



Submitted to: Mayor Gray and Town Council
Report by: Stacy Garmon, Castle Rock Chamber of Commerce
Submitted: January 31, 2023
Re: Castle Rock Chamber's 2022 Year End Report

The Castle Rock Chamber of Commerce's mission:

- Support, encourage and promote businesses in our community.
- Be the voice for businesses to local and regional governments.
- Foster a livable, vital community where quality of life, community character and positive growth are possible; and
- Educate business, government entities, youth and individuals regarding business acumen, leadership and entrepreneurial development.

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 which include community signature events.

I. **BUSINESS ASSISTANCE PROGRAMING—hosted 212 business focused events throughout 2022**

PURPOSE/OBJECTIVE:

- 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 in addition to providing one-on-one business consultations.

MEASURABLE OUTCOMES of Business Assistance Programing:

- ***One-on-one business consultations*** with expert volunteer counseling with 22 businesses and/or start-ups with 25 hours of services.
- ***Business trainings***—eXcelerate Professional Development Lunch 'n Learns hosted 19 trainings to 244 participants.
- A total of in-kind facilitators/consultants (non-Town employees) is \$7,200 value.

- B. **Workforce Development—Talent Pipeline DC** focuses on workforce readiness efforts, which is a multi-industry lead program and serves to champion a stronger Castle Rock through collaborative partnerships between business, government, and education communities. Together, we foster a pro-business environment supporting a strong workforce and talent pipeline for the success and sustainability of our local businesses. We work on 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):

- During the first year of programming, TPDC, through ADWorks!, our workforce program assisted in the hiring of a Business Services Liaison professional through a work-based learning training grant.
- Tours for Teachers inaugural fall 2022 session – 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 inaugural session included 17 educators, 14 industries represented, 6 industry tours, 4 guest keynote presenters.
- Jim Thiessen, Workforce Development Coordinator for ½ of 2022 successfully completed US Chamber Foundation-Talent Pipeline Management and ADWorks work-based learning training. Current Workforce Development Coordinator, Carrie Lohr, will be applying to the program in 2023.
- The Chamber will continue working with the Healthcare Industry Collaborative for the purpose of engaging key stakeholders in healthcare to champion scalable workforce solutions.
- Partnered with ADWorks in coordinating and promoting 31 employers during the May Job Fair event.
- Posted 115 jobs on the only Castle Rock virtual Job Board promoting businesses open positions for 49 different businesses. CastleRockCareer.com had over 17,000 webpage views.
- A total of in-kind facilitators/consultants (non-Town employees) is \$19,200 value.

**Town funding is received in the amount of \$15,622 for Business Assistance programming.*

***Volunteer staffing is valued at \$50-\$100/hr. for professional volunteers.*

II. VOLUNTEER LEADERSHIP DEVELOPMENT

Leadership Douglas County Program (LDC):

PURPOSE/OBJECTIVE:

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 this 10-month program.

MEASURABLE OUTCOMES of Leadership DC:

- LDC is in its 24th year with the current class of 18 members with 14 of them either live and/or work in Castle Rock representing local businesses, non-profits or in the public sector.
- The program has graduated a total of 434 graduates since 2000.
- A total of in-kind facilitators/consultants (non-Town employees) is \$14,550 value.

**Town funding is received in the amount of \$2,215 for this program.*

***Professional Volunteer staffing is valued at \$50-100/hr.*

III. **SPECIAL EVENTS & TOURISM PROJECTS**

PURPOSE/OBJECTIVE:

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 business 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).

The Chamber hosted a Town Council Candidate Forum (October 6) with 72 community and Chamber member attendees. A professional video was made available through the Chamber social media platforms.

MEASURABLE OUTCOMES of Community events:

- 52,642 attendees at the four community events
- Volunteer Staffing— 304 volunteers, 4,676 volunteer hours, \$147,340 value
- Chamber staffing--\$58,290

**Town funding is received in the amount of \$19,511 for special events and tourism projects. Town funding is not included for direct support of the Castle Rock WineFest special community event.*

***Volunteer event staffing is valued at \$31.51/hr. source CO Tourism Office/Independent Sector.*

B. COMMUNITY MARKETING, ADVERTISING AND SOCIAL MEDIA PROMOTION

To facilitate community marketing by continuing to manage the VisitCastleRock.org website and Community Events Calendar with the 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 with the Castle Rock Events Managers group, with the goal of expanding our communities' exposure. Production of our annual Livability magazine will be published in print and digitally later this fall with an interactive mobile version. This magazine showcases Castle Rock's strengths through photography and professionally written stories 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 offering a welcoming and helpful face always ready to assist Monday through Friday from 9 am-5 pm.

Created and distributes the new VisitCastleRock.org promotional rack cards distributed to our local hotels, Colorado Visitor Centers, and welcome mailers. "Picture Yourself Here" promo highlighted

year-round activities/festivals, open space/parks, restaurants/retail and promoted CastleRockEvent.com with 11,248 webpage views.

