

INTERSECTION



2023

ANNUAL REPORT

Powell Economic Partnership



ABOUT PEP



Powell Economic Partnership (PEP) is unique to our region. We are one organization with our focus on three functions: economic development, business assistance, and tourism. PEP (501c6) manages the Powell Chamber and Powell Visitor Center. Additionally, PEP oversees the Powell Economic Partnership Foundation (501 c3).

PEP practices *Asset-Based Economic Development* to leverage Northwest Wyoming's distinctive attractions to grow our economy. We focus on infrastructure, data collection, and creating partnerships that benefit Powell's industry sectors in a balanced, reasonable, and planned way. The **Powell Chamber** helps Powell residents and businesses feel connected to our community. We facilitate networking opportunities and provide for businesses through member investment. The **Powell Visitor Center** promotes Powell to visitors and residents. We actively work to increase tourism by developing attractions, supporting events, and hosting Ag Tours. The **Powell Visitor Center** maintains regular hours to greet visitors; our entryway is open 24/7 with brochures.

MISSION

Lead the business community and government to create wealth, jobs, and improve the quality of life consistent with the culture and environment of the Powell Valley for the benefit of all citizens.

VISION

That Powell citizens exude pride and ownership of where they work, live, and recreate.

powellchamber.org/about



Rebekah Burns

Rebekah Burns is the Executive Director of Powell Economic Partnership/ Powell Chamber/ Powell Visitor Center. She supports and grows our existing businesses. In addition, she develops industries and recruits businesses that match the people and culture of the Powell Valley. Rebekah is a fierce advocate for Powell's businesses, citizens, and institutions. She serves on several Park County committees and boards. She is a graduate of PCLI Class XII. Rebekah has a Film Production degree from Towson University. For over 15 years, she worked in video production and content creation creating stories and crafting messages. Currently, Rebekah loves exploring the wilds of Wyoming with her sons and husband.



Tracy Morris

Tracy Morris is Economic Development Specialist I for Powell Economic Partnership/Powell Chamber/Powell Visitor Center. Tracy supports the growth of local businesses, fosters business development, and maintains relationships with key stakeholders and community leaders. As an educator and public servant, Tracy has great insight into local workforce needs and opportunities. She is a Trustee & Treasurer for PCSD#1, serves on the Wyoming State School Board and NWC BOCES board. Previously, Tracy was a teacher in Idaho, Program Director for Wyoming Family Literacy, and, most recently, a Probation and Parole Agent in Cody and Powell, WY. She is devoted to her family and enjoys rooting for them from the sidelines of the soccer field.



Vicki Taylor

Vicki (Vic) Taylor is the Executive Assistant for Powell Economic Partnership/Powell Chamber/Powell Visitor Center. She provides support to the Executive Team and information to visitors. She was born and raised in the Bighorn Basin. Vicki has an AA in Airline Management. Wanderlust hit in her 20s and lasted 20 years. She managed travel agencies in NE, WY, MT and No. CA. Later, she traveled the US working in the tire industry. Recently, she spent three summers working at Buffalo Bill State Park and works part-time at Powell Aquatic Center. She's been an Ambassador since 2018. Vic enjoys researching and sharing information about the greater Yellowstone region.



Jessica Lum-Williams

Jessica Lum is the Grants Manager for Powell Economic Partnership/ Powell Chamber/ Powell Visitor Center. Her primary task is to coordinate PEP's Intermediary AmeriCorps VISTA Program which funds ten VISTA positions. This program builds capacity and addresses poverty in our community at nine sites throughout Park County. Jessica has a B.A. in Communications from Idaho State University and a Master's in Applied Anthropology from Northern Arizona University. For the past nine years, Jessica has worked in healthcare and social services managing grant-funded programs in Arizona and Wyoming. Jessica spends her free time with her family of five enjoying the great Wyoming outdoors.

