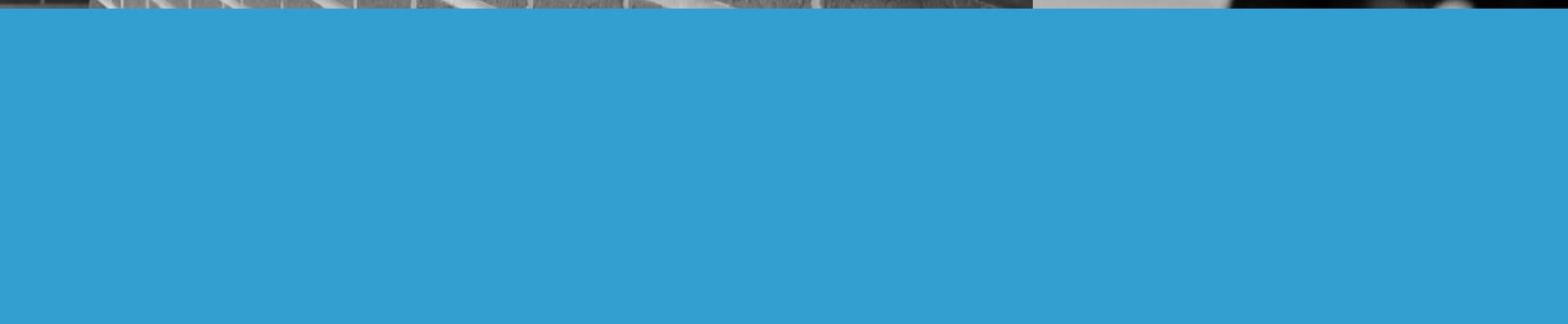


2023 ANNUAL REPORT



AmesTM
CHAMBER OF COMMERCE
& ECONOMIC DEVELOPMENT

AGRICULTURE
LEADERS
SUSTAINABLE
COMMUNITY





ABOUT THE AMES CHAMBER OF COMMERCE

Centrally and conveniently located in the heart of the Midwest and Iowa, Ames is known for its healthy, stable economy, flourishing cultural environment, and the world-renowned Iowa State University.

PURPOSE / CAUSE / PASSION

Driving business and community vitality in the Ames Metropolitan Area (MSA)

OUR NICHE

Being connectors for our customers to positively impact regional vitality

OUR TARGETS BY 2027

- \$4.25 million in annual revenue
- 1,000 members

The three key pillars that will drive our work will be:

- **LEADERSHIP**
- **ENGAGEMENT**
- **ADVOCACY**



MEET THE TEAM



DAN CULHANE
President & CEO



BRENDA DRYER
Senior Vice President



AMY HOWARD
Vice President, Finance & Administration



JAN WILLIAMS
Vice President, Investor Relations & Programming



ERIC SMIDT
Vice President, Marketing & Communications



CRYSTAL DAVIS
Executive Director, Ames Main Street



GREG PIKLAPP
Director, Economic Development Outreach & Government Relation



SARAH DVORSKY
Director, Research & Economic Development Events



NIKKI FISCHER
Director, Workforce Development & Diversity



STEVEN LAWRENCE
Director, Marketing



EMORY WIDLOWSKI
Director, Events



DYLAN KLINE
Director, Business Development



OTTIE MAXEY
Director, Business Retention & Expansion



LOJEAN PETERSEN
Manager, Ames Main Street Farmers' Market



MIKE UPAH
Director, Ames Seed Capital



KENNA SMITH
Client Services and Events Coordinator



SHANNON THIELE
Director, Member Retention & Affiliate Programming

MEMBERSHIP

744 Total Members

+103 New Members

85% Retention Rate



BOARD OF DIRECTORS

Our organization is governed by the Board of Directors of the Ames Chamber of Commerce and Ames Economic Development Commission. Thank you to all of our board members, including our Board Chairs.

