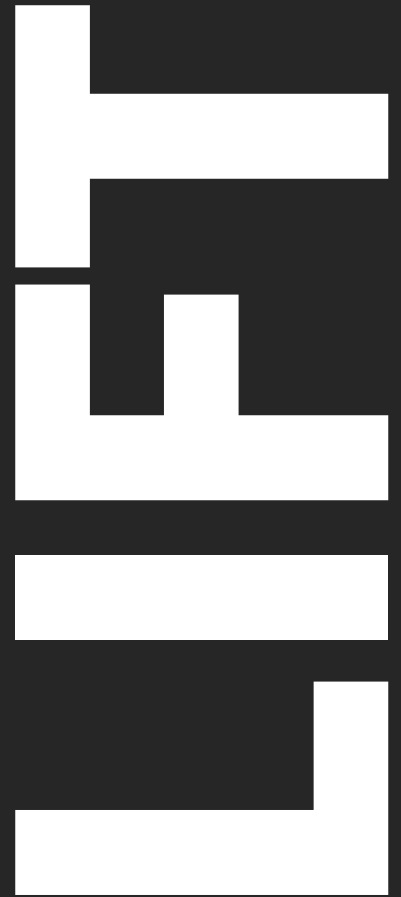


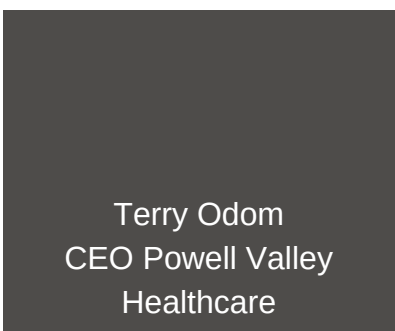
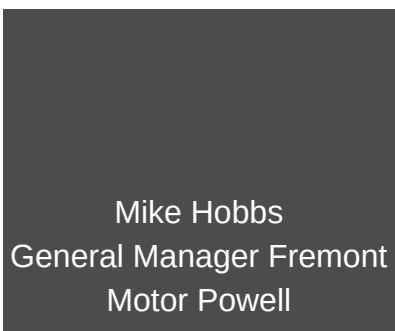
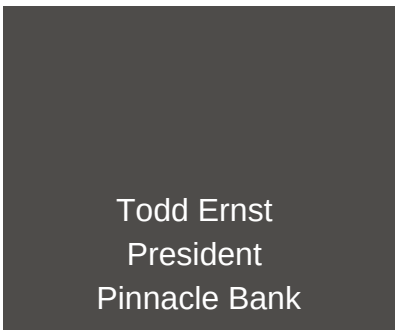
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POWELL ECONOMIC PARTNERSHIP
ANNUAL REPORT



BOARD OF DIRECTORS



ABOUT PEP

Powell Economic Partnership (PEP) is unique to our region. We are one organization with our focus on three functions: *economic development, community vibrancy, and tourism*. PEP manages the Powell Chamber and Powell Visitor Center, and together we **LIFT** the business community. We are a resource for your business to start, grow, or relocate to Powell, Wyoming. Do you have a vision for a business that solves a market need? PEP can help you take your business from idea to reality by leveraging the tools and resources available to you regionally and statewide. The Powell Chamber helps Powell residents and businesses feel connected to our community. The Chamber facilitates networking opportunities and provides business services through member benefits. 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 Visitor Center maintains regular hours to greet visitors and has an entryway with brochures that is open 24/7.

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.

STRATEGIC PRIORITIES

- Support the growth of our existing businesses
- Strategically target sectors for growth and recruitment initiatives
- Champion community vibrancy and foundations for progress through direct and indirect actions
- Strengthen Powell's voice
- Continue organizational development and sustainability

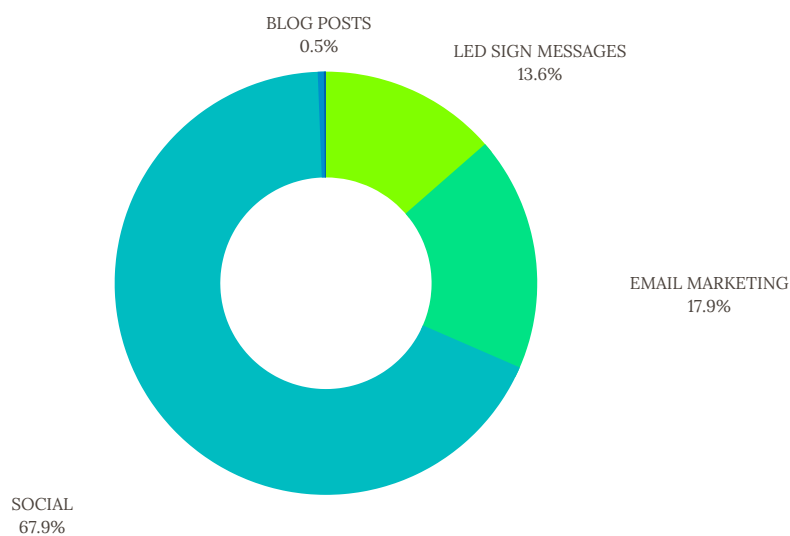


THE HUB

The Powell Economic Partnership is the central source for businesses, community, stakeholders and visitors to receive and share relevant information. PEP **LIFTS** the community by giving Powell a voice. Our Visit Powell website elevates Powell and showcases activities on the business, visitor and community calendars.

