

**DATE:** June 14, 2024

**TO:** Mayor Jason Gray  
Castle Rock Town Council  
Dave Corliss, Town Manager

**FROM:** Rob Osborn, Chair of the Board  
Stacy Garmon, President & CEO

**RE:** 2025 Town Service Contract Submission



The Castle Rock Chamber of Commerce Board of Directors respectfully submits the enclosed request to the Town of Castle Rock for the continuation of its Service Contract with the Castle Rock Chamber for 2025. The Chamber appreciates the mutually beneficial relationship that has existed with the Town of Castle Rock since the implementation of the first service contract in 1993.

The Chamber is responsible for coordinating the efforts of the following functions which are outlined in this document.

#### **Business Support Services**

The Castle Rock Chamber's eXcelerate Business Development and Talent Pipeline DC programs remain committed to small business, employers, and economic development. These programs provide a myriad of educational resources to encourage development and growth of entrepreneurial activity in Castle Rock at little or no cost to both start-ups and established businesses.

Below are the metrics for our programs January-May 2024.

#### **eXcelerate Business Development Program**

- Professional Development training and major speaker events for business owners and their employees: three (3) events, including a collaborative event with Parker Chamber, were conducted with over 70 attendees. Seminar topics and presenters include Engaging a Workforce with Neurodiversity, Networking to the Next Level, Increasing your Marketing Strategy with the Power of Branding.
- One-on-one business consulting with expert volunteer assistance. A total of 16 hours of business counseling have been referred to our partners through four (4) start-up/new businesses. We collaborate with the Douglas County Library and the Small Business Development Center to provide appropriate services, recommendations, and business mentoring.

#### **Talent Pipeline DC – Workforce Readiness Program**

The Chamber is leveraging its connections with local businesses and industries creating hands-on opportunities for students to synergize and standardize the talent pipeline in key industries which will sustain and enhance our communities' workforce. Our partnership with ACC/CSU/DCSD brings educators and employers together to help both understand future needs, and what opportunities exist. We are encouraging local employers to offer scholarships, internships, and apprenticeships.

- We led a successful **Tours for Teachers** program in Fall 2023. This program is designed for educators to gain a better understanding of the current and future workforce needs and trends within the local economy. The program includes an orientation, three learning days hosted at area employer locations, independent assignments, and exploration.

Tours for Teachers Metrics – Fall 2023:

24 Educators participated representing eleven (11) Douglas County Schools – a 40% increase in participation from 2022. Tours included:

- Three (3) Networking Events with Business & Industry Leaders
- Thirteen (13) Industries represented
- Ten (10) Industry Tours
- Two (2) Education Tours
- Five (5) guest presentations

Feedback from the School District: They want more! During the school year of Fall 2024-Spring 2025 – we will be having 3 tours during each semester. We hope to connect our educators and business partners through over 30 pathways offered by our school district.

### **Leadership Douglas County Program**

Leadership Douglas County (LDC) is a 10-month interactive program designed to identify, educate, and motivate current and emerging leaders who will strengthen and enhance a sustainable community.

LDC completed its 24<sup>th</sup> class in June 2024, graduating twenty-three (23) class participants. Twelve of the twenty-three class members either live and/or work in Castle Rock and are comprised of local businesses, non-profit, and public sector organizations. The program has graduated 448 LDC alumni since 2000.

### **Community Marketing (2025 focus on shopping, dining, community events)**

In an effort for our residents and visitors to receive a positive emotional and intellectual impression of our community, it's our intent to create wonderful experiences to encourage a live, work, shop, play and stay environment. Our objective is to continue promoting businesses and activities which keep our residents connected, **supporting our local economy**, and building a sense of community through enhanced social and cultural outings.

**VisitCastleRock.org** – The VisitCastleRock.org site integrates our areas' cultural scene, which promotes community events, area nightlife, historic tours, and recreational activities. For those individuals looking to relocate to Castle Rock, the VisitCastleRock.org site is a great resource in one location. Information on senior living, churches, schools, daycare, neighborhoods, government services, higher education and emergency services are directly linked to the appropriate providers in our community. Cross marketing efforts will continue with our community partners in promoting local businesses, recreation, parks/trails, community events and other amenities in addition to exploring local and regional mass media and social media opportunities to expand our communities' exposure.

