

DATE: June 14, 2019

TO: MAYOR JASON GRAY, CASTLE ROCK TOWN COUNCIL &
DAVE CORLISS, TOWN MANAGER

FROM: MIKE MCNAIRY, CHAIRMAN OF THE BOARD
PAM RIDLER, PRESIDENT/CEO

RE: 2020 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 2020. 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 2020 Service Contract is for \$99,720 which is the same amount that was requested in 2019.

ECONOMIC DEVELOPMENT PROJECTS

The Chamber is responsible in coordinating the efforts of the following functions which are outlined in this document.

Business Assistance Services—The Castle Rock eXcelerate Business Development program remains committed to small business and economic development. The program provides a myriad of educational resources to encourage the development and growth of entrepreneurial activity in Castle Rock at little or no cost to both start-ups and established businesses. Through the first five months of 2019, this program provided:

- **One-on-one business consulting** with expert volunteer assistance. A total of 16 counseling hours to 15 local businesses equates to a value of over \$2,000 donated staff hours.
- **Business class trainings & major speaker events** for business owners/management and their employees: nine class sessions have been conducted to date with 247 participants and 68 unique businesses, with a value of over \$3,150 of in-kind professional staffing.
- **Outreach program to new businesses** 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 2019, 114 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. The purpose is to contact the owner/manager in a variety of ways, at different times throughout their first year in Castle Rock. We invite them to attend Chamber networking events and training classes for free and emphasize the Chamber, Town, EDC and Downtown Alliance partnership which are here to help them get established.
- In our fourth year, the Chamber continues to coordinate and host a **Douglas County Job Fair** event to assist our local employers to fill their employment needs. A total of 30 businesses and 174 job seekers participated in the January 2019 event.
- Through the **Talent Pipeline DC**, the chamber is leveraging its contacts with local businesses and industries to create hands-on opportunities for students to energize and calibrate the talent pipeline in key industries which will sustain and enhance our communities' workforce. The partnership with ACC, CSU & DCSD soon to be located at the Sturm Collaboration Campus in bringing educators and employers together to help both understand what their future needs and the opportunities might be. We are encouraging employers to offer scholarships, internships and apprenticeships.

Leadership Douglas County program:

The Leadership Douglas County (LDC) program is designed to identify, educate and motivate current and emerging leaders who will strengthen and enhance a sustainable community. LDC completed its 20th class in June 2019, graduating 21 class participants, from local business, non-profit organizations and government agencies. The program has graduated 360 individuals since 2000.

During January to June of 2019, LDC included in the 1,996 volunteer hours (1,303 class participant hours, 288 programming committee hours and 404.5 hours for presenters/panelists. The participant hours include 273 tracked hours on their class community project with Secor Cares as the benefactor. The hours above were performed by 146 different volunteers, contributing a value of \$50,758.

Of the 21 recent class graduates (June 5, 2019), 15 either live and / or work in Castle Rock within our local businesses, non-profits or in the public sector.

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 wonderful 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.org site has once again surpassed our goals with page views at 116,253 (+4.2%) and new users are 61,049 (+10%) in addition to the Business Directory on the website hits are 58,820 (+89%) hits.

Our objective is to continue to promote activities which keep our residents connected and support local events that add to Castle Rock's lifestyle and sense of community including enhanced social and cultural experiences. The VisitCastleRock.org site integrates our areas' cultural scene, which promotes community events, area nightlife, historic tours and museum, in addition to recreational activities. For those individuals looking to relocate to Castle Rock, the VisitCastleRock.org site is a great resource in one location. Looking for information on senior living, churches, schools, daycare, neighborhoods, government services, higher education or emergency services are directly linked to the appropriate providers in our community.

We are in our fourth year of the *Livability* magazine which is published both in print and digitally with an interactive mobile version. This magazine showcases Castle Rock's strengths through stunning photography and professionally written stories to showcase Castle Rock's community character and is produced as an annual high-quality publication distributed to newcomers, businesses and visitors. The Castle Rock Livability page content/pages have garnered 83,157 (+29%) sessions and 34,453 (+34.6%) new users last year.