Ames Chamber of Commerce:

- **2023** - Michelle Vogel, Sigler Companies
- **2024** - Jeff Janes, Des Moines Area Community College

Ames Economic Development Commission:

- **2023** - Reynolds Cramer, Fareway Stores
- **2024** - Chris Nelson, Nelson Electric

LEADERSHIP AMES

22 Class of 36 Leadership Ames Graduates

INTER-CITY VISIT

This year, a delegation of individuals from Boone and Story County visited the Greater Lafayette region in Indiana, home of Purdue University and the Purdue Research Parks.

ANNUAL AWARDS

15 Different Annual Award categories that businesses and individuals were honored in

EVENTS

2023 was filled with a robust amount of events for our members, including these notable events:

ECONOMIC OUTLOOK

BREAKFAST

January 18, 2023

AG INDUSTRY BREAKFAST

April 7, 2023

GOLF DAY

June 23, 2023

STEAK FRY

September 5, 2023

MANUFACTURING

BREAKFAST

October 6, 2023

ANNUAL LUNCHEON

December 5, 2023

3,042

Individuals signed up for our 25 registered events in 2023

MORE EVENTS

(complimentary)



58 Ribbon Cutting / Groundbreaking Events

11 Business After Hours Events

38 1 Million Cups hosted at the Ames Chamber of Commerce



In December, the Enhance Iowa Board awarded a \$500,000 Community Attraction and Tourism (CAT) grant for the Fitch Family Indoor Aquatic Center. Construction on the \$32 million amenity will start in spring 2024.

ECONOMIC DEVELOPMENT HIGHLIGHTS

13 Total Projects

50 Business Retention & Expansion Visits

484 Projected New Job Creation

\$18M In approved applications

\$238.5M Capital Investments

APPROVED APPLICATIONS

IEDA High Quality Jobs	\$633K
IEDA Infrastructure Funds	\$4.2M
IEDA Innovation Funds (10 awards)	\$2.13M
Community Attraction & Tourism	\$1.62M
Workforce Housing Tax Credits	\$1.8M
Catalyst Grant	\$200K
BOOST – Cambridge	\$10K
USDA REDLG	\$2.0M
RISE – Story City	\$403K
IEDA Brownfield – Nevada	\$1.5M
Iowa Energy Center (4 awards)	\$1.1M
Broadband – Colo	\$2.5M
Other Housing Grants	\$80K



Wyffels Hybrids began construction in Prairie View Industrial Center on their new warehouse and distribution center. They plan to begin shipping from the Iowa site in 2024.

HOUSING

In August, several housing projects were awarded Workforce Housing Tax Credits from the Iowa Economic Development Authority.

- **Nevada Flats, LLC** will add sixty market rate apartments in the Nevada community when complete.
- **Empire Realty, LLC** will be constructing eight market rate rental units on four infill lots in West Boone.
- **Gateway Cottages** is an 18-unit expansion of the existing Kading Development in Madrid.

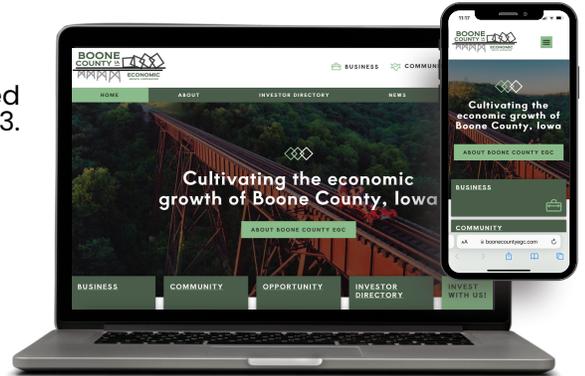
REGIONAL PARTNERSHIPS

The Ames Chamber of Commerce has a range of regional partners and focuses on economic development across Boone and Story County. Staff serve as Executive Director of both the Boone County Economic Growth Corporation and Nevada Economic Development Council.



The new website launched in September 2023.