**Member and Non-Member opportunity** – This site allows all non-profit organizations, business owners, and event planners to submit their events to the community calendar for posting. We will also highlight Town and DMA events for a comprehensive list of activities for both residents and visitors.

The Chamber hired a professional marketing company, Crazy Good Marketing, in 2023 to revamp the Chamber's website CastleRock.org. With this partnership, we have experienced increased web traffic, increased email open rate and increased social media engagement. In 2025, we will continue to **revamp the VisitCastleRock.org site** to encourage engagement with both residents and visitors. Below is a mockup of the proposed new VisitCastleRock.org site.



**Livability Community Magazine** – We are in our ninth consecutive year of *Livability* magazine which is published both in print and digitally, including an interactive mobile version. This publication showcases Castle Rock's strengths through stunning photography, professionally written stories, and Castle Rock's

community character. Produced as an annual high-quality publication, the Chamber distributes Livability to newcomers, businesses and visitors.

#### **Livability stats: May 2023 – May 2024**

- 220K total engagement through Livability Marketing Program
- 27K pageviews on Castle Rock Livability site
- Livability.com article '9 Reasons to Move to Castle Rock, CO' ranks #4 in Google search for 'move to Castle Rock, CO.'
- Facebook engagement with five custom articles for Castle Rock has reached 193K+ people with 18K engagements to date.
- More than 13.8K+ new users visited the site since May 2023.
- Total performance – Reach: 127,773 and Impressions: 193,463.

**Chamber Social Media** – Our efforts are to maintain our following and to emerge throughout the community as the source for community events will continue as a top priority.

#### Metrics for Chamber Facebook

2024: January - May vs. 2023: January – May

Reach – 21% increase

New followers – 24% increase

Engagement – 82% increase

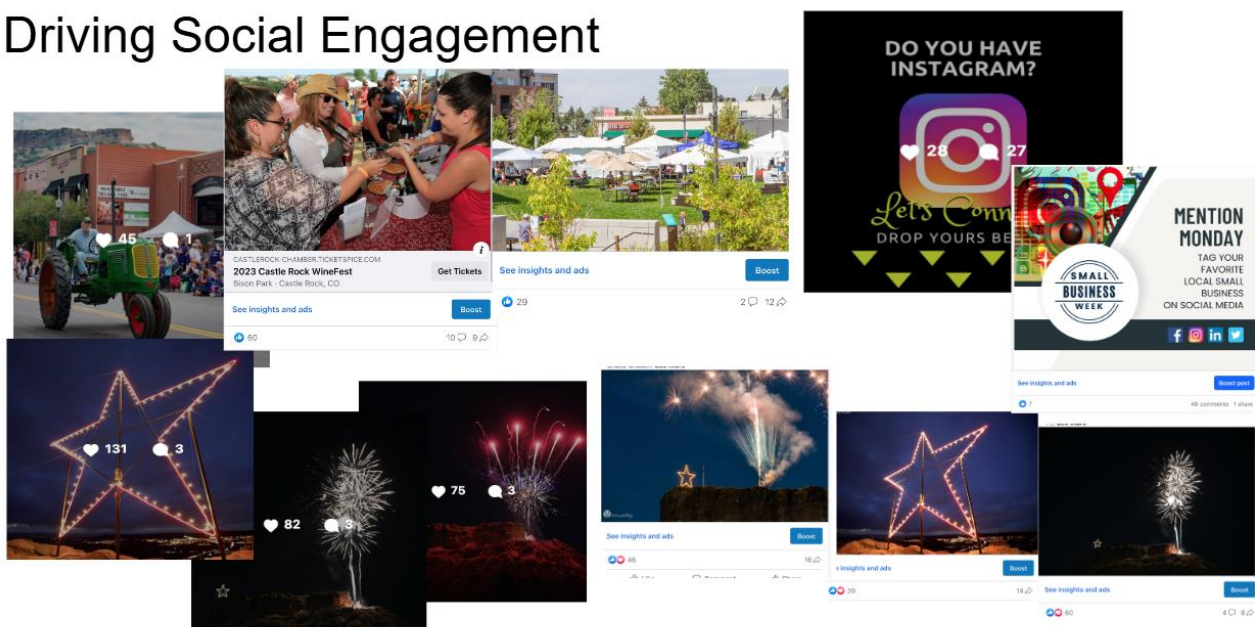
#### Metrics for Chamber Instagram

2024: January - May vs. 2023: January – May

Reach – 247% increase

New followers – 4% increase

## Driving Social Engagement



Social media promoting Winefest, Artfest, and Starlighting drives significant community engagement. Business oriented posts drive community conversations and valuable leads for the Chamber.



