PEP

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
- Email Segmentation
- 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@pepinc.org

Board of Directors

Leah Bruscino

Bob Chandler
307 Health

Chris Cox
First Bank of Wyoming

Todd Ernst
Pinnacle Bank

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 Brewer
Sage Civil Engineering

Ex Officio

Dean Bruce
Dean of Extended Campus & Workforce, NWC

Jay Curtis
Superintendent of Schools PCSD#1

Zack Thorington
City Administrator City of Powell

Stan Lundberg
Branch Manager VP Bank of Powell

Terry Odom
CEO Powell Valley Healthcare

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Powell
VISITOR CENTER

Powell Chamber
OF COMMERCE

Member Investment Schedule

DIAMOND - $5,000

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

PLATINUM - $2,000 - $4,999

Business Services
- Team Building Experience (4-8 staff)

Marketing/Promotion
- Sponsorship Opportunities
- 6 Business Email Marketing + Analytics
- 6 Business Social Marketing + Analytics

GOLD - $1,000 - $1,999

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
- 4 Business Email Marketing + Analytics
- 4 Business Social Marketing + Analytics
- Membership Highlight

SILVER - $500 - $999

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

BRONZE - $250 - $499

Networking
- Grand Opening Ribbon Cutting
- Business Over Breakfast Invite
- THRIVE

Business Services
- Powell Bucks (includes window decal/staff education)
- Qualified Leads/Referrals
- Complimentary use of Conference Room space
- 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

NONPROFIT - $150

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
- e-Newsletter
- Bulk Mailing Code Access and Local Options
- Business Card or Brochure Displayed at Visitor Center
- Complimentary Use of Survey Machine
- 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. • officemanager@pepinc.org

Individuals may join PEP/Powell Chamber/Powell Vistor 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 officemanager@pepinc.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, Twitter, and LinkedIn. PEP has over 900 followers on FB and 200 followers on Twitter. 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 officemanager@pepinc.org. Professional digital collateral includes pictures, graphics, illustrations, as well as, your company logo in an .jpg, .png, or .pdf format.

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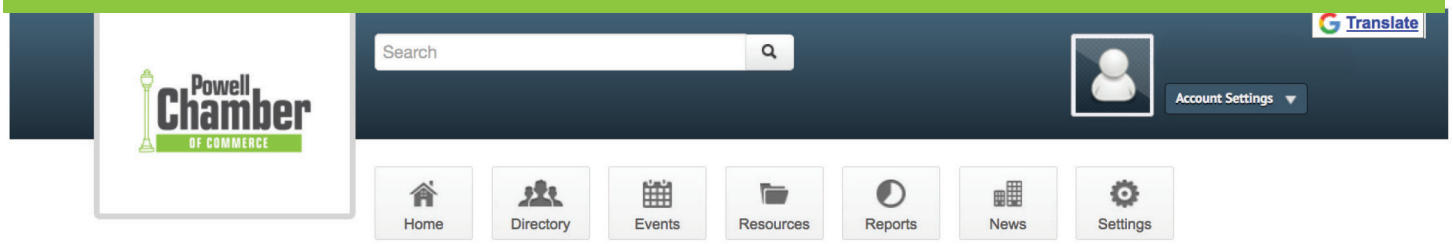
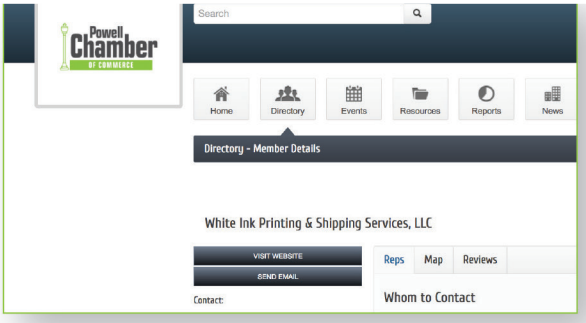
Member Benefit: MIC

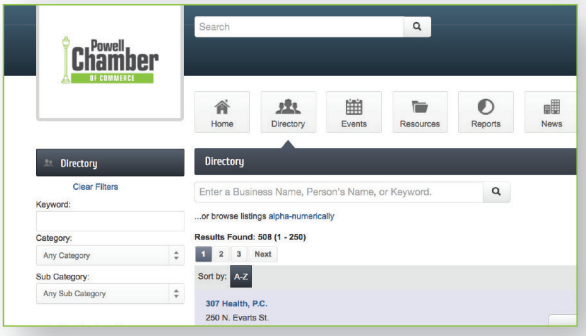


The Member Information Center is an amazing Member Benefit, but it only works for you if you use it! Take 3 minutes and find out how.



