

JANUARY 2012 Chamber Update

BREAKING NEWS: Ames Chamber invites members to Annual Dinner

5 to 9:30 p.m. Thursday, Feb. 2

Scheman Building, Iowa State Center

The Ames Chamber of Commerce and Global Reach Internet Productions cordially invite current Chamber members to the 2012 Annual Dinner on Thursday, Feb. 2, at the Iowa State Center, Scheman Building, in Ames.

This year's program will begin at 5 p.m. with a drink and hors d'oeuvres reception running until 6 p.m. Guests will then be served a sit-down dinner and then ushered into Benton Auditorium for the awards program and year-in-review followed by keynote speaker, Mike Allen, who is the chief political correspon-

Evening agenda

- 5 to 6 p.m.: Drink and hors d'oeuvres reception
- 6 to 7:30 p.m.: Sit-down dinner
- 7:30 to 9 p.m.: Awards ceremony, year-in-review, and keynote speaker, Politico's Mike Allen
- 9 p.m.: Dessert reception with Mike Allen

dent for Politico. Concluding the evening will be a dessert reception where guests may meet and mingle with Allen. Admission for this event is \$60 per person. Businesses are encouraged to buy a table for \$500 which seats 10 guests (and will save you \$100). Business or semi-formal attire suggested.

To register, please visit ameschamber.com, or call

or email Kristine Keil at the Chamber office at (515) 232-2310 or kristine@ameschamber.com. Chamber members may also fax in a registration form that may be found on the Chamber website.

Ames Chamber announces Annual Dinner sponsors

Breaking News sponsor: Global Reach Internet Productions.



Platinum sponsors: Boehringer Ingelheim Vet-medica Inc.; Mary Greeley Medical Center; Nyemaster, Goode, West, Hansell and O'Brien P.C.

Silver sponsors: Becker Underwood; First National Bank; Grandon Funeral and Cremation Care; Iowa State University Athletics Department; LWBj; Story Construction; South Story Bank and Trust.

The mission of the Ames Chamber of Commerce is to provide our members services that strengthen the economic vitality in Ames and enhance the quality of life in our community.



2011 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

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Knapp Tedesco Insurance

Frank Nogel, Chair-Elect/Vice Chair, Community Development

ISU Athletic Department

Chris Nelson, Treasurer

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Daniel Oh, Vice Chair, Government Relations

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CONTACT US

The **Chamber Update** newsletter is published by the **Ames Chamber of Commerce**, 1601 Golden Aspen Drive, Suite 110, Ames, IA, 50010; phone: (515) 232-2310; www.ameschamber.com; fax: (515) 232-6716.

ANNUAL DINNER

A few words about 2012 Annual Dinner's Mike Allen

Mike Allen is the chief political correspondent for Politico. Time named Allen as one of the top 140 Twitter feeds shaping the day's debate, calling him "the Virgil of the beltway, leading the rest of us hapless Dantes through the inferno of America's political universe."

The New York Times Sunday magazine cover story (April, 2010) dubbed Allen "The Man the White House Wakes Up To." Vanity Fair named Allen to its 2011 Top 50 New Establishment list. He is also the creator of the daily newsletter, Morning Money, which gives readers the



Mike Allen

political intelligence on the intersection of Washington and Wall Street, a must read from Cabinet Secretaries to CEOs of the Fortune 500. Allen is co-authoring a series of

ebooks focusing on the 2012 presidential campaign, all to be released during the campaign season, beginning with Politico Playbook 2012, The Right Fights Back (Nov., 2011).

