



CASTLE ROCK

CHAMBER OF COMMERCE

Submitted to: Castle Rock Town Council

Report by: Pam Ridler, Castle Rock Chamber of Commerce

Submitted: July 31, 2018

Re: Castle Rock Chamber's January-July 2018 Mid-Year Reporting

Castle Rock Economic Partnership (CREP)—In the Chamber's role with the scope of the Contract for Services with the Town, the Chamber is responsible for coordinating the efforts of Business Support Services, Community Marketing and Tourism efforts which include community signature events.

I. Special Events & Tourism Projects

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 and our community events celebrate our home-town 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 continues 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 Chamber's Contract of Service with the Town is to organize, promote and implement the Douglas County Fair Parade (July), Colorado Artfest (September) and Starlighting (November) events. The Fair Parade was successful in bringing an estimated 12,800 people into downtown (+9%) over last year with 93 parade entries. Other community events which the Chamber has already coordinated this year are the Douglas County Job Fair (February) with 31 local employers and 167 job seekers; DC Lifestyle Expo (February) partnered with the Zackari Parrish 5k which had over 12,000 attendees; and the Castle Rock WineFest (July) had a 4% increase with approximately 2,500 attendees. The Chamber also partners with the promoter of the Elephant Rock Ride (June) by providing them with aid station volunteer recruitment and the management of onsite beer sales for the three-day event.

DC Lifestyle Expo: (February 3, 2018)

PURPOSE/OBJECTIVE:

The Expo was located at the Douglas County Events Center showcasing area businesses to our residents. The goal is to promote a strong local economy by featuring local and regional businesses, products and services to the residents of Castle Rock. The Expo gives our residents the opportunity to shop local in an environment of education, entertainment and interactive activities.

MEASURABLE OUTCOMES:

- Attendance this year was estimated at 12,000+ attendees for this 6-hour event.
- 85 vendor booths
- The Zackari Parrish 5k run; a partnership with the Stride Mob Race Team.
- The Expo's social media exposure grew from 32,675 impressions 543,800.
- Media (print/radio) touch points were more than 625,000
- Staffing— 8 volunteers estimated 30 hours, value equity of \$770.40**

**Town funding does not include direct support of the Douglas County Lifestyle Expo special community event; however, 5.9% of Event/Program staffing and operations funding is applied according to the staffing % to this specific event/programs.*

***Volunteer event staffing is valued at \$25.68/hr. source CO Tourism Office.*

DC Job Fairs: (February 1, 2018)

PURPOSE/OBJECTIVE:

We are in our third year of conducting Job Fairs. The Chamber continues to coordinate and host to assist our local employers to fill their employment needs.

MEASURABLE OUTCOMES:

- Employers participating – 31
- Job seekers attending—167
- 21,200 social media reach in exposure.

Castle Rock WineFest: (July 21, 2018)

PURPOSE/OBJECTIVE:

The WineFest recently celebrated its 15th year, and our 2nd year at Butterfield Crossing Park in The Meadows. This event has been identified as the eastern slope premier wine tasting event attracting wine lovers from across the state. The goal is to encourage cultural activities including the promotion of Colorado wines, day long entertainment and activities to increase the economic impact to Castle Rock's local economy and marketing exposure.

MEASURABLE OUTCOMES:

- Ticket sales with multiple partnerships and new marketing outlets, the 2018 WineFest was a huge success with 2,472 attendees (+4%) enjoying Butterfield Crossing Park and Castle Rock.
- Social media impressions grew from 540,486 to 568,591 impressions (includes 5280.com, Comcast, Groupon and the Denver Ear Social Media)
- Current media (print/radio) impressions are in excess of 78,000.
- Staffing—76 volunteers estimated at 420 hours value equity of \$10,861**
- **Town funding does not include direct support of the Castle Rock Winefest special community event; however, 5.9% of Event/Program staffing and operations funding is applied according to the staffing % to this specific event/programs.*

****Volunteer event staffing is valued at \$25.86/hr. source CO Tourism Office.**

II. Community Marketing, Advertising and Social Media promotion

PURPOSE/OBJECTIVE:

To facilitate community marketing by continuing to manage the VisitCastleRock.org website and Community Events Calendar, VisitCastleRock.org/events, with ongoing content curation. This site is a 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 of promoting 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. We also will educate our new residents of the local amenities through the continued distribution of the Shop the Rock Welcome packets.

MEASURABLE OUTCOMES:

- VisitCastleRock.org page views currently are 66,932 and 86% are new users. Published the third year of Livability magazine in print and digitally with an interactive mobile version. This magazine showcases Castle Rock's strengths through photography and professionally written stories of Castle Rock's community character.
- Cross marketing efforts have been created with our partners in promoting local businesses, recreation, parks/trails, community events.
- Partnered with Town, Downtown Alliance and Chamber creation and distribution of Summer Community Events printed calendar mailed in May to every

household in Castle Rock (19,000 directly mailed) and 11,000 distributed at local community partner locations.

- Continue to produce a full-page tabloid advertisement distributed through the Castle Rock News Press to residents which promotes upcoming community events and programs (19,800 household distribution monthly throughout Castle Rock and Castle Pines).
- Mailing of new residents' packets are sent monthly to new water hookups to encourage shopping for products and services locally. 2,062 packets have been mailed to date.

Visitors/Residents Assistance

- Visitor Center—continue to have the Visitor Center open in the summer 6 days per week (Saturdays between Memorial Day and Labor Day open 9 am-1 pm). To date the Chamber has welcomed 5,045 visitors (+9.7%).
- Volunteer Hospitality Trainings—We have four volunteers who welcome visitors.

III. Small Business Assistance

PURPOSE/OBJECTIVE:

The eXcelerate Business Development Program 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 sixteen years. As a committee, 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:

- ***One-on-one business consultations*** with expert volunteer counseling 19 businesses and/or start-ups to with 33 hours of services. The value of volunteer services is \$3,300 to date.
- ***Business monthly trainings--3rd Tech Tuesday, BizBuilder Lunch 'n Learn, and Wellness Rocks Worksite Wellness*** continue to grow in popularity. To date we have conducted 22 trainings with 175 attendees. Business volunteers have contributed a value of over \$3,200 of in-kind professional staffing.
- ***Business Outreach program*** 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 2018, 141(+12%) new businesses have been mailed a welcome letter and business assistance brochure which is followed up with a

phone call and an email by Chamber staff. A second connection letter is mailed eight months after they appear on the business license list. The idea is to communicate in a variety of ways, a variety of times. We invite them to attend Chamber networking events and training classes for free and emphasize the Chamber, Town and EDC are here to help them get established.

IV. Volunteer Development

Leadership Douglas County Program:

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. LDC completed its 19th year in June graduating 21 class participants (352 graduates since 2000). The program utilized a total of 98 volunteers contributing 433 hours valued at \$11,258 and staffing costs of \$6,222.

The 2018/19 class selection has been completed with the acceptance of 22 new participants from local businesses, non-profit and government employers who will begin their classes in September.