Chamber of Commerce

420 Jerry Street
Castle Rock, CO 80104
303.688.4597
866.441.8508

CastleRock.org
VisitCastleRock.org
CastleRockEG.com
CastleRockCulture.com

VISION

Igniting Passion for
Business Success and
Community Prosperity

CORE COMPETENCIES

- Strengthen Our Local Economy
- Promote the Community
- Create Business Relationships
- Represent Business to Government
- Advocate Political Action

VALUES

ACCOUNTABILITY—To provide transparent & responsive leadership; acting as good stewards of funds, time and resources

INNOVATION—To inspire new ideas, solutions and opportunities

INTEGRITY—To do things right and always do the right thing

RESPECT—To earn trust, To hold others in high esteem

TEAMWORK—To motivate and empower one another to do great things

REALTIONSHPIS—To build enduring connections and partnerships founded upon honesty, gratitude and commitment

DIVERSITY—To honor and value varied ideas, beliefs and practices



2015 ANNUAL REPORT

THE REGIONS' BEST BUSINESS NETWORK SINCE 1955



A MESSAGE FROM THE CHAMBER PRESIDENT/CEO

In 2015 the Chamber celebrated 60 years of helping to facilitate community leadership and creating economic prosperity. As Castle Rock enjoys unprecedented success, we'll continue to maintain our focus on the things that keep our community moving forward.

In the year ahead, we will concentrate on our five core competencies:

- Creating a Strong Local Economy
- Promoting the Community through local awareness and tourism
- Encouraging future community engagement, education and leadership development
- Building business relationships
- Representing the interests of business to government and political action

Three of our major accomplishments this past year have been:

1. Implementation of our new software that enabled us to offer our membership many exciting features that will aid them in enhancing their business. This software allows them to create stronger online presence for their business, as well as advertise job opportunities and work with other businesses to secure job bids all at their fingertips. These services that were implemented in August have seen banner results with a 633% increase in traffic in just four months.
2. Third Tech Tuesdays coupled with our new software has given our business community an even greater ability to learn and dig deeper with all the social media opportunities that they are able to harness. Nothing is more frustrating than having a tool but not the training to realize the impact for your business. The chambers trainings unlock that potential for all our businesses!
3. We enjoyed this past summer meeting and educating visitors and new residents to Castle Rock at our Visitors Center. We expanded our hours on Saturdays from Memorial Day to Labor Day from 10 a.m. to 2 p.m. This program offers another way for community members to volunteer their time and talent welcoming new faces seeking information about our great town!

These are just a few ways the Castle Rock Chamber and Visitor Center used our core competencies to guide our continued dedication to the growth of one of the most vibrant communities and business climates in the region. We are proud to create opportunities for you to belong, engage and prosper.

Pam Ridler CCE, IOM
President/CEO, Castle Rock Chamber of Commerce

CASTLE ROCK CHAMBER STAFF

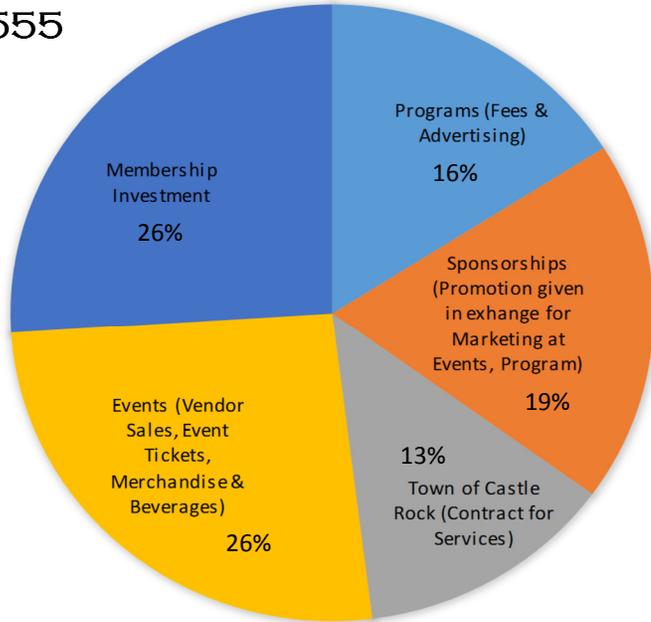
- | | |
|-----------------|---|
| Pam Ridler, CCE | President & CEO |
| Melissa Mares | Director of Communications |
| Alicia Early | Membership Development Director |
| John Woodrick | Event Manager |
| Sue Turner | Office Administrator |
| Sonia Waugh | Visitor Center Coordinator/Receptionist |
| Judy Woodley | Business Training Coordinator |
| Carrie Buchan | Program Director-YEA & LDC |



