



**DATE:** June 15, 2017

**TO:** MAYOR JENNIFER GREEN, CASTLE ROCK TOWN COUNCIL  
AND DAVE CORLISS, TOWN MANAGER

**FROM:** BERNIE GREENBERG, CHAIRMAN  
PAM RIDLER, PRESIDENT/CEO

**RE:** 2018 TOWN SERVICE CONTRACT SUBMISSION

The Castle Rock Chamber of Commerce Board of Directors respectfully submit this request to the Town of Castle Rock for the continuation of its Service Contract with the Castle Rock Chamber for 2018. 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's proposal for the 2018 Service Contract is for \$99,720 which was the same requested in 2017.

#### **ECONOMIC DEVELOPMENT PROJECTS**

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

**Community Marketing**—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 positive experiences which will encourage a live, work, shop, play and stay environment. We continue to have success with the visually engaging and interactive VisitCastleRock.org community website. This site allows local organizations, vendors and event planners to submit their events to the community calendar for posting. The VisitCastleRock.org website has increased website traffic by 31% from the same time frame as last year. Our objective is to continue to promote activities which keep our residents connected and support local events that add to Castle Rock's lifestyle and sense of community including enhanced social and cultural experiences. The VisitCastleRock.org site integrates our areas cultural scene, which promotes community events, area nightlife, historic tours and museum, in addition to recreational activities. We have surpassed our goals with pageviews at 107,710 (+31%) and new users are 21,097 (+28.9%).

For those individuals looking to relocate to Castle Rock, the VisitCastleRock.org site is a great resource which is all in one location. Looking for information on senior living, churches, schools, daycare, neighborhoods, government services, higher education or emergency services are directly linked to the appropriate providers in our community.

We are in our second year of creating the Livability magazine which is published both in print and digitally with an interactive mobile version. This magazine showcases Castle Rock's strengths through stunning photography and professionally written stories to showcase Castle Rock's community character and is produced as an annual high-quality publication distributed to newcomers, businesses and visitors.

Cross marketing efforts have been created with our community partners in promoting local businesses, recreation, parks/trails, community events and other amenities and we continue to explore local and regional

mass media and social media opportunities to expand our communities' exposure. We continue to educate our new residents of our local amenities through the continued distribution of Welcome to Castle Rock packets (Shop the Rock) and to date 1,059 households have received these packets.

Our social media presence over the past year has increased by 14% on Facebook and 22% on Twitter. Efforts to maintain our following and to emerge throughout the community as 'the source' for community events will continue as a top priority.

We continue to distribute to our local hotels See & Do brochures to keep their customers to shop locally. In addition, Castle Rock activity brochures are being distributed at Visitor Centers in Alamosa, Boulder, Buena Vista, Burlington, Canyon City, Colorado Springs Grand Lake, Grand Junction, Greeley, Monument, Pueblo and Woodland Park.

A monthly full-page advertisement is placed in the Castle Rock NewsPress newspaper and on the Colorado Community Media website which features local events, programs, community issues and a local calendar. Distribution is over 110,000 households monthly in Douglas County.

### **Hospitality and Tourism**

*Community events* are a major component of community character and tourism which has been identified by our residents and continues to rank high in Town surveys, in addition to our onsite event surveying of visitors. The Chamber takes pride leading several of the community signature events with the assistance of Town, Downtown Alliance and volunteer business staffing. We will continue to work towards improvement and increased quality by providing family oriented entertainment and to capture and record data to evaluate the return on objectives of these events.

*The Visitor Center* which is located inside the Chamber building welcomes visitors and residents to our community. The Chamber has continued expanded summer service hours June through August to include Saturday hours from 9 am to 1 pm. During the rest of the year, the Visitor Center is staffed five days per week 9 am to 5 pm (Monday-Friday) to greet and give assistance to residents and visitors which welcomed 3,910 visitors as of June 1<sup>st</sup> and is a 2.9% increase over same time last year.

