



Castle Rock
CHAMBER OF COMMERCE
and visitors center

2016 Annual Report

583%

Increased in website traffic
on **CastleRock.org**
*New Website &
CMS Software

#3

Wallethub Castle Rock
3rd Best Small City in the
State, 20th in
the Nation.

530%

Increase in website traffic
on **VisitCastleRock.org**

13%

Increase in Member
Investment

2 Job Fairs w/

533

Job Seekers Attending
& 79 Businesses
participating

41

Businesses benefitted from
Free one-on-one
Business counseling
services.



Igniting Passion For Business Success and Community Prosperity

2016 ANNUAL REPORT



LETTER FROM THE CHAIRMAN

It was wonderful to review the Castle Rock Chamber's 2016 accomplishments at our recent board of directors retreat held at the Mill House at Philip S Miller Park. As I listened to each presentation, I couldn't stop myself from gazing out the windows to see the great amenities that have been brought to the Castle Rock community. It also exemplified the partnership that we have with the Town as we worked together on events like the Douglas County Fair Parade and the Chamber's most treasured event, Starlighting. As we reviewed the year, it was interesting to see how we shaped up against the Chamber's Core Competencies.

Strengthen Our Local Economy

The Chamber has always encouraged the community to engage business with Chamber members, but has also realized some of the challenges those businesses face. This resulted in holding our first job fair. With our business community growing so rapidly, we recognized the need to assist businesses in finding employees. The first fair was a great success and will be replicated in February of this year.

The Chamber's [eXcelerate Business Development \(EBD\)](#) program has also been successful in providing small businesses with training to help achieve competitiveness in the local, state and global marketplaces. If you haven't taken advantage of this yet, then please consider doing so.

Promote the Community

Last year, the Chamber partnered with Journal Communications to produce an annual magazine entitled *Livability Castle Rock* that promoted both the town and Chamber members. It highlighted many of the events, recreational opportunities, businesses and lifestyle that we get to enjoy in Castle Rock and surrounding areas. It's the type of publication that when you read it, you realize why you have chosen to live in this wonderful community. Look for the 2017 issue to come out soon! And of course, we can't forget about WineFest and Artfest. These events have a regional draw that promote Castle Rock as a fun destination. There's no doubt that these events have created much interest in our town. Due to increased attendance, WineFest will be relocating to a larger venue in 2017 so look for updates soon.

The [Chamber website](#) was updated and I encourage you to check it out and see all the Chamber has to offer. It has been expanded and is easily navigable to find the resources you need. Feel free to share this wonderful wealth of information with your friends, employees and business contacts.

Provide Opportunities to Build Business Relationships

Business After Hours and Business Over Breakfast are just some of the networking opportunities for members to enjoy. These were well attended in 2016 and will likely grow in 2017. Volunteering for events, being an Ambassador and participating on our boards and committees can also provide you with a personal contact that can't be replicated anywhere else.

Represent Business to Government and Advocate Political Action

In 2016, the **Government Interests Committee (GIC)** started taking on a stronger role as the town grows and faces various challenges. It is expected to lead the Chamber through the political haze and maze in the coming years. The Horizon luncheon series was created so that it could be used as a forum to present topics on government issues and items that potentially affect the economic interests of our community. 2016 attendance at these events were exceptional and we expect 2017's events to be successful too.

Develop Community Leaders

[Leadership Douglas County](#), started by the Castle Rock Chamber of Commerce in 1999 continues its tradition of creating community leaders. Many of which today have prominent roles in Douglas County Government and lead roles in their respective businesses and industries. Look to this year's graduating class to do great things for our community for years to come.

All in all, we had a great year and look forward to this coming year. I would like to thank our Chamber President Pam Ridler and her excellent staff, our Board, Ambassadors and all our volunteers in making this possible. I would also like to thank our partners the Town of Castle Rock, Douglas County and the Castle Rock Downtown Alliance for their assistance and cooperation in making our events great and our community greater. It's these relationships that make Castle Rock a great place to live, work and enjoy.