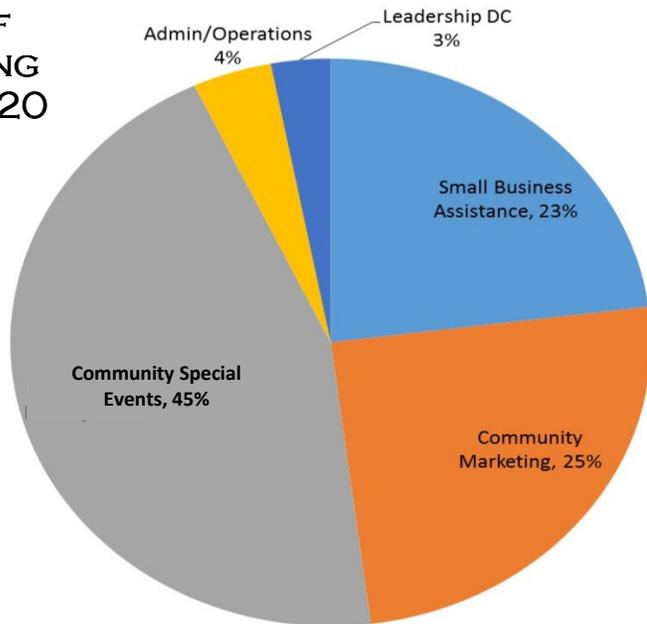
Photo Credits: Versatility Creative Group