**Shop the Rock** – Added as a new online resource in August 2023. The Welcome to Castle Rock new resident packets through our Shop the Rock program will be available as an online resource, available 24/7/365 to new residents, community members and business owners.

The Chamber will incur all costs to create and maintain Visitor Center/New Resident/Shop the Rock as a new online resource to the Chamber's website CastleRock.org and send postcards each month with a QR code directing new residents to the Visitor Center/New Resident/Shop the Rock Town and community resources.



Discover your new town; the vibrant and picturesque community of Castle Rock! As you settle in, we invite you to uncover local treasures while enjoying special discounts from local businesses.

**Shop The Rock. Save Money. Discover Castle Rock.**

From cozy cafes to trendy boutiques, thrilling outdoor adventures to delectable dining experiences, Castle Rock has it all. Immerse yourself in the warmth of our community while enjoying remarkable savings.

Scan the QR code for exclusive local savings or visit [www.castlerock.org/shop-the-rock](http://www.castlerock.org/shop-the-rock)



Castle Rock is not just a place; it's a lifestyle waiting to be embraced. Unearth the scenic beauty, engage with friendly faces, and relish in the charm of our town.



## Hospitality and Tourism

**Community events** are a major component of the Town's character and tourism identified by our residents and continues to rank high in Town surveys. We appreciate our partnership with the Town of Castle Rock, Downtown Alliance, CRPD and CRFD. We continue to work towards increased quality and visibility of all community events produced by the Castle Rock Chamber.

**FREE Community Events** hosted by the Chamber:

The **Douglas County Fair Parade** was created to bring the business community together in promoting the community of Castle Rock and help our businesses grow. More than sixty-nine years later, the Chamber continues to provide businesses with the opportunity to connect with the residents of Castle Rock.

The **Colorado Artfest** event is held downtown and is offered to attendees as a free event. We will be celebrating our 35<sup>th</sup> anniversary for this two-day event showcasing over 110 artisans from throughout the country, including mainstage entertainment and interactive activities for children and adults.

The **Starlighting** event has been managed by the Chamber since 1964 and in 2023 hosted more than 30,000 residents and visitors to downtown Castle Rock.

Below are anticipated metrics for 2024 events:

Community Event	2024 Dates	Approx. Attendance	Volunteer Hours Required @ \$33.49
DC Fair Parade	July 27	14,000	83 hours - \$2,780
Colorado Artfest	Sept 7/8	13,000	472 hours - \$15,807
Starlighting	November 23	30,000	456 hours - \$15,271

**Welcome and Visitor Center** – Continue to support the Welcome and Visitor Center as an online resource in 2025. The Chamber office will continue to greet and give assistance to Castle Rock businesses, visitors wanting to relocate, and daily resident visitors. The Chamber will to provide Town of Castle Rock community resources, such as Castle Rock maps and community guides for visitors and residents (physical copies). As an online resource, the Welcome and Visitor Center would be available to all members of our community 24/7, not just visitors and prospective new residents. This is a **great opportunity for us to encourage visitors and the Castle Rock community to shop locally and keep tax dollars in the Castle Rock community.**

**2025 SERVICE ORGANIZATION  
FUNDING APPLICATION**

**ORGANIZATION REQUESTING FUNDING:** Castle Rock Chamber of Commerce

**I. 2025 FUNDING REQUEST** *(Please use this form for this information and not another format.)*

**Breakdown of funds** *(For what specifically would monies from the Town be used?)*

Artfest	\$19,000
DC Fair Parade	\$12,500
Starlighting	\$20,000
Talent Pipeline DC/eXcelerate	\$22,000
Leadership Douglas County	\$ 6,500
Community Marketing	\$28,000
Administration & Operations	\$25,000

TOTAL FUNDING REQUEST	\$133,000
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**II. 2025 PROJECTED ORGANIZATION BUDGET**

*(Please use this form for this information and not another format.)*

**2025 projected organizational budget**

<i>(Including funding from the Town)</i>	\$1,008,700
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**Projected sources of revenue**

Membership	\$235,000
Chamber Events	\$144,000
Community Events	\$456,000
Programs	\$103,700
Other	\$ 70,000

