



2020 SERVICE CONTRACT

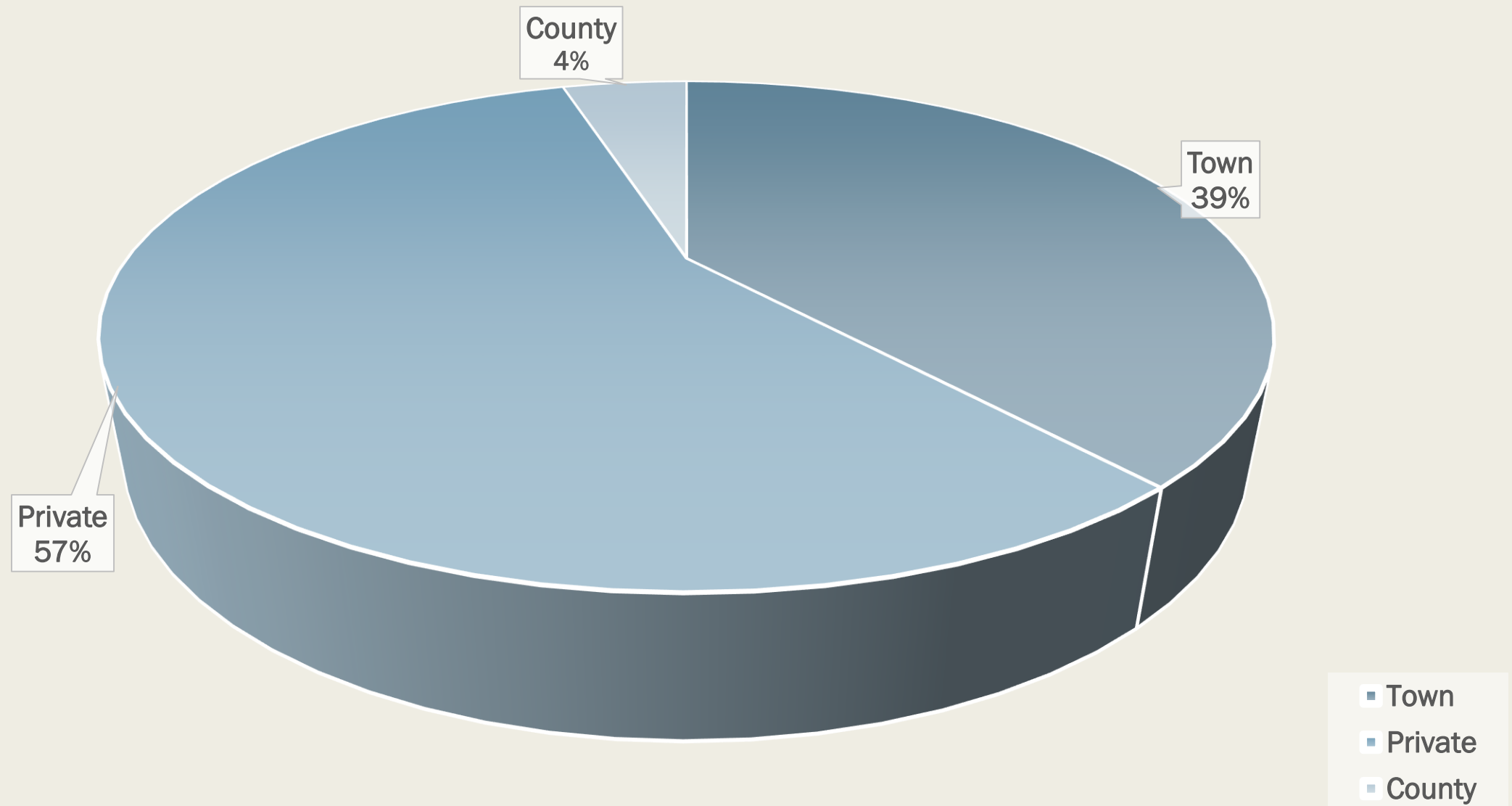
Marcus Notheisen; Vice President

Matt Call; Castle Rock EDC Chair

EDC Primary Mission:

- Castle Rock Economic Development Council's (EDC) mission is to attract and support job creation and expand the tax base for the Town of Castle Rock. The three fundamental functions of the EDC include:
 - *Business retention and expansion*
 - *New prospect development (primary employment & targeted retail)*
 - *Creation of a business- friendly environment*

Public Private Partnership



General Outline of EDC Services:

- **Castle Rock Economic Partnership**
- **Creating a Positive Business Environment**
 - *Development Roundtable*
 - *Development Liaison*
- **Supporting Castle Rock's Existing Primary Employers**
 - *Business Retention and Expansion (BRE)*
 - *CEO Roundtable*
- **Attracting Primary Employers to Castle Rock (Marketing)**
 - *Business Attraction Team (BAT)*
 - *Serving and Tracking Prospects*
- **Retail Development and Recruitment**
 - *Highly Targeted, Strategic Marketing to Developers and Users*

2019 Castle Rock Highlights

- Castle Rock Sturm Collaboration Campus Grand Opening
- Miller's Landing
- Employer Expansions
 - *Dorsey Pictures*
 - *Hollis + Miller*
 - *Solar Ray Pugs*
 - *Chromatology Institute of Analytical Laboratories*
- Work Session with Town Council
- Large Community of the Year – *Castle Rock*
- Economic Development Achievement Award – *Frank Gray*
- Infinity Labs – Colorado Companies To Watch Award

<https://castle-rock.siteconnect.pro/>