2015 ANNUAL REPORT

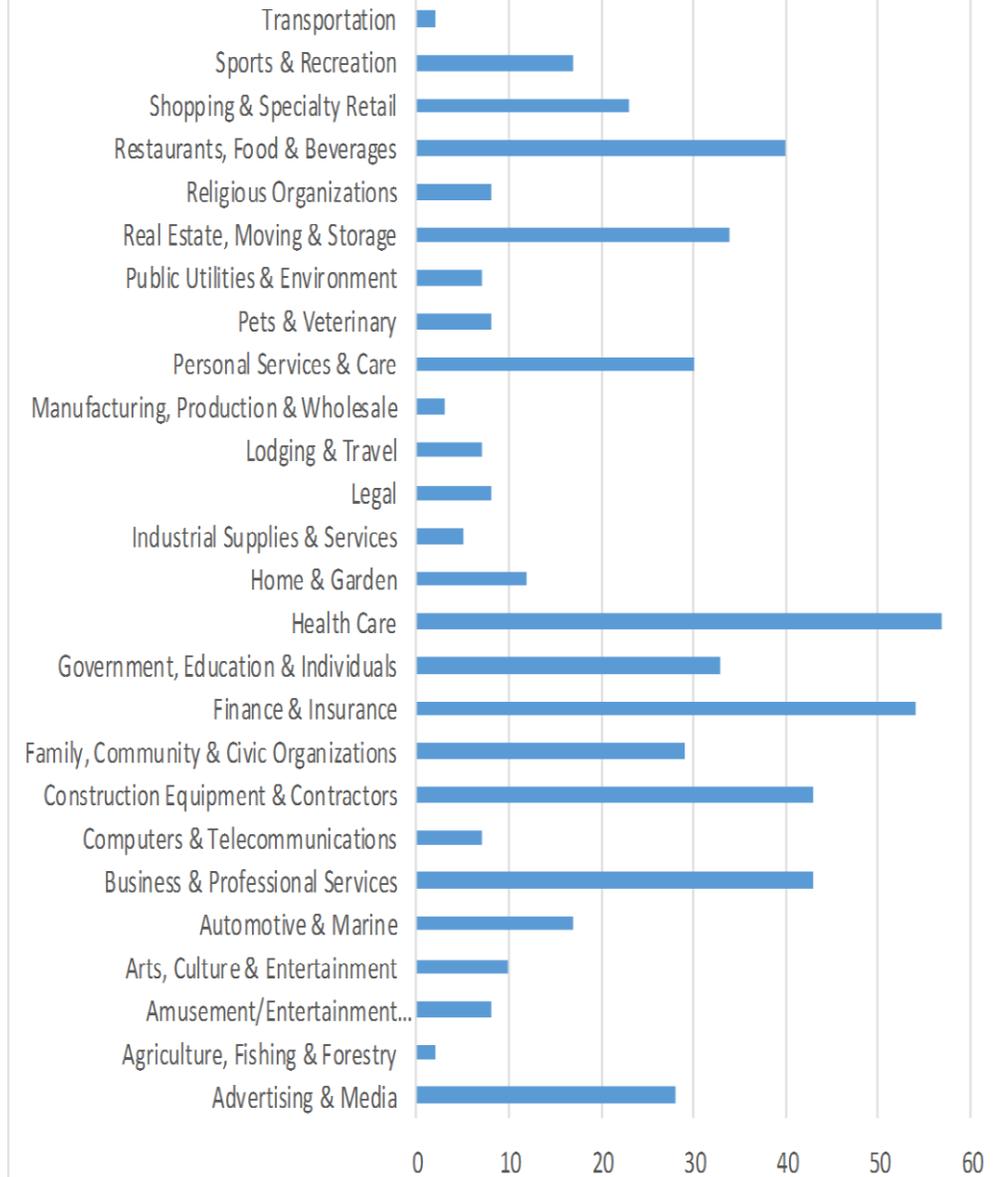
**CHAMBER BUDGETED REVENUE:
\$772,555**



**TOWN CONTRACT
USE OF
FUNDING
\$99,720**



Membership By Profession



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STRENGTHENING OUR LOCAL ECONOMY

BUSINESS RELATIONSHIPS

The Chamber facilitates activities that offer local businesses opportunity to interact and develop strategic relationships.

- Ambassador Program
- Annual Banquet
- Business Over Breakfast
- Business After Hours
- Business of the Month
- Chamber Golf Tournament
- Douglas County Young Professionals
- Leads Groups
- Membership Appreciation Day
- Membership Orientations
- Ribbon Cutting / Grand Openings
- Women of Influence Luncheons

BUSINESS SERVICES

Weekly one-on-one FREE consultation services for established and start-up businesses. In 2015, **47 businesses took advantage of our professional business consultations**, representing a **27% increase**.

WE'RE HERE TO HELP!

Welcomed 273 new businesses to the community informing them of local resources available to help them grow their business.



BUSINESS SERVICES

CREG provides small businesses with the resources used by best-in-class firms, thereby enhancing their competitiveness in the local, state and global marketplaces.

1. Business Research Data and Intelligence
2. Expert Advisors/Counselors
3. Service Delivery Infrastructure
4. Group Trainings and Workshops

CastleRockEG.com website offers an electronic business tool kit. It's enhanced with Search Engine Optimization, video streaming and a business training calendar.

Tools include: Business Planning, Loan Payment Calculator, 750+ business books, new hire procedures, Employer's Kit, & a directory of sources of capital and updates on local business training opportunities.

WORKSITE WELLNESS

Facilitated the new Worksite Wellness Pilot Program in partnership with Health Links Colorado with the purpose to engage the business community to promote health, safety, and wellness in the workplace. **Conducted 3 events with 43 participants.** Obtained \$15,000 grant for program implementation.



ONLINE TRAINING

This program specializes in providing a "one-stop shop" for individuals and organizations looking to purchase online training courses needed for certification, or to advance employee knowledge while at home, the office or even mobile. Online training offers companies a cost-effective alternative to sending employees to expensive off-site conferences, giving them the opportunity to learn at their own pace on a wide variety of electronic devices, including tablets and smart phones.

