

PEP



POWELL ECONOMIC PARTNERSHIP



VISITOR CENTER



Powell Chamber

OF COMMERCE

Member Investment Schedule

DIAMOND - \$5,000

PLATINUM - \$2,000 - \$4,999

GOLD - \$1,000 - \$1,999

SILVER - \$500 - \$999

BRONZE - \$250 - \$499

NONPROFIT - \$150

Semi-Annual Economic Development Report with PEP Director
Special Recognition/Sponsorship Opportunities

Business Services

Team Building Experience (4-8 staff)

Marketing/Promotion

6 Business Email Marketing + Analytics

6 Business Social Marketing + Analytics

Membership Highlight

Business Services

Relocation Packages and Support

20% discount on NWC CTD Hard Skills Training (up to 3 staff, one time)

Market Demographics

More Ways to Pay (ACH Payment)

Marketing/Promotion

Advanced Event Support for Ribbon Cutting

4 Business Email Marketing + Analytics

4 Business Social Marketing + Analytics

Voting Privileges on Innovation and Powell Pride Awards

Networking

PEP Advisory Board (lunches included)

Business Services

NWC CTD/Workforce Services Soft Skills Training Workshop

10% discount on NWC CTD Hard Skills Training (up to 3 staff, one time)

Marketing/Promotion

3 Business Email Marketing + Analytics

3 Business Social Marketing + Analytics

Networking

Grand Opening Ribbon Cutting

Business Over Breakfast Invite

Business Services

Powell Bucks (includes window decal/staff education)

Qualified Leads/Referrals

Complimentary use of Conference Room space with video & conference call capabilities

Member Profile on Member Information Center

Member to Member communications

Marketing/Promotion

Shop Powell (events specific to building biz brand/awareness)

2 Business Email Marketing

2 Business Social Marketing

Networking

Annual Meeting Invite

PEP Advisory Board Meeting Invite (6 per year)

Business Services

Eligible to apply for health benefits through Wyoming Chambers Trust

25% off Constant Contact Subscription

Several ways to pay (check, cash, credit card or square)

Business Retention Survey

Bulk Mailing Code Access and Local Options

Business Card or Brochure Displayed at Visitor Center

Events Package & Ticket Sales

Marketing/Promotion

1 Business Email Marketing

1 Business Social Marketing

Powell Press Kit

Community Events Calendar & LED Sign Event Announcements

307-754-3494 • 111 S. Day St. • info@powellchamber.org

Individuals may join PEP/Powell Chamber/Powell Visitor Center as a Friend of the Foundation, our 501(c)(3)

Member Benefit: Email & Social



We are glad you are enjoying a PEP/ Powell Chamber Member benefit. Here is how it works: When you have a company event or want to advertise a product or service, contact the Executive Director at 307-754-3494 or email rebekah.burns@powellchamber.org.

- Include the call-to-action you'd like to share in the communication. For example: "attend our event", "sign up for our email list", "contact our company".
- Include high quality image(s), you have permission to share, to promote your event, product, or service.
- Relay the who, what, when, where, and why of your event, product, or service.
- Please request a communication at least a week prior to the date it needs to be sent out.

Email Communications

PEP leverages Constant Contact as our email subscription service. Your email marketing campaign will be sent to 1000+ subscribers. PEP send outs a variety of email communications with excellent open and click through rates.

Social Communications

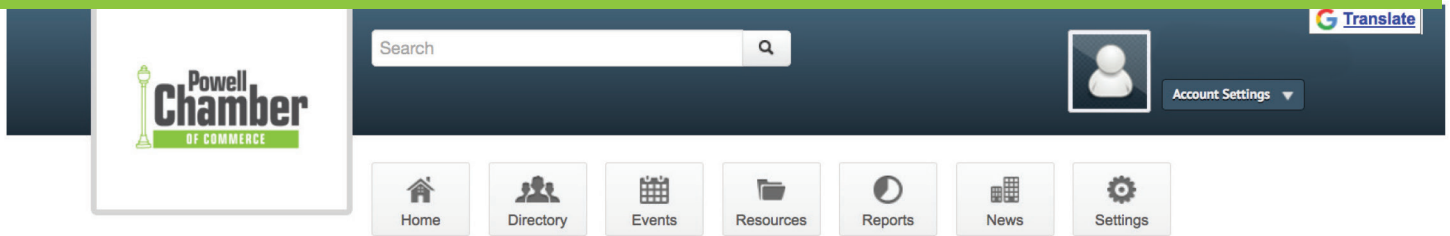
Your social communications are sent out on Facebook. PEP has thousands of followers. Our expanding audience engages with your content that we share on your behalf.

Every level of membership has email and social communications as a part of your member benefits. The Member Investment Schedule lists how many emails and social communications your level enjoys.