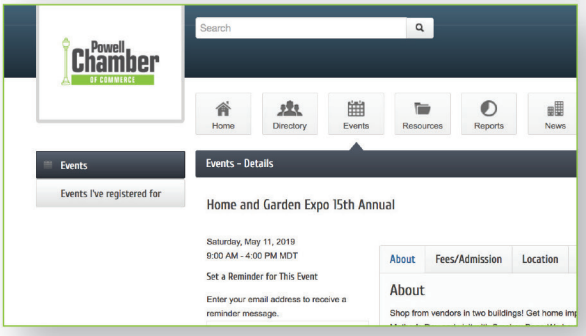
Customers Can Find Your Business Online

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.

PEP POWELL ECONOMIC PARTNERSHIP

Powell VISITOR CENTER

Powell Chamber OF COMMERCE

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.

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OF COMMERCE

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.
- The Conference Room is first come first serve.
- Contact PEP/ Powell Chamber/ Powell Visitor Center 307-754-3494 or email officemanager@pepinc.com 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 – 4:30pm). 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.

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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 donna@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.

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Member Benefit Explanations:

Team Building Experience
Studies show that employee engagement leads to higher retention rates. Team building experiences are a great way to gain employee engagement. Starting at the Platinum Membership level, we will partner to create a team building outing for departments within a large organization or small businesses such as: a Zipline Tour at Sleeping Giant, a NWC Ropes Course experience, or a Powell MakerSpace Escape Room activity.

Relocation Packages and Support
Starting at the Gold Membership level, we will work with our businesses and organizations to not only be a clearing house of well-presented and relevant information, but also to facilitate informal conversations/tours with one of our representatives. We will relay all the wonderful benefits of living in Powell, the Bighorn Basin, and Wyoming.

Digital Profile Analysis
Starting at the Silver Membership level, interested members will get an annual report of their digital assets that includes an inventory of the sites your business is listed (website, industry websites, review websites, social media sites), a snapshot summary of reviews (suggestions about how to answer reviews), and an industry standards comparison.

NWC CTD/ Workforce Services Soft Skills Training Workshop
Starting at the Silver Membership level, members can sign up employees for a soft skills training workshop at no cost. Soft skills training topics include: communication skills, business etiquette, interpersonal skills, emotional intelligence, time management, and problem solving skills.

10% Discount on NWC CTD Hard Skills Training
Starting at the Silver Membership level, members are eligible for a 10% discount on workforce skills training through NWC CTD that includes up to three times per calendar year.

MIC (Member Information Center)
The Member Information Center can be accessed by active members to create a Company Profile (logos, videos, photos, and location information), view membership directory, communicate with other members, upload events with rich content, access resources, upload Member to Member Deals, and eCoupons.

HealthCare Benefits Eligible
Through the Wyoming Chamber Trust, members are eligible to apply for health benefits through this partially self-funded plan. This is something the Powell Chamber signed up for to offer members from the inception of the Trust.

Several Ways to Pay
Members will be able to pay with cash, check, ACH payment, and credit cards. PEP also offers semi-annual billing.

Member Intake Interview
When a business becomes a member for the first time, an intake interview is scheduled to talk about their business: what products/ services are offered, how many employees, what are current challenges/ opportunities, does the businesses and key representatives have an online presence, what are the short and long-term business goals, does the business have a succession plan?

Email Marketing
Email marketing includes emails that are sent out on behalf of members to our email subscribers. Each membership level gets an increased number of emails sent out per year. An analytics report will follow the email blast to understand audience reached, open rates, bounces backs, and click rates, if requested.

Social Marketing
Social marketing includes social posts that are published on behalf of members. Each membership level gets an increased number of social posts sent out per year. An analytics report will follow the posts to understand audience reached, and social engagement on the post (likes, comments, shares), if requested. This information will vary depending on the social media platform used.

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Growing Our Ag Economy

Powell Economic Partnership/Powell Chamber/ Powell Visitor Center work in tandem to grow our region's agricultural economy.

A Strong, Local Agriculture Voice in Wyoming

Active and persuasive voice at a State-level for Powell's agribusinesses.

Foster Conversations and Tell our Story

PEP fosters innovative conversations that push Wyoming's agricultural economy forward.

