

PELLA CHAMBER OF COMMERCE

Annual Report



A TOUCH OF HOLLAND

2012

Pella Chamber

The Pella Chamber serves 291 member businesses, which employ more than 11,000 employees, by creating opportunities for our members to succeed. In 2012, the Chamber provided members and their employees with events and activities focused around education, networking and community.

WWW.PELLA.ORG

The www.pella.org Web site continues to be one of the top sites for visitors, residents and potential new residents to get the latest information about the community. Here are a few 2012 usage statistics for www.pella.org:

100,703 unique views sitewide in 2012

25,908 searches of the online membership directory

12,703 views to the job openings page

LEGISLATIVE EFFORTS

Coffee with Elected Officials

The Chamber provided three opportunities in January, February and March during the 2012 legislative session for members to hear the viewpoints of, and have conversations with, Senator Paul McKinley and Representative Jim Van Engelenhoven on the issues and challenges facing their businesses.



Candidate Forum

In October, candidates running for policy making offices were invited to a membership meeting which gave members an opportunity to get to know the candidates and ask questions of them before going to the polls in November.

EVENTS

Commercial E-cycling

The Chamber partnered with Central College, City of Pella, KAL Services, Pella Corporation, PPI, Van Gorp Corporation, and Vermeer Corporation to provide a free electronics recycling day for commercial businesses on April 21, 2012. The event was so successful a second event is planned for April 23, 2013.



Membership Meetings

Quarterly membership meetings brought members together to network, learn about upcoming opportunities with the Chamber and hear about community projects that impact local business. Members were informed about the new Spanish Immersion Program at Pella Christian Grade School, plans for a hydro-electric plant at Lake Red Rock, and were also able to get viewpoints and ask questions of candidates running for policy making offices at the State and local level prior to elections.

Techy Tuesdays

Each quarter a one-hour, technology-based session was held for members and employees to familiarize themselves with applications, websites, and marketing tools to help their business become more visible and efficient. Topics ranged from mobile marketing to using Pinterest as a marketing tool for business.

Golf Outing 2012

Ninety-two members took part in the Annual Chamber Golf Outing for an afternoon of great golf, networking, and prizes. This event is made possible by our members through sponsorships of the overall event and golf holes as well as donations of great prizes for hole contests.



Thursdays In Pella

Thursdays in Pella events are created and implemented by a committee of volunteers. Each night has its own unique theme >>

2012 CHAMBER BOARD

Scott Johnson, President
Hy-Vee Food Store

Teresa Ulferts, Treasurer
Marion County Bank

Jeff Hicks
Theisens

Trevor Castle, Vice President
KNIA/KRLS

Duane Bruxvoort
Bruxvoort's Decorating Center

Kevin Jones
Family EyeCare Center

Margaret Ratcliff, Past President
Butler-Brown Insurance

Joe Becker
Ulrich Meat Market

Todd Vander Waal
Ulrich Forld Lincoln Mercury

Patty Zylstra
Christian Opportunity Center

Pella Chamber, contd.

filled with activities for the community to enjoy. In 2012, two of the eight events were cancelled due to extreme heat but that doesn't mean all the planning didn't go into the evenings. The Chamber thanks the 2012 committee members for all of their hard work!

De Kerstdagen

The holiday season is an important time of year for many of our Chamber members. Events, promotions and marketing campaigns are created to bring residents and visitors to our community. In 2012, a committee was formed to plan additional events within the holiday season, work on a plan for a permanent outdoor sound system, and to encourage building owners in the downtown area to install roofline lights if they do not already have them. Some of the new events created were a Christmas tree on the Tulip Toren including a lighting ceremony; free carriage rides, Kid's Craft on the Canal, Search for the Crystal Tulip, Historical Village Courtyard open in the evening to view lights, and partnering with the Pella CVB to leverage more than \$12,000 in advertising in Pella and around the State.

Infusing \$\$ Into Local Economy

On two separate occasions members and employees had the opportunity to purchase Pella Bucks at 10% off face value (Pella Bucks are gift certificates that can be used at any Chamber member business). In August, the Chamber underwrote the 10% discount on \$70,000 of Pella Bucks to thank member employees for choosing to work in Pella. In November, Marion County Bank underwrote the 10% discount on \$100,000 of Pella Bucks to encourage local shopping during the Holiday season. In total, more than \$209,000 were purchased and spent in the Pella community.

