

Pella Chamber of Commerce

Annual Report

-2013-



A TOUCH OF HOLLAND

Pella Chamber

Mission: To provide members with the education, connections and advocacy to enhance the economic well-being and quality of life in Pella.



The Pella Chamber of Commerce serves 275 member businesses, which employ more than 11,250 employees.

WWW.PELLA.ORG

Job Posting Views: 29,949
Member Directory Searches: 31,784
Event Page Views: 71,082



ACTIVITIES:

LIVE LIFE LOCAL



“Living locally” includes more than just shopping local. It’s about supporting local businesses, organizations, events and causes. The Chamber created a Live Life Local campaign to keep this important idea in the thoughts of businesses and residents in the community.

As the campaign continues through 2014, we encourage everyone to Live Life Local!

SERVICE GAPS SURVEY

The Chamber has partnered with the Central College Marketing class to research what service/product gaps exist in Pella. The goal is to find what products or services residents and businesses are unable to find in Pella. This information will help guide our business recruitment efforts, and help existing and prospective businesses know what opportunities exist. The Marketing class designed the methodology, survey tool, and was able to capture a limited amount of data. The research will continue in Spring 2014. Thank you to the students and class Professor for laying the groundwork!



COMPREHENSIVE PLAN UPDATE

The Chamber was privileged to be a part of the City of Pella Comprehensive Plan Update Committee. Committee members are appointed by the Mayor and represent various sectors of the community. The committee has worked to create a vision for the community over the next 20 years.

EVENTS

COMMERCIAL E-CYCLING

The Chamber partnered with Digital Solutions, Inc. and Central College to provide a free electronics



recycling day for commercial businesses on April 23, 2013. Over 7,650 lbs. of electronics were collected and shipped to accredited recyclers.

MEMBERSHIP MEETINGS

Quarterly membership meetings were held to bring members together for networking, learning about upcoming opportunities with the Chamber and community projects that would impact business. Members were updated on construction projects around the Pella area, upgrades to the Pella Community Schools/Career Academy and learned more about upcoming changes with the Affordable Care Act. >>

2013 CHAMBER BOARD

Trevor Castle, President
KNIA/KRLS

Teresa Ulferts, Vice President
Marion County Bank

Scott Johnston, Past President
Hy-Vee Food Store

Cyndi Atkins, Treasurer
Pella Regional Health Center

Joe Becker
Ulrich Meat Market

Derek DeHaan
Brand Appeal

Jeff Hicks
Theisens

Kevin Jones
Family EyeCare Center

Molly Menning
The Boutique of Pella

Patty Zylstra
Christian Opportunity Center

Pella Chamber, contd.

GOLF OUTING 2013

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

BUSINESS EXPO

The Business Expo was designed to bring new businesses or those businesses with new products and/or services together with Chamber members and the general public in order to provide greater awareness of what Pella has to offer. Thanks to a successful event the 2nd Annual Business Expo is planned for April 3, 2014.



THURSDAYS IN PELLA

In 2013, six Thursdays In Pella events were held in June and July, each event drawing 800-1000 residents and guests who enjoyed great food, music and activities. A big thank you goes out to our volunteer committee



who organizes and implements each evening's theme and activities. These events would not be possible without you!

RETAIL EVENTS

Tour of Stores Holiday Kick-off – November 25
Small Business Saturday – November 30

Pella Area Dev. Corp.

LEGISLATIVE EFFORTS



At the federal level, PADCO organized a delegation of 9 individuals who visited our Congressmen in Washington DC to discuss local projects and the infrastructure concerns of our local industries.

To voice Pella area's concerns at the state level, PADCO held a legislative Roundtable in March, bringing State Legislators representing Marion and Mahaska counties together with representatives from major employers in Marion and Mahaska counties. Conversations centered on workforce skills gaps, current legislation and regulatory impediments to industry.

SMALL & MIDSIZE MANUFACTURER'S GROUP

PADCO and the Marion County Development Commission created an opportunity for manufacturers within Marion County with less than 200 employees to meet on a quarterly basis to

discuss issues and solutions to challenges common to the industry.

REPORTS/ STUDIES



LABORSHED REPORT

The Laborshed report for Pella was updated giving our employers information on wages, desired benefits, labor force commuting patterns and percent of workforce willing to change employment.

