

# AMES CHAMBER OF COMMERCE STRATEGIC PLAN



2010 - 2012

## **MEMBERSHIP**

*Provide benefits that strengthen the economic vitality and quality of life in the business community in order to build and maintain a membership representative of the Ames area.*

### **INITIATIVES:**

- Member analysis
  - Annual or semi-annual surveys
  - AEDC Executive Call results analysis
- Networking / Promotional events
  - Business After Hours
  - Golf Day
  - Thrill of the Grill (Steak Fry)
  - B2B Expo
  - Business at Breakfast
  - New member lunches/receptions
  - Annual Event
- Member connections
  - Membership committee
    - Meetings
    - Member calls
  - Ambassadors
  - Volunteer opportunities
  - Social Media
    - LinkedIn
    - Facebook
    - Twitter
- Promotional resources
  - Sponsorship opportunities
  - Web directory
  - *Ames Business Monthly*
  - Membership Mailers

## **Long-Range Initiatives 2010-2012**

1. The Board of Directors will assemble an ad hoc committee consisting of past and/or present leadership of the Ames Chamber, Ames Economic Development Commission, Main Street Cultural District and any other interested parties on the feasibility of merging the operations of all of the aforementioned entities. This has the potential to further streamline process, costs, staffing, and efficiency in delivering the various services each provides to the community. The ad hoc committee should be no larger than 12 persons.
2. A task force will determine the feasibility of a new facility for the Ames Chamber of Commerce.
3. Look into the feasibility of a Greater Ames/Story County Chamber of Commerce by increasing collaboration with Chambers in Ames, Huxley, Nevada, and Story City.



## **COMMUNITY DEVELOPMENT**

*Provide resources to strategically develop leadership, professional instruction, education connections and beneficial partnerships for the betterment of the Ames business climate.*

### **INITIATIVES:**

- Leadership Ames / Community service projects
- Professional Development
  - Business Improvement Council
  - Business Improvement Forums
  - Professional Development Luncheons
  - Business Improvement Seminar
  - YPA Lunch and Learns
- Education Connections
  - Committee
  - Salute to Educators
  - Partners In Education
  - Business Horizons
  - ACSC Budget Committee
- Live Healthy Iowa
- Community Connections
  - Boards/Commissions promotions
  - 2010 Census partnership
  - Community committee representation
- University Connections
  - VEISHEA participation/sponsorship
  - One Community
  - Campustown redevelopment
  - Interns

## **Long-Range Initiatives 2010-2012**

1. Collaborate with the Ames Foundation on beautification efforts of the Ames community
2. Partner with the City of Ames, Main Street Cultural District and Ames Convention & Visitors Bureau on directional wayfaring signage
3. Work with the City of Ames and Iowa State University on Ames signage on Interstate 35.
4. Support/Partner with the Main Street Cultural District to establish a new Farmers Market
5. Promote the need and campaign for additional flat space as championed by the Ames Convention & Visitors Bureau



## **GOVERNMENT AFFAIRS**

*Promote a positive legislative environment for commerce by identifying, educating and communicating business-related issues*

### **INITIATIVES:**

- Identification of issues
  - Legislative Surveys
  - Community/State partners/affiliates
  - Committee
- Education
  - Legislative updates
  - Voting resources
  - Issues Forums
  - Candidate Forums
  - US Chamber / Iowa Chamber Alliance
- Advocacy
  - Chamber legislative agenda
  - Legislative alerts
  - Legislative Lunches
  - *I Will Vote*
  - Federal Priorities Trip
  - Day at the Capitol

## **Long-Range Initiatives 2010-2012**

1. Investigate the feasibility and/or opportunities for creating a full-time government affairs position to represent legislative agendas for the Ames business community, City of Ames and other individual Ames Chamber partner members.



## **OPERATIONS**

*Maintain excellence in support functions of the organization*

### **INITIATIVES:**

- Policies and Procedures Manuals
- Technical services
- Staff development
- Office/Facility maintenance
- Accounting

### **Long-Range Initiatives 2010-2012**

1. Finalize and approve updated Policies and Procedures Manuals in accordance with industry standards.



## **BUSINESS DEVELOPMENT**

*Via the Ames Chamber of Commerce affiliate Ames Economic Development Commission, promote economic growth in Ames and Central Iowa by stimulating the expansion of existing industry, attracting new enterprises and assuring a favorable community climate for new ideas and business growth*

### **INITIATIVES:**

- Job creation
- Capital Investment attraction
- Business development
  - Sunrise Prairie Business Park
- Investor / Member relations
  - Board
  - Executive Call program
  - Ames Seed Capital
  - Quarterly member luncheons/breakfasts
- Promotion of Economic Growth
  - *Ames Business Quarterly*
  - Annual Report
  - Site selector mailings
  - Sell Iowa trips / trade shows



## **DOWNTOWN DEVELOPMENT**

*Advance and promote the Ames Main Street Cultural District area as a destination district in the central business district of the Ames community.*

### **INITIATIVES:**

- Showcase the vitality of arts and cultural venues, unique businesses, and the heritage of downtown Ames, which will add to the quality of life for residents and visitors.
- Organize event and retail promotions that increase consumer patronage of the district.
- Enhance partnerships among the public and private sectors: retail, culture, service and hospitality.
- Maintain and environment with green spaces, public art, well-designed windows displays, and convenient access for visitors.
- Promote historic preservation and development of buildings and infrastructure through second-use projects, upper story renovation, facade improvement, residential development, and new construction.
- Retain current and recruit new businesses to create a healthy balance and variety of retail, professional and service entities.





# CITY COUNCIL GOALS



Established: January 22, 2010  
To Be Accomplished By: December 31, 2011

## **GO GREEN TO PROMOTE ENVIRONMENTAL SUSTAINABILITY**

- Promote and educate Ames residents about community-wide sustainability
- Increase availability of alternative forms of transportation

## **PROMOTE ECONOMIC DEVELOPMENT**

- Promote Ames as a regional center
- Support private sector growth to improve quality of life, increase number of jobs, develop stronger tax base
- Beautify entrances to Ames

## **CREATE AND PROMOTE A COMMUNITY VISION**

- Lead major entities in Ames to create a common community vision
- Once established, promote the community vision

## **REJUVENATE CAMPUSTOWN**

- Partner with ISU, GSB, and private sector to redevelop and revitalize Campustown
- Increase safety, security, and cleanliness of Campustown
- Work to support an enduring Campustown Action Association

## **STRENGTHEN AND PROTECT OUR NEIGHBORHOODS FOR A UNITED AMES**

- Work with ISU and GSB to enhance interactions between students and residents
- Find creative and bold ideas to address crime
- Continue working toward a more welcoming community

## **FURTHER STREAMLINE AND IMPROVE GOVERNMENT PROCESSES**

- Work to make City Council meetings and City processes more efficient and effective
- Revisit City Code, policies, and procedures to streamline processes
- Promote Ames as a welcoming place to do business by embracing a “can do” attitude