**Small Business Assistance Services**—The Castle Rock eXcelerate Business Development program remains committed to small business and economic development. The program provides a myriad of educational resources to encourage the development and growth of entrepreneurial activity in Castle Rock at little or no cost to both start-ups and established businesses. Through the first five months of 2017:

- This program provides **one-on-one business consulting** with expert volunteer assistance. A total of 33 counseling hours to 26 local businesses (which equates to a value of over \$4,125 donated staff hours.) An increase of 35.7% over last year now, serving our local businesses.
- **Business monthly class trainings** for business owners/management and their employees 16 classes have been conducted to date with 183 participants and 132 unique businesses which is an increase of 14% in our class offerings to our local businesses. The value of over \$5,700 of in-kind professional staffing. **On-line business trainings** for our local business community and their staff in addition to our current on-site training modules. The online trainings offer over 1,000 different class options to employers.
- **Outreach program to new businesses** welcomes new businesses on behalf of the Castle Rock Economic Partnership, offering to help them make local connections, find local resources, etc. So far in 2017, 112 new businesses (+20%) have been mailed a welcome letter and business assistance brochure which is followed up with a phone call and an email by Chamber staff. The purpose is to contact the owner/manager in a variety of ways, at different times throughout their first year in Castle Rock. We invite them to attend Chamber networking events and training classes for free and emphasize the Chamber, Town, EDC and Downtown Alliance partnership which are here to help them get established.

- In our second year, the Chamber continues to coordinate and host two **Douglas County Job Fair** events to assist our local employers to fill their employment needs. A total of 53 businesses and 307 job seekers participated in the February 2017 event. An additional Job Fair will be coordinated in the fall of 2017.

**Leadership Program:**

Leadership Douglas County program will begin its 19<sup>th</sup> class session in September 2017. The class participants are from local businesses, non-profit organizations and government agencies. The program has graduated 331 individuals since 2000. In the first five months of 2017 we have utilized 91 volunteers contributing 401 hours valued at \$10,414 and staffing at \$4,202. Of the current 22 class participants, 17 of this year's graduating class either live or work in Castle Rock within our local businesses or in the public sector. LDC is designed to identify, educate and motivate current and emerging leaders who will strengthen and enhance a sustainable community.

**2018 SERVICE ORGANIZATION  
FUNDING APPLICATION**

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

**I. 2018 FUNDING REQUEST (Please use this form for this information and not another format.)**

**Breakdown of funds**

**EVENTS**

Artfest	\$ 7,376
DC Fair Parade	2,153
Starlighting	5,286

**PROGRAMS**

eXcerlate Business Development	15,000
Leadership Douglas County	2,000
Community Marketing	22,600

**ADMINISTRATIVE**

Admin-Event/Program staffing	25,929
Admin/Operations	19,376

TOTAL FUNDING REQUEST \$99,720

**II. 2018 PROJECTED ORGANIZATION BUDGET**

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

**2018 projected organizational budget**

*(Including funding from the Town)* \$853,500

**Projected sources of revenue**

		% of <u>Budget</u>
Events/Sponsorships	\$ 410,000	48.0%
Membership Investment	265,000	31.0%
Town Contract of Service	99,720	11.7%
Programs/Sponsorships	75,300	08.9%
Other/Advertising	3,480	00.4%
 TOTAL PROJECTED REVENUE	 <u>\$853,500</u>	 100.00%

**Projected expenditures**

*(By major budget category)*

Events Direct & Indirect (incl. salaries)	\$ 308,000
Programs Direct & Indirect (incl. salaries)	378,550
Salaries/Benefits/Payroll Taxes	124,450
Other G&A	42,500
TOTAL PROJECTED EXPENDITURES	<u>\$ 853,500</u>

### **III. 2018 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.

#### **Community Marketing**

- Manage, promote and support the community through regional events like the Lifestyle Expo, Job Fairs, Elephant Rock Ride, WineFest, DC Fair Parade, Artfest and Starlighting.
- Use systematic models of measuring the return on objective of our local events.

