



POWELL ECONOMIC PARTNERSHIP

Economic and Community Development Infrastructure

Business Development

- Supporting Our Existing Businesses
- Entrepreneurship & Startup Assistance
- Relocation Support
- Business Recruitment
- Networking/Timely Relevant Topics
- Business Calendar
- Workforce Development

Legislative Voice for Powell & Businesses

Community Promotion & Communication

- Website/Blog Content Production
- Shop & Dine Map
- Community Events LED Sign
- Tourist In Your Hometown Publication
- Community Events Calendar
- Powell Press Kit
- Community Event Support Package (Current Vendor list, Vendor forms, Entry forms, Ticket Sales)
- Powell Pride Program
- Comprehensive Community Development

Promoting Powell & Attracting Visitors

- Visitor Center Open Hours
- Visitor Center Communications
- Blog Content Production
- Regional - Statewide Collaboration
- Visitor Events Calendar

Powell Bucks Awareness/Education

Agricultural Tours



Rebekah Burns

Executive Director

Powell Economic Partnership, Inc.

307-754-3494

111 S. Day St.

Rebekah.Burns@powellchamber.org

Board of Directors

Carter Baxter

DCI Engineers

Bob Chandler

307 Health

Chris Cox

First Bank of Wyoming

Kevin Finn

Retired

Mike Hobbs

Fremont Motor Powell

Molly Lynn

Garland Light & Power

Gregg McDonald

Farmers Insurance

Michela Morrissey

Homesteader Museum

David Northrup

Northrup Farms

Cayde O'Brien

Groathouse Construction

Megan Pfefferle

Vince Smith

Yellowstone Motors

Kelly Spiering

Spiering Farms

Ex Officio

Marnee Crawford

Director of Nursing, Northwest College

Jay Curtis

Superintendent, PCSD#1

Alex Few

Working Wild Challenge Coordinator, Western Landowner Alliance

Karen Horner

Library Director, Park County Library

Terry Odom

CEO, Powell Valley Healthcare

Zack Thorington

City Administrator, City of Powell



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

Business Services

Relocation Packages and Support

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

Marketing/Promotion

Advanced Event Support for Ribbon Cutting

4 Business Email Marketing + Analytics

4 Business Social Marketing + Analytics

Membership Highlight

Voting Privileges on Membership Business

Networking

PEP Advisory Board (lunches included)

Business Services

Digital Profile Analysis

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 + Analytics

2 Business Social Marketing + Analytics

Networking

Annual Meeting Invite

PEP Advisory Board Meeting Invite (8-9x per year)

Business Services

Eligible to apply for health benefits through Wyoming Chambers Trust

25% off Constant Contact Subscription

Several ways to pay

Member Intake Interview

Bulk Mailing Code Access and Local Options

Business Card or Brochure Displayed at Visitor Center

Complimentary Use of Survey Machine

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 Membership Coordinator at 307-754-3494 or email info@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 nearly 1,400 subscribers. PEP send outs a variety of email communications with excellent open rates on average 28% and click through rates on average 5%.

Social Communications

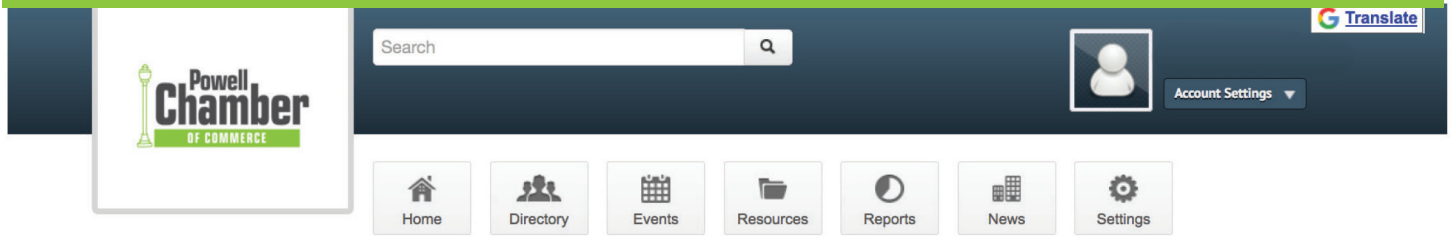
Your social communications are sent out on Facebook. PEP has over 2000 followers on FB. Our expanding audience engages with your content that we share on your behalf.