MEASURABLE OUTCOMES of Community Marketing:

- VisitCastleRock.org webpage views – 119,396 and Chamber webpage views – 167,836.
- The Chamber’s Business Directory website pageviews 123,038
- Publications: 4,444 Shop the Rock Welcome packets mailed to new residents
5,000 Livability Magazines distributed
- Our social media presence on Facebook on three FB pages (CRChamber, VisitCastleRock, CR Events) 16,852 total followers, Instagram followers are 2,284, LinkedIn followers are 612.
- The Chamber’s email list of 11,448 residents were sent a total of 102 various local events, Town/County News, Under the Dome updates, latest Business news, Member happenings and Community Resources throughout the year.
- Visitor Center—To date the Chamber has welcomed 11,310 visitors.

**Town funding is received in the amount of \$23,600 for community marketing.*

2022 Year in Review

Catalyst, Convener, and
Champion for our Community



CASTLE ROCK CHAMBER

494
Members

105
New Members

38,732
Member Employees
Represented

83%
Retention
Rate

Storefront Location **73%**

26% Home based
Business

22 Requests for Free Business
Consultation, 15 completed

Champion for a
Thriving
Community

4 Signature Community Events
Castle Rock Artfest,
Starlighting, WineFest &
Douglas County Fair Parade

of Attendees at
Community Events

52,642

304 volunteers/4676 hours
\$219,291 value

Strengthening our
Local Economy

4,444 Shop the Rock
Welcome Mailers

11,310 Visitor Center walk ins
5,000 Livability Magazines
Business Directory

123,038 pageviews

Catalyst for
Business Growth

Ribbon Cutting
Celebrations **20**

18 Ambassadors
New Member Mentors

Email Subscribers 9,038
40% Open Rate

49 Employers

115 Jobs
CastleRockCareers.com

17,029 pageviews

31 Employers participated
at Job Fair in May

19 Business
Trainings

244 Class attendees

212 Business
Focused
Events

Convener
of Leaders **72**
Attendees at Town
Council Candidate Forum

434
Graduates to date

18 22/23 Class participants

NEW IN 2022
TOURS FOR TEACHERS

- 17 Educators
- 12 DC Schools Represented
- 3 Networking Events
- 14 Industries Represented
- 6 Industry Tours

Sky Ridge Medical Center, Brookside Inn,
Castle Rock Water, CORE Electric,
Christian Brothers Automotive &
Lockheed Martin Space

612 LinkedIn
followers

CastleRock.org
167,836 Pageviews

VisitCastleRock.org
119,396 Pageviews

16,852 Facebook
followers

11,248 pageviews CastleRockEvent.com

2022

TOWN CONTRACT OF SERVICE



Kris Brader, Chairman of the Board | *Brader Agency – Farmers Insurance*

Stacy Garmon, President/CEO

Castle Rock Chamber

January 31, 2023

Catalyst, Convener, Champion for our Business Community



Stacy Garmon, Chamber President/CEO

CATALYST

- Gain visibility to new potential clients
- Drive economic prosperity
- Explore talent development strategies
- Vital business retention & expansion resources
- Monthly professional development programs

CONVENER

- Instantly link to nearly 3,000 professionals
- Connect with influential leaders & influencers
- Expand your network at Business Over Breakfast and Business Unwind
- Amplify your reach with 24/7 lead referrals
- Elevate credibility through community engagement

CHAMPION

- Local, state and federal voice for business advocacy
- Business recognition through extensive awards strategies
- Develop collaborative business relationships
- Hiring resources through CastleRockCareers.com
- Support Annual Castle Rock Community Events

Proud to be a collaborative asset to the Castle Rock Economic Partnership

Catalyst for Business Growth Convener of Leaders



**Carrie Lohr,
Workforce Readiness Coordinator**



49 Employers
115 Jobs
CastleRockCareers.com
17,029 pageviews
31 Employers participated
at Job Fair in May

LDC LEADERSHIP DOUGLAS COUNTY **est. 1999**
434 **18**
Graduates to date 22/23 Class participants
72 Attendees at Town Council Candidate Forum



NEW **IN 2022**
TOURS FOR TEACHERS

- 17 Educators
- 12 DC Schools Represented
- 3 Networking Events
- 14 Industries Represented
- 6 Industry Tours

Sky Ridge Medical Center, Brookside Inn, Castle Rock Water, CORE Electric, Christian Brothers Automotive & Lockheed Martin Space



19 **Business Trainings**
244 **Class attendees**
212 **Business Focused Events**

Collaboration Strengthens our Business Community

Community Champion Enhance Local Economy



Champion for a Thriving Community

4 Signature Community Events
Castle Rock Artfest,
Starlighting, WineFest &
Douglas County Fair Parade



of Attendees at Community Events

52,642
304 volunteers/4676 hours
\$219,291 value



Strengthening our Local Economy

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5,000 Livability Magazines
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123,038 pageviews

494
Members
105 New Members

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Catalyst for Business Growth
Ribbon Cutting Celebrations **20**
18 Ambassadors
New Member Mentors
Email Subscribers 9,038
40% Open Rate

We Greatly Value Our Community Partnerships