

# 2023

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## TOWN CONTRACT OF SERVICE



# CASTLE ROCK

## CHAMBER OF COMMERCE

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

Pam Ridler, CCE, President/CEO

Castle Rock Chamber of Commerce

SEPTEMBER 20, 2022

# CONVENER OF LEADERS

## Collaboration Strengthens Our Local Business Community



## Who We Represent

- 517 Member Businesses
- 62,301 Jobs
- 83 Businesses members 20+ years
- 75% Storefront Businesses, 25% Homebased
- Notable Investors Include: Angie's Restaurant, Brookside Inn, Castle Rock Development Co., Castle Rock Adventist Hospital, Castle Rock Autoplex, CORE Electric, Confluence Companies, Sky Ridge Medical Center, Sturm Collaboration Campus, The Emporium, & Union Bistro

## Community Referral Resources (to-date)

- Distributed 2,663 copies of Shop the Rock Welcome Mailers
- 93,805 Business Directory Website Searches
- Castle Rock Livability ranked #1 in Google for "Moving to Castle" was ranked Rock" searches
- 3,289 guests greeted at Castle Rock Chamber's Visitor Center
- 10,217 email subscribers
- Meet Town Council Candidates Forum on Oct. 6th (EDC, Downtown Alliance, and Castle Rock Chamber)

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

# OUR BIG IDEAS

## Catalyst for Business Growth



**Coming This Fall Tours for Teachers** connects businesses to high school teachers, counselors and principals for an ongoing collaborative and experiential program focusing on workforce needs for our businesses and gives opportunities to support our students for a strong talent pipeline.

The Chamber's **eXcelerate Business Development** Program fosters entrepreneurial activity by providing: *Free or low-cost business counseling and trainings to both start-ups/ established business in Castle Rock for more than 20 years.*

- Chamber's hosted 145 Networking Event opportunities this year
- 20 Business Trainings offered with 295 registered attendees



Jobs  
Posted

Castle Rock Chamber's  
Community  
Job Board



Employers  
Represented

9,222  
Job Board  
Pageviews

**Leadership Douglas County (LDC)** goals are to inspire, strengthen organizations they serve; and facilitate a heightened sense of community connection & encourage civic and organizational leadership in our community.

- 19 current class participants (10 months)
- 434 LDC Graduates to date
- In 2023, LDC will celebrate 24 years of educating Emerging Leaders

*Castle Rock Chamber, The Voice of Business Since 1955*

# COMMUNITY CHAMPION

## Enhance Local Economy



**CASTLE ROCK**  
CHAMBER OF COMMERCE

2021 Castle Rock Starlighting  
*Estimated Attendance: 26,501*

107,277 pageviews  
CastleRock.org

82,857 pageviews  
VisitCastleRock.org

8,109 pageviews  
CastleRockEvent.com



2,207  
+17%



16,736  
+2%



Paid Advertisement  
FB Reach: 93,014

2022 Castle Rock Artfest  
*125 Artists, Vendors & Sponsors*  
*87 Volunteers, 8,500 Est. attendees*

2022 Douglas County Fair Parade  
*1,700+ Parade Participants*  
*9,450 attendees & 32 volunteers*

2022 Castle Rock WineFest  
*83 Vendors, 79 Volunteers*  
*2,200 Est. Attendees*



*Newly Formed:*  
Douglas County  
Collaborative  
Tourism Marketing

**COMMUNITY  
MARKETING  
PARTNERSHIPS**

Castle Rock Livability Magazine  
**Top Content: 65 Reasons to Live  
in Castle Rock**