MONTHLY BUSINESS TRAININGS

435 Individuals participated in monthly business trainings in 2015, **this was a 32% increase.**

” *Always short on time, I usually eat lunch in the office working. However, I have found these Lunch 'n Learn classes help me clear my mind and focus on how to build or improve some facet of my business. I always take away something valuable. It is definitely worth the time—and always great to meet my peers. These classes are good for my business on many fronts!*

Dr. Bandrowsky, Implant & Oral Surgery of Colorado



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PROMOTING OUR COMMUNITY— REGIONAL EVENTS

A major component of community character and tourism has been identified by our residents as reasons why they love Castle Rock as these community events create a *home-town* atmosphere. The Chamber takes pride leading several of the community signature events with the assistance of the Town, Downtown Alliance and volunteers.

Continuing in 2016, the Chamber will either facilitate or partner with the following events:

- **Douglas County Job Fair**— New event coming in 2/4/16 for the purpose of raising awareness about employment opportunities in Douglas County.
- **The Healthy Living Expo**— a business expo which introduces businesses to our local and area residents. The goal is to promote a strong local economy by showcasing local and regional business products and services with a healthy twist to the residents of Castle Rock. **2015 event had 105 vendors, 1,405 in attendance, 5th Annual 2/6/16.**
- **Victoria’s Block Party**—*2nd Annual*, a free community block party celebrates the history and heritage of the Chamber’s historic building, Victoria’s House, built in 1889. **’15 event had 600 attendees. Tentative 2016 date 6/25/16**
- **Elephant Rock Ride**—The Chamber partners with the ERock promoter by recruiting 23 non-profit organizations with aid station volunteers during this up to 100 mile bike ride with **6,021 riders and another 2,400 spectators in ’15. 28th Annual 6/5/16.**
- **Castle Rock WineFest**—Colorado’s eastern slope premier wine tasting event attracts wine lovers from the Front Range and from across the state. Encourages cultural activities and the promotion of Colorado wines which increases the economic impact to Castle Rock’s local economy and marketing exposure. **2,620 attendees: 6% increase and 74 volunteers participated in ’15. 13th Annual 7/16/16.**
- **Douglas County Fair Parade**—A western styled parade which launched the creation of the Chamber of Commerce in 1955. The tradition of the parade is to act as the conclusion to the Douglas County Fair and Rodeo. A total of 83 entries, 2,588 parade participants and 10,200 spectators took part in 2015. **61st Annual 8/6/16.**
- **Colorado Artfest at Castle Rock**—Juried fine arts show located in historic downtown is an end of summer tradition for residents and art enthusiasts alike. The festival experience includes interactive family activities, live main stage and strolling entertainment in addition to the beautiful original art. Over 20,000 people attendance. **27th Annual 9/10 & 9/11/16.**
- **Starlighting**—Premier signature event attracting residents, families and communities throughout Colorado founded on local community tradition and heritage which kicks off the holiday season and the lighting of The Star. In addition, providing the exposure to the local business community and promoting a vibrant economy. 17,000 in attendance in 2015. **80th Annual 11/19/16.**

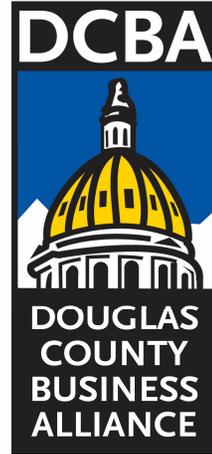


The Chamber continues to capture the economic impact of community and regional events.

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CHAMBER PROGRAMS – CREATING COMMUNITY LEADERS

POLITICAL ADVOCACY



DOUGLAS COUNTY BUSINESS ALLIANCE

Founded by the Castle Rock Chamber of Commerce, the **DCBA** and the **Government Issues Committee** advise our Chamber Board of issues affecting our business community, along with the **Southern Colorado Business Partnership**. Four public issue forums and 41 committee interactions were conducted in 2015. These partnerships

worked to influence decisions on legislative and local issues that affect business in Douglas County.

The Chamber's GIC committee provides our business community with a proactive voice and advocate regarding local issues; and promotes economic interests, which contributes to the quality of life of Castle Rock.

