



Serving the communities in Boone, Greene, Hamilton, and Story County

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

STRATEGIC PLAN 2026-2028



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 2028

- \$4 million in annual revenue
- \$60 million in external funding
- 1,000 members

Customer Driven • Good for It • Greater Good • Innovation • Integrity • Team Player

KEY PERFORMANCE INDICATORS

- **\$1.5B** - Capital Investment / Economic Development Projects (\$500M annually)
- **1,000** - Total Number of Business / Private Sector Alliance Investors
- **\$4M** - Total Organizational Revenue
- **450** - Business, Retention, and Expansion Visits (150 per year of interstate commerce companies)
- **90%** - Chamber Member / Main Street Investor Retention
- **100%** - Service Contract Retention
- **1,800** - Workforce Housing Unit State Submittals (600 per year)
- **2,000** - “Live, Work, Play” Followers
- **300** - AREA YP Members
- **\$60M** - Total External Funding Attracted (\$20M annually over the life of the plan)