**Annual Report 2018**

**Pella Area Community & Economic Alliance**

**Community Events**
- 16 events
  - Thursdays in Pella
  - Tour of Stores
  - Carriage Rides & Santa Visits
  - Festivus Fridays
  - PELLadies Weekend

** Welcomed 15 New Members to the PACE Alliance**

** Hosted a Downtown Landlord Forum**

**Community Tours Given to Potential New Hires in Pella**
- 97 tours

**New Businesses Opened Storefronts in 2018!**
- 13 businesses
  - 2 Real Estate
  - 7 Service
  - 1 Restaurant
  - 1 Healthcare
  - 1 Retail
  - 1 Childcare

**Personaly Assisted 9 Entrepreneurs with info + resources to further their business plan/operation**

**Responded to 16 relocation/expansion requests for info**

**Member Education & Connection Events**
- 43 events
  - 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

**Hosted Ambassador Schuwer’s Visit to Pella**

**Connected with 515 Prospective Candidates through two virtual career fairs across the country**

**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

**Advocated for Pella Businesses**
- Visited Washington DC
- Legislative Business Roundtable with our state representatives

**From Quarter 3 2017 - Quarter 3 2018**
- 4.6% +555 additional employees
- 5.7% +29 new employers

**Web Presence**

**Facebook**
- 97,796 people reached
- 13,685 engagements

**Instagram**
- 1,834 engagements
- 10,656 people reached

**Contact**
- www.PELLA.org
**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](http://www.mahaskamarionconnect.com)
  - [www.facebook.com/mahaskamarion-connect.com](http://www.facebook.com/mahaskamarion-connect.com)
  - Videos viewed more than 66,000 times

---

**Pella Rated...**

- **#2 Safest Cities in Iowa**: National Council for Home Safety & Security 2019
- **Best Places to Raise a Family in Iowa**: HomeSnacks 2019
- **Best Places to Live in Iowa**: HomeSnacks 2018
- **Top 10 Charming American Towns You Haven’t Heard of but Should Visit ASAP**: House Beautiful 2018
- **Top 50 Small Town in Every State**: MSN 2018
- **Top 10 Most Underrated Places to Live in Iowa**: House Method, 2018

---

**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)