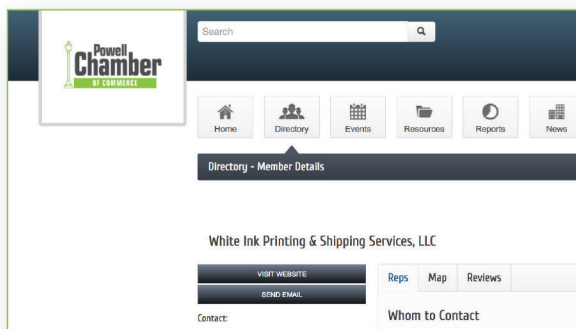
Please note that if you have professional digital collateral that you would like to include in your communications please email rebekah.burns@powellchamber.org. Professional digital collateral includes pictures, graphics, illustrations, as well as, your company logo in an .jpg, .png, or .pdf format.



Member Benefit: MIC

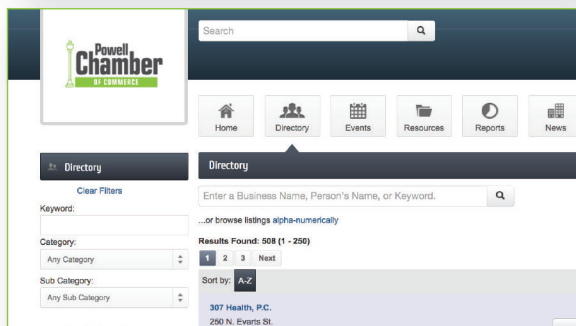


The Member Information Center is an amazing Member Benefit, but it only works for you if you use it! Take 3 minutes and find out how.



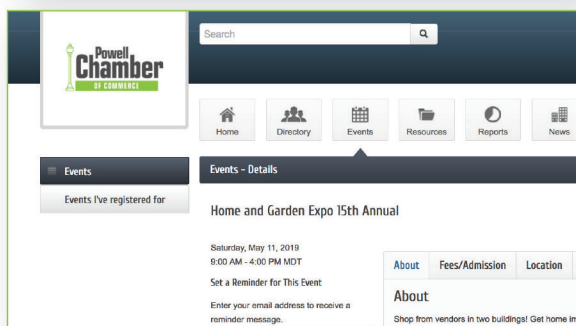
Customers Can Find Your Business Online

When you list your business on your Member MIC, customers can find your contact information, website, and location in a snap. Be sure to log on and expand your profile with social links and add additional reps.



Sales Leads

Log onto the MIC to look up other members. You can email them directly from the Member Information Center. The MIC is an excellent tool for your sales team.



Add Events to the Community Events Calendar

Do you have a business event, fundraiser or open house scheduled? Great! Add it to the events calendar with images, links to your website, and contact information.



Member Benefit: Bulk Mailing



We are glad you are enjoying a PEP/ Powell Chamber Member benefit. Please use our bulk mailing code for 200 or more flat pieces of mail that include letters or postcards.

- Ask the printer to use PEP's indicia on each postcard or envelope (in place of a stamp). PEP's bulk mailing number is 17. PEP can also supply you with a stamp of our indicia if needed.
- A representative from PEP will sign the United States Postal Service Bulk Mailing Form.
- Please fill out the rest of the form. The post office can weigh your mail. Be prepared to make your own calculations.
- The post office is open 8am to 4pm. It is best to bring your mailing in between 8am and 3pm. Per the United States Post Office, please bring the following to send your mailing:
 - 1) Fill out the 3602-EZ form <https://about.usps.com/forms/ps3602ez.pdf>
 - 2) Bring a sample piece of mail for the Powell Post Office to keep.
 - 3) List all the ZIP Codes and the number of pieces of mail with each ZIP Code.
 - 4) Bundle mail by ZIP Code with rubber bands.
 - a. If the mailing consists of 10 pieces of mail or more to be sent to the same state but not the same zip code, you can bundle those together.
 - b. If the mailing consists of miscellaneous states, 9 or less each, bundle those together as well.
 - 5) Pay cash or check directly to USPS.



Member Benefit: Conference Room



Members Have Access to the Conference Room

- The Conference Seats Twelve and Can Accommodate up to Eighteen
- Video Conferencing with Meeting Owl
- Conference Room Laptop, Overhead Projector, and Screen for Virtual, Hybrid, and In-Person Meetings
- Conference Room Phone
- Access During Office Hours or After Business Hours

Contact Powell Economic Partnership/ Powell Chamber/ Powell Visitor Center to reserve your time. PEP's office hours are M-F 8am - 5pm. Pick-up your afterhours key during business hours and drop it off in the drop box outside. If you need technical support, please arrive 30 minutes prior to your reservation.



Member Benefit: Ribbon Cutting



We love to support businesses with Ribbon Cuttings. Please ask PEP/Powell Chamber about Ribbon Cuttings if you are a new business or have a new location.