Prior to joining Politico, he worked at Time Magazine, where he was the White House correspondent and spent six years at The Washington Post covering President Bush's first term, Capitol Hill, campaign finance and the Bush, Gore and Bradley campaigns of 2000. Before turning to national politics, he covered schools and local governments in rural counties outside Fredericksburg, VA., for

the Free Lance-Star. He then wrote about Doug Wilder, Oliver North, Chuck Robb and the Bobbitts for the Richmond Times-Dispatch where he nurtured police sources on overnight ride-alongs through housing projects. Allen also covered Mayor Giuliani, the Connecticut statehouse and the rich of Greenwich for the New York Times. Before moving to the New York Times, he did stints in the Richmond and Alexandria bureaus of the Washington Post. Allen grew up in Orange County, Calif., and has a bachelor's degree from Washington and Lee University, where he majored in politics and journalism.

SAVE THE DATE

2012 Business-to-Business Expo

4 to 7 p.m.

Thursday, March 22,
Scheman Building, Iowa State Center

Contact Crystal at
crystal@ameschamber.com
for more information.



YOUTH LEADERSHIP

Scenes from Youth Leadership Ames, Class II

Presented by Boehringer
Ingelheim Vetmedica Inc.;
Young Professionals of Ames
and Ames Chamber of Commerce



CHAMBER OF COMMERCE PHOTO

Right: Don Kom (city of Ames Electric Services) explains to the class how the Electric Plant works.

Below: Class II learns about the Main Street Cultural District and owning a small business during a chocolate break at Chocolatarie Stam with owner Terry Stark and MSCD Director Tom Drenthe.



CHAMBER OF COMMERCE PHOTO

Above: Class II takes a turn on the piano at the Ames Historical Society.

Below: Steve DuVall (city of Ames Water and Pollution Department) shares with Class II how residents of Ames get their water supply.



AMES CHAMBER OF COMMERCE

The State of the Community

As we welcome the New Year, let's take time to look back at 2011's accomplishments and look forward to what's to come in 2012.

The Ames Chamber of Commerce is pleased to partner with the League of Women Voters and Ames Public Library to host a special event on Wednesday, Jan. 25. "The State of the Community" meeting will be an opportunity to hear from the mayor of Ames and representatives from the Ames School Board, the Mary Greeley Board of Trustees and the Story County Board of Supervisors. They will give brief reports regarding the major events of 2011 and discuss the challenges and opportunities our community will face in 2012. In addition, there will be time for questions from the audience after each speaker's presentation.

Please plan to join us from 7 to 8:30 p.m. on Wednesday, Jan. 25, in the Farwell T. Brown Auditorium at Ames Public Library, 515 Douglas Ave.,

Don't miss this chance to learn more about what is happening in Ames and Story County. This event is open to all interested citizens, so invite your friends and neighbors to take part in this special event.

SAVE THE DATE

Leadership Ames alumni reunion social

Come meet this year's Class 25 from 5 to 7 p.m. Wednesday, April 4, and reminisce with old friends you haven't seen since graduation. Location and details coming soon.



Main Street Cultural District welcomes new events coordinator

The Main Street Cultural District is pleased to welcome Mandy McWherter to their organization as the new Events Coordinator.

McWherter began at the MSCD part-time at the end of October 2011. She began full-time status after graduating from Iowa State University this December with a bachelor's degree in Business Management and a minor in

Events Management. In the past, McWherter has been an avid volunteer for Main Street and has experience in event planning.

"I'm excited to work with Mandy. She has a very positive attitude and

she immediately jumped in with both feet finalizing details for downtown's Snow Magic Celebration," said MSCD's Executive Director Tom Drenthe. "I foresee Mandy accomplishing many great things with

us and being a vital asset to the Ames community."

McWherter will be involved in a number of downtown events including ArtWalk, MusicWalk, the Fourth of July Parade and Festival, Tune In to Main Street Concert Series, and the Ames Main Street Farmers' Market.

Welcome Mandy to the Ames community by stopping in to the MSCD office or emailing her at events@amesdowntown.org.



LEGISLATIVE LUNCHEONS

Be in the know this 2012 legislative session

Make plans to attend the 2012 Ames Chamber of Commerce Legislative Luncheons. These lunch events provide an excellent opportunity to hear from and speak with your state-level elected officials regarding the issues that matter most to you. Our legislators are always happy to answer your questions and respond to your concerns.

