



## 2021 SERVICE CONTRACT

Frank Gray, CEO

Marcus Notheisen; Executive Vice President

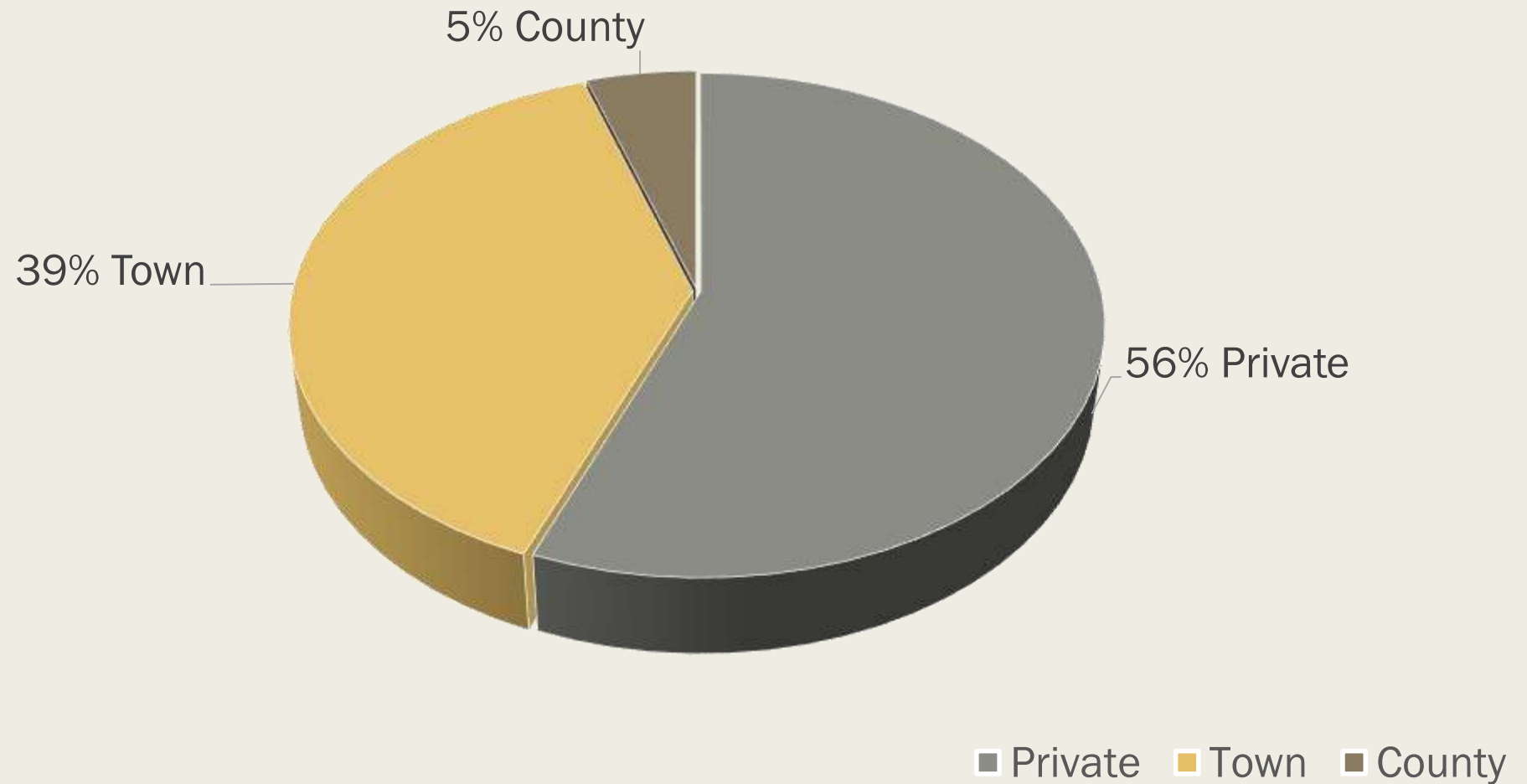
# EDC Primary Mission:

- 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*

# 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*

# Leveraging Public/Private Partnership



# Castle Rock EDC Deliverables

## Catalytic Castle Rock Projects

- ✓ Castle Rock Sturm Collaboration Campus Grand Opening (Hoping for 500- Now at 800+)
- ✓ The Move (100% occupancy and full repayment of the loan)
- ✓ HEI Civil HQ – Development of a new 16,000 SF Building
- ✓ Colorado Companies to Watch
  - *Infinity Labs (Winner)*
  - *Smarterchaos (Finalist)*

## COVID-19 Economic Response

- ✓ Business Critical Outreach (PPP, EIDL)
  - *Leadership and Resource Response*
- ✓ Town of Castle Rock Grant Program
- ✓ Kiva Loan Program
  - *Injected 150k to 16 different businesses into the Castle Rock community (leveraged 30k of ED Fund)*
- ✓ FirstTier CommUNITY Loan (Leveraged \$400,000 to \$2M)
  - *30 Loans, \$750,000*