



December 28, 2021

Greetings Perry Chamber Member!

On behalf of the Perry Chamber of Commerce Board of Directors, thank you for your past Membership and support of the Perry Chamber, as well as your continued involvement in and dedication to the Perry Community.

2021 was not without its challenges, but we saw a bit of normalcy return with many community events and activities taking place after a year of cancelations, substitutions, and alterations.

Looking back, we are proud to have been an integral part of the Perry Community not only surviving through it all, but actually thriving! Some highlights include:

- Facilitating a hybrid BRR Ride that encouraged registrations yet allowed riders to participate from wherever they chose – which came in handy with the weather
- Orchestrating a successful Fireworks Drive with the Radio Pie Auction and the Big Boom Bracket Battle (resulting in a pie in the face for Shaun Welch!)
- Organizing the Perry Farmers Market with monthly special events – Public Safety, Health & Wellness, Back to School, and Public Works Nights – along with alternative currency programs for SNAP, Double Up Food Bucks, and Food Pantry vouchers, and the Library's Healthy Steps produce giveaways
- Coordinating the return of Friday Fests, the 4th of July Celebration, Spooktacular, and the Lighted Parade – all very well attended as community favorites for live music, parades, and seasonal traditions
- Managing the Business Modernization and Protection Grant program – more than \$33,000 granted to businesses, representing more than \$53,000 in business investments to update, upgrade, and improve systems to support businesses becoming more resilient to continued and future economic disruptions
- Rebooting the Ambassador Program to engage with community members and develop volunteers to support Chamber activities
- Hosting Chamber Coffees & Ribbon Cuttings once again!

Your membership, sponsorship, participation, and support made all of these – and so many more – activities possible! As a Community and Chamber Network, we are well-positioned to continue to grow. Thank you in advance for your continued investment in the Perry Chamber of Commerce.

Looking ahead, the Perry Chamber's priorities for 2022 reflect the Strategic Plan set by the Chamber Board of Directors to support the ***Mission to be an advocate to its membership by promoting and encouraging growth in the community, business, and tourism.*** The Chamber's four areas of focus and correlating goals are:

- Business Development – to Strengthen Perry's overall Business Climate
- Member Promotions – to Build Recognition of Chamber Members
- Community Positioning – to Enhance the Perry Community to be Desirable as a Great Place to Live, Work, and Play
- Destination Marketing – to Elevate Awareness of Perry in Outside Markets

In the New Year, we will be sharing ways to take advantage of the many benefits of your Chamber Membership, with soon-to-be-announced meeting dates for Community Roundtables, Workforce Development Roundtables, New Member/Representative Orientation Meetings, and the development of a leadership program. We look forward to continuing to work with you, supporting and promoting your business or organization and the Perry community!

Please note the enclosed invoice, based on your 2021 Membership. Although your partnership is critical to us, the well-being of your business or organization is our top priority. If the timing of annual renewal presents a financial strain, please contact us to set up a quarterly installment plan to maintain your membership in good standing.

Feel free to reach out to me or any Board Member if you have any questions or feedback for the organization – YOUR Chamber of Commerce.

Sincerely,



Lynsi Pasutti, Executive Director
Perry Chamber of Commerce

2022 Perry Chamber of Commerce Board of Directors

Misty VonBehren | Perry Public Library – **President**
Courtney Straker | Great Western Bank – **Vice President**
David Sheffer | Tin Pig Tavern | Gamble Block Brewery – **Treasurer**
Kelly Mills | Percival Scientific – **Executive Committee Member**
Cherie Welch | Harper Rose's Floral & Gifts | Snap Fitness – **Past President**
Zack Cregeen | RE/MAX Concepts Torres Team
Madison Kelderman | Maddie Cakes Bakery
Shawn Kenney | Raccoon Valley Radio
Travis Landgrebe | Fareway
Tom Lipovac | DMACC Perry VanKirk Career Academy
Laura Skeel | Perry Community School District
Larry Vodenik | Hy-Vee