COMMUNICATION CHANNELS

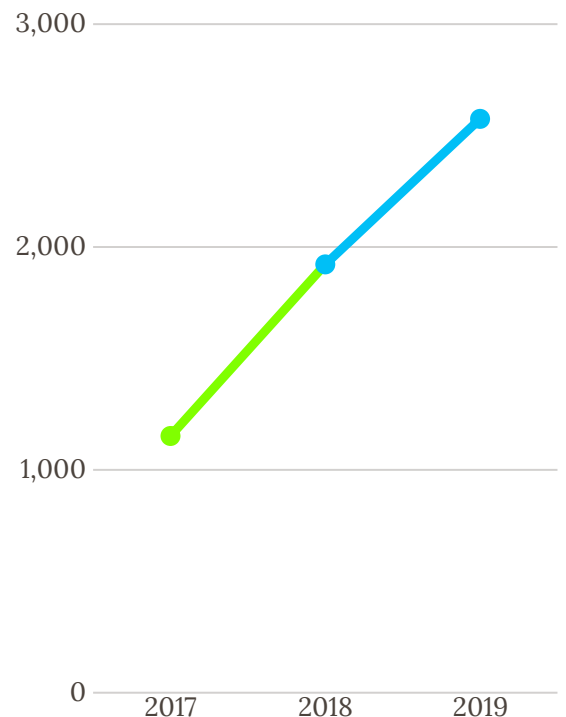
In 2019 PEP actively shared information on social media, email marketing, LED sign, YouTube and blog posts to the community, businesses, stakeholders and visitors. Below is a breakdown in the frequency in which channels were used to share that information. PEP strives to create new channels to attract audiences across demographics that match our community.



4034 VISITORS SERVED IN PERSON

DIGITAL AUDIENCE INCREASE

PEP has increased our audience (subscribers, fans, and followers) by 124% since 2017. This is accomplished by providing relevant content and increasing the channels that are used to communicate. An increased and engaged audience is crucial for maximum reach.



640

communications sent out on behalf of businesses and community organizations to our audience base

PROMOTING POWELL

Promoting Powell infuses dollars into the community to **LIFT** Powell. At PEP, our number one priority is to grow and support our existing businesses.

\$19,990

20K Powell Bucks sold in 2019 and circulating in the Powell community to support local businesses.

MAP

The Eat, Shop, Stay and Play map highlights restaurants, retail, and attractions on and off Bent Street. This map is available at frontline locations to guide visitors and help residents explore new options.

Powell, Wyoming

Your Gateway to Yellowstone and the Big Horn Basin on the road less traveled!



BROCHURE

To Promote Powell better, we designed a new eight page Powell Brochure that showcases the best our area has to offer.



SUPPORT

PEP **LIFTS** up projects, legislation, programs and community members who want to move initiatives forward,



HOTEL

The Clock Tower Inn is a \$7 million private investment and a 2.6 million public investment. In 2018, the Wyoming Business Council awarded the City of Powell 2.6 million for the conference center. PEP manages the grant award from the Wyoming Business Council for the public investment.



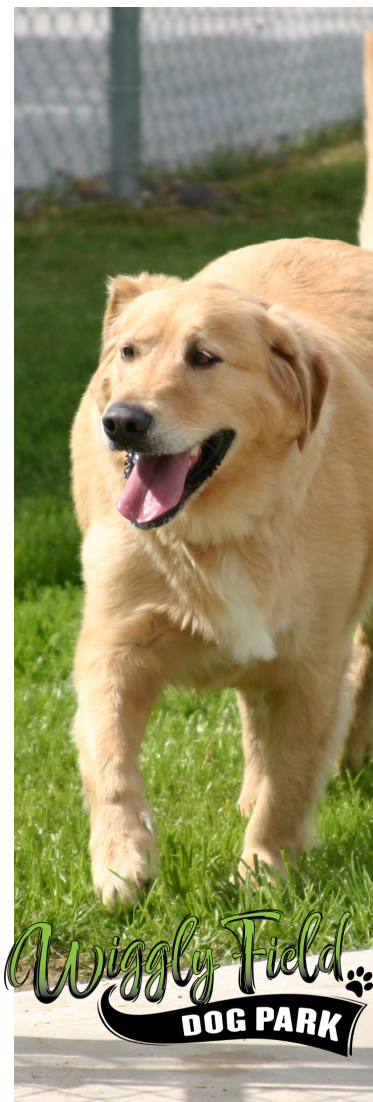
HEMP

Governor Mark Gordon signed into law a bill that approved funding for a regulatory program to grow and sell industrial hemp. PEP's ED Christine Bokes lobbied to pass the bill. PEP works hard to create opportunities for private investment to manufacture and grow hemp.



