

PREVAIL

POWELL ECONOMIC PARTNERSHIP

ANNUAL REPORT 2020



BOARD OF DIRECTORS



Vince Smith
Vice President of
Operations,
Yellowstone Motors



ABOUT PEP

Powell Economic Partnership (PEP) is unique to our region. We are one organization with a focus on three functions: economic development, business assistance, and tourism. PEP manages the Powell Chamber and Powell Visitor Center, and together we **PREVAIL**. 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. We facilitate networking opportunities and provide 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

STAFF BIOS

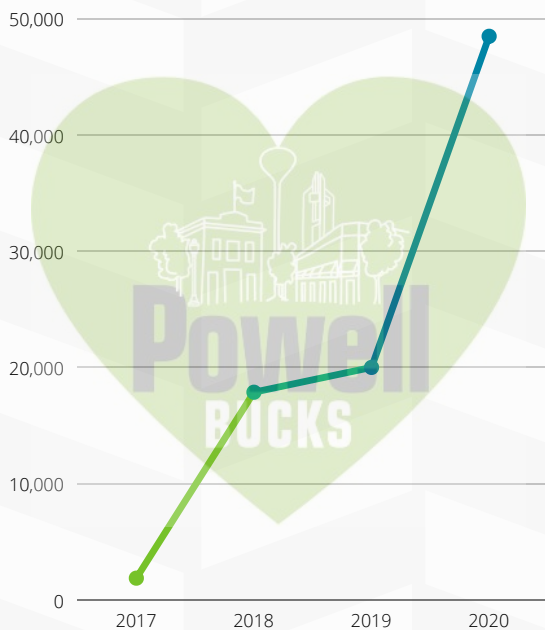
- Find out more about our knowledgeable staff powellchamber.org/staff-bios



2020'S NINE PROGRAMS

- **Membership** - Business Assistance Through Benefits
- **Agriculture** - Local Foods and Cultivating New Markets
- **Promote Powell** - Operate the Powell Visitor Center
- **Frontline** - Provide Materials and Resources to Increase Sales
- **Outdoor Rec** - Create Frontcountry Attractions
- **AmeriCorps VISTA** - Intermediary for 10 VISTA at 9 Sites
- **Advocacy** - Voice for Business & Industry
- **MakerSpace** - Revive this Community Space for STEM & Creative Ventures
- **Arts** - Involve Community Organizers to Invigorate Interactive Arts in Powell

THE HIGHLIGHTS



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**



<https://powellchamber.org/chamber>



111 SOUTH DAY STREET, POWELL WY 82435

Vacation Guide

MORE INFORMATION
CALL (307) 754-3494
INFO@POWELLCHAMBER.ORG



Promoting Powell is vital to our restaurants, retailers, attractions and lodging. Increasing the length of stay brings more money to Powell and Park County. PEP created & distributed 23 Vacation Guides. A 3- ring, 2" binder that welcomes visitors to Powell includes local hikes, restaurants and adventures within 50 miles.

<https://powellchamber.org/p-e-p/pep-programs>

WYOMING ARTS ALLIANCE

More Art. Better Wyoming.



Powell was chosen as the 3rd Wyoming Community for a pilot project that enhances professional development in the arts. An electric art scene enhances quality of life and attracts a better workforce. Interactive arts also increases the length of stay in Powell and Park County.

<https://powellchamber.org/p-e-p/pep-programs>

PEP is an intermediary for the AmeriCorps VISTA program. People come from all over the USA to volunteer at local organizations for a year to live in poverty and build community capacity. The sites who participated in this program in 2020 include: Powell MakerSpace, NWC Foundation, Heart Mountain Interpretive Center, Plaza Diane Center for the Arts, Homesteader Museum, and Forward Cody.



<https://powellchamber.org/ameri-corps-vista>



AmeriCorps



Powell's crops are unique because of flood irrigation. The water comes from snow melt in Yellowstone National Park. The crops are raised with a low carbon footprint by farm families who have been in Powell for generations. A major focus for PEP is value-added agriculture, local foods awareness and connecting producers to new markets.



