



BEYOND COMPARE

2021

ANNUAL REPORT

POWELL ECONOMIC PARTNERSHIP

BOARD OF DIRECTORS



Vince Smith
Vice President of Operations,
Yellowstone Motors &
Marneé Crawford
Director of Nursing/Allied
Health/EMS, Extended
Campus and Workforce
not pictured

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 are **Beyond Compare**. 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, our entryway is open 24/7 with brochures.

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

PEP'S 10 PROGRAMS

ADVOCACY

PEP is a non-partisan organization that advocates for business and industry by connecting them to solutions, products and markets they need to thrive.

AGRICULTURE

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.

AMERICORPS VISTA

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. Some notable projects are the Heart MTN Interpretive Center virtual tour, Homesteader Museum mobile trunks, Forward Cody co-work space and Elk Plaza, Habitat for Humanity Refresh program and membership database. powellchamber.org/ameri-corps-vista

ARTS

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. PEP obtained a small Wyoming Business Council grant from the Mainstreet Program to create a parklet and giant art easels. Keep an eye out for engaging art projects that increases the length of stay.

FRONTLINE

Promoting Powell is vital to our restaurants, retailers, attractions, and lodging. Increasing the length of stay brings more money to Powell and Park County. Did you know that we have over 25 dining and drive-through establishments in the City of Powell?



POWELL



MAKERSPACE

The Powell Makerspace promotes the growth of human capital. The Powell Makerspace is a community center for learning and innovation that leverages technology, collaboration, and entrepreneurship opportunities for the Powell Valley. powellchamber.org/powell-makerspace

MEMBERSHIP

PEP strengthens Powell's businesses through networking, marketing, promotions, and business services. The most popular member benefits are email marketing communications, social posts, lead referrals, bulk mailings and ribbon cuttings. Members and non-members access local spending with the Powell Bucks program. powellchamber.org/chamber/member-benefits

OUTDOOR REC

80% of Park County is made up of federally managed lands. The greater Yellowstone ecosystem is in our backyards. PEP is the convener for the Park County Outdoor Rec Collaborative with the Wyoming Department of Outdoor Rec. Additionally, we host a community public land clean-up. PEP also promotes recreation in Powell, WY.



PROMOTE POWELL

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 hosted John Wesley Powell Days, a two-day festival that promotes local foods, outdoor rec and the arts. PEP manages the Powell Visitor Center and creates digital, print and social communications for the Powell Valley.

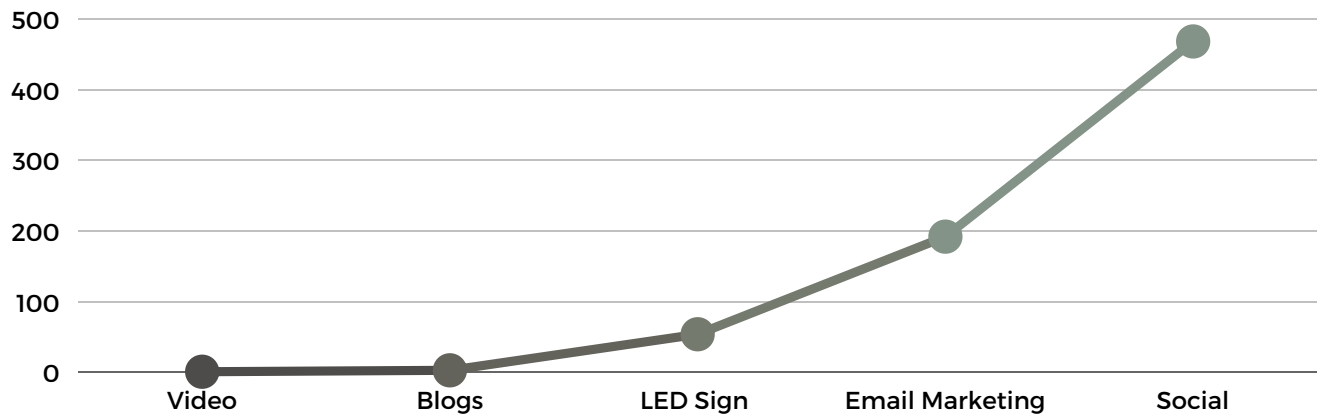
RECRUITMENT & RELOCATION

PEP attracts the talent, businesses and industries that match our community values. We work to create smart growth in the Powell Valley. PEP created a workforce talent attraction video that features the day in the life of a young business professional. Embed this video into your website to attract a better workforce.

