

One unified voice to  
collaboratively lead,  
advocate, and influence  
economic vitality and  
community development  
for the Pella area.



pella area community  
& economic alliance



# Pella Area Community & Economic Alliance Investor Information

From needs to budget size, every business is different. The PACE Alliance offers customized partnership levels to meet the needs of your business.

## Business Membership Level

- Access to 49 networking, educational, and social events
- Automatic membership to the Greater Des Moines Partnership (access to all events, networking, advocacy and marketing)
- Listing on [www.pella.org](http://www.pella.org) website with link to your business' website/social media platforms
- A one-time use set of member labels to start your business marketing efforts (primary contact for each business)
- Use of Alliance's standard rate mail permit to help save you \$\$ on mailings
- Post unlimited job openings to [www.pella.org](http://www.pella.org)
- Ability to accept Pella Bucks at your business as form of payment from customers
- Certificate of Origin certification (no fee)
- Notary services (no fee)
- Use of Alliance Board Room (no fee; based on availability)
- Use of LCD projector (no charge; based on availability)
- Discount on your insurance for belonging to an association (check with your insurance agent)
- Ribbon Cutting by our Dutch Greeters to announce your business opening (for new business or new member)

### Business Membership Investment Scale:

Business Type	Base Rate	Per FTE
1) General Businesses	300	10
2) Restaurants/Catering	300	10
3) Housing	300	5 <sup>3</sup>
4) Financial Institutions	350	25 <sup>1</sup>
5) Manufacturing (1-100 employees)	300	15
6) Manufacturing (100+ employees)	2070	1
7) Media	300	10
8) Utilities	300	.25 <sup>4</sup>

- 1 Per million dollar deposit
- 2 Per licensed professional
- 3 Per room/unit
- 4 Per unit serviced

## Individual Membership Level - \$50

Individual memberships are for those who are retired or between careers/jobs and want to stay engaged in the business community. There is no business affiliation with this level and benefits are limited.

- Personal listing in the Business Directory.
- May join one or more of PACE's working Councils.

# Want more exposure for your business?

We have additional investor levels with more benefits to fit your business needs.



Questions about investor levels benefits? Contact Karen, PACE Alliance Executive Director, at [Karen@pella.org](mailto:Karen@pella.org) or 641-628-2626 to discuss this opportunity!

### Bronze - \$550

- One Bronze-level representative will occupy a Board of Directors position, chosen from all Bronze-level investors on election basis by nominating committee
- Rotating banner on [www.pella.org](http://www.pella.org)

### Silver - \$2,500

- One Silver-level representative will occupy a Board of Directors position, chosen from all Silver-level investors on election basis by nominating committee
- Rotating banner on [www.pella.org](http://www.pella.org)
- Logo and link on the weekly e-calendar of events (sent to more than 3500 community members)

### Gold - \$5,000

- One Gold-level representative will occupy a Board of Directors position, chosen from all Gold-level investors on election basis by nominating committee
- Light pole banner around Pella with your company name on it (displays for one year)
- Rotating banner on [www.pella.org](http://www.pella.org)
- Logo and link on the weekly e-calendar of events (sent to more than 3500 community members)

### Platinum - \$10,000

- One Platinum-level representative will occupy a Board of Directors position, chosen from all Platinum-level investors on election basis by nominating committee
- Overall sponsorship of one Thursdays in Pella event
- Two tickets to the annual breakfast
- 50% off ad in Relocation Guide
- Light pole banner around Pella with your company name on it (displays for one year)
- Rotating banner on [www.pella.org](http://www.pella.org)
- Logo and link on the weekly e-calendar of events (sent to more than 3500 community members)

### Elite Partner- \$15,000

- Two Elite Partner-level representatives will occupy Board of Directors positions, chosen from all Elite Partner investors on an election basis by nominating committee
- Of the Elite Partner representatives elected to the Board of Directors, one member will be elected to the Executive Board (elected by the Board of Directors)
- Community tours for all prospective employment candidates
- Logo on landing page of [www.pella.org](http://www.pella.org)
- Logo in lobby of Pella Area Community & Economic Alliance office on Sponsor Wall
- One light pole banner around Pella with your company name on it (displays for one year)
- 1/6 page ad in the annual Business Directory
- Four tickets to the annual breakfast
- 1/2 page ad in Relocation Guide
- Logo and link on the weekly e-calendar of events (sent to more than 3500 community members)
- Rotating banner on [www.pella.org](http://www.pella.org)