<https://powellchamber.org/primarybeans>

80% of Park County is made up of federally managed lands. The greater Yellowstone ecosystem is in our backyard. This industry is a powerhouse with 887 billion in consumer spending and 7.6 million jobs nationwide. PEP spearheaded the start of the Park County Outdoor Rec Collaborative in partnership with the Wyoming Outdoor Recreation Office.



<https://powellchamber.org/p-e-p/pep-programs>

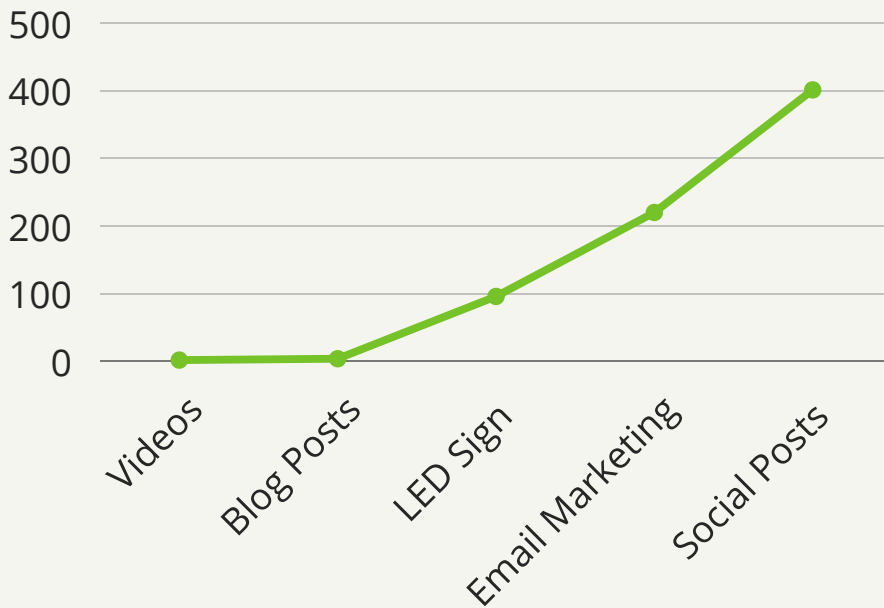


From March to December 2020, 18 health orders were issued from the Wyoming Department of Health. PEP staff designed infographics for each type of affected business for each order. We hand delivered PPE to businesses. PEP staff continually called, emailed and messaged businesses about loan and grant information. We regularly spoke on the radio. Additionally, PEP created 76 unique public social, sign, email marketing and blog posts to make sure that local businesses had relevant information. We advocated for businesses locally & statewide. <https://drive.google.com/drive/folders/1csS4RGe3toHPtM1KcxD8GWyAg7hOA13c?usp=sharing>

THE HUB

COMMUNICATIONS SENT

- 2 YouTube Videos Posted
- 4 Blog Posts
- 96 LED Sign Messages Created
- 220 Email Marketing Messages Sent
- 401 Social Communications - Facebook, Instagram, Twitter & LinkedIn



3116

Visitors Served

1963

Social Followers

1253

Email Subscribers

328

Member
Communications

122

Community
Communications

76

COVID
Communications

197

PEP Program
Communications

The Powell Economic Partnership is the central source for businesses, community, stakeholders and visitors to receive and share relevant information. In 2020, we shared 76 public messages about healthcare guidelines, business assistance programs, grants and loans.

