

**DATE:** June 16, 2023

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

**FROM:** Mary Anderson, Chairwoman of the Board  
Stacy Garmon, President & CEO

**RE:** 2024 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 2024. 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 2023.

### **eXcelerate Business Development Program**

- Professional Development training and major speaker events for business owners and their employees: seven (7) events were conducted with 126 attendees.

Seminar topics and presenters include: Goal setting, Colorado Secure Savings, Business Finances and Increasing Profits, Emotional Wellness, Chick-fil-A Top of the Rock Customer Service, and Increasing your Marketing Strategy with the Power of Branding.

- One-on-one business consulting with expert volunteer assistance. A total of 8 hours of business counseling have been held with two (2) start-up/new businesses. We collaborate with the Douglas County Library 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 implemented an **Industry Collaboration Group** focusing on healthcare and education. The Healthcare Collaborative Task Force (HCTF) is a business-driven effort to address urgent workforce

needs of the healthcare industry, using long term strategy and policy on workforce and talent related issues. Healthcare providers at all levels will collaborate with education and training providers to improve the supply and diversity of local healthcare workforce.

The Healthcare Collaborative Task Force includes members from both the healthcare sector as well as our education partners; ACC Sturm Campus, Douglas County School District, Colorado State University, Brookside Inn, Advent Health Castle Rock, Sky Ridge Medical Center, A/D Works, Home Instead, DC Early Childhood Council, and Bridgewater Living Castle Rock.

- We led a successful inaugural **Tours for Teachers** program in Fall 2022. 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 Fall 2022 metrics: 17 Educators participated representing twelve (12) Douglas County Schools, three (3) Networking Events with Business & Industry Leaders with fourteen (14) Industries represented, six (6) Industry Tours conducted (Sky Ridge Hospital, Brookside Inn, Castle Rock Water, CORE Electric, Christian Brother's Automotive, and Lockheed Martin Space), two (2) Education Tours (ACC Sturm Campus and DCSD Legacy Campus), four (4) guest presentations (Meadows Orthodontics, ANB Bank, CableNet Aerospace, and Colorado State Demographer's Office), one (1) Virtual Tour (Colorado Agricultural Leadership Foundation), and four (4) DCSD internships secured during the tour.

Applications for Fall 2023 are currently available, and the Chamber will consider two (2) sessions, spring and fall, depending on DCSD teacher availability.

- The Chamber continues to partner with A/D Works on multiple virtual & in person **Job Fairs** located at ACC Sturm Campus.

### **Leadership Douglas County Program**

Leadership Douglas County (LDC) is a 10-month interactive program (LDC) 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 2023, graduating eighteen (18) class participants. Fourteen of the eighteen 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 438 LDC alumni since 2000.

LDC formed an LDC Alumni program as the 2022-23 class project this year, and we have connected with over 320 previous graduates. The LDC Alumni program mission is to connect local and regional leaders for the enhancement of our community.

### **Community Marketing (2024 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 2024, we plan to **revamp the VisitCastleRock.org site** to encourage engagement with both residents and visitors.

Metrics for Community Visitors and Residents Site VisitCastleRock.org  
 Last 18 months (01/2022-05/31/2023) vs. Previous 18 months (8/01/2020-12/31/2021)

Pages	Page Views	% Change
New Users	89,006	6%
Page Views	158,541	4%
Backlinks	5,055	
Home Page	18,982	-16%
Events	14,762	553%
Dining	13,963	508%
Shopping	5,953	1158%
Attractions	5,383	611%
Golf	4,827	1336%

**Livability Community Magazine** – We are in our eighth 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 2022 – May 2023**

- 207K 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 #1 in Google search for ‘move to Castle Rock, CO.’
- Facebook engagement with five custom articles for Castle Rock have reached 180K+ people with 12K engagements to date.
- More than 11.5K+ new users visited the site since May 2022.

- Livability Social Media article ‘How to Spend the Perfect Day in Castle Rock’ – total reach 121,802 with 2,991 engagement and 7,777 post clicks.

**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

Last 18 months (01/2022-05/31/2023) vs. Previous 18 months (8/01/2020-12/31/2021)

<a href="https://www.castlerock.org">castlerock.org</a> Facebook	Page Data	% Change
Reach	95,867	104%
Page Visits	12,358	579%
New Likes	433	56%
Engagements (likes, comments, shares)	21,271	160%
Total Followers	6,199	

Metrics for Chamber LinkedIn

Date Range: June 2022 - June 2023

<a href="https://www.castlerock.org">castlerock.org</a> LinkedIn	Page Data
Page Views	809
Followers	708 (185 new in last 365 days)
Reactions	833
Comments	80
Reposts	55

**Shop the Rock** – (pending) 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.

The Chamber will be able to track and provide traffic metrics on specific webpages by web visitors and be able to evaluate value to the Town and community.

### **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-eight 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 34<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 2022 hosted more than 25,000 residents and visitors to downtown Castle Rock.