John Manka

John Manka
Chairman of the Board
Castle Rock Chamber of Commerce
1 Stop Tire & Auto



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2016 ANNUAL REPORT

2016 –2017 BOARD OF DIRECTORS

DIRECTORS

Aaron Barrick

Folkestad, Fazekas, Barrick & Patoile PC

Todd Folkenberg

Castle Rock Adventist Health Campus

Jill Garber

Arapahoe Community College

Brock Goodwin

Mutual of Omaha

Nadine Kirk

RE/MAX Alliance—The Kirk Team

Mark Michael

Versatility Creative Group

Andrea Nyquist

Outlets at Castle Rock

Michelle Peck

TMMC Property Management

Julie Voorhees

Keller Williams Action Realty

Linda Watson-Kolstad

Sky Ridge Medical Center

Tom Waymire

Castle Rock Bank



EXECUTIVE COMMITTEE

John Manka, Chairman

1 Stop Tire & Auto

Bernie Greenberg, Chair-Elect

Kokish & Goldmanis, P.C.

David Zwerenz, Treasurer

Firstbank of Douglas County

Aaron Fort, Treasure-Elect

Fort & Company CPA's

Elyse McNulty, Immediate Past Chairwoman

EX-OFFICIO

Pam Ridler, President/CEO

Castle Rock Chamber

Frank Gray, President/CEO

Castle Rock EDC

Sally Misare, Town Clerk

Town of Castle Rock

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2016 ANNUAL REPORT



THE VOICE OF BUSINESS SINCE 1955

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

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

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

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



Igniting Passion For Business Success and Community Prosperity

2016 ANNUAL REPORT

THE REGIONS' BEST BUSINESS NETWORK SINCE 1955



A MESSAGE FROM THE CHAMBER PRESIDENT/CEO

As President/CEO of the Castle Rock Chamber of Commerce, I want to personally thank our member investors for supporting our vibrant organization. I encourage our new members to become engaged with our close-knit business community full of local pride and friendly people.

We have wonderful and reputable businesses, owned and operated by some of our communities finest. We have a strong focus on local business growth and expansion of education throughout the community we serve.

The hard work put in by our Chamber Board of Directors, committees, taskforces, and staff is paying off in a big way. Thanks to the support of our loyal and enthusiastic business community. We will continue to push towards our organizational vision: To Ignite Business Growth and Community Prosperity.

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



Historic Victoria's House was built in 1889; in 1992 became the home of the Chamber of Commerce offices. The Chamber was founded in 1955 with a simple but very important objective: to support and promote local businesses. Over sixty years later, that straight forward mission still drives everything we do. The Chamber has a long history of championing initiatives that make Castle Rock and Douglas County great.

