

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 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
- 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) Informal Services	300	5
2) Retail	300	30
3) Restaurants/Catering	300	10
4) Housing	300	5 ³
5) Formal Services	300	55 ²
6) Financial Institutions	350	25 ¹
7) Manufacturing (1-100 employees)	300	15
8) Manufacturing (100+ employees)	2070	1
9) Media	300	10
10) Utilities	300	.25 ⁴

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

All Investor Levels include Business Level Benefits and Membership to the Pella Area Community & Economic Alliance.

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 for one year

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
- Presenting sponsor of a Quarterly Chamber Membership Meeting
- Rotating banner on www.pella.org for one year
- 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 for one year
- 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
- 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
- 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
- ½ 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 for one year

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
- 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
- ½ page ad and ½ 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 for one year

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



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: _____

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 _____
 Working Committees 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).
 _____ Business Development _____ Downtown Development _____ Economic Development
 _____ Workforce Development _____ Destination 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.

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

PACE Alliance Staff Members:

Karen Eischen IOM
Executive Director

Maria Bogaards
Office Manager

Jill Vandervoort
Director
Pella Convention &
Visitors Bureau

Kate Hoksbergen
Associate
Pella Convention &
Visitors Bureau

Lyndsey Van Soelen
Director
Positively Pella and
Workforce Initiatives

Sarah Treft
Events Coordinator

For Office Use Only

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