



**DATE:** September 18, 2015

**TO:** MAYOR PAUL DONAHUE, CASTLE ROCK TOWN COUNCIL  
AND DAVE CORLISS, TOWN MANAGER

**FROM:** ELYSE MCNULTY, CHAIRMAN  
PAM RIDLER, PRESIDENT/CEO

**RE:** 2016 TOWN SERVICE CONTRACT REQUEST

The Castle Rock Chamber of Commerce respectfully submits this request to the Town of Castle Rock for the continuation of its Service Contract with the Chamber for 2016. 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 2016 Service Contract is for \$99,720 which was the same requested in 2015.

#### **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 website has increased its backlinks from 1,006 in December, 2014 to 1,052 to-date (4.6% increase) which we are in line to exceed our 5% goal by December, 2015 as we continue to implement our comprehensive SEO plan. Our objective is to promote activities which keep our residents connected and support local events that add to the Castle Rock’s lifestyle and sense of community, including enhanced social and cultural experiences.

To continue this objective, the VisitCastleRock.org integrates our areas cultural scene, which promotes events, area nightlife, galleries, historic tours and museum in addition to, recreational activities. With so many attractions and activities in our area to choose, you may have to stay longer!

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, day care, neighborhoods, government services, higher education or emergency services are directly linked to the appropriate providers in our community.

Cross marketing efforts have been created with our community partners in promoting local businesses, recreation, parks/trails, community events and other amenities and we will continue to explore local and regional mass media and social media opportunities to expand our communities' exposure. We also 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 1,905 packets have been distributed.

Our social media presence over the past year has increased by 84% on Facebook and 35% on Twitter exceeding our goal for 2015 of 20%. Efforts to maintain our following and to emerge throughout the community as 'the source' for community events will continue as a top priority. We have also recently partnered with Google's "Let's Put our Cities on the Map" program and are working to assist our local businesses to be represented.

In addition **NEW in 2015**, print marketing includes a) brochure cards which have been distributed to Castle Rock retailers, restaurants, hotels, banks and other locations to promote the new mobile friendly site, CRToday App and calendaring system. Currently this brochure is also distributed at Visitor Centers in Colorado Springs, Woodland Park, Monument and Burlington with plans to expand to other Colorado Visitor Centers. b) Implemented in May, 2015 a monthly full-page advertisement in the Castle Rock NewsPress newspaper and on the Colorado Community Media website. This full-page features local events, programs, community issues and calendar and is delivered to over 18,500 households monthly in Castle Rock.

*\*If the Town of Castle Rock wishes to conduct a community re-branding effort in 2016, the Chamber will accept the responsibility to lead the process with support from the Castle Rock Economic Partnership and look to engage in an additional contract of service proposal.*

### **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 with our onsite event surveying of visitors. The Chamber takes pride leading several of the community signature events with the assistance of the 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 Chamber's Contract of Service with the Town is to organize, promote and implement the Douglas County Fair Parade, Colorado Artfest and Starlighting. Other community events which the Chamber continues to coordinate and facilitate are the Healthy Living Expo (February), Victoria House Block Party (June) and Castle Rock WineFest (July). The Chamber board of directors will continue to explore expansion opportunities of these current events.

***The Visitor Center*** which is located inside the Chamber building welcomes visitors and residents to our community. The Chamber expanded summer service hours June through August, 2015 to include Saturday hours from 10 am-2 pm which welcomed an additional 185 visitors in 13 Saturdays. With the Chamber board's direction, we will be analyzing the data gained to plan for future services. 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. In addition, the staff promotes local businesses and our communities' resources.

**Small Business Assistance Services**—The Castle Rock Economic Gardening program is a commitment to small business and economic development in creating a myriad of educational resources needed to encourage the development and growth of entrepreneurial activity in Castle Rock at little or no cost to both start-ups and established businesses.

- This program provides **one-one-one business counseling** with expert volunteer assistance. To date in 2015, a total of 49 counseling hours to 34 local businesses equates to a value of over \$6,063 expert volunteers and staff hours. Our goal for 2015 is to increase the hours of counseling services by 20% which would be 74 hours of counseling assistance by the end of this year.
- **Business monthly class trainings** for business owners, management and their employees 17 classes have been conducted to date with 233 participants representing 82 local businesses. The value of over \$11,550 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 new online trainings offer over 1,000 options to our employers. These employers are now able to view and track their trainees' progress and measure their knowledge and comprehension. It is too early to measure the success of this program.
- **Outreach program to new businesses** is to welcome new businesses on behalf of the Castle Rock Economic Partnership offering to help them make local connections, find local resources, etc. In 2015, 167 new businesses have been mailed a welcome letter that has been followed up with a phone call and an email. The purpose is to contact the owner/manager in a variety of ways, at different times throughout their first year. 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.
- **Young Entrepreneurs Academy YEA!** is beginning its fourth session on October 19, 2015 with the 30-week after school program that transforms high school students into real, confident entrepreneurs. Throughout the weekly classes, students develop business ideas, write business plans, conduct market research, pitch their plans to a local business panel of investors and actually launch and run their own fully formed companies. **NEW this fall**, the YEA! program will be housed at Castle Rock's new co-work space, The ConneXion Spot which will serve entrepreneurs in an environment where new business development and collaborations are the norm and we like our kids to experience this type of business culture. The goal is to enroll 15 middle and high school students and to recruit 60 business volunteers. In addition, students who completed the program will act as student mentors/ambassadors for this year's new class helping them receive their high school community service hours.