Mark your calendar for these important Legislative Luncheon dates:

- Friday, Jan. 27.
- Friday, Feb. 24.
- Friday, March 30.

Each event will begin with registration and lunch at 11:30 a.m. followed by a discussion with our legislators from noon to 1 p.m.

Please register online at www.ameschamber.com.



chamber.com. These events are open to current members of the Ames

Chamber of Commerce. Your \$5 registration fee includes lunch. Luncheon locations are listed on each event's web registration page.

We are grateful for the following sponsors whose generous support makes the Chamber's legislative lunches possible:

2012 Taking Leadership sponsors

- Becker Underwood.
- Converse Conditioned Air.
- Mary Greeley Medical Center.

2012 Legislative Luncheon season sponsors

- Renewable Energy Group.
- Harold Pike Construction.
- LWBJ Financial.

January, February and March lunch sponsors

- Hastings, Gartin & Boettger, LLP.

Be a part of making democracy happen by participating in this special event. We'll bring the Ames community face-to-face with the legislators making decisions impacting our businesses by hosting an Ames community showcase in the Capitol Rotunda.

In addition, all Chamber members and Legislators will enjoy lunch from Hickory Park.

Interested in sponsoring the Chamber's government relations programming? Sponsorships are still available for as little as \$200. Support the Chamber's advocacy programs and market your organization at the same time!

Contact angela@ameschamber.com for additional details.

Save the Date: Ames Chamber Day at the Capitol

Be sure to join us Monday, March 26, for the 2012 Ames Chamber Day at the Capitol.



January calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 <i>New Year's Day</i>	2 <i>Chamber closed</i>	3	4 Noon: Education Connections (C)	5	6 <i>Chamber & YPA Award nomination forms due</i>	7
8	9	10 2 p.m.: Ames Main Street Farmers' Market Info Meeting (Ames Public Library)	11	12	13 Noon: Business Improvement Council (C) <i>Leadership Ames</i>	14
15	16	17	18	19 11:30 a.m.: YPA L&L (First National Bank)	20	21
22	23	24	25 7 p.m.: "State of the Community" (Ames Public Library) <i>Youth Leadership Ames</i>	26	27 11:30 a.m.: Leg. Lunch (Oakwood Road Church) <i>*Registrations due for Annual Dinner Leadership Ames</i>	28
29	30	31				

ACC: Ames Chamber of Commerce | AEDC: Ames Economic Development Commission | BAH: Business After Hours | C: Chamber office | R/C: Ribbon cutting | YPA: Young Professionals of Ames

Hey, Farmers!
Want to vend in 2012?

TUESDAY, JANUARY 10
2PM - 4PM

AMES PUBLIC LIBRARY,
FAREWELL T. BROWN AUDITORIUM

2012 INFO MEETING

Whether you're a seasoned farmers' market participant or not, come to the Ames Main Street Farmers' Market general informational meeting January 10 at 2 p.m. at the Ames Public Library to hear from us, ask some questions and review the application process.

OPEN TO THE GENERAL PUBLIC

Find us on Facebook and Follow us on Twitter

CHAMBER Gold MEMBERS

Thank you to the following members who have donated 10 percent more than their annual dues for Chamber projects:

**B-Bops, Ames
Advanced Therapy
Solutions
Members First Community
Credit Union
Bankers Trust
Carlos O'Kelly's**

Because of contributions from members like these, the Ames Chamber can maintain a level of excellence in the services we provide. All of our Gold Members will be recognized with a Gold Member decal and at our Annual Event.