New to 2023 was **Build a Better Boone**, a collaboration that brought together key organizations across the community, including the City of Boone, Boone County, Visit Boone County, Boone Community School District, Boone Chamber of Commerce, Boone Hospital, and the Boone County Economic Growth Corporation.



www.boonecountyegc.com



In collaboration with the City of Nevada, the **Nevada 2040 Plan** was developed with goals and strategies in the following areas: Housing, Downtown Development, Community Events & Activities, Culture of Collaboration, Connectivity, Aesthetics, Foundation for Families, and Business Development. The images are from the NEDC Annual Event from November 2023.



WORKFORCE SOLUTIONS

RETRAINING PROGRAM

- 55 Program Participants
- 8 Programs Offered

WORK in AMES.com

- 100K+ Website Searches
- 2,408 Registered Job Seekers
- 826 Registered Employees

PUBLIC POLICY

The Ames Chamber of Commerce Public Policy Program educates and engages members on key federal, state, and local political issues and initiatives.

7 Public Policy related events including the inaugural Iowa Congressional Staff Visit and the Washington D.C. Fly-in events.



The April 2023 Legislative Update featured a panel of local legislators including Senator Jesse Green, Senator Herman Quirnbach, and Representative Beth Wessel-Kroeschell.



Representative Randy Feenstra visited the Ames MSA and toured AgCertain in Boone and Danfoss Power Solutions in Ames. Workforce, international trade, and tax policy were all part of the discussion during his visit.



This year's Washington D.C. Fly-In included representation from the City of Boone, City of Nevada, Story County Board of Supervisors, YSS, Iowa State University, Des Moines Area Community College, and many private business partners across Boone and Story County.



Presidential candidate, Senator Tim Scott, visited Nevada's ALMACO plant to learn about their specialized farm equipment manufacturing process.



AMES SEED CAPITAL FUND, LLC RECAP

14 investments across four active funds



\$3.6M invested in portfolio and \$1.74 million of capital available

2 Investments in 2023:
• Haber Technologies
• Pyrone Systems

2023 DOWNTOWN AMES EVENTS:

DOWNTOWN DOLLAR DAYS • MUSIC WALK • 515 WEEK • ART WALK • FOURTH OF JULY PARADE
SUMMER SIDEWALK SALES • WITCHES WALK • TRICK OR TREAT
SMALL BUSINESS SATURDAY • SNOW MAGIC

DOWNTOWN AMES

EXPANDED PROGRAMMING

515 Week - included a concert in Downtown Ames and foodtruck showdown

Art Walk / Music Walk - featuring local artists and musicians

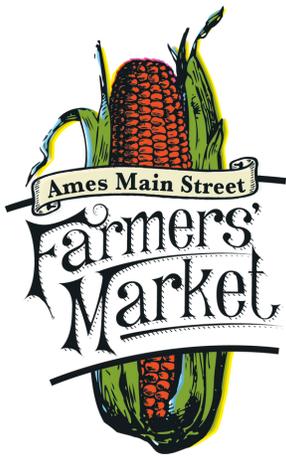
Sidewalk Sales / Small Business Saturday - events focused on business deals

Witches Walk - 350 participants received tumblers

Snow Magic - the kickoff to the holiday season with carriage rides under the snowflake lights



RAGBRAI - The party of the year took place in July when the Register's Annual Great Ride Across Iowa stopped overnight in Ames. In the evening, Main Street was packed with riders and community members as Hairball took the stage for the evening entertainment.



12,629 Facebook Followers

25 Special Events

114 Different Vendors



Farm to Table – Ames Main Street Farmers’ Market Farm to Table Dinner, was held at Prairie Moon Winery and featured award-winning chef, Aaron Holt, as he prepared a 7-course meal for guests. Chef Aaron Holt is the owner of Doolittle Farm LLC, a farm to table catering business where he grows food on his family’s century farm in Story City, Iowa. Holt received the Iowa Restaurant Association’s 2018 Chef of the Year award.