The Chamber has continued to seek and maintain strategic relationships and alliances throughout the Denver Metro area and the Southern Colorado region.

castlerock.org/political.htm



COMMUNITY LEADERSHIP LEADERSHIP DOUGLAS COUNTY

One of Castle Rock Chamber's most successful training programs, LDC develops strong community leaders — civic, business, service, religious and non-profit disciplines. LDC provides the opportunity for diverse participants to broaden their knowledge of the community and learn from each other, while enhancing their leadership skills. With more than **262** graduates, the longevity of this program speaks to the continuing importance people place on leadership development. leadershipdouglascounty.org



FOSTER YOUNG ENTREPRENEUR MINDS YOUNG ENTREPRENEURS ACADEMY (YEA!)

Groundbreaking and exciting afterschool program that transforms local high school students into real, confident entrepreneurs. Students network and develop relationships with local business leaders, create products or services, and launch businesses in their own backyard. In **2015, eleven high school students enrolled** in the program with the volunteer base of **fifty-nine adult professionals, contributing \$16,346 of in-kind service.**

New location—Classes are now conducted at the ConneXion Spot. yeadc.com

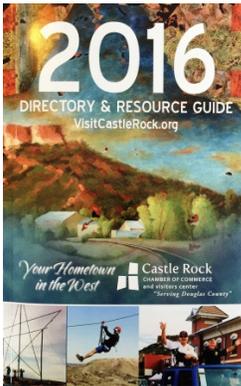


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PROMOTING THE COMMUNITY

RELIABLE RESOURCES

Business directories, magazines, and area maps of Castle Rock and Douglas County are perfect for visitors to find key locations within our community. Our resources encourage loyalty by Castle Rock residents as a “first choice” shopping destination through advertising and partnership with local media.



SHOP THE ROCK WELCOME PACKETS

The distribution of Welcome Packets to new residents continues which includes demographics, local magazines, directories, maps, etc. Showcasing Castle Rock as a destination spot for shopping, dining and outdoor fun. **2,042 welcome packets were distributed in 2015.**

VISITORS CENTER—Our Visitors Center, welcomed over **17,279** visitors in 2015. **New in 2015, we extended our hours to include 13 Saturdays throughout the summer assisting an additional 185 visitors.** Castle Rock boasts superior customer service that emanates from the hometown friendliness that comes naturally to folks in the area.

The Chamber’s Visitors Center acts as the Town’s one-stop shop for all things Castle Rock as well as a friendly, helpful face ready to assist their needs.



Photo Credits: NickLucey.com

The large marquee on the corner of Fifth/Jerry stands as a landmark and visual aid to promote Chamber and Town happenings.



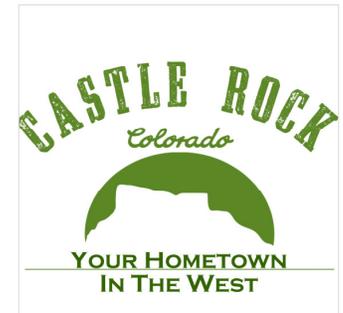
COMMUNITY MARKETNG—New in 2015

The Chamber created a partnership with **Colorado Community Media** newspaper which includes a Full One-Page insert monthly promoting the Chamber, our members, and Town Events.



The Chamber, Town, DDA & County partnered to create a Community Events Mailer utilizing VisitCastleRock.org/Events as the 'official' Community Events Calendar— 42,000 calendars were distributed.

The new and improved VisitCastleRock.org website has increased awareness of local Castle Rock amenities for both residents and visitors by promoting community events and hospitality businesses. **Website traffic increased by 78% in 2015.**



Implementing a new membership database software in late 2015 represented a **633% increase** in traffic to the Chamber’s CastleRock.org website. Social Media efforts were also increased representing a **57% increase on the Visit Facebook page and 15% increase on the Chamber page.**

With community exposure in mind, the Chamber created new tourism brochures **highlighting our Attractions, Community Events, and our Accommodations.** A link to the **Town’s Mobile App** was also promoted.