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.

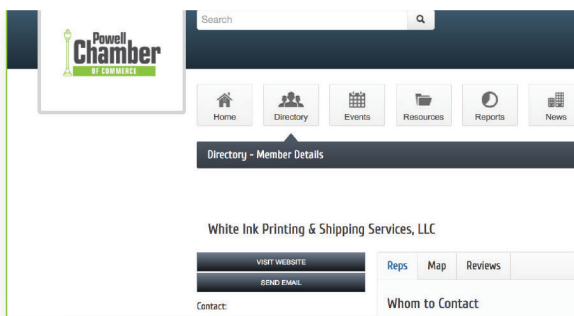
Please note that if you have professional digital collateral that you would like to include in your communications please email rebekah.burns@powellchamber.org. Professional digital collateral includes pictures, graphics, illustrations, as well as, your company logo in an .jpg, .png, or .pdf format.



Member Benefit: MIC

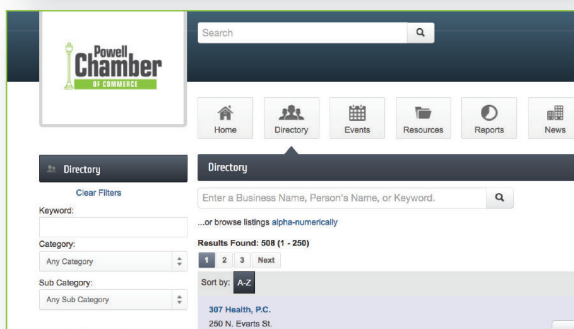


The Member Information Center is an amazing Member Benefit, but it only works for you if you use it! Take 3 minutes and find out how.



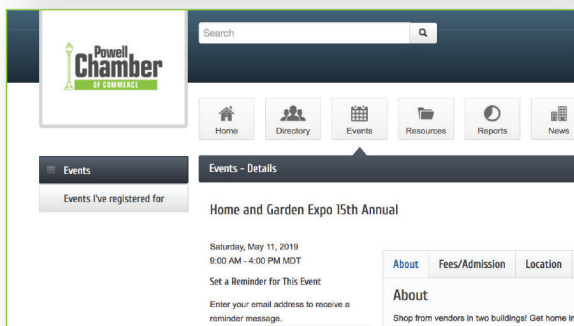
Customers Can Find Your Business Online

When you list your business on your Member MIC, customers can find your contact information, website, and location in a snap.



Sales Leads

Log onto the MIC to look up other members. You can email them directly from the Member Information Center.



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 3600-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 are welcome to use the complementary Conference Room space at PEP/ Powell Chamber/ Powell Visitor Center. The Conference Room seats twelve comfortably, and can hold up to eighteen people.

- Amenities include the use of a conference phone, new overhead projector and large screen. The conference phone can be used for local or national calls. The overhead projector is perfect for presentations or videos. Hook up your PC or MAC with an HDMI cable.
- Video Conferencing with chat using Meeting Owl
- The Conference Room is first come first serve.
- Contact PEP/ Powell Chamber/ Powell Visitor Center 307-754-3494 or email info@powellchamber.org to reserve the space.
- If you need technical support, please arrive 30 mins prior to your meeting for instructions.
- PEP's business hours are M-F (8am – 5pm). If you would like to use the space before or after business hours, sign out a key twenty-four hours before your meeting.
- Please return the key in the drop box outside the Conference Room doors.



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

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.

