



Greetings Perry Business & Community Leader!

On behalf of the Perry Chamber of Commerce Board of Directors, thank you for your involvement in and dedication to the Perry Community. 2020 was a challenging year, but the Perry Community proved to be resilient as ever: working together and supporting each other!

We invite you to strengthen your connections in the community by joining the growing network of businesses and organizations that make up the Perry Chamber of Commerce. With a focus on **Member Promotions, Business Development, Community Positioning, and Destination Marketing**, the Perry Chamber of Commerce is dedicated to serving its members and the community – in the best of times, but especially during the most challenging of times. More than just a business association or event planner, the Perry Chamber of Commerce proved to be a vital resource for its members in 2020: from enhancing communications to help navigate the various relief programs and serving on COVID-19 Response and Recovery Taskforces, to facilitating programs that provided direct support and coordinating activities that sustained a sense of stability.

Just like everyone else, we had to think outside of the box to maintain traditions and create new programs. Despite our office being closed to the public for most of the year and a number of our events and activities canceled, postponed, or altered, the Chamber board and staff were busy as ever in 2020. Just a few highlights include:

- Facilitating the Perry Pride Business Booster gift card incentive program, thanks to financial support from the City of Perry, which generated just shy of \$250,000 circulating in our local economy from the purchase of more than 8,300 gift cards!
- Successfully executing the 4th of July Fireworks Drive in just a few weeks, compared to a several-month campaign, with a big boost from the Big Boom Bracket Battle resulting in a pie in the face for both JP Hulgán and Eddie Diaz!
- Coordinating the weekly Farmers Market which provided 13 Thursday afternoons as an outlet for individuals to access locally grown produce, including \$1000 worth of produce distributed by the Perry Public Library!
- Soon announcing more than \$44,000 to be awarded to Perry businesses through the Business Modernization and Protection Grant program in order to become more prepared for and resilient to continued and future economic disruptions!

Now, more than ever, your 2021 membership will support the ***Mission of the Perry Chamber to be an advocate to its membership by promoting and encouraging growth in the community, business, and tourism.***

Focused goals and dedicated Board Members, Ambassadors, and staff, combined with supportive members and partners make for a strong business network and thriving community. With your help, we can continue to contribute to the vitality and vibrancy of Perry as a Great Place to live, work, and play.

Please note the enclosed invoice as suggested membership dues. Basic membership is based on type and size, and sponsorship and advertising opportunities may be selected individually. An optional upgrade to one of four Chamber Champion levels provides a bundling of membership, sponsorship, and advertising which makes planning and budgeting effective and efficient.

We look forward to working with you, supporting and promoting your business or organization and the Perry community. Please feel free to reach out to me or any Board Member if you have any questions about the dues structure or sponsorship opportunities, an interest in participating in any events or committees, or to give feedback for the organization – YOUR Chamber of Commerce.

Sincerely,



Lynsi Pasutti, Executive Director
Perry Chamber of Commerce

2021 Perry Chamber of Commerce Board of Directors

Cherie Welch | Harper Rose's Floral & Gifts | Snap Fitness – **President**

Misty VonBehren | Perry Public Library – **Vice President**

Courtney Straker | Great Western Bank – **Treasurer**

David Sheffer | Tin Pig Tavern – **Executive Committee Member**

Eileen Splendore | Raccoon Valley Bank – **Past President**

Zack Cregeen | RE/MAX Concepts Torres Team

Katie Harvey | Individual Member

Shawn Kenney | Raccoon Valley Radio

Travis Landgrebe | Fareway

Tom Lipovac | DMACC Perry VanKirk Career Academy

Larry Vodenik | Hy-Vee

Clark Wicks | Perry Community School District