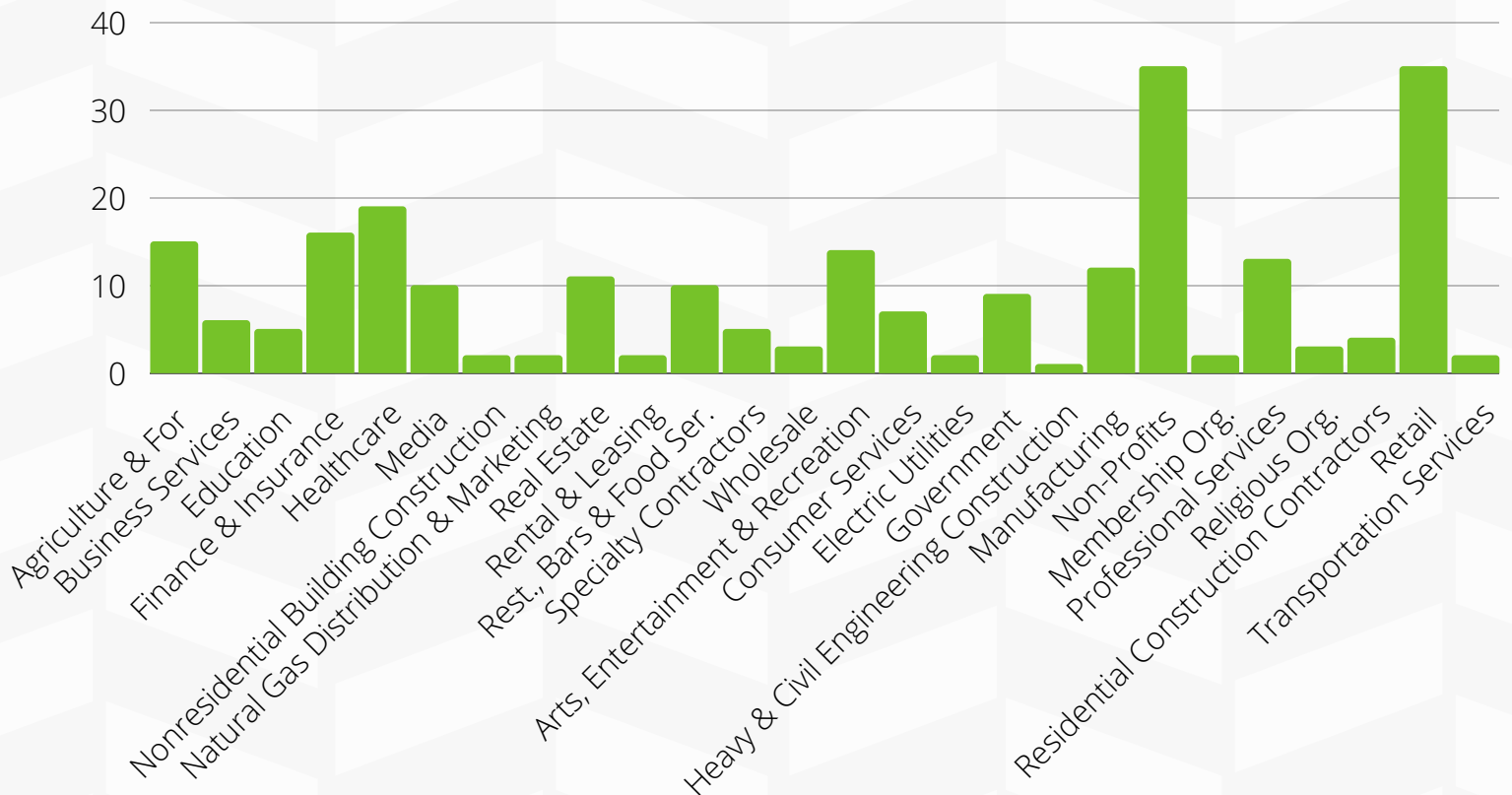
*Additionally, we personally contacted hundreds of businesses throughout the COVID crisis many times over. PEP staff called, emailed and sent Facebook messages to COVID effected businesses who are members and non-members to make sure that **all affected businesses** had current health orders, loan and grant information.*

THANK YOU FOR YOUR INVESTMENT

Thank you to PEP Inc. Members, Friends of the Foundation, public investors and grantors. When you support PEP/ Powell Chamber/ Powell Visitor Center our communities will **PREVAIL**. We rely on your generous support because PEP's revenue streams do not compete with local businesses. We work for you. We work for the Powell Valley.



MEMBER INDUSTRIES





TOGETHER WE PREVAIL

