

2021 Town Contract of Service

September 1, 2020

**Mike McNairy, Chairman of the Board
Creative Colors International**

**Pam Ridler, CCE , President/CEO
Castle Rock Chamber of Commerce**

*We are proud to be a collaborative asset
to the Castle Rock Economic Partnership!*



Catalyst, Convener, Champion for Business

Chamber Is Trusted Leader In Our Community!

- Created CRCStrong.com website to promote ALL local establishments
- Website serves as central location for all COVID information to help businesses safely reopen.
- Collaborated with partners to develop Event Modification Standards.
- Created Business Reopening Playbook and signage for businesses to safely reopen.
- 200+ points of contact with local, state and federal legislators of hardships on behalf of businesses.
- Advocated for businesses with partners.
- Co-hosted with CREP to host 5 virtual COVID funding sessions.



The Chamber is courage.

When your business is facing its greatest challenges, we are the partner you can trust to be by your side, working for a better tomorrow.

We're the resource you can rely on at **CastleRock.org**



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Business Assistance

The eXcelerate Business Development continues to foster entrepreneurial activity by providing:

- Essential Information, Infrastructure and Resources required for successful business development and growth.
- The Chamber has been offering no cost services both start-19 years.
- Our monthly Business Trainings have moved to virtual online learning opportunities. +67% participation increase
- Coordinated with partners to host Virtual Business Community meetings to communicate/answer questions on EIDL, PPP, CARES Act and Town of Castle Rock's grant and low interest funding opportunities.
- The Chamber's Talent Pipeline Program also pivoted and moved our job fairs online to create virtual hiring events.
- Virtual Job Fairs hosted 200 job seekers with 50 employers.



Leadership Douglas County

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.

- 21st year ended in June, graduating 23 class participants
- Total of 407 graduates since 2000
- Due to COVID and social distance event requirements the 2020/21 class selection which has been completed has acceptance 13 new participants.



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Promoting Our Community

- Community Tourism website: VisitCastleRock.org page views +42% with 56% being new users.
- Business Directory views are 82,228 (+40%)
- Community Events Calendar +236% as of 6-15-20
- CRCStrong.com-page views March-July were 73,353.
- 15,147 Facebook followers (+13%), Instagram followers are 1634 (+41%).
- Cross marketing efforts developed with our community partners to expand our communities' exposure continued with production of our annual Livability magazine. Magazine showcases Castle Rock's strengths through photography and professionally written stories of Castle Rock's community character.
- The Town's latest campaign: WeveGotOutlets.com showcases the Chamber's VisitCastleRock.org shopping and dining guides.

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.



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