

Castle Rock Chamber Notes

EXECUTIVE OFFICERS: President Linda Bauska; Vice-President Sharon Traub; Secretary Jessica Robertson; Treasurer Ryana Covington

MAILING ADDRESS: P.O. Box 721 Castle Rock, WA 98611



Upcoming Community Events:

- Chamber Of Commerce Membership Drive - Contact: Jessica Robertson at 274-8181 The form can also be downloaded from the Chamber website at: castlerockchamber.com
- Logger Dinner Friday, July 22nd.
- Mountain Mania July 23rd. Contact: Carolyn Pedersen 274-8221
- Castle Rock Fair July 14-16 Parade on July 14th. Contact: Yvonne Knuth 274-8422 or Barbara Rider 274-4136

How Is Your Chamber Working For You?

✓ Chamber Website Goes Live!

We would like to announce that the Castle Rock Chamber of Commerce website has been completed! The web address is: castlerockchamber.com

We encourage you to contact us!

✓ Welcome Bags: a new marketing project!

The Chamber of Commerce has begun a new marketing promotion for the local business community. The Welcome Bags are a tool for Castle Rock businesses to inform visitors to our City about the businesses and services located here. We have gotten an incredible mix of promotional tools from dental floss to pens to coupons, all of which went into the bags. The bags are then distributed to visitors

through our local lodging accommodations. Many positive comments were received and we hope this effort will generate a positive impact for our local businesses. We will continue to gather items for additional Welcome Bags. Please contact the Chamber if you want to include your promotional items in future distributions. Finally, a HUGE THANK YOU to the Castle Rock Senior Center volunteers for helping to put the Welcome Bags together!

✓ Business Feasibility and Marketing Plan Near Completion:

Consultants from Chabin Concepts of Yakima, WA have been working with business owners, consumers, government agencies and private investors to determine

what is needed to retain existing businesses and to encourage new businesses to settle in Castle Rock. The marketing plan is designed to fulfill the following goals:

- 1.) **Make Castle Rock a desirable business location**
- 2.) **Grow retail and service business sector to serve resident's needs.**
- 3.) **Enhance Castle Rock's appeal to visitors**
- 4.) **Create new investment and jobs in Castle Rock**

On May 4th, approximately thirty business owners attended a meeting where consultants from Chabin Concepts unveiled the final draft of the Castle Rock Business Feasibility and Marketing Plan, which included.....

Chamber Meeting Information:

WHEN: Second Thursday of every month 8:00 A.M.

WHERE: Currently Held At Hattie's Restaurant, in the Courtyard

For meeting or membership information, please contact Linda Bauska at (360)274-7019, Sharon Traub at 274-6685 or Ryana Covington at 274-8181 email: rcovington@ci.castle-rock.wa.us

Business News Around Town



“Consolidation of business owners and the community, combining efforts to improve and promote business and quality of life in the Castle Rock area.”



Wayne Lunday, Chairman of the Castle Rock Business Team

2005 New Businesses: Welcome to Our Community!

•**Hoppin’ Houses** 160 Huntington Ave. South •**Kendall’s Mud Shack** 38 Cowlitz Street West •**Perry’s Appliance** 216 Huntington Ave. South •**All About Summer** 27 Cowlitz St West •**Alpine Veterinary Clinic** 123 Cowlitz Street West

New Construction:

123 Cowlitz Street West is getting a new look! The long time empty building was purchased by the Ayoub of Castle Rock and is currently under renovation to house the Alpine Veterinary Clinic, as well as several apartments in the upper level of the building. We are looking forward to the completion of Downtown’s newest mixed use building!



123 Cowlitz St W

CONGRATULATIONS TO ALL !!!!

How Is Your Chamber Working For You? (continued)

strategies, timelines, data, and tools for implementation. The strategic recommendations to improve business opportunities are as follows:

***Re-evaluation of development fees and processes**

***Creation of an inventory of available real estate properties**

***Improve the appearance of downtown businesses (façade and storefront improvements)**

***Create a roll of business Ombudsman to serve as business liaison**

***Establish a Castle Rock Business Team to support business recruitment and retention**

***Update city website to include primary information used by site location consultants**

***Facilitate connections between existing businesses and business resources**

***Create a business to business marketing program**

***Create and promote entrepreneur opportunities, including youth leaders**

Following the meeting, business representatives

wasted no time, and began steps to form a Castle Rock Business Team. The goal of the Business Team is to provide a favorable and welcoming business climate. They expect to recruit additional members in the upcoming weeks. We encourage you to review the Castle Rock Business Feasibility and Marketing Plan and to contact Wayne Lunday or Linda Bauska if you are interested in helping with any of the strategic action items. The plan is readily available through the City website:

www.ci.castle-rock.wa.us

Events, Activities, Incentives, and other Chamber Updates!

Chamber of Commerce Member Advertisement Program

The Castle Rock Chamber of Commerce would like to offer its members an exclusive marketing opportunity! There is room on the Chamber website for business advertisements, and since our purpose is to help support our community businesses, we would like to offer you a bargain on business card style advertising! For an additional \$5.00 to your Chamber membership dues, we will post your business card advertisement on our website. Non-members will be charged \$200.00 for the same ad. This would be a one time fee, and any changes would be done at the expense of the advertising business.

Pretty great deal, huh? For more information, please contact: the Chamber of Commerce at 274-6603, or your Chamber of Commerce representatives.

The Chamber of Commerce is also looking ahead to reinstate the street banner program. If you would like to participate, or need more information, please contact Ryana Covington at 274-8181 or rcovington@ci.castle-rockwa.us

The Exhibit Hall got a new sign! Big thanks to all who donated to the cause!



✓ Logger Dinner to be Sponsored by the Chamber:

This year, the Logger Dinner, Mountain Mania's annual kickoff, is to be sponsored by the Chamber of Commerce! It will be Friday, July 22, from 6PM to 8PM. The prices are as follows: Adults- \$6.00, Kids- \$4.00, and Children 5 and under are free. Hearty beef stew with all the fixins, dessert, and beverages will be the fare. Music and dancing are other reasons why you should come and join us for this fun event! Tickets will be sold at the event. For more information, please contact Linda Bauska.

Chamber Sponsored Events

2004-2005:

- May Pride Day, 2004-2005
- Fall Festival: Oct. 2, 2004
- 25th Anniversary of Mt St Helens events: May 2005
- Upcoming Logger Dinner: July 22, 2005

✓ Do The M.A.T.H.! (Music at the Hall)

Every first Thursday of the month, you are invited to "Do the MATH"! From 12-2 PM, there will be live music at the Exhibit Hall, to which you can bring a sack lunch. Exhibit Hall Director, John Kramer, conceptualized this monthly event as a chance for business people to come enjoy their lunch in a relaxing setting, while having the opportunity to socialize and network with other business men and women. The music is always very good, and friendly to all age groups. For more information, please contact John at (360) 274-6603, or through the e-mail address: crchamber@kalama.com. We'll see you there!