Ames Chamber and AEDC staff

- **Dan Culhane**
President and CEO
- **Ron Hallenbeck**
Vice President, Existing Business and Industry
- **Seana Perkins**
Vice President of Business Development and Marketing
- **Crystal Davis**
Director of Professional and Community Development
- **Amy Mogren**
Director of Finance and Administration
- **Sarah Buss**
Director of Membership Development and Affiliate Programming
- **Kristine Keil**
Director of Communications and Organizational Programming
- **Angela Davidson**
Director of Government Affairs

Welcome, new Ames Chamber members

StyleEyes, located at 301 Main St., believes your eyewear should make a statement about you, a fashion accessory that reflects your style, your personality and your uniqueness as an individual. It should also reflect the value you place on quality and your appreciation of superior design, materials and craftsmanship. They utilize the best eyeglasses and contact lenses available as well as employ the latest digital imaging and instrumentation to ensure your vision is as clear as possible. Make an appointment with Dr. Wittrock or Dr. Eckhart today by calling (515) 232-1436.

Books-A-Million is the second-largest brick-and-mortar book retailer in the nation, and also sells on the internet at www.booksamillion.com. The company presently operates more than 200 stores in 31 states, including the District of Columbia. Visit the new Ames store at 1200 S. Duff Ave., and enjoy their Joe Muggs coffee, kids play area and vast selection of books today.

TCB Chiropractic is located at 1606 Golden Aspen Drive, Suite 101, in Ames. Dr. Wheat is a husband, father and veteran. He is a member of the National Upper Cervical Chiropractic Association, the American Chiropractic Association, the Iowa Veterans of Foreign Wars, the American Legion, and is also active in supporting veteran's rights and organizations. Dr. Wheat specializes in NUCCA spinal correction which can help your body work better no matter what type of health problem you may have. Visit his office or call him today for an appointment at (515) 233-8882.

DKlutter by Shirley will help you organize, rearrange or downsize your current home. If you are moving, DKlutter by Shirley can help you with scheduling, packing and relocating. With more than 35 years of customer satisfaction, Shirley Bedwell is a professional organizer offering unique services to help you organize your life. From cleaning out a closet to dealing with items after the loss of a loved one, DKlutter by Shirley will be there to enable you to continue with your busy lifestyle. Call Shirley at (515) 210-8735 or email her at dklutter@gmail.com for a consultation.

Ames Family Dental believes that a dentist and patient become a team for treating an individual's dental needs. The dentists spend most of their time listening to understand your concerns and responding with the best treatment options for you making sure that general pain is relieved, problems are resolved and your health improves. Call for an appointment with Dr. Good or Dr. Patten in their office at 405 Fifth St. today at (515) 233-2898.

Join the Chamber!

Make new connections, promote your business, take advantage of professional development programs and more when you join the Ames Chamber of Commerce. Contact Membership Director Sarah Buss at (515) 232-2310 for more information on how you or your organization can become a Chamber member.

When you join, here are some of the many benefits you can take advantage of right away!

- Post coupons on our website for FREE.
- Attend monthly Business After Hours, Business at Breakfasts, Business Improvement Forums, Speed Networking and more for FREE.
- Take advantage of reasonably priced ways to promote your business such as ribbon cuttings, mailing labels and membership mailer, just to name a few.
- Discounted Young Professionals of Ames membership (ages 21 to 40).

RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

StyleEyes, located at 301 Main St., believes your eyewear should make a statement about you, a fashion accessory that reflects your style, your personality and your uniqueness as an individual. It should also reflect the value you place on quality and your appreciation of superior design, materials and craftsmanship. StyleEyes utilize the best eyeglasses and contact lenses available as well as employ the latest digital imaging and instrumentation to ensure your vision is as clear as possible. Make an appointment with Dr. Wittrock or Dr. Eckhart today by calling (515) 232-1436.



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UPCOMING RIBBON CUTTINGS:

If you have a new business, relocation, expansion or business anniversary, let the Chamber celebrate with you!
Contact the Chamber offices at (515) 232-2310 to schedule a ribbon cutting of your own.

