

- **Positively Pella** -

A New-Resident Services Bureau



a new-resident services bureau

- Helping New Residents Transition into Pella
- Facilitating Community Connections

Positively Pella's History

- Program & office opened in April 2000
- Program was a result of a collaborative Kaizen effort of several corporations in Pella that were seeking a service to assist with long-term retention of quality employees
- Designed to assist with the moving process and help ease frustration that potentially arises during a move



What is Positively Pella?



- Positively Pella is a division of the Pella Chamber of Commerce. Its primary focus is to assist newcomers through efforts that include assistance in: housing, employment, day care, social activities, and other community services over a 12-month period.
- The vision of Positively Pella is to be a current and efficient resource while providing a high quality of service that enhances the new resident moving experience.
- We aim to be a one-stop-shopping resource of information. We want to help equip new residents with the tools they need to make the right decision for their family and to make a smooth transition into the Pella community.

How are these objectives accomplished?

- Name of new resident is obtained from either hiring corporation or a new-resident mail-in card.
- Initial contact is made with new resident by phone or email.
- Their name is passed along to both welcome services, Newcomer Services & Warm Welcomes to You!.
- Invites are sent to quarterly new-resident events.
- Follow-up contact is made every 3 months.
- An “exit” survey is sent out at the end of the first full year in Pella.



What have been useful tools to assist with the transition?



- Community Tours
 - A personal tour of Pella offers the new resident & their family an opportunity to see the city through the eyes of one of its residents. Tours usually last between 35 to 45 minutes.
- New-Resident Newsletter
 - A comprehensive community newsletter that is sent out once a week via email. It includes

What have been useful tools to assist with the transition? (cont.)

- New-Resident Social Events
 - These quarterly events have included a spring reception, annual picnic, Thursdays In Pella events, holiday reception, movie or bowling event, and others.
- Relocation Brochure
 - Print version of the website.
- State-of-the-Art Website
 - An award winning website that includes information on rental/real estate property,



Welcome to Positively Pella - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.positivelypella.com/

Google Search 11 blocked Check Look for Map Options

WELCOME TO POSITIVELY PELLA
a new-resident services bureau

Hi! Welcome to Positively Pella! May I help you?

Welcome to Positively Pella: Your one-stop guide to Pella.

Character Counts!

PELLA AREA at a Glance

EMPLOYMENT Opportunities

Community Events

CALENDAR

RECREATION & Nightlife

Restaurants & LODGING

For KIDS

Finding a PLACE TO LIVE

Getting STARTED

Establishing YOURSELF

Bringing your BUSINESS TO PELLA

WELCOME TO POSITIVELY PELLA

Welcome! This site is designed to help you become an integral part of the Pella community.

Whether you are new to Pella or a long-time resident, you will find something useful on Positively Pella.

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PELLA
Visit the Chamber Website

Done Internet

www.positivelypella.com

Website Statistics for 2006

- 161,178 Visits in 2006
 - Visit defined as the number of individuals who visited **www.positivelypella.com**.
- 505,956 Page Views in 2006
 - Page Views defined as the number of pages the individuals viewed.
- 4,394,517 Hits in 2006
 - Hits defined as the number of times any page on the website was visited.



What else are we involved in to help new residents?



- Pella Welcoming Community Team
- Pella Professional & Business Women's Forum
- Promotions Committee
- Plus Many Other Committees, Events, & Groups!

How is the program funded?



- The Positively Pella program is funded by 4 local corporations. These are Central College, Pella Corporation, Pella Regional Health Center, and Vermeer Manufacturing.
- Other funding includes website advertising. For-sale-by-owners are advertised for 6 months for a nominal fee. Local companies are also able to place banner ads on the website menu pages for a fee.

How is the program staffed?

How is it governed?

- **STAFF**

- Full time director
- 1/4 time associate

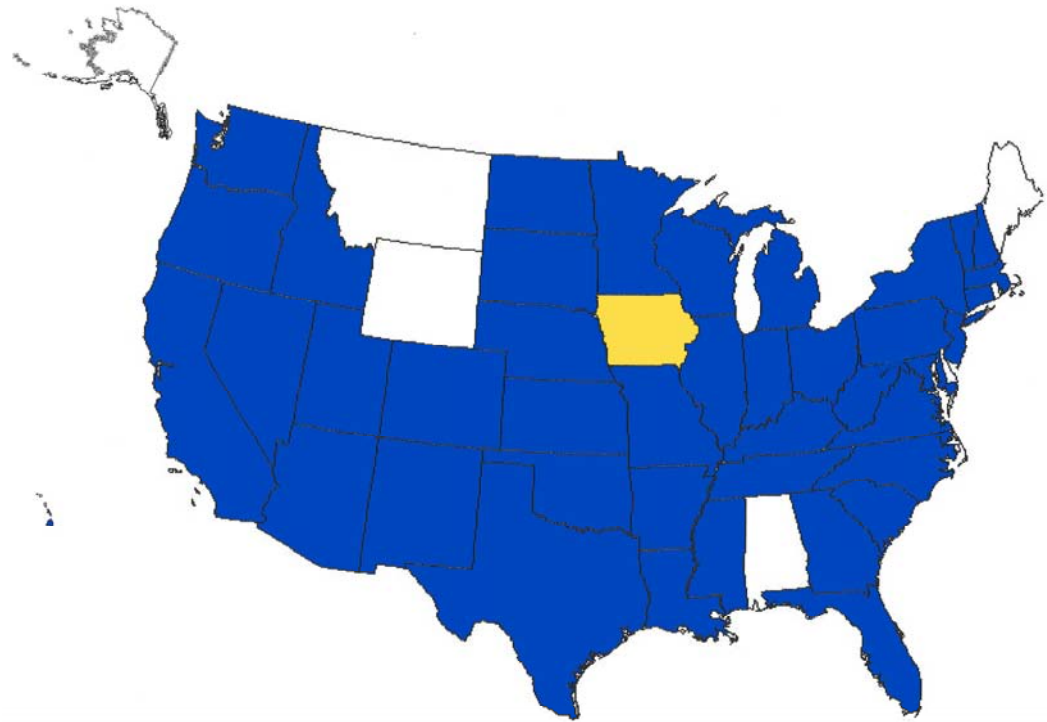


- **BOARD**

- Each sponsoring corporation is given a seat on the advisory board.
- Other representatives include a new resident of the past two years, representative from the school system, and others.

Noteworthy Statistics

- From April 2000 through December 2006 – 1589 new households.
- Came from 42 states besides Iowa, plus:
 - Washington, D.C.
 - Austria, Canada, China, England, Germany, India, Ireland, Japan, Mexico, Nicaragua, the Philippines, Romania, Russia, Turkey, &



Positively Pella

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