Visitor Center Greeters

The Powell Visitor Center relies on part-time staff year-round to keep residents and visitors informed about where to stay, things to do and places to eat. Our knowledgeable staff promotes the region so that visitors and residents have the best possible experience. Caleb Miller is a student at Northwest College and works part-time for PEP. Mary Wells is a Chamber Ambassador and a life-long resident and community contributor.



powellchamber.org/staff-bios

PEP'S 10 PROGRAMS

ADVOCACY

PEP is a non-partisan organization that advocates for business and industry by connecting businesses to the markets, products, and solutions that they need to thrive.

AGRICULTURE

Powell's crops are unique. They are raised with a low carbon footprint and watered with snowmelt from Yellowstone. PEP works to support the Agriculture Industry by raising awareness of its value, recruiting value-added ag businesses, and supporting generations of farmers.

AMERICORPS VISTA

PEP is an intermediary for the AmeriCorps VISTA program. People come from all over the USA to volunteer at local organizations for a year and live in poverty to build community capacity. Of the 18 program alumni, 6 remain in Park County, and 3 returned to serve a 2nd or 3rd term. powellchamber.org/amerikorps-vista

ARTS

PEP recognizes that the Arts are a critical way to layer our culture and provide residents and visitors a more rich experience.

FRONTLINE

Promoting Powell is vital to our restaurants, retailers, attractions, and lodging. Increasing the length of stay brings more money to Powell and Park County. We provide training and promotional materials to enhance frontline customer service.

MAKERSPACE

The Powell Makerspace is the intersection of industry, emerging workforce, and community "institutional" knowledge.

MEMBERSHIP

PEP strengthens Powell's businesses through networking, marketing, promotions, and business services.

OUTDOOR REC

80% of Park County is made up of federally managed lands. The greater Yellowstone ecosystem is in our backyards. PEP is the convener for the Park County Outdoor Rec Collaborative with the Wyoming Department of Outdoor Rec. Our Outdoor Rec Planner VISTA works to identify needs and opportunities in Park County.

Additionally, we host a community public land clean-ups and work hard to promote recreation as an integral economic asset.

PROMOTE POWELL

PEP creates and maintains the VisitPowell.net website. Additionally, we design brochures, rack cards, stickers, maps, promotional materials, and advertise our destination. We host local events and Ag Tours. PEP manages the Powell Visitor Center and exemplifies the excellent customer services that visitors and residents have come to expect.

RECRUITMENT & RELOCATION

PEP attracts the talent, businesses and industries that match our community values. We work to create smart growth in the Powell Valley. PEP created a workforce talent attraction video that features the day in the life of a young business professional. Embed this video into your website to attract a better workforce. Additionally, we provide extensive workforce recruitment support and funding opportunities.

NOTABLE PROJECTS

ADVOCACY

- Meet the Candidates
- WEDA Legislative Committee

AGRICULTURE

- Agriculture Impact Study
- Park County Open Land Advisory Committee
- Land Use Plan Advisory Committee

AMERICORPS VISTA

- Heart Mountain Interpretive Center's first Children's Day Festival in April 2022
- Heart Mountain Interpretive Center's in-person field trips for school-aged groups to align the information presented with WY educational standards
- Homesteader 3rd VISTA to complete Mobile Trunk program
- Habitat for Humanity volunteer training materials in use at thrift store and for build-days
- Habitat for Humanity completed home build in 2022
- PEP creating Park County Outdoor Rec Study for a better user experience
- PEP is working with industry partners to complete a flowchart and online resource materials to streamline building outdoor rec access in Park County

FRONTLINE

- Frontline Training
- Education Materials

MEMBERSHIP

- Improved Ribbon Cuttings

OUTDOOR REC

- Park County Outdoor Rec Collaborative is the State of Wyoming's largest collaborative
- River Clean-Up
- PEP's first VISTA is an Outdoor Rec Planner

PROMOTE POWELL

- Successful FAM Tours

RECRUITMENT & RELOCATION

- Workforce Resources
- Business Retention & Expansion
- Business Retention Surveys
- Real Estate List
- Funding Opportunities
- Planning
 - Land Use Plan
 - Ag Impact Study
 - Data Resources
- Infrastructure
 - Air
 - Rail
 - Housing
 - Outdoor Rec