FIBER ROUNDTABLE

In July, PADCO brought nine of the area's largest employers together to discuss current and future bandwidth needs, redundancy challenges and future opportunities. Information shared will be critical in the future bandwidth development.

2013 PADCO BOARD

Dell Collins, President
Vermeer Corporation

Barb Kniff McCulla, Past President
KLK Construction

Mark Putnam
Central College

Ex Officio:

Bob Kroese, Vice President
Pella Regional Health Center

Fred Kreykes
Kreykes Law Office

John Smith
Pella Cooperative Electric

Mike Nardini
City of Pella

Joe Canfield, Treasurer
Van Gorp Corporation

Myron Linn
Pella Corporation

Randy Steenhoek
Steenhoek Appraisal, Inc.

Craig Agan
Marion County Board of Supervisors

Ted Zylstra
Tulip City Agency, Ltd.

Trevor Castle
KNIA/KRLS Radio

Convention & Visitor's Bureau

PELLA CVB EVENTS promise to entice visitors to Pella and add Quality of Life for area residents. This year the Pella CVB was more active than ever with "parenting" events.

From Balloons to Bikes to bundles of Christmas décor, 2013 was a year of "unexpected" events. In January, the RAGBRAI route was announced with Pella as the first stop on July 25. Iowa RAGBRAI organizers reported over 25,000 bicyclists were greeted by Pella residents and volunteers that day. The CVB headed up the event, with Susan Canfield and Jill



Vandevoort serving as co-chairs. We continue to praise our co-workers, city staff and all our many volunteers for their support: It was a successful and fun day! Those volunteer efforts continued as the CVB also took the lead to continue the annual Christmas Tour of Homes. Community support is invaluable when it comes to hosting these types of events! After lengthy discussion, the CVB Board simply felt Pella could not afford to lose this traditional event, so the planning began.



1647 tickets were sold. Four homes, one cabin and Historic Strawtown Inn Restaurant for a Traditional Dutch Coffee time were all extravagantly decorated for guests to enjoy on this year's tour.

TOURISM RECOGNITIONS FOR PELLA

The first annual state Hall of Fame awards were presented at the October Iowa Tourism Conference in Waterloo. Pella was honored to receive the first ever "Leadership Hall of Fame Award" as Iowa's Community of the Year. What a privilege!

Pella was also more recently contacted by the "Best of Des Moines" as being a finalist for "Best Day Trip Destination".

Presentation for the "Best of Des Moines" 2014 awards took place February 25, 2014 in Des Moines.

The "Best of the Red Rock Area" Awards celebrated thanks for two events that the Pella CVB has been directly involved in, The Red Rock Balloon Fest and the 2013 RAGBRAI visit.

Congrats to Pella for retaining tourism as a priority for our community and county!

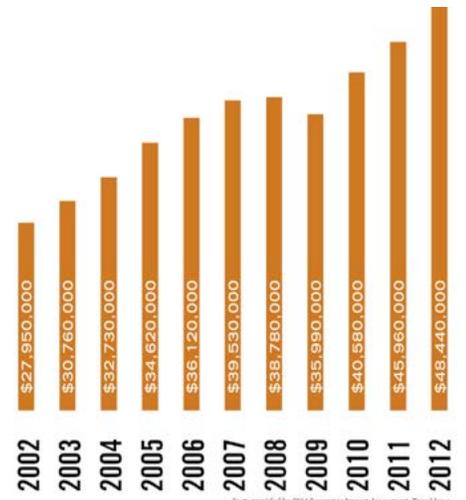


THE VALUE OF TOURISM

Marion County continues to display an indisputable rise in tourism spending. From \$27,950,000 in 2002 to the most recent impact of \$48,440,000 in 2012, tourism is big business.

As we look at Pella's future for tourism, we identify those factors that, if implemented, would play a role in increasing visitor spending. These include: offering

retail shopping after 6:00pm; additional (free) parking for our visitors; plaza areas with seating or patio dining in the downtown; programmed entertainment and artisans; way-finding signage to offer better direction to guests; enhancing the Dutch feel through costumes, bike racks and rentals; and implementation of 24/7 visitor information locations in those high-traffic pedestrian areas. These would be investments with short-term return, potentially building our tourism impact by up to 70% above our current level!