Retail Promotions

Members who own or manage retail businesses have the opportunity to get together quarterly at the Chamber's Retail Meetings to discuss and plan upcoming promotions & advertising strategies, learn marketing techniques and network with other owners and managers of retail businesses.

Pella Area Dev. Corp.

ECONOMIC DEVELOPMENT ACTIVITY

PADCO worked with two industrial companies that are looking to locate facilities in Pella. Assistance was given with site selection, zoning regulations, infrastructure needs, financial assistance avenues and workforce projections. Final expansion decisions are expected in 2013.



LEGISLATIVE EFFORTS

Federal

PADCO organized a delegation of 10 individuals who visited our Congressman in Washington D.C. to discuss local projects and infrastructure concerns of our local industries on March 28, 2012.

State

PADCO held a legislative Roundtable in February bringing the State Legislators representing Marion and Mahaska counties together with representatives from major employers in Marion, Mahaska and Jasper counties. Conversations centered on workforce skills gaps, current legislation and regulatory impediments to industry.

2012 PADCO BOARD

Barb Kniff McCulla, President
KLK Construction

Dell Collins
Vermeer Corporation

John Smith, Vice President
Pella Cooperative Electric

Fred Kreykes
Kreykes Law Office

Joe Canfield, Treasurer
Van Gorp Corporation

Bob Kroese
Pella Regional Health Center

Myron Linn
Pella Corporation

Mark Putnam
Central College

Randy Steenhoek
Steenhoek Appraisal, Inc.

Ted Zylstra
Tulip City Agency, Ltd.

Ex Officio:

Mike Nardini
City of Pella

Craig Agan
Marion County Board of
Supervisors

Margaret Ratcliff
Butler-Brown Insurance

Convention & Visitor's Bureau

PELLA TOURISM "ON THE RISE"

Recreational, corporate, heritage, meetings, sports, families or individual, Pella's visitor traffic is still on the rise, mirroring that of Marion County.

Year-end numbers for 2011 show Marion County at just under \$46 million in tourism expenditures, which is a 13.25% increase from 2010. That's a substantial increase from 1994 when Marion County revenues were just \$14.5 million. Marion County ranks 24th out of Iowa's 99 counties for tourism expenditure totals! Pella's tourism expenditures reflect this trend. Pella's hotel occupancy rate climbed from 39.7% in 2010 to 41.7% for year-end 2012. By keeping their rates stable, Pella hotels overall saw an 8.5% increase in revenues from 2011.



* Purchase the Smith Travel Research STR Report to better monitor Pella hotels' occupancy needs and promote the establishment of strong steady rates at our Pella hotels

* Create another self-supporting Pella Visitors Guide, the main marketing print piece for Pella

* Work with our Chamber entities to create the new www.pella.org website

* Hosted one-on-one Councilman Coffees to get better acquainted with new council members

* Campaign with Carla Eysink of the Marion County Development Commission to bring renowned Destination Development Guru Roger Brooks to Pella and the Marion County area in June 2013, when he will provide valuable community feedback in a Destination Branding Workshop



Getting to know the Pella CVB translates to all things tourism. Whether it's an ad in a printed magazine, billboards, tradeshow, TV commercials, radio or websites, the Pella CVB creates and funds each of these efforts, which are designed to increase tourism dollars, new dollars, into our community. Group Travel itineraries; sending out bids to host a number of events, conferences, reunions, sports activities; planning new events for the Pella area; it all falls under the mission of the Pella CVB, which is: *To enhance the economy of Pella through the promotion of the area as a destination for day and overnight visitors.*

In 2012 the CVB was able to:

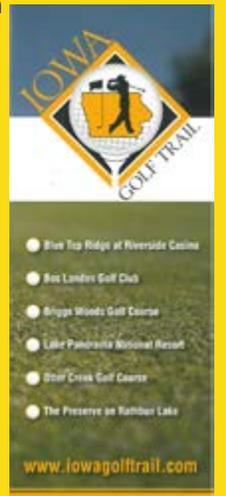


- * Help in the creation of the first ever Iowa Golf Trail
- * Create a new CVB Meeting Planner Guide
- * See a 5.5% increase in hotel/motel tax
- * Add a "Summerfest" component in conjunction with the Red Rock Balloon Fest
- * Hire a part-time, in-house Graphic Designer to lower costs of design
- * Help to complete the new Red Rock Way-finding plans

Involvement locally and statewide

keeps Director Vandevort busy as her role doesn't end within the Pella CVB office. Vandevort is committed to a number of organizations including:

