



NEWS RELEASE



For Immediate Release
Dec. 7, 2006

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Top 10 suburb ranking derives from Town's strengths

A national business magazine is telling the rest of the world what residents and business owners already know: That Castle Rock's low crime rate, charming downtown and great schools make for a great place to call home.

BusinessWeek magazine calls Castle Rock No. 9 of the 25 "best and most affordable suburbs in the United States."

An article the magazine posted online Nov. 16 cites Castle Rock's affordability, secondary school academics, safety and proximity to the Denver metro-area for its top-10 ranking. BusinessWeek partnered with the Web site, Sperling's Best Places, for the rankings and suburban-life indexes.

Castle Rock Mayor Randy Reed jokingly lamented: "Thanks BusinessWeek for blowing our well-kept secret." The mayor also acknowledged that the national recognition is welcome, because the community is safe, it has great schools, a lively downtown and is close to metro-area amenities. "The article shows that you can be in an area that has a small-town atmosphere, is close to a big city and is one of the best places to live," he said.

With 100 the state and national average, here's how Castle Rock fared in the Sperling indexes used for the BusinessWeek "best affordable suburb" rankings:

- Violent crime, 22 (well below average)
- Secondary school testing, 137 (above average)
- Cost of Living, 133.4 (above average)

The article put the median home price in Castle Rock at \$240,000. It featured a photo gallery of the 25 best affordable suburbs. The photograph accompanying the information about Castle Rock is of a golfer finishing a drive against a mountain landscape.

"We looked for places with a sense of identity and a good economy and we excluded areas with economic problems and extremely high prices," Bert Sperling, founder and president of Sperling's Best Places, is quoted as saying in the BusinessWeek article.

Castle Rock Chamber of Commerce President Pam Ridler said she expects the BusinessWeek article to bump up the number of requests the chamber gets for relocation packets. She said Castle Rock's ranking and the publicity speak well for the community and may help draw new business and young families.

David Mitchem, president and chief executive officer of the Castle Rock Economic Development Council, predicted the BusinessWeek article would result in a "significant amount of economic interest" in Castle Rock. He based his prediction on a 2005 article in CNN Money Magazine that ranked Castle Rock No. 1 in job growth. That article and ranking produced a year's worth of inquiries.

"We're very pleased. It's a great kudo," Mitchem said.

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