Your Ribbon Cutting member benefit includes:

- Email and social communications for the ribbon cutting. Let Powell and the greater area audiences know about your new business or location.
- A few words of welcome and support from PEP staff
- Your cheerleaders, the Powell Chamber Ambassadors
- The ceremonial scissors and ribbon
- Photowall with fun props and polaroid keepsakes
- PEP's green air dancer

Ideas for businesses:

- Offer food or refreshments
- Supply balloons, drawings, giveaways, specials, discounts, etc.
- Contact the Powell Tribune at 307-754-2221 to be interviewed for the "What's new in business" feature business article
- Schedule an interview with a local radio show the week of the opening:
 - KPOW's morning show. Contact april@kpow1260.com
 - Big Horn Radio Network Party Line. Contact news@bhrnwy.com to promote opening
- Promote the event through your own social channels and email marketing lists
- Promote the event to your contacts, friends and family, etc.





PEP/ Powell Chamber/ Powell Visitor Center Program

POWELL BUCKS

DESCRIPTION

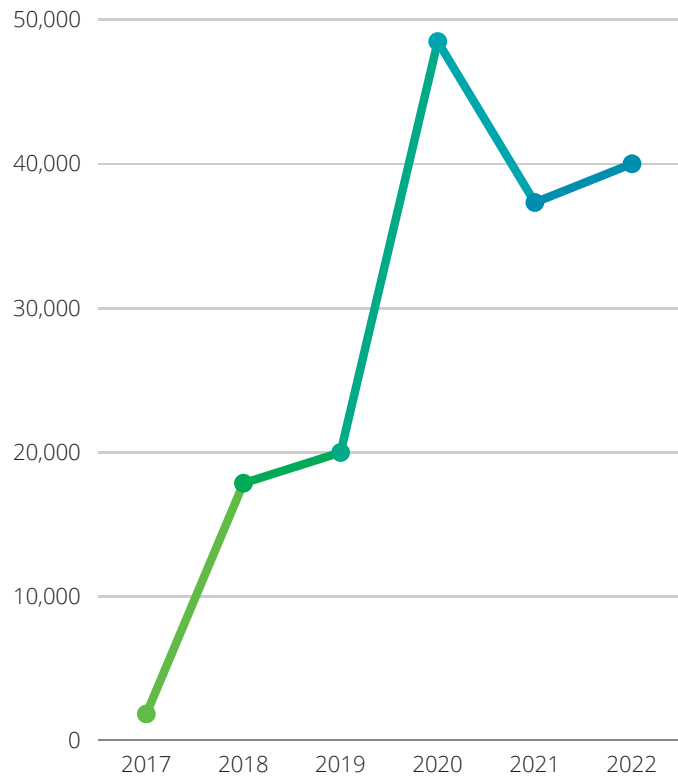
Powell Bucks is a Powell Chamber program to encourage local spending.

Powell Economic Partnership/ Powell Chamber offers organizations and community members the option to purchase Powell Bucks. Restaurants, retailers, consumer services and professional services in Powell are given a point-of-sale sticker and point-of-sale information for easy training. Additional stickers and point-of-sale sheets are available upon request.

As the business, simply deposit the bucks like any other currency.

PEP/ Powell Chamber pays for printing, materials, promotions and administrative costs of this program for the benefit of all local establishments.

Powell Bucks expire after 6 months from the date they are issued.



In November of 2017 Powell Bucks were reimagined with input from community members and business owners. The fresh design sparked more interest from local organizations and community members and the purchase of Powell Bucks has soared ever since.

- 2017 - \$1,860 were purchased
- 2018 - \$17,857 were purchased
- 2019 - \$19,990 were purchased
- 2020 - \$48,480 were purchased
- 2021 - \$37,320 were purchased
- 2022 - \$40,005 were purchased



PEP

POWELL ECONOMIC PARTNERSHIP

Community

- Hub of Communication
- Community Influencers
- Park County Outdoor Rec Collab
- Arts
- Powell Pride - Historic Context
- John Wesley Powell
- Ag Tours

Economic

- Workforce Resources
 - AmeriCorps VISTA
- Business Retention & Expansion
 - Business Retention Surveys
- Advocacy
- Recruitment & Relocation
 - Real Estate List
 - Funding Opportunities
- Building Industries
 - Agriculture
 - Outdoor Rec
- Planning
 - Land Use Plan
 - Ag Impact Study

Downtown

- Frontline
- Community Events
- Signage
- Promote Powell
 - website
 - brochures
 - maps
 - stickers
 - promo items

Infrastructure

- Outdoor Rec
- Rail
- Air
- Housing

DEVELOPMENT





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

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 eight 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

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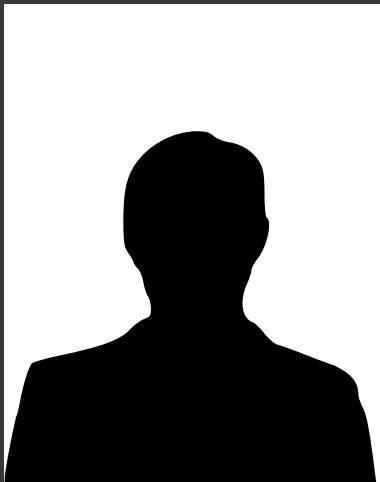
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Retired,
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