TOTAL PROJECTED REVENUE	\$1,008,700
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**Projected expenditures**

*(By major budget category)*

Chamber Events including salaries	\$100,000
Community Events including salaries	\$215,000
Programs including salaries	\$ 90,700
G&A	\$233,000
Other Salary / Benefits / Payroll Taxes	\$370,000

TOTAL PROJECTED EXPENDITURES	\$1,008,700
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### **III. 2025 PROPOSED PERFORMANCE OBJECTIVES**

*Please propose up to eight measurable performance objectives that your organization will strive to accomplish in direct relationship to any funding and contract awarded by the Town.*

#### **Business Engagement & Small Business Support Services**

- **eXcelerate Professional Development Seminars** offer small business resources for business development through technology, marketing, branding, human resources, hiring and social media success.
- Castle Rock premier **Jobs Board** – newly invigorated web resource to provide opportunities for Castle Rock and Douglas County businesses (members and non-members) to post job openings to find top talent in the region. We are adding to and expanding this resource weekly for Castle Rock business advancement and expect to increase awareness and submissions.

#### **Talent Development**

- **Tours for Teachers** – The Chamber led a successful **Tours for Teachers** program in Fall 2023 with increased engagement by DCSD. Due to the success of the program, the Chamber is planning an additional Tours for Teachers session for Spring 2025. Tours will follow the Colorado Career Cluster Model for Career & Technical Education (CTE).
- **NextGen Castle Rock** – New Young Professionals program available for members and non-members. The program will be available to all YPs in Castle Rock and Douglas County, as it is important of us to engage with the up-and-coming workforce. The mission of NextGen CR is to aspire to influence the future of Castle Rock for the current and next generations of young professionals by promoting innovation, creativity, and entrepreneurship while preserving Castle Rock's unique charm and character.

#### **Community Marketing & Engagement**

- **Community Signature Events** – Manage, promote, and support the community through regional events such as WineFest, DC Fair Parade, Artfest, and Starlighting. 2025 goal is to increase visibility, attendance, and effectiveness of marketing efforts.
- **Leadership Douglas County** – LDC is committed to ensuring the continuity of knowledgeable and effective leadership in Douglas County. 2025 goal is to expand the program to be a competitive application/selection process of business owners, community partners and government officials.

#### **Hospitality and Tourism**

- **Welcome and Visitor Center / Shop the Rock** – Inform visitors, new residents and community members of all Castle Rock's charm, amenities, and community events through 24/7/365 online resources and personal engagement at the Chamber office.
- **Promote Tourism of Castle Rock** – Create communication, both virtual and deliverable materials, to promote Castle Rock as a thriving community. Resources include Livability Magazine, Castle Rock/Douglas County map, VisitCastleRock.org website, and social media.



#### **IV. SUPPLEMENTAL INFORMATION**

*If applicable, the amount of additional funds requested this year, and an explanation for the request.*

##### **Chamber Contact:**

Stacy Garmon, President & CEO

Castle Rock Chamber

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##### **Castle Rock Chamber - Board of Directors 2024**

Chair	Rob	Osborn	CORE Electric Cooperative
Chair Elect	Kris	Brader	Farmers Insurance – Brader Agency
Treasurer	Steve	Peterson	Christian Brothers Automotive
Treasurer Elect	Dawn	Gabriel	Authentic Connections
Foundation Chair	Mary	Anderson	Minuteman Press Castle Rock
	John	De Lay	Pegasus Restaurant
	Jason	DeYoung	DeYoung Brothers Construction
	Jay	Egger	ACC at Sturm Collaboration Campus
	Lesley	Frohnhofer	Premier Members Credit Union
	Matt	Gal	Advent Health Castle Rock
	Tom	Henley	Black Hills Energy
	Angel	Kelchen	Edward Jones
	Hannah	Paille	Kokish, Goldmanis & Greenberg P.C.
	Steve	Thayer	Thayer Group - Keller Williams
	Linda	Watson	Sky Ridge Medical Center
Ex-Officio	Kevin	Bracken	Castle Rock Councilman
Ex-Officio	Dave	Corliss	Castle Rock Town Manager
Ex-Officio	Stacy	Garmon	Castle Rock Chamber
Ex-Officio	Desiree	LaFleur	Castle Rock Councilwoman
Ex-Officio	Karah	Reygiers	Castle Rock EDC