Distribution efforts expanded to include Visitor Centers along the front range and other local area businesses. Marketing efforts on the horizon will include distribution of the Chamber’s **“Top 10 Things to do in Castle Rock”** these promotional placards will be provide to local hotels to be displayed in every hotel room.



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PARTNERSHIPS: WORKING TOGETHER, WE CAN ACCOMPLISH MORE

CASTLE ROCK ECONOMIC PARTNERSHIP

CREP continues to be an effective and award-winning alliance between the Town of Castle Rock, Castle Rock Chamber of Commerce, Castle Rock EDC, and the Downtown Alliance.

CREP is a coordinated multi-entity, public/private partnership, team approach to community economic development projects.

This partnership is a platform for exchanging ideas and improving our work product and existing programs.



BROAD AREAS OF RESPONSIBILITY (by organization)

TOWN OF CASTLE ROCK

- Quality development & quality development systems / processes
- Overall positive business climate

CASTLE ROCK CHAMBER

- Community marketing/tourism
- Business support services
- Community Events

CASTLE ROCK ECONOMIC DEVELOPMENT COUNCIL

- Attraction, retention and expansion of primary employment, retail, entertainment and recreation
- Database Management

DOWNTOWN ALLIANCE

- Downtown development, redevelopment, marketing and programs

OUR PARTNERS

The Castle Rock Chamber enjoys effective and meaningful partnerships with a diverse number of organizations.

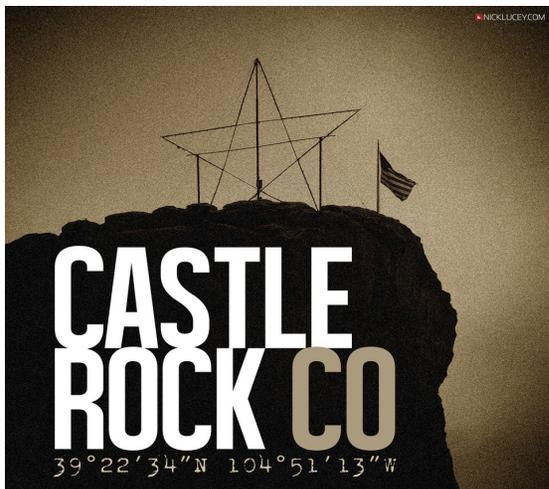
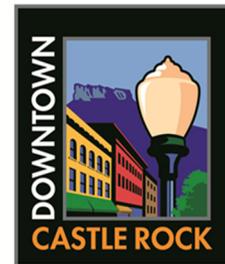


Photo Credits: NickLucey.com

2015 BUSINESS CHAMPIONS

CHAIRMAN'S CIRCLE SPONSORS



Castle Rock

CHAMBER OF COMMERCE
and visitors center

"Serving Douglas County"

PRESIDENT'S LEVEL



Sky Ridge
Medical Center®

PREMIER LEVEL

212 Pizza Company
Altitude SEO
Arapahoe Community College
Asarch Dermatology Center
Brookside Inn
Burger King
Chuck & Don's Pet Food Supplies
Colorado Christian University
ConneXion Spot
Cruise One-Calenda's Vacations
Douglas County Libraries
Firstbank of Douglas County
Folkestad, Fazekas, Barrick
& Patoile, P.C.
gopixel design studios
Kaiser Permanente

