



Submitted to: Mayor Gray and Town Council
Report by: Stacy Garmon, Castle Rock Chamber of Commerce
Submitted: January 31, 2024
Re: Castle Rock Chamber's 2023 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 2023**

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 11 trainings to 200+ participants.
- Topics included: Achieving Your Goals, Colorado Secure Savings Program, Emotional Wellness for Leaders, Top of the Rock Customer Service, Crafting New Marketing Strategies, How to Grow Your Business, State of the Economy (Colorado State Economist presented), and The Future of Work.

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 in Fall 2023 – 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 24 educators, 15 industries represented, which represents a 40% increase in participation in year 2 of the program.
- The Chamber hosted the Healthcare Collaborative Task Force for the purpose of engaging key stakeholders in healthcare to champion scalable workforce solutions.
- 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 \$17,000 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 23 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 438 graduates since 2000.
- A total of in-kind facilitators/consultants (non-Town employees) – \$15,000 value.
- Town funding is received in the amount of \$2,910 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 30), Colorado Artfest (September 10 & 11) and Starlighting (November 19) events. The Chamber also coordinates the Castle Rock Winefest (July 16).

MEASURABLE OUTCOMES of Community Events:

- Over 50,000+ attendees attended the four community events.
- Volunteer Staffing— 218 volunteers, 4,300+ volunteer hours, \$137,383 value. Volunteer event staffing is valued at \$31.51/hr. per CO Tourism Office/Independent Sector.
- Chamber staffing – Artfest (460 hours), DC Fair Parade (150 hours), Starlighting (520 hours).
- Town funding is received in the amount of \$22,000 for special events and tourism projects.
- Castle Rock Winefest attracted over 1,200 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 2023 – 41,000+.
- Castle Rock Chamber new visitors in 2023 – 71,000+.
- Publications: 2,854 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 15,900 total followers, Instagram with 2,615, LinkedIn with 744 followers.
- The Chamber's weekly e-newsletter (126 issues) was sent to over 7,500+ 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 \$25,500 for community marketing.

2023 CRC ANNUAL RECAP



ACCREDITATION RECOGNITION
from US Chamber

BUSINESS ADVOCACY REPRESENTING BUSINESS COMMUNITY



Followers

6,400

2,615

744

Website
Visitors



Visit Castle Rock: **41,000**

Castle Rock Chamber: **71,000**



126 E-Newsletters
sent to **7,500**
subscribers weekly
40% Open Rate



250+
Events

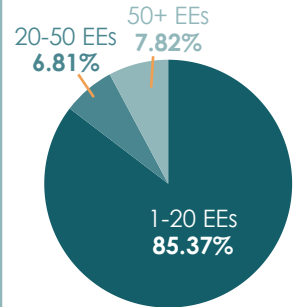


501 Members **110** New Members
42,000+ Business Representatives

5 TOP BUSINESS CATEGORIES

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

Business Size



NEW PROGRAMS INITIATED



INAUGURAL MOTORCYCLE RIDE



benefiting Chamber Foundation

213 Riders

2023 EVENT DATA



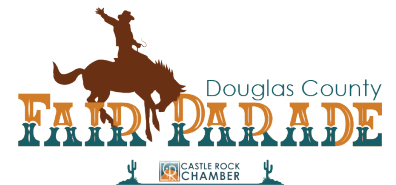
1,200 attendees
63 volunteers
51 vendors
3 chamber staff

3 grape stomp bins

4 stomper winners



2 parade winners



Douglas County High School Band
Castle View High School Cheer

68 participants
42 volunteers | **14** sponsors
6 judges | **4** chamber staff





10,000 attendees over 2 days

96 artists
51 volunteers
21 sponsors
4 chamber staff

18 award winners

6 food trucks
5 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

19 prize winners



144 golfers
3 volunteers | **22** sponsors
4 chamber staff



Annual Awards Banquet

9 award winners

194 attendees
16 sponsors
3 volunteers
4 chamber staff

29
 Ribbon Cuttings and Grand Opening Celebrations

13
AMBASSADORS

eXcelerate
 BUSINESS DEVELOPMENT

11 Events with **200+** members attending.

Topics included:
 Achieving Your Goals, Colorado Secure Savings Program, Emotional Wellness for Leaders, Top of the Rock Customer Service, Crafting New Marketing Strategies, How to Grow a Business, State of the Economy, & The Future of Work.

80+ Job postings in 2023



23 Participants in 2023-2024 Class
438 Graduates since 2000

Healthcare Collaborative
 TASK FORCE



- 10 healthcare facility tours
- 10 healthcare & education partners participated

- 24 DCSD Administrators, Counselors, Teachers participated

Tours **FOR Teachers**

- Represented 15 Douglas County high schools, post-secondary education partners, business partners