Marion County Travel Spending

INVOLVEMENT OF YOUR PELLA CVB

Vandevoort is directly involved in a number of state tourism efforts that lend opportunities of partnerships for Pella's tourism as well as area organizations. These include:

- Central Iowa Tourism Region; Chairman of the Board of Directors
- Iowa Destination Marketing Alliance of CVB's
- Iowa Group Travel Assn.
- Travel Federation of Iowa
- Iowa Golf Trail
- Marion County Tourism Partners
- Red Rock Lake Assn.
- Thursdays in Pella Committee
- Holidays in Pella Ad Hoc
- City of Pella's Comprehensive Planning Committee

2013 CVB Advisory Board

Scott Reuter, Chair
Bos Landen Golf Club

Julie Flory
Pella Corporation

Lowell Olivier-Shaw
Central College

Teri Vos
Vermeer Corporation

Sherri TeGrootenhuis, Vice Chair
Royal Amsterdam Hotel

Jamie Gyolai
U.S. Army Corps of Engineers

Lee Sponsler
Country Inn & Suites

Karen Eischen (Ex-Officio)
Pella Chamber of Commerce

Kristi Balk
Jaarsma Bakery

Beth Hill
Pella Opera House

Millie Vande Kieft
Central College/ Volunteer

Wendy Street (Ex-Officio)
City of Pella

2013 IN SUMMARY:

2013 was a very busy year for Positively Pella! With an average of 15-20 new households per month, there was an abundance of information and assistance provided to Pella's new residents.

- 94 Corporate Tours of the Pella community
- 1 new Gold Sponsor
- 2 new Silver Sponsors
- 4 new resident events:
 - Bowling and Pizza in February
 - Riding a Float at Tulip Time
 - New Resident Fair
 - Hot Cocoa and Cookies at the Vermeer Mill
- Published the 2013 Relocation Guide
- Over 9,000 visitors looked at nearly 80,000 pages within the relocation section of the www.pella.org web site.
- Many people are looking for a place to live! Over 56,000 of those page views were looking for housing.
- PP assisted the Chamber and CVB with many quality-of-life events that help make Pella a great place to live, including RAGBRAI, Lake Red Rock Balloon Fest, Thursdays in Pella, holiday programming, and the Christmas Tour of Homes.

THANK YOU TO POSITIVELY PELLA'S 2013 GOLD SPONSORS:



AND 2013 SILVER SPONSORS:

- Compass Mortgage - Highpoint At Pella -
- Leighton State Bank - Lely North America -
- Marion County Bank - MidWestOne Bank
- Tassel Ridge Winery - Warm Welcomes to You! -
- The Work of Our Hands -

HOW WE HELP NEW RESIDENTS:



Pella.

WWW.PELLA.ORG

The Positively Pella Web site is a valuable resource for new residents, with over 9,000 visitors in the relocation section in 2013. Included are a rental database, important contacts, and information about

PELLA RELOCATION GUIDE

This guide features images of Pella and information that showcases Pella's amenities and way of life. Also included are helpful contacts, annual



events and organizations to connect with.



COMMUNITY E-CALENDAR OF EVENTS

This e-mailed calendar is sent weekly to over 2,600 recipients, informing new

residents and community members about upcoming events, programs and deadlines, which helps them make valuable community connections.

POSITIVELY PELLA COMMUNITY TOURS

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 last approximately an hour.



NEW RESIDENT EVENTS

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.

2013 POSITIVELY PELLA BOARD

Pam Fitzsimmons, President
Pella Corporation

Mica Jones, Secretary
Pella Regional Health Center

Jennifer Kruse
Vermeer Corporation

Darryl DeRuiter
Pella Christian High School

Greg Ebeling
Pella Community Schools

Sunny Eighmy, Vice President
Central College

Amy Van Haaften
Central College

Les Fuller
Precision Pulley & Idler

Teri Vos
Vermeer Corporation

Karen Eischen
Pella Chamber of Commerce

Teri Lickeig, Past President
Pella Regional Health Center

Leslie Johnston
Pella Corporation

Ladonna Van Zee
Precision Pulley & Idler

*Special thanks to Beth Andersen, Central College, who also served on the board in 2013.



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Pella Chamber of Commerce
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