**Leadership Program:**

Leadership Douglas County program has begun its 17<sup>th</sup> class in September with 18 class participants from local business, non-profit organizations and government agencies. The program has graduated 262 individuals since 2000. This year we have utilized 64 volunteers contributing 376 hours valued at \$19,176 and staffing at \$8,700. Of the 18 class participants, **11 of this year's class participants 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.

**2016 SERVICE ORGANIZATION  
FUNDING APPLICATION**

ORGANIZATION REQUESTING FUNDING: Castle Rock Chamber of Commerce

**I. 2016 FUNDING REQUEST** (Please use this form for this information and not another format.)  
Breakdown of funds

Artfest	\$ 7,376
DC Fair Parade	2,153
Starlighting	5,286
Economic Gardening	15,000
Leadership Douglas County	1,000
Community Marketing	22,600
Admin-Event/Program staffing	25,929
Admin/Operations	<u>20,376</u>
 TOTAL FUNDING REQUEST	 <u>\$99,720</u>

**II. 2016 PROJECTED ORGANIZATION BUDGET**  
(Please use this form for this information and not another format.)

2016 Projected organizational Budget \$772,555  
(including funding from the Town)

Projected sources of revenue:

Events/Sponsorships	\$401,750
Membership Investment	200,000
Town Contract of Service	99,720
Programs/Sponsorships	65,500
Other/Advertising	5,585
 TOTAL PROJECTED REVENUE	 <u>\$772,555</u>

Projected expenditures:  
(by major budget category)

Salaries/Benefits/Payroll Taxes Expenses	406,530
Event Expenses	183,870
Program Expenses	59,750
Other G&A Expenses	92,350
Mortgage Principle/Capital	20,055
 TOTAL PROJECTED EXPENDITURES	 <u>\$762,555</u>

### **III. 2016 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**

- Continue the systematic models of measuring the return on objectives of current local events which include surveying vendors, event attendees and local businesses.
- Continue to increase the VisitCastleRock.org website and social media presence adhering to the SEO Strategic Plan.

#### **Hospitality and tourism**

- Conduct research regarding the feasibility of maintaining the Visitor Center's to include Saturday summer hours to greet and give assistance to visitors and residents.
- Increase recruitment of hospitality volunteers to 8 trained individuals.
- Coordinate and facilitate the Colorado Artfest, Douglas County Fair Parade, Starlighting, Healthy Living Expo and the Castle Rock WineFest with the objective to increase community engagement which adds to the Castle Rock lifestyle and sense of community, including enhanced social and cultural experiences, educational excellence and recreational opportunities.

#### **Business Support Services—Castle Rock Economic Gardening**

- Increase the number of business counseling service hours by 5%
- Continue to offer business trainings increasing the participation with on-line and in person training events.
- Continue new business outreach to welcome and introduce these businesses to our local resources which can assist in their business success.

#### **Contact:**

Pam Ridler, President/CEO  
Castle Rock Chamber of Commerce  
420 Jerry Street  
Castle Rock CO 80104  
303-478-1887  
pam@castlerock.org