Below are anticipated metrics for 2023 events:

<b>Community Event</b>	<b>2023 Dates</b>	<b>Approx. Attendance</b>	<b>Volunteer Hours Required @ \$31.80</b>
DC Fair Parade	July 29	10,000	36 hours - \$1,145
Colorado Artfest	Sept 9/10	15,000	460 hours - \$14,630
Starlighting	November 18	25,000	325 hours - \$10,335

**Welcome and Visitor Center** – (requesting) Transition the Welcome and Visitor Center as an online resource in January 2024. 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 continue to provide Town of Castle Rock community resources, such as Castle Rock maps and community guides for visitors and residents (physical copies). We will also have cards available with a QR code for easy access to these resources.

By moving to 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.

Examples of area/local online Welcome and Visitor Centers:

- Parker Chamber – Explore Parker – <https://www.parkerchamber.com/#>
- NW Douglas County Chamber & EDC – <https://www.nwdouglascounty.org/douglas-county/>
- Aurora Chamber – <https://www.aurorachamber.org/visitor-relocation-services/>
- Tri-Lakes Chamber/EDC/Visitor Center – <https://www.trilakeschamber.com/visitor-center.html>
- Colorado Springs – <https://coloradospringschamberedc.com/live-work/>
- Visit Arvada – <https://www.visitarvada.org/>

**Metrics for January 2023 – May 2023:**

**Visitor Center Visitors:** Less than 20 unique Visitor Center visitors per month  
Most requesting maps and community guide information.

**Chamber Members/ Visitors:** Approximately 1,100 Chamber members and guests per month.

**2024 SERVICE ORGANIZATION  
FUNDING APPLICATION**

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

**I. 2024 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
<u>Administration &amp; Operations</u>	<u>\$25,000</u>
TOTAL FUNDING REQUEST	\$133,000

**II. 2024 PROJECTED ORGANIZATION BUDGET**

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

**2024 projected organizational budget**

*(Including funding from the Town)* \$860,500

**Projected sources of revenue**

Membership	\$247,000
Chamber Events	\$ 94,500
Community Events	\$366,000
Programs	\$ 78,000
<u>Other</u>	<u>\$ 75,000</u>

TOTAL PROJECTED REVENUE \$860,500

**Projected expenditures**

*(By major budget category)*

Chamber Events including salaries	\$ 90,000
Community Events including salaries	\$190,000
Programs including salaries	\$ 84,000
G&A	\$202,500
<u>Other Salary / Benefits / Payroll Taxes</u>	<u>\$283,000</u>

TOTAL PROJECTED EXPENDITURES \$849,500

### **III. 2024 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 in 2024.

#### **Talent Development**

- **Tours for Teachers** – The Chamber led a successful inaugural **Tours for Teachers** program in Fall 2022. Due to the success of the program, the Chamber will work with DCSD to expand this program, either through additional tours with business owners or by adding a spring session.
- **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. 2024 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. 2024 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.*

**Annual increase as requested in 2021** – Increase to cover additional services provided. Previous Town contracts did not include annual increases for the previous 10 years. As requested by Town staff, annual increases for additional funds request would be spread over a three-year period.

- 2022 contract – \$110,805
- 2023 contract – \$121,910
- 2024 contract request – \$133,000 (as listed above)

**Chamber Contact:**

Stacy Garmon, President & CEO  
 Castle Rock Chamber  
 420 Jerry Street, Castle Rock, CO 80104  
[stacy@castlerock.org](mailto:stacy@castlerock.org) | O: 303-688-4597 | C: 4041-861-4718

<b>Castle Rock Chamber - Board of Directors 2023</b>			
Mary	Anderson	Chair	Minuteman Press Castle Rock
Thuy	Aragon	Treasurer-Elect	FirstBank
Aaron	Barrick		Folkestad, Fazekas, Barrick & Patoile
Kris	Brader	Immed Past Chair / Foundation Chair	Farmers Insurance – Brader Agency
John	De Lay		Pegasus Restaurant
Jason	DeYoung		DeYoung Brothers Construction
Leslie	Frohnhofer		Premier Members Credit Union
Dawn	Gabriel		Authentic Connections
Matthew	Gal		Advent Health Castle Rock
Tom	Henley		Black Hills Energy
Angel	Kelchen		Edward Jones
Courtney	Loehfelm		ACC at Sturm Collaboration Campus
Lisa	Miles		Burly Brewing
Rob	Osborn	Chair-Elect	CORE Electric Cooperative
Hannah	Paille		Kokish, Goldmanis & Greenberg P.C.
Steve	Peterson		Christian Brothers Automotive
Abby	Tardiff	Treasurer	ANB Bank
Steve	Thayer		Thayer Group - Keller Williams
Linda	Watson		Sky Ridge Medical Center
Kevin	Bracken	Ex-Officio	Castle Rock Councilman
Dave	Corliss	Ex-Officio	Castle Rock Town Manager
Stacy	Garmon	Ex-Officio	Castle Rock Chamber
Desiree	LaFleur	Ex-Officio	Castle Rock Councilwoman
Karah	Reygers	Ex-Officio	Castle Rock EDC