



Serving the communities in Boone, Hamilton, and Story County

Ames • Beaver • Berkley • Blairsburg • Boone • Boxholm • Cambridge • Collins • Colo • Ellsworth • Fraser • Gilbert • Huxley
Jewell • Kamrar • Kelley • Luther • Madrid • Maxwell • McCallsburg • Nevada • Ogden • Pilot Mound • Randall • Roland
Sheldahl • Slater • Stanhope • Stratford • Story City • Webster City • Williams • Woodward • Zearing

STRATEGIC PLAN 2023-2027



OUR PURPOSE/CAUSE/PASSION

Driving business and community vitality in the Ames region



OUR NICHE

Being connectors for our customers to positively impact regional vitality.



OUR TARGETS BY 2027

- \$4.25 million in annual revenue
- \$500,000 in NET income
- 1,000 members

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

LEADERSHIP • ENGAGEMENT • ADVOCACY

LEADERSHIP

- LEAD efforts to attract \$200 million in economic development capital investment to the Ames region each year. Cumulative target of \$1 billion by 12/31/2027
- LEAD efforts to facilitate 10 economic development project successes each year
- LEAD efforts to enhance relationships within the Ames region

ENGAGEMENT

- ENGAGE members and investors with the goal of maintaining a retention rate of 85% or better
- ENGAGE our partnership communities to ensure that we provide value to solidify continued collaboration
- ENGAGE and support a plan of work where our businesses thrive and the MSA is seen as a vibrant place to live

ADVOCACY

- ADVOCATE for communities throughout the Ames region at the state and national level
- ADVOCATE for and support community projects that enhance livability and quality of life within the Ames region that fit our Purpose / Cause / Passion
- ADVOCATE for organizational funding to support the efforts of the Ames Regional Economic Alliance and affiliate organizations with a target of \$3.75 million by 12/31/27