Agritainment

1) Promoting, coordinating and leading Powell Agricultural Interpretive Tours: Bus Tours, Custom Tours, Community Tours
2) Sharing our 10-stop self-guided app with and ag focus. The John Wesley Powell Agricultural Tour is available for download
3) Elevating local foods

Updated Conference Room

- Seats 12 comfortably and seats 20 maximum
- Conference room phone
- New overhead projector and screen – great for presentations and videos

Additional Revenue Streams

- Leveraging the 2018 Farm Bill's declassification of hemp to support an emerging ag industry in the Big Horn Basin
- Actively working with existing and new industry to bring value-added hemp manufacturing to the Big Horn Basin

WYOMING AGRICULTURE DIVERSIFICATION SUMMIT

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Powell VISITOR CENTER

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Growing Our Visitor Economy

Visitor Center

PEP/PC/PVC has elevated the visitor experience with greater access, more materials, more photographs and a professional staff with a customer service focus.

Regular Hours

Monday – Friday 8:00 am to 4:30 pm all year
June – August Saturday 11am to 2 pm
24/7 access to visitor materials and event posters in our welcoming entry

Communication Hub for Visitors and the Community

- Powell Website
- LED sign for community events and visitor attractions
- 3 event calendars (community events calendar, business event calendar, visitor events calendar)
- Updated materials from all over the Big Horn Basin that highlights things to do and places to see
- Reference books to imagine your Bighorn Basin adventure

Result: Increased number of visitors coming into PEP/Powell Chamber/Powell Visitor Center year over year.

Clocktower Inn of Powell

PEP wrote and facilitated the grant for the City of Powell for a $2.6 million award from the State of Wyoming to build a publicly-owned conference center adjacent to the new private hotel. The conference center will be able to host 250 people and feature a commercial catering kitchen and state of the art technology. All public funds will be recaptured back to the City and State through a lease-purchase agreement. The approximately $7 million hotel is being financed privately. The new facility will add 70-80 rooms, a 50% increase in Powell's lodging capacity.

Events

PEP/ Powell Chamber/ Powell Visitor Center provides extensive community event support.

- Education/ sharing best practices
- Identifying resources
- Networking opportunities
- Ticket sales
- Marketing through our organic channels (email, social, LED sign)

PEP facilitates the Powell Park County Travel Council Events communications and advertising.

More Reasons for Visitors to Stay and Shop in Powell

Agritainment

1) Promoting, coordinating and leading Powell Agricultural Interpretive Tours: Bus Tours, Custom Tours, Community Tours
2) Sharing our 10-stop self-guided app with and ag focus. The John Wesley Powell Agricultural Tour is available for download
3) Elevating local foods

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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 advocates for Powell's businesses, citizens, and institutions. She serves as Treasurer for the Park County Museum Board. Rebekah is a graduate of PCLI Class XII and serves on the steering committee for XIII. Rebekah has a Film Production degree from Towson University. For over 15 years, she has 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.

Shaylee Hancock

Shaylee Hancock is the Membership Coordinator and Office Manager. She manages the everyday operations of the office, including financials, and is the first point of contact for PEP/Powell Chamber members. Shaylee's education is in business through the University of Wyoming. Her past work experiences have been in banking, medical, and non-profit industries, working in both human resources and customer service. Shaylee is currently the Director of Development on the Wyoming Family, Career and Community Leaders of America (FCCLA) Board of Directors. In their spare time, Shaylee, her husband, and their daughter enjoy fishing, hiking and exploring Wyoming's natural beauties.

Jennifer Tippetts

Jennifer Tippetts is the Community Relations & Tourism Manager of Powel Economic Partnership/Powell Chamber/Powell Visitor Center. She is the direct contact for our community members and tourists. Jennifer advocates for increased tourism traffic that generates increased sales tax and lodging tax for our community and promotes community relations. She is a graduate of PCLI Class XI and serves on the Park County Leadership Institute Board of Directors. Jennifer has a Business Management degree from Colorado State University and MBA from the University of Wyoming. She also has over 12 years of experience in the tourism industry for locations such as Vail, Colorado. If Jennifer is not at work, then you will likely find her out fishing, hiking, skiing, or just enjoying time on the mountain.

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 nine VISTA positions. This program builds capacity and addresses poverty in our community at seven sites throughout Powell. 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 primarily 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.

Powellchamber.org/staff-bios