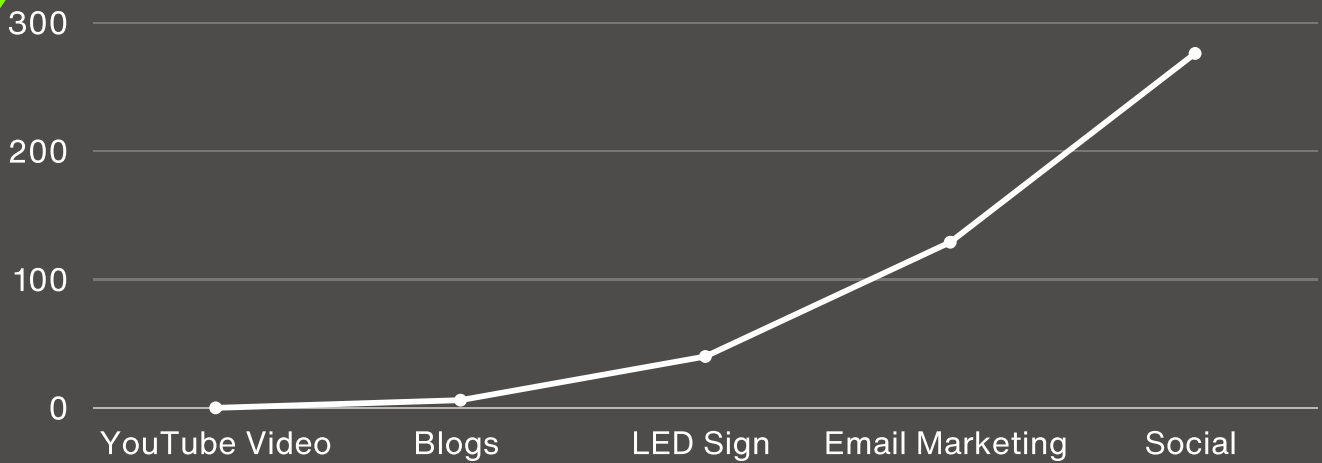
OPERATIONS

- Hired Economic Development Specialist
- Staff professional development
 - IMPLAN
 - International Economic Development Council
 - WEDA
- Team building

FOUNDATION

- Fiscal Sponsorships
 - American Legion, Homesteader Roots, and Wiggle Field

THE HUB



- 0 YouTube Videos
- 6 Blog Posts
- 40 LED Sign Messages Created
- 129 Email Marketing Messages Sent
- 276 Social Communications

2864
Visitors
Served

ENGAGEMENT



1875
Page Fans

Increase
+230

5.32% Post
Engagement



775
Followers

Increase
+199

8.88% Post
Engagement



289
Followers

Increase
+18

2.34% Post
Engagement



336
Page Followers

Increase
+221

7.01% Post
Engagement



1038
Email Subscribers

Decrease
-246

25% Email
Engagement

THANK YOU FOR YOUR INVESTMENT

Thank you to PEP Inc. Members, Friends of the Foundation, public investors, and grantors. When you support PEP/ Powell Chamber/ Powell Visitor Center, our communities create lasting intersections. We rely on your generous support because PEP's revenue streams do not compete with local businesses.

We work for you to create a better place to live, work and recreate.

