

Submitted to: Castle Rock Town Council
Report by: Pam Ridler, Castle Rock Chamber of Commerce
Submitted: July 31, 2017
Re: Castle Rock Chamber's January-July 2017 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. Although these three events have yet to take place at the writing of this report, we are well into planning. Other community events which the Chamber continues to coordinate and facilitate are the Douglas County Job Fair (spring & fall); DC Lifestyle Expo (February) and the Castle Rock WineFest (July). 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 two-day event.

DC Lifestyle Expo: (February 4, 2017)

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 2,203 attendees for this 6-hour event.
- 77 vendor booths

- The Freeze Your Buns Off 5k run a partnership with the Stride Mob Race Team registering 210 runners.
- The Expo's social media exposure grew from 14,326 in 2016 to 32,675 impressions.
- Media (print/radio) touch points were more than 618,000 (Flat due to focus on digital outreach)
- Staffing— 8 volunteers estimated 23 hours, value equity of \$590.64**

**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 particular event/programs.*

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

DC Job Fairs: (February 3, 2017)

PURPOSE/OBJECTIVE:

We are in our second year of conducting multiple Job Fairs, the Chamber continues to coordinate and host two events to assist our local employers to fill their employment needs. An additional job fair will be coordinated in the fall of 2017.

MEASURABLE OUTCOMES:

- Employers participating – 53
- Job seekers attending—307
- We continue to gage the need to have this event from our business community. We are currently looking for space to have a fall job fair in Castle Rock

Castle Rock WineFest: (July 15, 2017)

PURPOSE/OBJECTIVE:

The WineFest recently celebrated its 14th year and due to growth in 2016 the event was relocated to 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 2017 WineFest was a huge success with 2,320 attendees enjoying Butterfield Crossing Park and Castle Rock.

- Implemented a full-page tabloid walking guide distributed to Castle Rock and Castle Pines households two weeks prior to the event.
- Social media impressions grew from 503,127 to 540,486 impressions t (includes 5280.com and the Denver Ear Social Media)
- Current media (print/radio) impressions are in excess of 707,000. This number is flat from 2016 due to focus of increasing our social media presence.
- Event sponsorship is \$26,000 +1.3%
- Staffing—90 volunteers estimated at 529 hours value equity of \$13,585**

New/expanded amenities:

- Added a Bier Garten
- Mainstage & 2nd small stage acoustical sound with continual band entertainment.

**Town funding does not include direct support to the Castle Rock WineFest special community event, however 6.2% of Event/Program staffing and operations funding according to the staffing % to particular 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 to promote 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 as part of the Community Marketing Taskforce with the plan to continue to explore local and regional mass media and social media opportunities, expanding our communities' exposure and creation of local discount Stay and Play packages. We also will educate our new residents of the local amenities through the continued distribution of Welcome to Castle Rock packets.

MEASURABLE OUTCOMES:

- VisitCastleRock.org page views currently are 70,880 (+19%) and new users are 32,884 (+67%) which has surpassed our 10% Goal for 2017. Published the second 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. Shop the Rock Welcome packets to date have been distributed to 1,466 (+19% YTD) households.
- 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 (19,500 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. (1,466 packets mailed to date).

Visitors/Residents Assistance

- Visitor Center—continue to have the Visitor Center open in the summer 6 days per week (Saturdays from Memorial Day through Labor Day open 9 am-1 pm). To date the Chamber has welcomed 4,601 visitors.
- Volunteer Hospitality Trainings—We have five 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 fifteen 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-one one business consultations*** with expert volunteer counseling 38 businesses and/or start-ups to date which is an increase of 124%. The value of volunteer services is \$4,750 to date.
- ***Business monthly trainings--3rd Tech Tuesday, BizBuilder Lunch 'n Learn, Wellness Rocks Worksite Wellness and On-line trainings*** continue to grow in popularity. To date we have conducted 20 trainings with 278 participants (154 non-duplicated businesses). Business volunteers have contributed. The value of over \$4,475 of in-kind professional staffing has been contributed.
- ***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 2017, 125 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 which is a 12% increase. 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 18th year in June graduating 22 class participants (331 graduates since 2000). The program utilized a total of 91 volunteers contributing 401 hours valued at \$10,414 and staffing costs of \$5,422.

The 2017/18 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.