



2024 SERVICE CONTRACT

Frank Gray; President & CEO

EDC Mission:

- The EDC will actively promote the Town's goals of creating a thriving economy in a unique stand-alone community with long-term sustainability.
- Castle Rock Economic Development Council's (EDC) mission is to actively attract and support primary job creation and expand the tax base for the Town in order to support core Town services (Fire, Police, Parks, Water and Infrastructure) in support of a thriving economy.

The three fundamental functions of the EDC include:

- *Business Retention and Expansion*
- *New prospect development (primary employment & targeted retail)*
- *Creation of a business-friendly environment*

Why is Primary Employment Important?

- **Engine that drives our economy**

- *Creates wealth by bringing new money into our community*
- *Generates job opportunities for Castle Rock residents*
- *Improves sales tax generation*
- *Improves quality of life for Castle Rock residents*

- **Why is it important?**

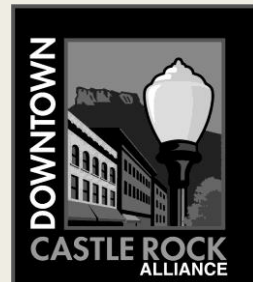
- *Currently 80% of Castle Rock residents collect a paycheck outside our community, which in many cases means Castle Rock loses the daytime spend. In addition, When our residents work outside the community, we can't support the environment in which those business function!*
 - *Government Regulation*
 - *Taxation*
 - *Public Health*

EDC Outline of Services:

- **Supporting Castle Rock's Existing Primary Employers**
 - *Business Retention and Expansion (BRE)*
 - *CEO Roundtable*
- **Attracting Primary Employers to Castle Rock (Marketing)**
 - *Business Attraction Team (BAT)*
 - *Recruiting and Tracking Prospects*
- **Targeted Retail Development and Recruitment**
 - *Highly Targeted, Strategic Marketing to Developers and Users*
- **Creating a Positive Business Environment**
 - *Castle Rock Economic Partnership*
 - *Development Roundtable*
 - *Development Liaison Program*
 - *Prospect Development*

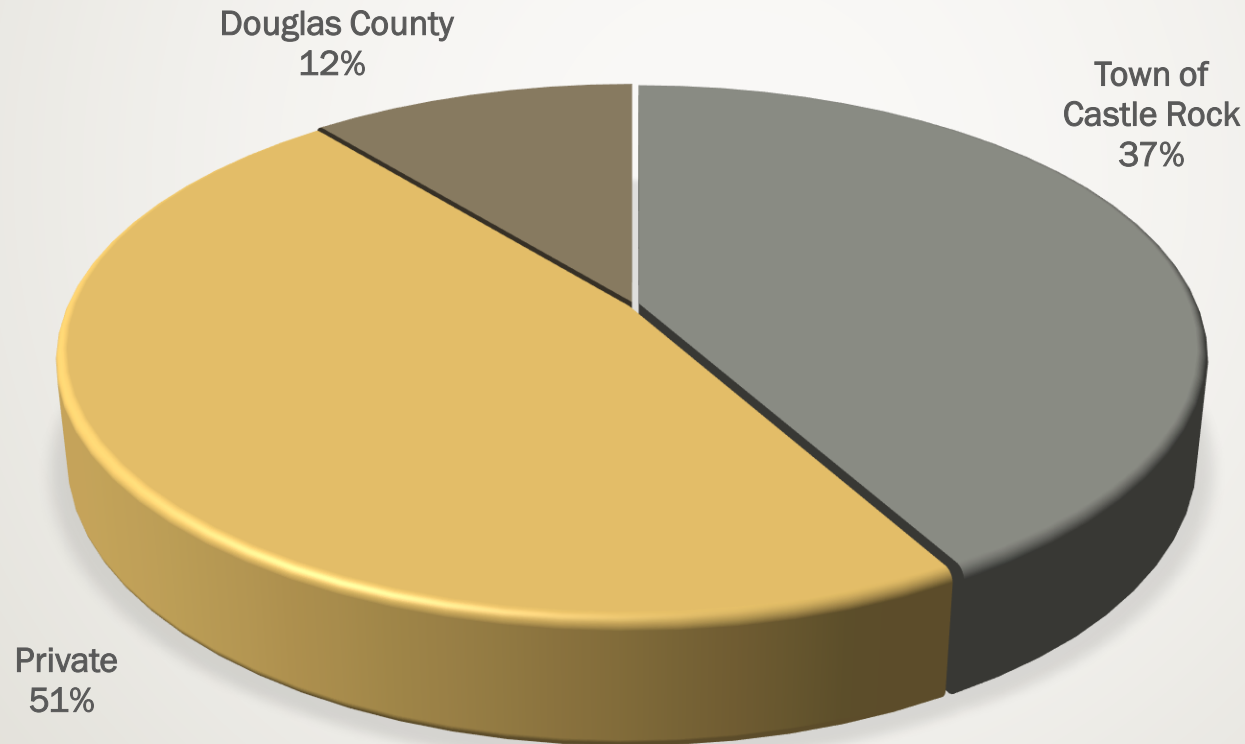
The Castle Rock Economic Partnership:

- Castle Rock Economic Partnership (CREP) – Is an essential component of the Public/Private model to promote active communication between the supporting organizations and the Town to ensure collaborative efforts toward the Town's goals and objectives.
 - CREPIT (Meets Every Week)
 - Council Liaison (on CREP)
 - EDC Board (Business/Town Staff/Elected Officials)
 - Town Manager/Development Director (Executive Committee)
 - Development Roundtable (Town Department Heads/Developers)



Unique Award-Winning Partnership

- Established (1997) cost savings/resources/community engagement
- Leverage limited Town Funds and engage the business community in the Town's Economic Development objectives.



Signature Projects

- Castle Rock Adventist Health Campus
- Comcast Fiber Buildout
- ACC Sturm Collaboration Campus
- The Promenade at Castle Rock
- Primary Employment
 - *Solar Ray Pugs*
 - *Innovative Business Solutions*
 - *Dorsey Pictures*
 - *Mywedding.com*
 - *Digital Globe Services / IBEX*
 - *IMI Global / Where Food Comes From*
 - *Master Magnetics*
 - *Hollis + Miller*
 - *iMotion*
 - *Smarter Chaos*
- Primary Employment continued...
 - *DCF Guns*
 - *Rocky Mountain Excavating / ESI*
 - *IBEX*
 - *The Move*
 - *Mail My Statements*
 - *Co-West Insurance Group*
 - *Intterra*
 - *Kolbe Striping*
 - *MW Golden*
 - *Sunset Stone*
 - *Van Wyk Holdings*
 - *Asarch Center for Dermatology*
 - *Great Southwestern Construction*
 - *Infinite Peaks Holdings*
 - *HEI Civil*
 - *RHG*

Recent Projects

- Sturm Collaboration Campus - Building 2 – (Aerospace Curriculum Discussion)
- Infinity Labs HQ
- Project Hummingbird
- Adventist Health MOB 3
- Dawson Trails (retail exploration/Costco)
- Castle Rock Industrial in the Meadows
 - *Colorado Powerline Inc.*
 - *Lakewood Electric*

THANK YOU

The EDC appreciates your continued partnership and support in creating a thriving Castle Rock economy through the creation of primary jobs for Castle Rock residents, targeted retail and supporting local businesses to secure a strong tax base and core Town services.