

DUTCH GREETED

24
BUSINESSES
welcoming them
to Pella



WELCOMED
15
NEW MEMBERS
to the PACE Alliance



MEMBER EDUCATION & CONNECTION EVENTS **43**

- Connect & Conquer Topical Roundtable Events
- Top Five for Small Business
 - Biz Brew AM & PM
- Employers Council of Iowa Lunch 'n Learns
- Quarterly Membership Meetings
- Entrepreneurial Operating Systems Training Session
- Annual Golf Outing

16 COMMUNITY EVENTS

Thursdays in Pella **8,400+** guests
 Tour of Stores **1,000+** guests
 Carriage Rides & Santa Visits **2,000+** guests
 Festivus Fridays **250+** guests
 PELLadies Weekend **50 guests***
 *Weather impacted attendance

97
COMMUNITY TOURS GIVEN TO
POTENTIAL NEW HIRES IN PELLA

206
NEW FAMILY UNITS
to Pella

Hosted a
DOWNTOWN
LANDLORD
FORUM



Advocated FOR PELLA BUSINESSES

- Visited Washington DC
- Legislative Business Roundtable with our state representatives



13
NEW BUSINESSES OPENED STOREFRONTS
IN 2018!

2 REAL ESTATE	7 SERVICE	1 RESTAURANT
1 HEALTHCARE	1 RETAIL	1 CHILDCARE

HOSTED AMBASSADOR SCHUWER'S VISIT TO PELLA

The Dutch Ambassador to the United States

CONNECTED WITH
515
PROSPECTIVE CANDIDATES
through two virtual career fairs across the country

From Quarter 3 2017 - Quarter 3 2018



RESPONDED TO
16
relocation/expansion requests for info



PERSONALLY ASSISTED
9
ENTREPRENEURS
with info + resources to further their business plan/operation



WEB PRESENCE

25,654 SEARCHES OF MEMBER DIRECTORY
8,681 VIEWS OF JOBS PAGE

129,284 NEW USERS
 78.9% new users;
 21.1% returning users

31,712 VIEWS OF AVAILABLE RENTALS
207,547 VIEWS OF EVENTS PAGE
 Up 33.5% from 2017



FACEBOOK



97,796
PEOPLE REACHED

13,685
ENGAGEMENTS

1,834
ENGAGEMENTS

10,656
PEOPLE REACHED



INSTAGRAM

THE PACE ALLIANCE PROUDLY PARTNERS WITH:

293
MEMBERS
representing
12,330+
employees

+

29
INVESTORS

+

155
INDIVIDUALS
within PACE's
5
working councils

+

135
COUNCIL,
COMMITTEE &
BOARD
MEETINGS
1,420+
volunteer hours
(2018)

ADDITIONAL COLLABORATIVE PROJECTS & INITIATIVES



Municipal Broadband Utility:

- In collaboration with the City of Pella:
- Encouraged residents to vote in referendum -- May 2018 (92% approval)
 - Assisted in finding IT experts from PACE membership to sit in on City's technical committee to work with consultant on business plan for utility
 - Promoted survey link to residents and businesses for feedback on broadband needs



Childcare Needs Analysis:

- In partnership with the Marion County Development Commission:
- Needs analysis launched August 2018
 - Encouraged parents/legal guardians, employers and providers to complete survey on childcare needs
 - Final report of analysis anticipated late March 2019



Pella Talent Pipeline:

- A partnership of businesses, education and resource providers:
- Launched December 2018
 - Mission: Advancing a thriving interconnected educational ecosystem to enable all local citizens, companies and organizations to achieve their highest potential.



South Central Regional Airport:

- In collaboration with the Oskaloosa Area Development Group:
- Launched information campaign on the impact and importance of the South Central Regional Airport to our area employers and future
 - www.mahaskamarionconnect.com
 - www.facebook.com/mahaskamarionconnect.com
 - Videos viewed more than 66,000 times

PELLA RATED...

TOP 50 : Charming American Towns You Haven't Heard of but Should Visit ASAP
: House Beautiful 2018

Small Town in Every State : **BEST**
MSN 2018

TOP 10 : Best Places to Raise a Family in Iowa
: HomeSnacks 2019

Town in Every State : **MOST UNDERRATED**
House Method, 2018

#2 : Safest Cities in Iowa
: National Council for Home Safety & Security 2019

Places to Live in Iowa : **TOP 10**
HomeSnacks 2018