Castle Rock Chamber Staff - Location: Mill House at PS Miller Park



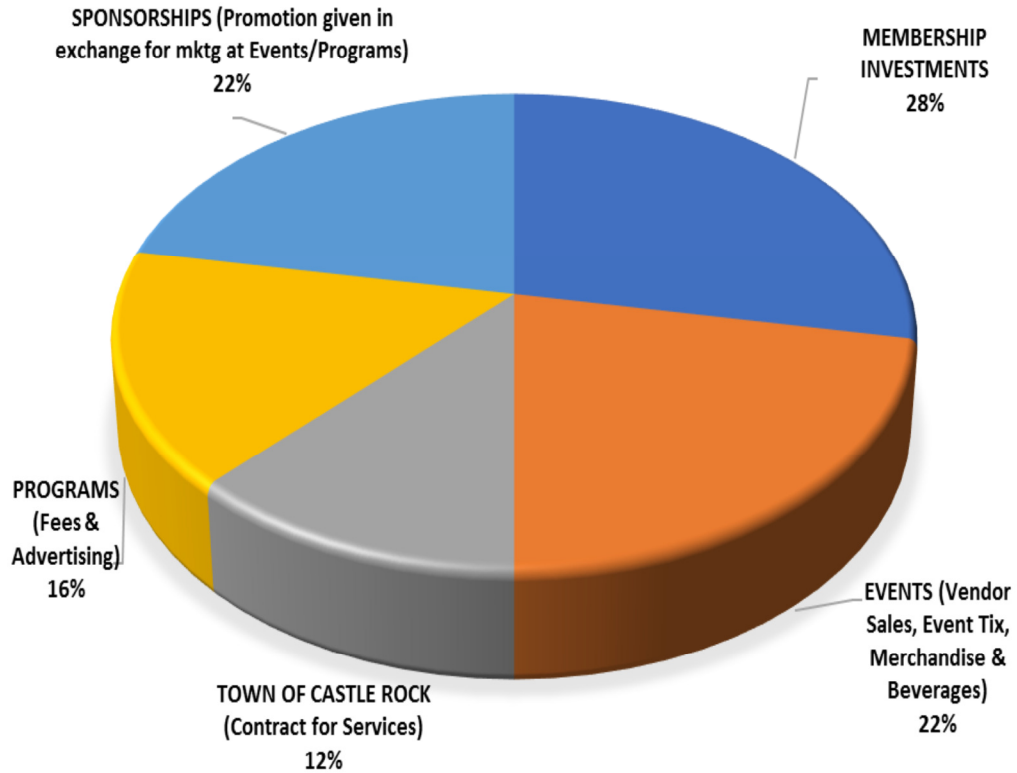
CASTLE ROCK CHAMBER STAFF

Pam Ridler, CCE	President & CEO
Melissa Mares	Director of Communications
Alicia Early	Membership Development Director
John Woodrick	Event Manager
Sue Turner	Office Administrator
Angela Murray	Membership Coordinator
Carrie Buchan	Program Director-Leadership Douglas County
Judy Woodley	Business Training Coordinator

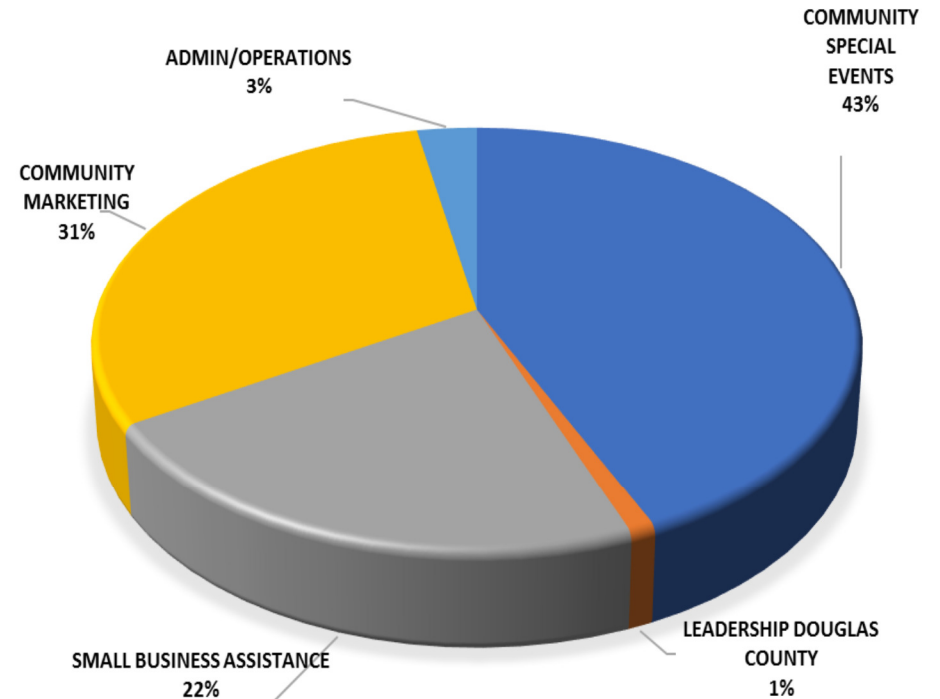
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2016 ANNUAL REPORT

CHAMBER BUDGETED REVENUE: \$832,000



TOWN CONTRACT USE OF FUNDING: \$99,720



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2016 ANNUAL REPORT

SMALL BUSINESS ASSISTANCE SERVICES

BUSINESS RELATIONSHIPS

The Chamber facilitates activities which offers local businesses opportunity to interact and develop strategic relationships.

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

BUSINESS SERVICES

Weekly one-on-one FREE business consultation services are available to any established and/or start-up business in Douglas County. In 2016, 41 businesses took advantage of our professional business consultations.

WE'RE HERE TO HELP!

Welcomed 483 new businesses to the community informing them of local resources available to help them grow their business.

MONTHLY BUSINESS TRAININGS

304 Individuals participated in monthly business trainings in 2016.

BUSINESS SERVICES

Castle Rock Chamber's **eXcelerate Business Development program** provides small businesses with the resources used by best-in-class firms, thereby enhancing their competitiveness in the local, state and global marketplaces.

1. Expert advisors/counselors
2. Service delivery infrastructure
3. Group trainings and workshops
4. Business research data and intelligence

The CastleRock.org website links to 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 Program in partnership with Health Links Colorado with the purpose to engage the business community to promote health, safety, and wellness in the workplace. Obtained \$15,000 grant for 12 Certified Businesses and 27 vendors as part of the program.