Cross marketing efforts 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. We 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 1,523 households have received these packets (+33%) which includes residential apartment dwellers.

Our social media presence on Facebook over the past year has increased by 14.5%, Twitter is up by 72% and Instagram has increased by 266%. Our efforts to maintain our following and to emerge throughout the community as 'the source' for community events will continue as a top priority.

We continue to distribute "See & Do" brochures to our local hotels to encourage their customers to shop locally. In addition, Castle Rock activity brochures are being distributed at Visitor Centers in Alamosa, Boulder, Buena Vista, Burlington, Canyon City, Colorado Springs, Grand Lake, Grand Junction, Greeley, Monument, Pueblo and Woodland Park.

A monthly full-page advertisement is placed in the Castle Rock NewsPress newspaper and on the Colorado Community Media website which features local events, programs, community issues and a local calendar. Distribution is over 110,000+ households and distribution locations monthly in Douglas County.

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 to our onsite event surveying of visitors. The Chamber takes pride leading efforts of the ERock Ride (June), Castle Rock WineFest (July), Douglas County Fair Parade (July), Colorado Artfest (September) and Starlighting (November) are several of the community signature events with the assistance of Town, Downtown Alliance and volunteer business staffing. We are excited to bring the Colorado Artfest back into downtown in celebrating our 30th anniversary for this two-day event showcasing 145 artisans from throughout the country and live entertainment. In addition, the event will be free to attendees, we will no longer be charging an entry fee and there will not be any fencing around the event sight.

We will continue to work towards improvement and increased quality of all the community events produced by the Castle Rock Chamber providing family-oriented entertainment and to capture and record data to evaluate the return on objectives of these events.

- **The Visitor Center**, which is located inside the Chamber building, welcomes visitors and residents to our community and staffed five days per week 9 am to 5 pm (Monday-Friday) to greet and give assistance to local residents/businesses, those looking to relocate and other visitors--welcomed 5,060 (+45%) visitors as of June 1st.

**2020 SERVICE ORGANIZATION
FUNDING APPLICATION**

ORGANIZATION REQUESTING FUNDING: Castle Rock Chamber of Commerce

I. 2020 FUNDING REQUEST (Please use this form for this information and not another format.)

Breakdown of funds

EVENTS

Artfest	\$ 7,376
DC Fair Parade	2,153
Starlighting	5,286

PROGRAMS

eXcelerate Business Development*	15,000
Leadership Douglas County*	2,000
Community Marketing	22,600

ADMINISTRATIVE

Admin-Event/Program staffing	25,929
Admin/Operations	19,376

TOTAL FUNDING REQUEST

\$99,720

* Various chamber programs and services are now conducted through the Chamber Foundation instead of the Chamber as in the past. The related organizations receive support from the Town pursuant to the contract for service with the town of 11-12% of the combined organizations' budgets. This percentage is expected to decline drastically as the chamber foundation proceeds in its charitable purpose in receiving grants from other charitable organizations.

II. 2020 PROJECTED ORGANIZATION BUDGET

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

2020 projected organizational budget

(Including funding from the Town)

\$855,000

Projected sources of revenue

**% of
Budget**

Events/Sponsorships	\$ 383,280	44.8%
Membership Investment	230,000	26.9%
Town Contract of Service	99,720	11.7%
Programs/Sponsorships	125,500	14.7%
Other/Advertising	16,500	01.9%

TOTAL PROJECTED REVENUE

\$855,000 100.00%

Projected expenditures
(By major budget category)

Events Direct & Indirect (incl. salaries)	\$ 338,200
Programs Direct & Indirect (incl. salaries)	344,200
Salaries/Benefits/Payroll Taxes	162,600
Other G&A	10,000

TOTAL PROJECTED EXPENDITURES **\$ 855,000**

III. 2020 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.

Small Business Support Services— Talent Pipeline Program & eXcelerate Business Development

- *Talent Pipeline DC* in partnership with the Sturm Collaboration Campus (ACC/CSU/DCSD) we will work to bring industry owners/managers together with education to implement a plan to fill the labor gap with apprenticeships, shadowing and internships. We will continue to organize Job Fairs and promote the community electronic Job Board to local employers and prospective job seekers through social and other media forums.
- Facilitate volunteer one-one-one business consultations with a goal to maintain current levels of service to businesses and capture services rendered data from the business counseling service efforts.
- Continue to offer diverse types of business trainings which will broaden the exposure and business involvement in technology, management, marketing/sales, finance, hospitality and customer service.

