

2025 CRC ANNUAL RECAP



CASTLE ROCK
CHAMBER

Followers

7,173

3,603

1,009



Website
Visitors



Visit Castle Rock: **244k**
Castle Rock Chamber: **145k**

Bi-Weekly E-Newsletters
sent to **9,500**
subscribers twice weekly
44% Open Rate

VISIT
Castle Rock.

Visit Castle Rock
Website Visitors: **244k**
In Person Visits: **225+**

Community Event
Submissions: **228**

SHOP
the Rock.
Shop Local, Buy Local

3,700 New Resident
Welcome Cards sent

Deals & Promotions
Posted: **58**



271
Events



525 Members

123 New Members

44,000+ Business Representatives

2,310 Program & Event Attendees
79,403 Signature Event Attendees

Highlights

Introduced August 2025



**VETERANS
ALLIANCE**
CASTLE ROCK CHAMBER

Launched Membership
Mondays featuring
Members since August.

2025 EVENT DATA



Named the #1 Family-
oriented event in Colorado
by Colorado Parent
Magazine

49,000
attendees



All-day visitors

2023: **39,297** visits
2024: **39,000** visits

74 sponsors



25% increase
for the entire day

71 Non-Profit 501c3 organizations



3 parade
winners

Douglas County High School
Castle View High School,
& Han Lee Taekwondo - tied for 2nd
place

1000+ participants
6 judges | **20** sponsors



CASTLE ROCK CHAMBER



400+ attendees
13 vendors

Live Music





12,000 attendees
over 2 days



120 artists
17 sponsors



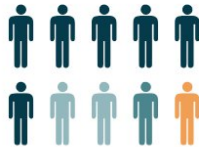
Partnered with
Alidade Brewery



3 food trucks



6 bands



163 attendees
16 sponsors



8 award
winners



21 sponsors

110 golfers

Held at
Inverness Golf Club



eXcelerate
BUSINESS DEVELOPMENT

7 Events with
130+ members
attending.

Topics included:

Protecting Your Business &
Personal Data,
Money Management,
Social Media for Business,
Fundraising for Non-Profits,
Enhancing Communication
at Work,
Creating High Impact Websites &
QuickBooks Bootcamp



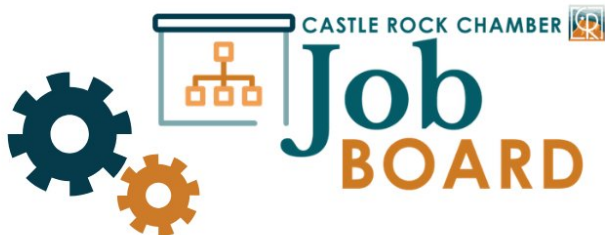
35

*Ribbon Cuttings
and Grand Opening Celebrations*

17

CASTLE ROCK
CHAMBER

AMBASSADORS



Job posting views: **4,872**

- **74** DCSD Administrators, Counselors, Teachers participated

- Represented **15** Douglas County high schools and post-secondary education partners

Tours
FOR *Teachers*



24 Participants in 2025-2026 Class

471 Graduates since 2000

35 Alumni Social participants

17 Alumni Professional Development participants