ONLINE TRAINING

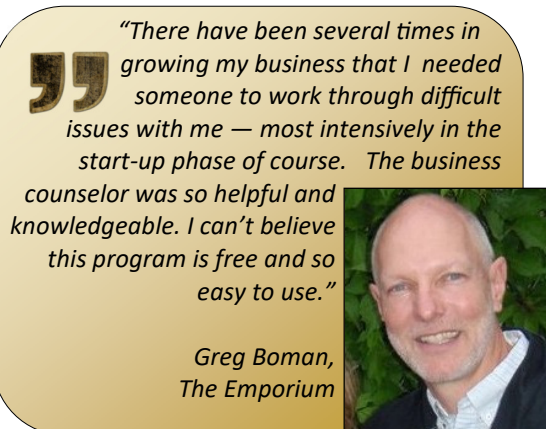
This program specializes in providing a "one-stop shop" for individuals and organizations looking to purchase online training courses needed for certification, or to advance employee knowledge while at home, the office or even mobile.

ELECTRONIC JOB BOARD

New in 2016, the Chamber introduced a public job board for our members to post their employment opportunities. 78 jobs were posted in 2016. Popularity has increased with the addition of 2 new domains: CastleRockCareers.com and DouglasCountyJobs.com.

JOB FAIRS

In 2016 the chamber also added two Community Job Fairs. 79 businesses participated in the fair and 533 job seekers were in attendance.



Igniting Passion For Business Success and Community Prosperity

2016 ANNUAL REPORT

PROMOTING OUR COMMUNITY THROUGH 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 community volunteers.

Continuing in 2017, the Chamber will facilitate or partner with the following events:

- **Douglas County Job Fairs**— Our 2016 Job Fair was so successful we’ve added it to our list of annual events. With the purpose of raising awareness of employment opportunities in Douglas County, our next **Douglas County Job Fair is 2/2/17**. 79 businesses participated and 533 job seekers attended in 2016.
- **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. 2016 event had 79 vendors, 2,706 in attendance. This event has since been renamed **Douglas County Lifestyle Expo** to broaden the scope/reach and will be held on **2/4/17**.
- **Victoria’s Block Party**—*3rd Annual*, a free community block party celebrates the history and heritage of the Chamber’s historic building, Victoria’s House, built in 1889. 2016 event had 600 attendees. **2017 date to be confirmed.**
- **Elephant Rock Ride**—The Chamber partners with the ERock promoter by recruiting 24 non-profit organizations with aid station volunteers during this up to 100 mile bike ride with **6,025 riders in 2016. 29th Annual 6/4/17.**
- **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. 3,688 attendees: 38% increase and 111 volunteers participated in 2016. **14th Annual 7/15/17, Relocated to New location-Butterfield Park.**
- **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 81 entries, 3,198 parade participants and 10,845 spectators took part in 2016. This year the **61st Annual Fair Parade on 7/28/16** will kick off the fair.
- **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 created by 175 artists from around the country. Approximately 18,000+ people attended, with free admittance to all first responders/military on Sunday. **27th Annual event is 9/10 & 9/11/17.**
- **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. Providing exposure to local business community. There were 73 non profits represented and 20,000 people in attendance in 2016. **81st Annual is 11/18/17.**



Photo Credits: Versatility Creative Group

2016 ANNUAL REPORT

CHAMBER PROGRAMS – CREATING COMMUNITY LEADERS

POLITICAL ADVOCACY

GOVERNMENT INTERESTS COMMITTEE (GIC)

The Chamber's GIC group 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. New in 2016, the Chamber hosted **3 Horizon Lunch Series events** to 162 attendees to inform the community on hot topics. The Chamber also held a **Candidate Forum**, which was videotaped/distributed, to educate the public on candidates running for Town Council.



DOUGLAS COUNTY BUSINESS ALLIANCE (DCBA)

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. Four public issue forums and 43 committee interactions were conducted in 2016. These partnerships worked to influence decisions on legislative and local issues that affect business in Douglas County.

douglascountybusinessalliance.com



The Chamber has continued to seek and maintain strategic relationships and alliances throughout the Denver Metro area and the Southern Colorado region.
castlerock.org/voice-of-business



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.



LDC boasts 312 graduates and 22 current class participants this year. The longevity of this program speaks to the continuing importance people place on leadership development. Learn more at leadershipdouglascounty.org and check out the new recruitment video created in 2016.

2016 ANNUAL REPORT

PROMOTING THE COMMUNITY

RELIABLE RESOURCES

Business directories, electronic sites, 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.