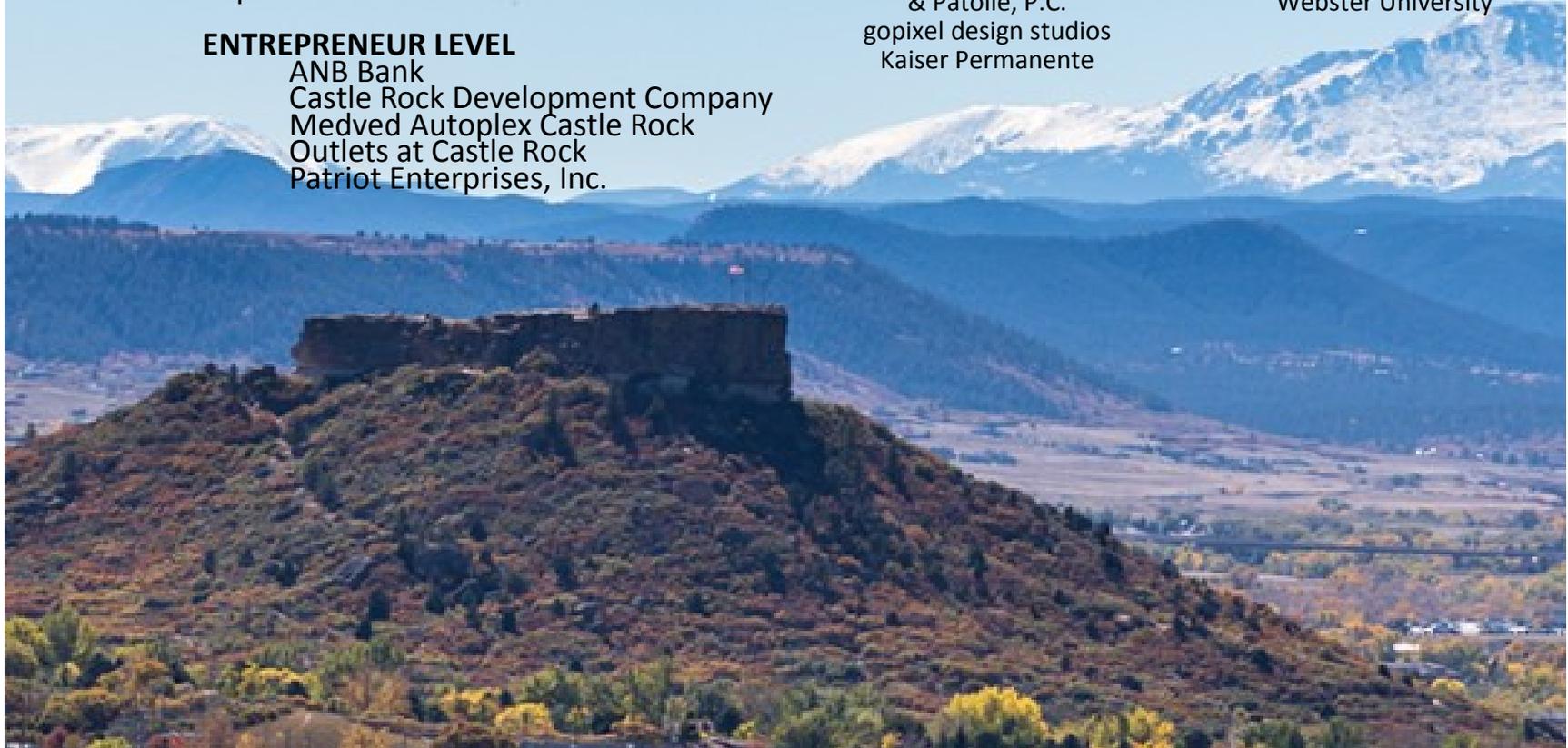
mywedding.com
Nytech Heating & Cooling
Olinger-Dignity Memorial
One Clear Choice Garage Doors
Plumblines Services, Inc.
Pure Water Solutions
Rangewood Orthodontics
Renewal By Andersen
Retirement Strategies
& Investments, Inc.
Smith & Willis Heating
& Air Conditioning
Tractor Supply Company
Webster University

EXECUTIVE LEVEL

Black Hills Energy
Castle Rock Adventist Health Campus
Douglas County Living Magazine
Intermountain Rural Electric Association
Pepsi

ENTREPRENEUR LEVEL

ANB Bank
Castle Rock Development Company
Medved Autoplex Castle Rock
Outlets at Castle Rock
Patriot Enterprises, Inc.



CELEBRATING 60 YEARS OF SUCCESS

IT HAS BEEN A PRIVILEGE TO DO BUSINESS WITH YOU.



IT'S OUR PLEASURE CONTINUING TO
SERVE YOU AND OUR COMMUNITY.

~CASTLE ROCK CHAMBER OF COMMERCE STAFF
AND BOARD OF DIRECTORS

THE VOICE OF BUSINESS
SINCE 1955