18 Events including 5 social, 6 Lunch & Learn, and 7 Community Outreach & Partnerships

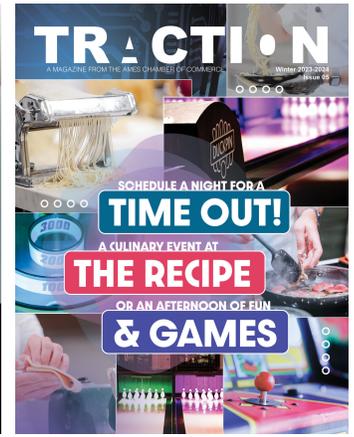
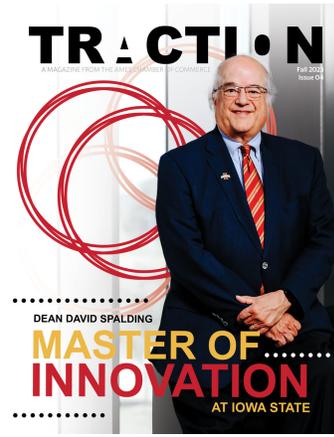
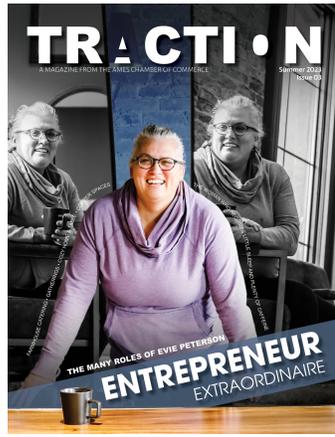
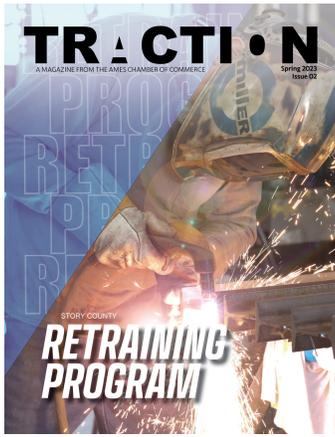
+75 New Members

100 Average number of intern participation in each event

39 Businesses were represented through intern participation



177 Trees were planted from our community wide tree planting efforts in partnership with the City of Ames



TRACTION magazine

Traction is a quarterly publication from the Ames Chamber of Commerce. It provides an opportunity to tell our story, not only about our organization, but to inform our community about what is happening within the Ames MSA. It includes stories and information to our community to help drive business and provide a deliverable to members.

20K Quarterly circulation

Social Media



- 811 posts
- 1,274,868 people reach
- +932 new followers



- 458 tweets
- 237,165 impressions
- 2,645 followers



- 641 posts
- 138,811 impressions
- +160 new followers



- 260,720 people reach
- +589 new followers



- 294 posts
- 587,313 people reach
- +819 new followers



- 181 posts
- 120,847 impressions
- +504 new followers



- 65 posts
- 36,353 people reach
- +1,835 total followers



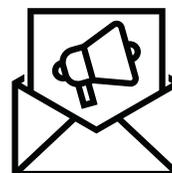
- 38 tweets
- 3,110 impressions
- 530 total followers



Website

- 153,809 total page views
- 78,690 users

www.ameschamber.com



Weekly E-Newsletter

- 37.4% average open rate (21.33% industry avg.)
- 2,200 avg. # of recipients



This year, the Ames Chamber of Commerce celebrated 10 years at the 304 Main Street location in Downtown Ames.

Serving the communities in Boone and Story County

**Ames • Beaver • Berkley • Boone • Boxholm • Cambridge • Collins • Colo • Fraser
Gilbert • Huxley • Kelley • Luther • Madrid • Maxwell • McCallsburg • Nevada • Ogden
Pilot Mound • Roland • Sheldahl • Slater • Story City • Woodward • Zearing**