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# Setting the Pace

PEP ANNUAL REPORT





# YOUR PACESETTERS

Growing the Powell economy and community vibrancy is a **marathon**...and the finish line keeps moving.

From general business development to targeted sector strategies to communications, PEP/Powell Chamber/Powell Visitor Center are your **pacesetters** for a more vibrant Powell.

# 200

**active members**

thank you members and investors

# 40/60

**membership/public funds**

our modest operating budget is funded by a combination of our private business and organization memberships and our key public partners including the City of Powell, Park County and Park County Travel Council



## More Efficiency

Since the consolidation of PEP and the Chamber/Visitor Center 18 months ago, it is clear that there is more efficiency and synergy as ONE organization. Our 2018 successes showcase how impactful it is for Powell when these three different, and critical, community drivers are **running stride for stride**. In 2018 we reached significant **mile markers** for our agriculture economy and diversification priorities and our visitor economy. Additionally we continued to coordinate relevant and timely activities for our communities, businesses and members like the Procurement & General Purchase Meeting, Meet the Candidates and THRIVE. Finally, in direct response to the public response during our community before the consolidation, we have grown the Powell Chamber as your community hub for information.

## Pushing the Pace

As we look forward to 2019, this is the year to continue to not just set the pace, but **push the pace**. In order to do this, we need you, your membership AND your engagement. **We bring it. You bring it. A More Vibrant Powell.**

# IN IT FOR THE LONG RUN

SINCE 2011

The PEP Board of Directors is strategically made up of different business and industry leaders, representing a cross-section of experience and knowledge of Powell.

Leah Bruscino

Bob Chandler, 307 Health

Chris Cox, First Bank

Todd Ernst, Pinnacle Bank

Jeremy Gilb, T-O Engineers

Stefani Hicswa, Northwest College

Mike Hobbs, Fremont Motor Powell

Gregg McDonald, Farmers Insurance

James Seckman, Seckman Accounting

Seaton Smith, GF Harvest

Kelly Spiering, Spiering Farms

Andrew Whitlock, Whitlock Appraisal & Whitlock Development

Tommi Williams, Sage Civil Engineering

## **Ex-Officio**

Dean Bruce, Northwest College

Jay Curtis, Park County School District #1

Zane Logan, City of Powell

Stan Lundberg, Bank of Powell

Terry Odom, Powell Valley Health Care

## **THE STAFF**



Christine Bokes, Executive Director



Rebekah Burns, Visitor Center Coordinator



Bev Dent, Office Manager

# CARRYING THE BATON

A COMMUNITY VISION REACHES ANOTHER MILE MARK

PEP picked up the baton from our leaders before to continue to move the community vision of a new hotel and conference center forward. The recruitment of this project was a PEP priority and certainly a success, but the Chamber and Visitor Center are the leaders now - telling our amazing community story through a new Visit Powell website; supporting our local assets and amenities, their events and stories and building our audiences and communicating through multiple channels, including online, social and our LED sign.