#### **Hospitality and tourism**

- Engage local marketing experts to create messaging to promote local amenities and community events.
- Continue efforts to inform visitors and new residents in assisting them in discovering Castle Rock's amenities through personal engagement at the Visitor Center and new resident packets mailed to their residence.
- Continue creating communication materials that promote Castle Rock as a thriving community (Livability Magazine, Castle Rock/Douglas County map, Castle Rock Resource Directory, VisitCastleRock.org website, videos, social media and other promotional materials.)

#### **Small Business Support Services—eXcelerate Business Development Program**

- Facilitate volunteer one-one-one business consultations with a goal to increase services by 3% to unique businesses and capture services rendered data from the business counseling service efforts.
- Workforce assistance continued in coordinating Douglas County Job Fairs bi-annually and promote community electronic Job Board to local employers and prospective job seekers through social and other media forums.
- Continue to offer diverse types of business trainings which will broaden the exposure and business involvement in technology, management, marketing/sales, worksite wellness, hospitality and customer service. The goal is to increase attendees by 2%.

#### **Contact:**

*Pam Ridler, President/CEO*  
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Castle Rock CO 80104  
303-478-1887  
pam@castlerock.org

## Castle Rock Chamber of Commerce Board of Directors 2017

<b>Bernie Greenberg-Chairman of the Board</b> Kokish & Goldman PC 316 Wilcox--Castle Rock CO 80104 303-688-3535 bgreenberg@kgattys.com	<b>Todd Folkenberg</b> <span style="float: right;">2016/2018 (2-yr term)</span> Castle Rock Adventist Health Campus 2350 Meadows Blvd--Castle Rock CO 80109 303-324-324-1353 — phone tfolkenberg@centura.org
<b>Mark Michael-Chair-Elect</b> Versatility Creative Group 720-432-2594 mark@vcgmedia.com	<b>Jill Garber</b> <span style="float: right;">2017/2019 (2-yr term)</span> Arapahoe Community College 4416 Lazy K Drive--Castle Rock, CO 80104 303-660-3165—phone jill.garber@arapahoe.edu
<b>Aaron Fort-Treasurer</b> The Fort CPA Group 407 N. Wilcox Street--Castle Rock, CO 80104 303-688-0375 Aaron@eakinsfort-cpa.com	<b>Brock Goodwin</b> <span style="float: right;">2016/2018 (2-yr term)</span> Mutual of Omaha 9155 E. Nichols Ave, Suite 250--Centennial, CO 80112 (720) 875-0102 x213--phone Brock.Goodwin@mutualofomaha.com
<b>David Zwerenz-Treasurer-Elect</b> FirstBank of Douglas County 2 Plum Creek Pkwy--Castle Rock, CO 80104 303-660-7944 David Zwerenz@efirstbank.com	<b>Nadine Kirk</b> <span style="float: right;">2017/2019 (2-yr term)</span> RE/MAX Alliance 719 N. Wilcox--Castle Rock, CO 80104 303-941-4221— phone TheKirkTeam@gmail.com
<b>John Manka-Chairman</b> I Stop Tire & Auto 414 Wilcox Street--Castle Rock, CO 80104 303-688-0366 john@manka.us	<b>Linda Watson Kolstad</b> <span style="float: right;">2017/2019 (2-yr term)</span> Sky Ridge Medical Center 10101 Ridgegate Pkwy--Lone Tree, CO 80124 720-225-1016 — phone linda.watson@healthonecares.com