<https://powellchamber.org/relocation>

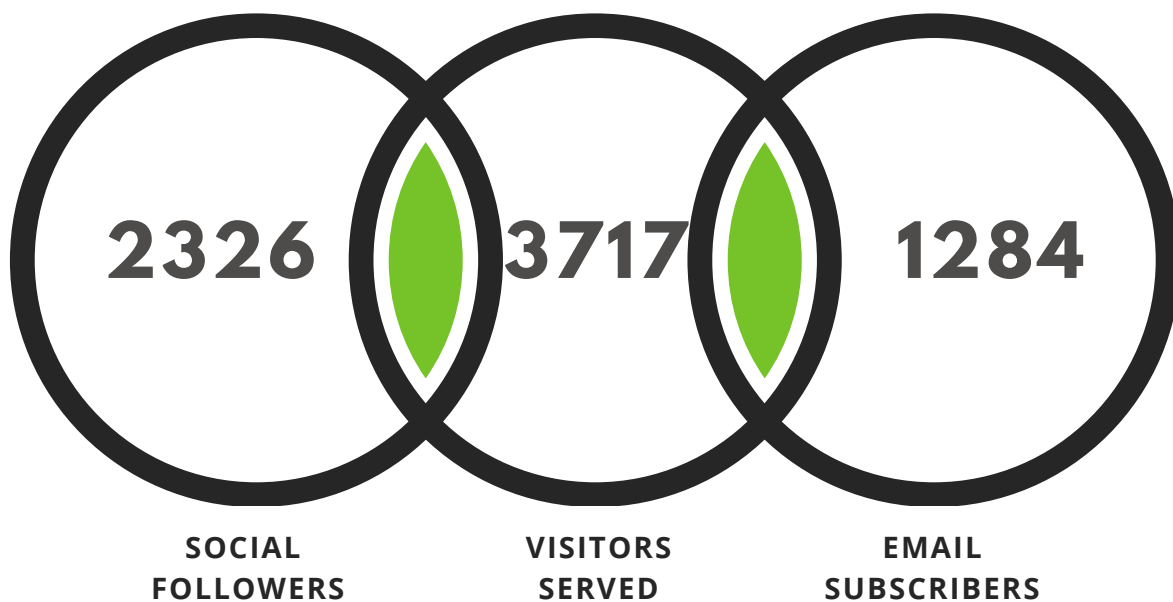
THE HUB

The Powell Economic Partnership is the central resource for businesses, community, stakeholders and visitors to receive and share relevant information.



COMMUNICATIONS SENT

- 1 YouTube Video
- 3 Blog Posts
- 52 LED Sign Messages Created
- 192 Email Marketing Messages Sent
- 468 Social Communications - Facebook, Instagram, Twitter, LinkedIn

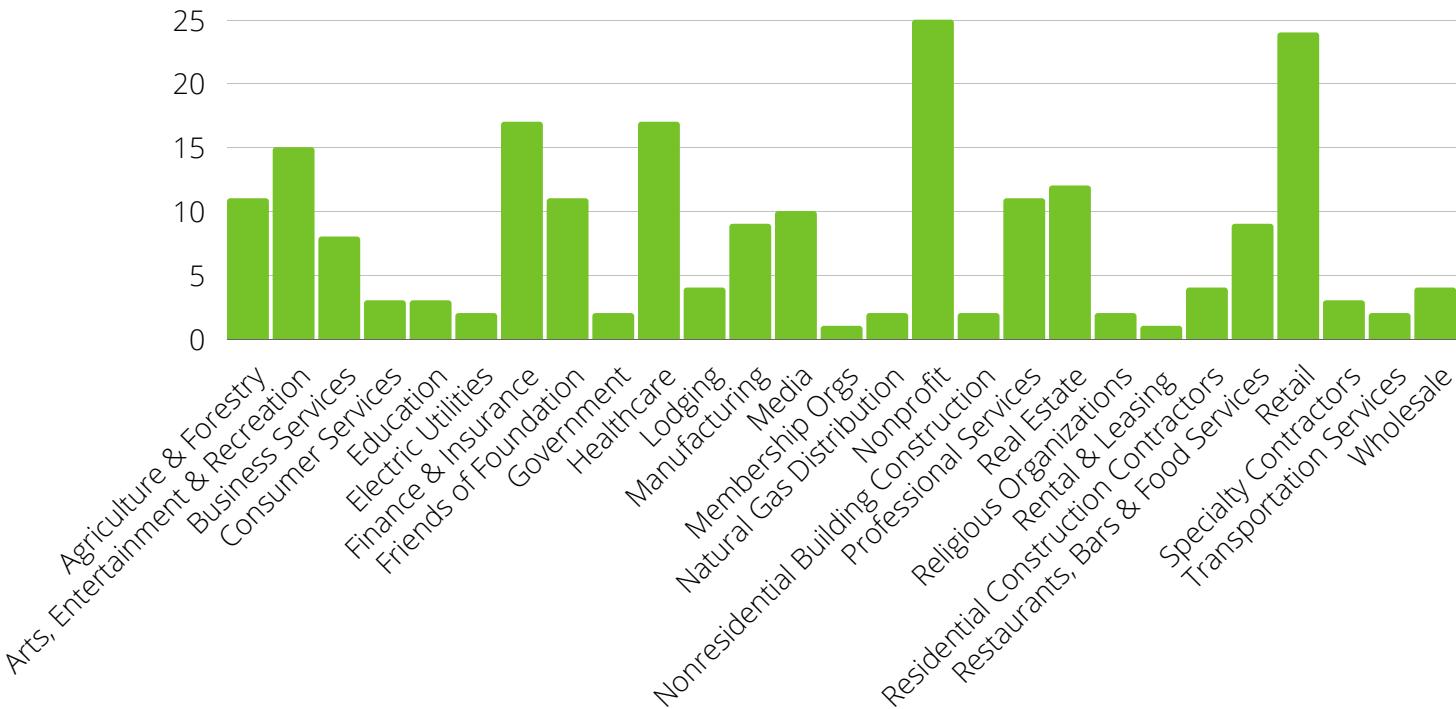


THANK YOU FOR YOUR INVESTMENT

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 rise above our competitors **BEYOND COMPARE**. 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 in Park County, WY.



MEMBER INDUSTRIES



**TOGETHER
WE ARE
BEYOND
COMPARE**