- Travel Federation of Iowa District Leader
- Central Iowa Tourism Region Board of Directors; Vice Chair
- Iowa Destination Marketing Alliance (CVB Directors of Iowa)
- Iowa Group Travel Assn.
- Marion County Tourism Partners Group
- Red Rock Lake Assn.
- Iowa Golf Trail
- Annual Red Rock Balloon Fest
- Thursdays in Pella Committee
- Holidays in Pella Ad Hoc Planning Committee
- Recently, the City of Pella Strategic Planning Committee



2012 CVB Advisory Board

Scott Reuter, Chair
Bos Landen Golf Club

Julie Flory
Pella Corporation

Lowell Olivier-Shaw
Central College

Teri Vos
Vermeer Corporation

Connie Vos, Past Chair
Tulip Tea Room

Jamie Gyolai
U.S. Army Corps of Engineers

Sherri TeGrootenhuis
Royal Amsterdam Hotel

Karen Eischen (Ex-Officio)
Pella Chamber of Commerce

Kristi Balk
Jaarsma Bakery

Beth Hill
Pella Opera House

Millie Vande Kieft
Central/ Volunteer

Jenny Hesseltine (Ex-Officio)
City of Pella

Valerie Bandstra
Cheesemaker's Inn

2012 IN SUMMARY

2012 was an exciting year for Positively Pella. Between changing directors, implementing new sponsorship programs, hosting new resident events, assisting with Chamber events, redesigning a Relocation Guide, and of course helping new families move to Pella, there was a lot going on! Here is a look back at 2012.

- Households Served by Positively Pella: 327
- Corporate Tours conducted by Positively Pella: 102
- New Resident Events Held by Positively Pella: 4
- Young Professionals of Pella Events: 17
- Unique Views on Positively Pella Web site: 7,859
- Gold Sponsors of Positively Pella: 4
- Silver Sponsors of Positively Pella: 9

Additional projects:

- Relocation Guide (collaboration with Rainy Day Design, printed by Town Crier)
- Thursdays in Pella Committee
- Seasonal Downtown Decorations
- Redesign of Chamber Nieuwsbrief
- Weekly E-Calendar of Events
- Strategic planning session
- Assist in creating new Web site (will debut in mid-2013)

THANK YOU TO POSITIVELY PELLA'S 2012 GOLD SPONSORS!



AND 2012 SILVER SPONSORS...

- Compass Mortgage - Highpoint At Pella - Leighton State Bank - Marion County Bank - MidWestOne Bank - Pella Convention and Visitors Bureau - Tassel Ridge Winery - West End Auto - Work of Our Hands -

HOW WE REACH NEW RESIDENTS



The www.pella.org web site is a valuable resource for new residents, with nearly 8,000 views in the relocation section in 2012. Included are job postings, a rental database, important contacts, and information about Pella.

The **Pella Relocation Guide** features beautiful images of Pella and information that showcases Pella's amenities and way of life. Also included are contacts and advertisements that are relevant to the prospective new resident.



The **Community Calendar of Events** is sent weekly to over 2,000 recipients, informing new residents about upcoming events, programs and deadlines, and helping them make valuable community connections. If you have not signed up to receive this e-mail, the public is welcome to sign up too!

New Resident Tours are given to prospective new residents, and showcase all of the great amenities and attractions Pella has to offer. Tours are customized to the needs and interests of the guest, and take about an hour.

New Resident Events are held at least quarterly, and are intended to help new residents make connections with other new residents as well as feel welcomed by the community.

Young Professionals of Pella is a great way for new residents in their 20's and 30's to make connections in the community and develop professional skills. Young Professionals events are held at least monthly.

2012 POSITIVELY PELLA BOARD

Teri Lickteig, President
Pella Regional Health Center

Beth Andersen
Central College

Jennifer Kruse
Vermeer Corporation

Ex- Officio Board Members:
Darryl DeRuiter
Pella Christian Schools

Pam Fitzsimmons, Vice President
Pella Corporation

Sunny Eighmy
Central College

Teri Vos
Vermeer Corporation

Greg Ebeling
Pella Community Schools

Mica Jones, Secretary
Pella Regional Health Center

Leslie Johnston
Pella Corporation

*Special thanks to Cyndi Atkins,
Vince Newendorp, and Nicole
Palenski who also served in 2012.

Karen Eischen
Pella Chamber of Commerce

Jenny Hesseltine
City of Pella



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Pella Chamber of Commerce

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www.pella.org