## CLOCKTOWER INN OF POWELL

### \$2.9 MILLION

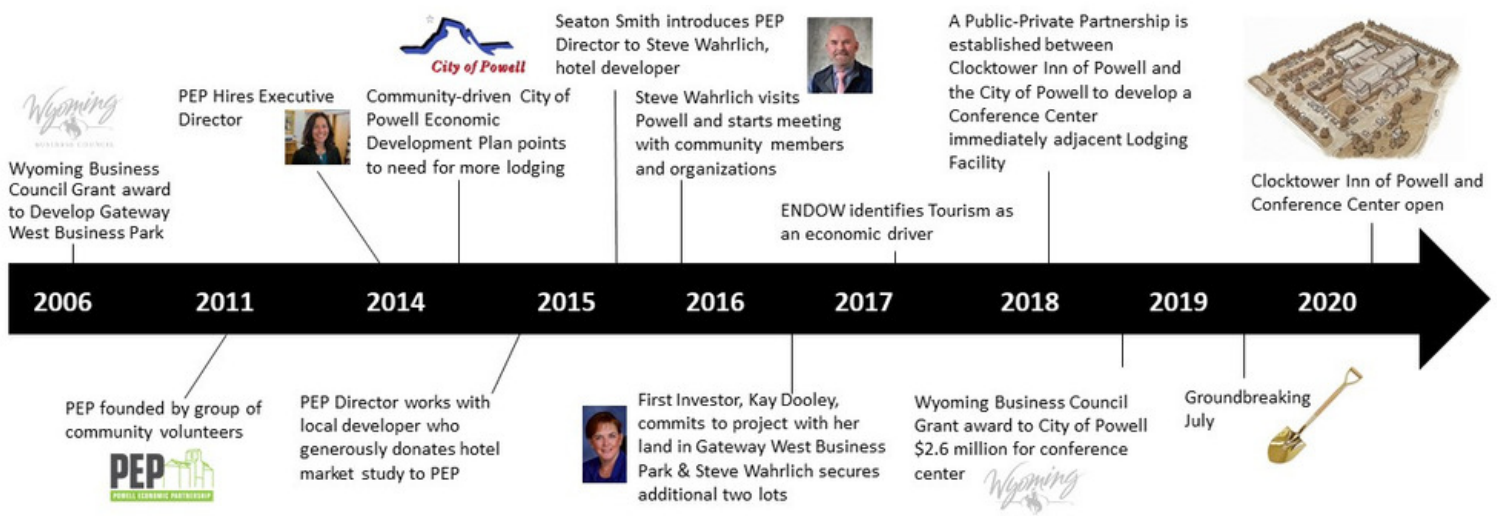
#### PUBLIC INVESTMENT

- 10,000 square foot conference facility
- Capacity for 250
- Commercial catering kitchen
- Management agreement with Clocktower Inn
- All insurance, utilities, taxes and maintenance paid by Clocktower Inn
- 100% of public investment returned to the City and State over 10 years

### \$7 MILLION

#### PRIVATE INVESTMENT

- 70-80 rooms
- Increases Powell's lodging by 50%





# TEAMWORK

PEP, POWELL CHAMBER & POWELL VISITOR CENTER  
WORKING TOGETHER TO GROW OUR AG ECONOMY



## A Strong, Local Agriculture Voice in Wyoming

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### Telling Our Story

- Promoting, coordinating, leading the Powell Agriculture Interpretive Tours: Bus Tours, Custom Tours, Community Tours
  - Sharing our 10-stop self-guided app: The John Wesley Powell Agriculture Tour
  - Elevating local foods in partnership with the Homesteader Days Farm-to-Table
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## Initiating and Leading the Wyoming Agriculture Diversification Summit Series

- 85 attendees for the first Summit: Focus CROPS, hosted at Northwest College
- 85 attendees for the second Summit: Focus LIVESTOCK, hosted at Eastern Wyoming College
- National and international business exposure
- Understanding potential opportunities with a hemp industry

**RESULT: Since the first Summit, business relationships were developed and strengthened for future opportunities and contracts signed**



# THE WATER STOP

PROVIDING ESSENTIAL SUPPORT TO OUR COMMUNITY MEMBERS, BUSINESSES & VISITOR SERVICES

## COMMUNICATION HUB

In response to the community outreach, we have elevated our quality and increased our platforms for distributing information to the community.

800+

Communications sent via our email marketing campaigns, Facebook posts, Tweets, LinkedIn posts, YouTube

\$17,180

Sold through the Powell Chamber for circulation in the community this year

## POWELL BUCKS

With a totally redesigned process and look, Powell Bucks are easier than ever to use for both our community members and our businesses and keep more dollars local

## NETWORKING EVENTS

Keeping you informed and connected, we host and coordinate monthly, quarterly and on-demand events or meetings

20+

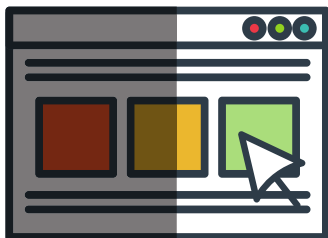
Events held including PEP Advisory Board Meetings, Meet the Candidates, THRIVE, Event Managers, Procurement & Purchasing & More



# ELEVATING OUR GAME

REACHING VISITORS & COMMUNITY MEMBERS

A NEW WEBSITE  
[WWW.POWELLCHAMBER.ORG](http://WWW.POWELLCHAMBER.ORG)



FIRST-EVER "VISIT POWELL" WEBSITE  
3 CALENDARS COMMUNITY/VISITOR/BUSINESS  
COMMUNITY BLOGS

VISITORS SERVICED

# 3,095

A 270% INCREASE

## COMMUNITY-FUNDED, LED SIGN FOR EVENTS

It was a community crowdfunded success! 78 local supporters helped raise over \$23,000 to install the new LED sign in front of the Visitor Center. The new sign is attracting more visitors and community members every week.





**2019**

**We Bring It.  
You Bring It.**

**A More  
Vibrant  
Powell**

*What does community  
vibrancy mean to you?*