VISTA

PEP secured nearly \$40,000 as an intermediary site for the AmeriCorps Vista program. Through this program, PEP is bringing a capacity building workforce to Park County. AmeriCorps **LIFTS** the community's organizations by supplying people to create needed solutions.



DOG PARK

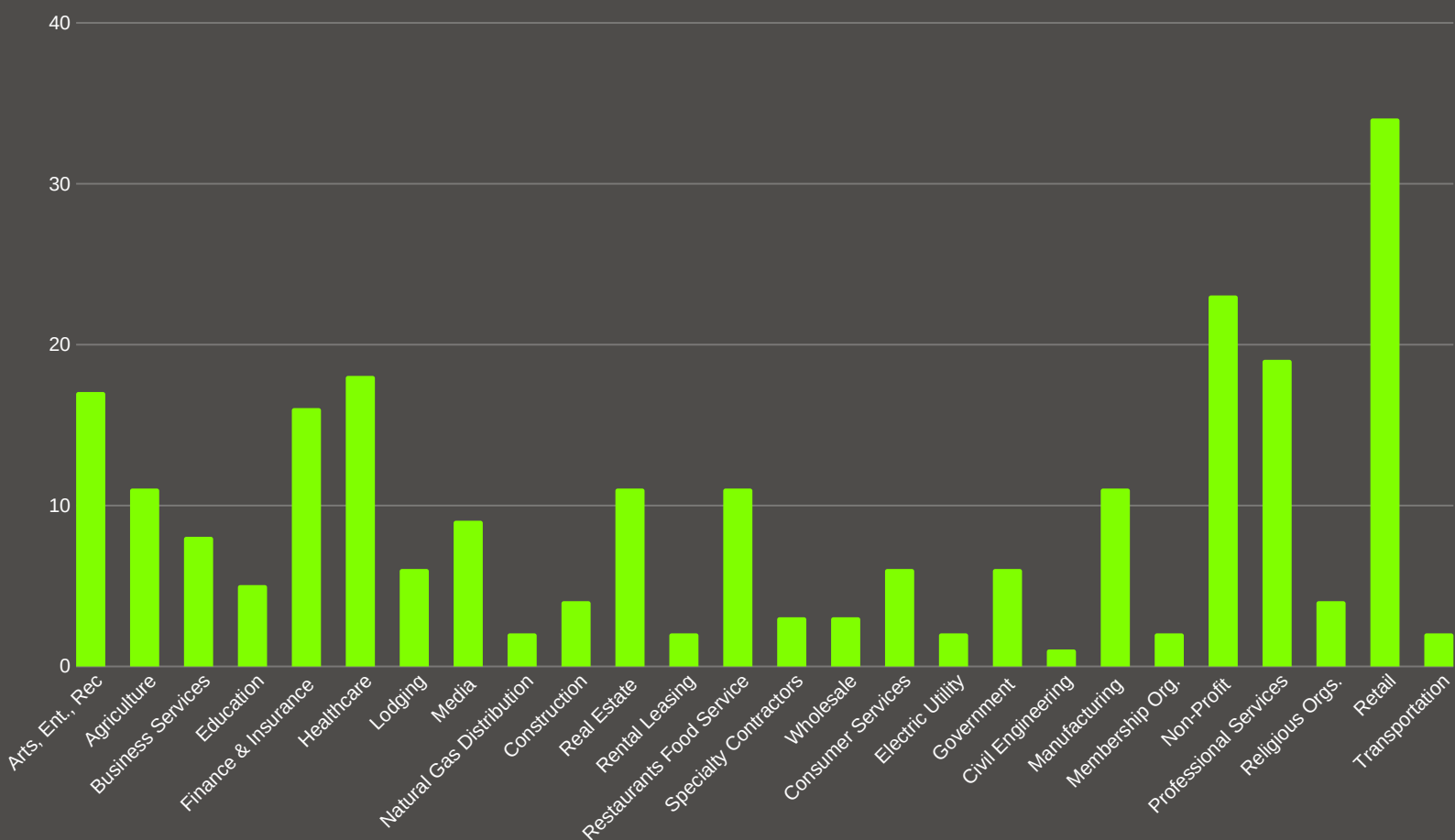
PEP is the fiscal sponsor for the Wiggly Field Dog Park. When citizens want to build something that benefits the community, PEP is there to assist the community organization. By being a fiscal sponsor, PEP supports projects that **LIFT** the community,

INVEST MENT

THANK YOU

Thank you to our investors and members of PEP Inc. Thank you to the Friends of the PEP Foundation. When you support PEP/ Powell Chamber/ Powell Visitor Center you **LIFT** the Powell Valley. We rely on your generous support because PEP's revenue streams do not compete with Powell businesses. We work for you. We work for Powell!

PEP reached 205+ investors and members in 2019. Our members range from healthcare providers to business services, finance and insurance professionals, retail shops and restaurants, religious organizations and non-profits, agriculture and education. We have the pulse on the community. Now more than ever, we **LIFT** our community. We support each other.



TOGETHER WE LIFT OUR COMMUNITY