<b><u>EX-OFFICIO (non-voting)</u></b> <b><u>Pam Ridler—President/CEO</u></b> Castle Rock Chamber of Commerce 420 Jerry St. - Castle Rock, CO 80104 303-688-4597 pam@castlerock.org	<b>Mike McNairy</b> <span style="float: right;">2016/2018 (1-yr term)</span> Creative Colors International 303-319-9485 mmamac@msn.com
<b>Frank Gray—President/CEO</b> Castle Rock Economic Development Council 18 South St--Castle Rock, CO 80104 303-688-7488 frank@castlerockcdc.com	<b>Andrea Nyquist</b> <span style="float: right;">2017/2019 (2-yr term)</span> Outlets of Castle Rock 5050 Factory Shops Blvd--Castle Rock CO 80109 303-688-2800—phone andrea@outletsatcastlerock.com
<b>Dave Corliss, Town Manager</b> Town of Castle Rock 100 Wilcox St--Castle Rock, CO 80104 303-660-1374 dcorliss@crgov.com	<b>Michelle Peck</b> <span style="float: right;">2016/2018 (2-yr term)</span> TMMC Property Management 514 Perry Street, PO 1540--Castle Rock, CO 80104 303-985-9623 Mpeck@tmmccares.com
<b>Councilman James Townsend</b> Town of Castle Rock Robinson & Henry PC 303-688-0944 jtownsend@crgov.com <span style="float: right;">james@robinsonandhenry.com</span>	<b>Abby Tardiff</b> <span style="float: right;">2017/2018 (1-yr term)</span> ANB Bank 3851 Sol Danza Dr—Castle Rock CO 80109 303-394-5671 Abigail.tardiff@anbbank.com
<b>DIRECTORS</b>	<b>Julie Voorhees</b> <span style="float: right;">2017/2019 (2-yr term)</span> Keller Williams Action Realty 140 S Wilcox Street—Castle Rock CO 80104 303-437-2505--Phone julievoorhees.jv@gmail.com
<b>Jill Dustman Coe</b> <span style="float: right;">2017/2018 (1-yr term)</span> White Construction Group 202 6 <sup>th</sup> Street, Ste. 200 303-688-6924 Jdustman-coe@whitecg.com	<b>Tom Waymire</b> <span style="float: right;">2017/2019 (2-yr term)</span> Castle Rock Bank 501 Wilcox--Castle Rock, CO 80104 303-688-5191—phone twaymire@castlerockbank.com
<b>Nick Lucey</b> <span style="float: right;">2017/2018 (1-yr term)</span> NickLucey.com 912-224-3567 nickluceydotcom@gmail.com	<b>Cody Wilson</b> <span style="float: right;">2017/2018 (1-yr term)</span> Kneaders Bakery 826 New Memphis Court 720-974-4821 cody@kneaders.com

## Castle Rock Chamber of Commerce Board of Directors (Alternates) 2017

<p><b>Todd Folkenberg, CEO</b> <span style="float: right;"><b>2016/2018 (2-yr term)</b></span>          Castle Rock Adventist Health Campus          2350 Meadows Blvd--Castle Rock CO 80109          303-734-8621          tfolkenberg@centura.org</p>	<p><b>Lisa Hinton, Development Director</b>          Castle Rock Adventist Health Campus          303-734-8621          lhinton@centura.org</p>
<p><b>Andrea Nyquist</b> <span style="float: right;"><b>2015/2017 (2-yr term)</b></span>          Outlets of Castle Rock          5050 Factory Shops Blvd--Castle Rock CO 80109          303-688-2800          andrea@outletsatcastlerock.com</p>	<p><b>Margie Munoz, General Manager</b>          Outlets of Castle Rock          303-688-2800          munoz@outletsatcastlerock.org</p>
<p><b>Councilman James Townsend</b>          Town of Castle Rock          Robinson &amp; Henry PC          303-688-0944          jtownsend@crgov.com <span style="float: right;">james@robinsonandhenry.com</span></p>	<p><b>Councilman George Teal</b>          Town of Castle Rock          303-819-5936 (cell)          gteal@crgov.com <span style="float: right;">george@tealcr.com</span></p>