29%

Member
Investors

19.5%

City of
Powell

4%

Park
County

23%

Park Co
Travel Co

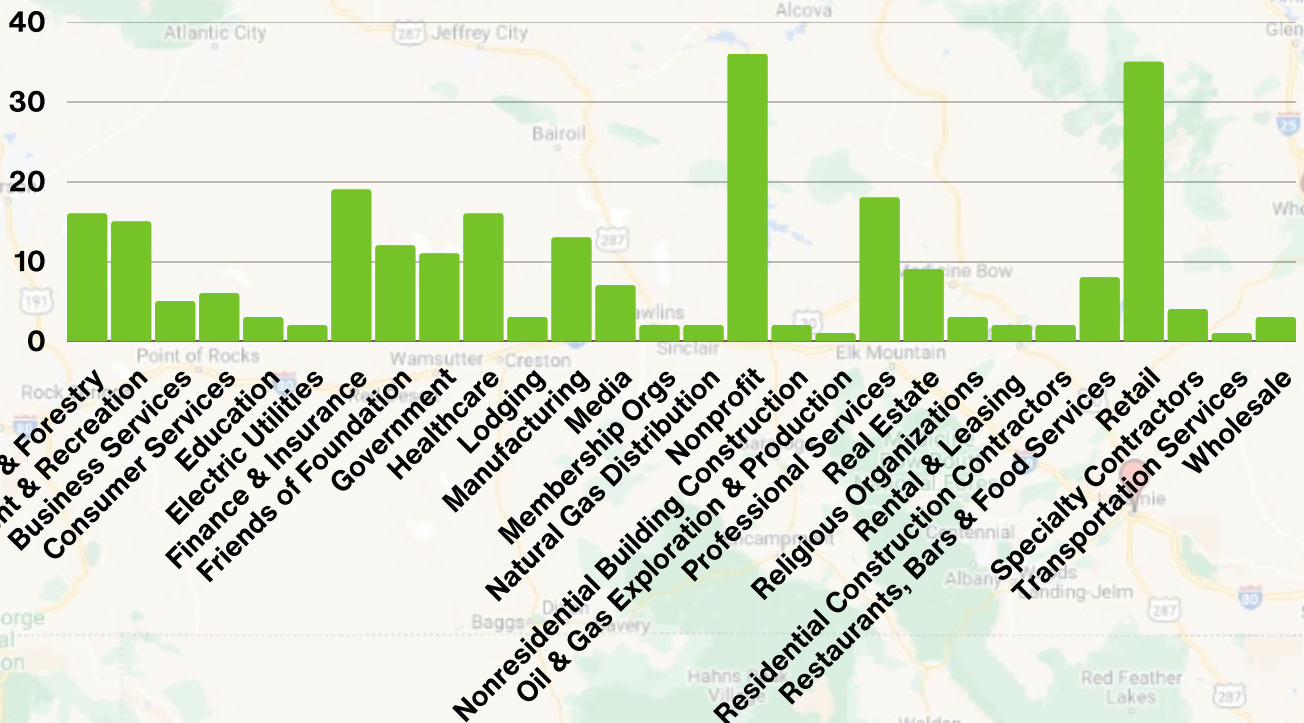
13%

Federal
Grant

11.5%

Other &
PEP Program

MEMBER INDUSTRIES



business.powellchamber.org/map

business.powellchamber.org/list

CONTACT US



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www.pepinc.org



www.powellchamber.org



www.visitpowell.net



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facebook.com/PowellVisitorCenter



instagram.com/powellvisitorcenter



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Thank you for being awesome community members!

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Agency Owner,
Farmers Insurance



Past Chair Kelly Spiering
Farmer,
Spiering Farms



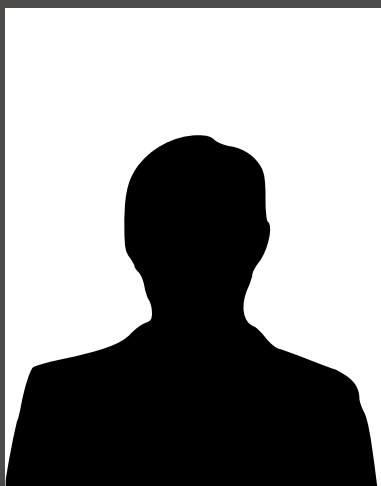
Carter Baxter
Structural Project Engineer,
DCI Engineers



Dr. Bob Chandler
Physician/ Co-Owner,
307 Health



Devan Fink
Mortgage Loan Officer,
First Bank of Wyoming



Kevin Finn
Retired,
Sr. Project Manager



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Michela Morrissey
Registrar/ Collections Manager,
Homesteader Museum



David Northrup
Owner, Northrup Farms
Wyoming H25 Representative

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WHAT CAN WE DO BETTER TO SERVE YOU?
EMAIL INFO@POWELLCHAMBER.ORG
CALL 307-754-3494

powellchamber.org/board-of-directors