Again in 2016, the Chamber partnered with American Express and other community organizations to help promote **Shop Small Saturday**. The Chamber partnered in this campaign to educate the public on the importance of shopping local.



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. 2,644 welcome packets were distributed in 2016.

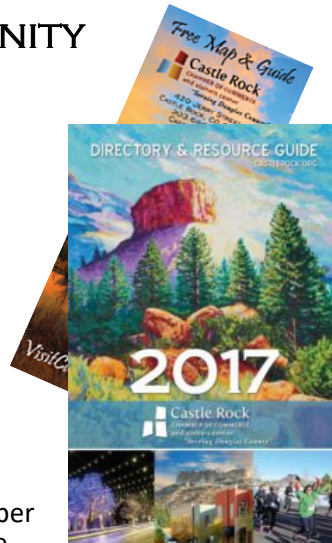
VISITORS CENTER

Our Visitors Center, welcomed over 18,158 visitors in 2016. Extended hours included 13 Saturdays throughout the summer assisting an additional 196 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.

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



COMMUNITY MARKETING—New in 2016, the Chamber reignited a previous partnership with Journal Communications to publish the *Castle Rock Livability* magazine, formally *Images* magazine. Continuing in 2016, the Chamber partners with **Colorado Community Media** newspaper a full one-page monthly insert promoting the Chamber programs, our members, news and community events.

The Chamber, Town, DDA & County partnered to create a Community Events Mailer utilizing VisitCastleRock.org/Events as the ‘official’ Community Events Calendar—41,000 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 530% in 2016.

Implementing a new membership database software represents a **583% increase** in traffic to the Chamber’s Business Directory at business.castlerock.org/list/.

In June, the Chamber launched a newly remodeled/upgraded website which has increased our web traffic by **12%**.

Social Media efforts were also increased representing a **57% increase** on the **Visit Castle Rock Facebook page** and **15% increase** on the **Castle Rock Chamber page**.



2016 ANNUAL REPORT

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.

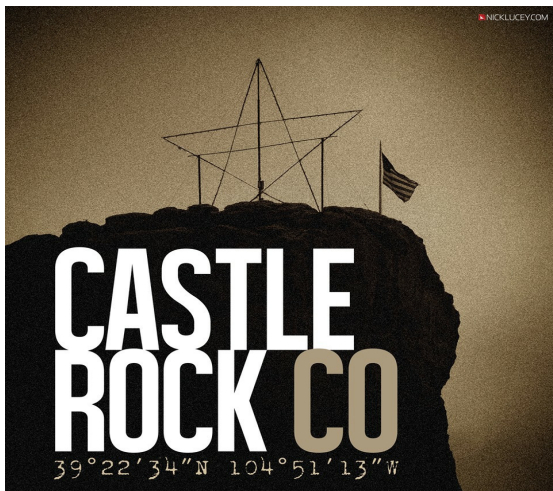


Photo Credits: NickLucey.com

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.



2016 BUSINESS CHAMPIONS

CHAIRMAN'S CIRCLE SPONSORS



PRESIDENT LEVEL



ENTREPRENEUR LEVEL

ANB Bank Castle Rock Development Co. Outlets at Castle Rock Sam's Club—Castle Rock	Brookside Inn Medved Autoplex Patriot Enterprises
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PREMIER LEVEL

EXECUTIVE LEVEL

Black Hills Energy
Douglas County Living Magazine
Pepsi

100% Chiropractic
212 Pizza Company
Altitude SEO
Arapahoe Community College
Asarch Dermatology Center
Castle Rock Adventist Health Campus
Chuck & Don's Pet Food Supplies
Colorado Christian University
Colorado Living
ConneXion Spot

Douglas County Libraries
Emporium
Firstbank of Douglas County
Folkestad, Fazekas, Barrick & Patoile, P.C.
Front Range HVAC
gopixel design studios
GroovyTek
Kaiser Permanente
Lokal Homes
Leaf Guard

Metzler Memory Care
mywedding.com
Nytech Heating & Cooling
Olinger-Dignity Memorial
One Clear Choice Garage Doors
OrangeTheory Fitness
Plumblaine Services, Inc.
Rangewood Orthodontics
Renewal By Andersen



CELEBRATING MORE THAN 60 YEARS OF SUCCESS

IT'S BEEN A PRIVILEGE TO DO
BUSINESS WITH YOU.

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

~CASTLE ROCK CHAMBER STAFF
AND BOARD OF DIRECTORS



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CastleRock.org

THE VOICE OF BUSINESS
SINCE 1955