

## Memorandum

**To:** Mayor and Council  
**From:** Tom Baker, Town Administrator  
**Date:** January 15, 2013  
**Re:** Chamber Funding Request

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**Purpose:** The purpose of this memorandum is to give Council staff's input on the Chamber's \$4,000 funding request for 2013.

We feel that a strong Chamber is a key ingredient to a successful community business strategy. Many times much of a community's economic development work offers planning and focus on and resources for "future" business opportunities and at times existing businesses can feel excluded from our economic development thinking and offer of benefits/incentives. The Chamber is our direct connection to the existing business community. And the Chamber of Commerce is a very important part of the "**Celebrate 125: New Castle's 125<sup>th</sup> Birthday**". Additionally, the Chamber, like many of us has a very limited staff (one part-time person). Even without their commitment to assist the community with the 125<sup>th</sup> celebrations the Chamber needs additional funding.

**Recommendation:** Staff recommends the Council approve the Chamber of Commerce request for and additional \$4,000 for 2013. This funding can assigned to the economic development line item, if desired.



## NEW CASTLE CHAMBER OF COMMERCE

P.O. Box 983  
New Castle, CO 81647

PHONE: 970-984-2897  
[www.newcastlechamber.org](http://www.newcastlechamber.org)

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New Castle Chamber of Commerce  
386 West Main Street #101  
New Castle, Co 81647  
November 12, 2012

Town of New Castle  
Town Council  
P O Box 90  
New Castle, Co 81647

Dear Town Councilors:

A strong Chamber of Commerce is important to help create a thriving and active business community and a thriving and active business community is important to the future economy of New Castle. Our goals for 2013 are very simple:

1. Increase membership/Chamber visibility
- 2 .Provide services to include:
  - Educational opportunities/Workshops (thru partnerships with other area chambers & Roaring Fork Business Resource Center)
  - Networking Opportunities with BAH, start a Leads group, Main Street Project?
  - Low Cost Marketing Opportunities (advertise on our website, newsletters, email blasts, partnerships with other members “KMTS” for discounted campaigns)
3. Host/Support Community Events: BMF, Chili Cook off (potentially add a Golf Tournament, Farmers Market, Hunters booth)
4. Build Community Partnerships with other groups (River Center, Lions Club, etc)
5. Actively support the Town in the 125<sup>th</sup> Anniversary Celebration thru
  - Media support for all events including ( helping we aren't professionals), creation, distribution
  - Fundraising campaign support
  - Keeping our membership/contact groups actively informed, involved and engaged in the celebration
  - Encouraging participation of membership



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- Utilizing Leah, our admin assistant, to assist in any of the event coordination, increasing her hours as needed

Historically, I understand the town has generously given us \$15,000.00 to help with staffing of the visitor center and day-to-day operational expenses. We are currently reviewing our budget and quite honestly are struggling with sponsorships down, small businesses affected by the economic downturn, and increased expenses (Chamber master, Insurance, Website, BMF security ). We know that we can add other fund raisers to offset our expenses, but are reluctant to do so because we don't feel it is in the best interest of the chamber to use our limited time and resources to become a fundraising vehicle. Keeping this in mind, and recognizing that we hope to be involved with the 125th celebration, adding events, we would like to ask for increased one time funding of \$19,000.00.

Your gracious sponsorship in the chamber will not only help us to help other small business owners but to strengthen our community. Our presence is essential. We hope that Town Council will recognize our role and how vital our success is for everyone.

We look forward to your feedback.

Best Regards,

Anne Guettler

Susan Alexander