Community Marketing

- Manage, promote and support the community through regional events like the Elephant Rock Ride, WineFest, DC Fair Parade, Artfest, Starlighting and Job Fairs.
- Use systematic models of measuring the return on objective of our local events.

Hospitality and tourism

- Continue efforts to engage local marketing experts to create messaging to promote local amenities and community events.
- Continue efforts to inform visitors and new residents in assisting them in discovering Castle Rock's amenities through personal engagement at the Visitor Center and new resident packets mailed to their residence.
- Continue creating communication materials that promote Castle Rock as a thriving community (Livability Magazine, Castle Rock/Douglas County map, Castle Rock Resource Directory, VisitCastleRock.org website, videos, social media and other promotional materials.)

Contact:

Pam Ridler, President/CEO

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Castle Rock Chamber of Commerce

Board of Directors 2019/1920

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Abby Tardiff-Treasurer ANB Bank 3851 Sol Danza Dr. 303-394-5671 Abigil.Tardiff@anbbank.com	Nadine Kirk 2019/2021 (2-yr term) RE/MAX Alliance 719 N. Wilcox--Castle Rock, CO 80104 303-941-4221— phone 303-688-8795— fax TheKirkTeam@gmail.com
Hayley Monteferrante-Treasurer-Elect FirstBank of Douglas County 2 Plum Creek Pkwy—Castle Rock, CO 80104 303-660-7946 Hayley.monteferrante@efirstbank.com	Linda Watson Kolstad 2019/2021 (2-yr term) Sky Ridge Medical Center 10101 Ridgeway Pkwy--Lone Tree, CO 80124 720-225-1016 — phone 720-225-1009 — fax linda.watson@healthonecares.com
Mark Michael-Immediate Past Chairman of the Board Versatility Creative Group 720-432-2594 mark@vcgmedia.com	Michael Likens 2019/2020 (1-yr term) Gopixel Design Studio 303-881-9418 michael@gopixel.com
Bernie Greenberg-Chamber Foundation Chairman Kokish & Goldmanis PC 2019/2020 (1-yr term) 316 Wilcox--Castle Rock CO 80104 303-688-3535 bgreenberg@kgattys.com	Nick Lucey 2019/2021 (2-yr term) NickLucey.com PO Box 1371—Castle Rock, CO 80104 912-224-3567 nickluceydotcom@gmail.com21
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Frank Gray—President/CEO Castle Rock Economic Development Council 18 South St--Castle Rock, CO 80104 303-688-7488 frank@castlerockedc.com	Michelle Peck 2018/2020 (2-yr term) TMMC Property Management 514 Perry Street, PO 1540--Castle Rock, CO 80104 303-985-9623 Mpeck@tmmccares.com
Dave Corliss—Town Manager Town of Castle Rock 100 Wilcox St--Castle Rock, CO 80104 303-660-1374 dcorliss@crgov.com	Jennifer Simpson 2019/2021 (2-yr term) Outlets of Castle Rock 5050 Factory Shops Blvd--Castle Rock CO 80109 303-688-4495—phone jsimpson@outletsatcastlerock.com
Councilman James Townsend Town of Castle Rock Robinson & Henry PC 303-688-0944 jtownsend@crgov.com or james@robinsonandhenry.com	Steve Spencer 2019/2020 (1-yr term) Spencer CO Real Estate by Keller Williams 303-903-8976 macstever@msn.com
Councilman Kevin Bracken (Alternate) Town of Castle Rock 720-201-3052 kbracken@crgov.com	DJ Tedesco 2019/2021 (2-yr term) Independent Bank 501 Wilcox--Castle Rock, CO 80104 303-688-5191—phone djtedesco@guarantybankco.com
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