### Trustee - \$30,000

- A seat on the Board of Directors
- Of the Trustee level investors, one member will be elected to the Executive Board (elected by the Board of Directors)
- Community tours for all prospective employment candidates
- Logo in lobby of Pella Area Community & Economic Alliance office on Sponsor Wall
- Logo on landing page of [www.pella.org](http://www.pella.org)
- Two light pole banners around Pella with your company name (displays for one year)
- Reserved table of 8 seats at the annual breakfast
- Full page ad in the annual Business Directory
- 1/2 page ad and 1/2 page employer spotlight in the Relocation Guide
- Logo and link on the weekly e-calendar of events (sent to more than 3500 community members)
- Rotating banner on [www.pella.org](http://www.pella.org)



# Council Opportunities

## Downtown Development

Purpose: Ensure the vitality of the downtown area through appropriate business mix, regulatory oversight, and customer friendly aesthetics.

Meets: Fourth Tuesday of the month at 7:30 AM

Areas of focus:

- Healthy business mix
- Business friendly zoning and ordinances
- Aesthetics of downtown

## Business Development

Purpose: Provide members with connections, education and advocacy opportunities to utilize in the success of their business.

Meets: Third Tuesday of the month at 7:30 AM

Areas of focus:

- Creating networking opportunities
- Leadership development
- Succession planning

## Economic Development

Purpose: Create private/public partnerships which spur economic growth. Areas of interest include but are not limited to: housing, infrastructure, utilities, incentives, local amenities and safety.

Meets: First Thursday of the month at 7:00 AM

Areas of focus:

- Employment housing
- Incentives for developers and homeowners
- Infrastructure
- Utilities to areas of expansion (fiber, water, electric/ gas)
- Land availability

## Workforce

Purpose: Attract quality workforce and provide new residents with resources to promote a smooth transition to the Pella area.

Meets: Second Tuesday of the month at 7:00 AM

Areas of focus:

- Assist employers with potential and new residents
- Attract/retain young workforce
- Enhance diversity initiatives

## Events

Purpose: Create social opportunities for employees and residents to enhance the quality of life in Pella, as well as creating additional reasons for visitors to travel to Pella.

Meets: Typically once a month as needed

Areas of focus:

- Planning and carrying out events: Thursdays in Pella, Golf Outing, Herfst Feest, Tour of Stores and Holiday Activities, and more.

Have a  
passion?  
Make a  
difference!

The work done in these  
councils enhances the  
Pella community and  
economy.

***Want to make an impact on Pella's future?*** We invite you to join a Council. Participation is open to all members. For more information contact Karen, PACE Alliance Executive Director, at [karen@pella.org](mailto:karen@pella.org) or 641-628-2626.



# Pella Area Community & Economic Alliance Membership Application

## Contact Information:

Business Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Position/ Title: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Web Address: \_\_\_\_\_

818 Washington St  
Pella, IA 50219  
 641-628-2626  
 641-628-9697  
 www.pella.org  
 info@pella.org

## Membership Level

Business       Silver       Platinum       Individual  
 Bronze       Gold       Elite

## Business Information:

Total Number of Employees: \_\_\_\_\_ Total Number of Full-Time Equivalent Employees: \_\_\_\_\_  
 Describe your business, major services or products (Online description): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Keywords (for search)  
 \_\_\_\_\_  
 \_\_\_\_\_

## Preferences:

Billing Frequency Request (Check one): Quarterly  Annually   
 How do you prefer bills to be sent? (Check one): Mail  E-mail

## Get Involved:

Working Councils drive the priorities and activities of the Alliance. Please check any of the Committees you are interested further exploring or joining. (Check all that apply; See inside for Council descriptions).

Business Development       Downtown Development       Economic Development  
 Workforce Development       Events       Dutch Greeters

Member Signature \_\_\_\_\_

Print Name \_\_\_\_\_ Date: \_\_\_\_\_

\*Full Time Equivalent (FTE) employees include all owners, managers, professional, technical, and sales associates, as well as regular employees working a full-time work schedule for one year.

Notice: The Pella Area Community & Economic Alliance is organized as a not-for-profit professional association under section 501(c)6 of the Internal Revenue code. Member investments are deductible as a business expense, but not as a charitable contribution for tax purposes.

## For Office Use Only

Annual Dues     Pro-Rated Amount     Paid or Invoiced     Sponsorship     Website Linked  
 Window Cling     E-mail Welcome Dir     E-mail Welcome Pres     Dutch Greeted     Pella Bucks List  
 Login Directions     Newsbrief     Added to Groups

## PACE Alliance Staff Members:

Karen Eischen IOM  
Executive Director

Maria Bogaards  
Talent Development &  
New Resident Services  
Director

Sarah Treft  
Events Coordinator &  
Office Manager

Kyndal Reimer  
Communications &  
Member Relations  
Director