# Castle Rock Chamber of Commerce Board of Directors 2015

<p><b>Elyse McNulty-Chairman</b> Kaiser Permanente 4031 Black Feather Trail, Castle Rock, CO 80104 303-801-8748— phone 719-231-7478--cell elyse.l.mcnulty@kp.org</p>	<p><b>Todd Folkenberg</b> <span style="float: right;"><b>2014/2016 (2-yr term)</b></span> Castle Rock Adventist Health Campus 2350 Meadows Blvd, Castle Rock CO 80109 303-734-8621 — phone tfolkenberg@centura.org</p>
<p><b>John Manka-Chair-elect</b> 1Stop Tire &amp; Auto 414 Wilcox Street, Castle Rock, CO 80104 303-688-0366—phone john@manka.us</p>	<p><b>Jill Garber</b> <span style="float: right;"><b>2015/2017 (2-yr term)</b></span> Arapahoe Community College 4416 Lazy K Drive, Castle Rock, CO 80104 303-660-3165—phone 303-660-3179—fax jill.garber@arapahoe.edu</p>
<p><b>Aaron Fort-Treasurer</b> Eakins Fort &amp; Company PC 407 N. Wilcox Street, Castle Rock, CO 80104 303-688-0375—phone Aaron@eakinsfort-cpa.com</p>	<p><b>Golden Goodwin</b> <span style="float: right;"><b>2015/2016 (1-yr term)</b></span> Go Social Castle Rock 350 S Perry St., Suite C, Castle Rock CO 80104 720-375-4646 golden@gosocialcommunities.com</p>
<p><b>David Zwerenz-Treasurer-elect</b> FirstBank of Douglas County 2 Plum Creek Pkwy. - Castle Rock, CO 80104 303-688-5000 — phone David Zwerenz@efirstbank.com</p>	<p><b>Bernie Greenberg</b> <span style="float: right;"><b>2015/2017 (2-yr term)</b></span> Kokish &amp; Goldmanis PC 380 Perry St, Suite 220, Castle Rock CO 80104 303-688-3535 bgreenberg@kgattys.com</p>
<p><b>Mike Tafoya -Immediate Past Chairman</b> Portocol Business Strategies 7200 S. Alton Way, Centennial, CO 80112 303-524-1270 phone (303) 524-1280 miket@portoco.com</p>	<p><b>Whitney Medved</b> <span style="float: right;"><b>2015/2016 (1-yr term)</b></span> Medved Autoplex 1404 S. Wilcox St. 303-688-3137 whitney@medved.com</p>
<p><b>EX-OFFICIO (non-voting)</b> <b>Pam Ridler—President/CEO</b> Castle Rock Chamber of Commerce 420 Jerry St. - Castle Rock, CO 80104 303-688-4597— phone pam@castlerock.org</p>	<p><b>Nadine Kirk</b> <span style="float: right;"><b>2015/2017 (2-yr term)</b></span> RE/MAX Alliance 719 N. Wilcox, Castle Rock, CO 80104 303-941-4221— phone 303-688-8795— fax tothekirks@aol.com</p>
<p><b>Frank Gray—President/CEO</b> Castle Rock Economic Development Council 18 South St. - Castle Rock, CO 80104 303-688-7488 — phone 303-688-5338 — fax frank@castlerockedc.com</p>	<p><b>Jackie Linderman</b> <span style="float: right;"><b>2015/2016 (1-yr term)</b></span> Holiday Inn Express 610 Genoa Way – Castle Rock, CO 80109 303-688-0888 jackie@holidayinn.com</p>
<p><b>Sally Misare—Town Clerk</b> Town of Castle Rock 100 Wilcox St. - Castle Rock, CO 80104 303-660-1367— phone smisare@crgov.com</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—phone andrea@outletsatcastlerock.com</p>
<p><b>Mayor Paul Donahue</b> Town of Castle Rock 100 Wilcox - Castle Rock, CO 80104 303-688-4220 — phone 303-688-4869 — fax pdonahue@crgov.com</p>	<p><b>Michelle Peck</b> <span style="float: right;"><b>2015/2016 (1-yr term)</b></span> TMMC Property Management 514 Perry Street, PO 1401 – Castle Rock, CO 80104 303-985-9623 Michelle.peck@tmmc-management.com</p>
<p><b>DIRECTORS</b> <b>Aaron Barrick</b> <span style="float: right;"><b>2015/2016 (1-yr term)</b></span> Folkestad Fazekas Barrick &amp; Patoile PC 18 South Wilcox St, Suite 200 - Castle Rock, CO 80104 (303) 688-3045—phone barrick@ffcolorado.com</p>	<p><b>Tom Waymire</b> <span style="float: right;"><b>2013/2015 (2-yr term)</b></span> Castle Rock Bank 501 Wilcox – Castle Rock, CO 80104 303-688-5191—phone 303-688-5966—fax twaymire@castlerockbank.com</p>
<p><b>Brooke Fox</b> <span style="float: right;"><b>2014/2016 (2-yr term)</b></span> Colorado Agricultural Leadership Foundation 2330 S. I-25, Castle Rock, CO 80104 303-688-1025 — phone brooke@thecalf.org</p>	<p><b>Linda Watson</b> <span style="float: right;"><b>2013/2015 (2-yr term)</b></span> Sky Ridge Medical Center 10101 Ridgeway Pkwy. - Lone Tree, CO 80124 720-225-1016 — phone 720-225-1009 — fax linda.watson@healthonecares.com</p>