AMES CHAMBER OF COMMERCE AMBASSADORS

Kim Behrendt, Wells Fargo Bank
Ross Buffington, Exchange State Bank
Kristi Carlberg, Dentistry at Somerset
Ritchie Chieves, Hampton Inn/Holiday Inn/Holiday Inn Express
John Coder, Ames Community Bank
Tom Drenthe, Main Street Cultural District
Barry Green, Ames Community Bank
John Greving, Ames Tribune
Brad Sargent, Marshalltown Broadcasting Inc.
Abby Hausmann, The Blood Center of Iowa
Lauris Olson, Ames Bulletin Board/AmesNewsOnline.com
David Orth, Special Olympics Iowa

Tom Randall, Tom Randall Real Estate Team
Tim Rasmussen, Alfred's Carpet and Decorating
Mary Beth Scott, Ames Tribune
Michael Sills, Mediacom
Terry Stark, Chocolaterie Stam
Mark Doyle, Mark Doyle State Farm Agency
Mandy Fjelland, Finesse Spa Salon
Kirt Till, Thrivent Financial
Sharon Holst, Hunziker and Associates
Ben Handsaker, Bufords Steak House and Barbecue
Angie Selby, Springer Professional Home Services
Adam Steil, Great Western Bank

Tara Ethington, Marshalltown Broadcasting Inc.
Steve Bock, RE/MAX Real Estate Center
Adam Boeding, First American Bank
Paula Brown, First American Bank
Stacy Dreyer, First National Bank
Kendra Eibs, Sam's Club
Linda Gibbs, Greater Iowa Credit Union
Casey Rath, First National Bank
Traci Jennings, RE/MAX Real Estate Center
Matt Julich, Bear Marketing
Amy Juhnke, Lutheran Services in Iowa
Sara Lehman, First National Bank
Joy Leister, Valley Bank
Lloyd Flanders, RE/MAX Real Estate Center

Jeff Ratcliff, Executive Express
Cindy Schwickerath, Heartland Technology Solutions
Rudy Fors, US Bank
Allison Walter, Ames Convention and Visitors Bureau
Tom Elston, Bickford Living of Ames
Samantha Goodman, Bickford Living of Ames
Jan Williams, Heartland Senior Services
Vince Sabatino, Virtual Rabbit
Sheryl Cusick, The Gateway Hotel and Conference Center
Lynn Scarlett, United Way Story County
Stacey Harrison, US Bank
Emily Bayliss, Sign Pro
MaryBeth Buchele, Health Naturally

CHAMBER COMMITTEES

Chamber committees provide opportunities to get involved

Your input, participation and ideas are needed

The Chamber's task of working to improve the long-term economic vitality of its members and the community is accomplished through the ideas and projects that begin in committees of the Chamber.

Each Chamber committee focuses on a different aspect of the community that affects business. We welcome your input and invite you to consider sharing your ideas and time by joining one of the Chamber committees:

- **Business Improvement Council:** To provide support and resources for Ames Chamber businesses and organizations as they strive for continuous improvement is the mission of this committee. This committee's main charge is to develop, plan and facilitate professional development opportunities that are available to Chamber members. Monthly Business Improvement Forums,

lunch and learn series and seminars are just part of the offerings this committee works on.

Meets on the second Thursday of every month at noon.

Chamber staff facilitator: Crystal Davis, crystal@ameschamber.com.

- **Education Connections:** Education is a vital component of every community and is directly related to economic development, quality of life and the stability and growth of area post-secondary educational institutions. This committee seeks to strengthen the relationships between area businesses and local school districts and to help address local diversity issues and workforce concerns. The annual Salute to Educators celebratory luncheon recognizing area educators is just one example of this committee's work.

Meets on the first Wednesday of every month at noon.

Chamber staff facilitator:

Crystal Davis, crystal@ameschamber.com.

- **Government Affairs:** The Chamber's Government Affairs Committee works diligently to identify and research legislative issues that affect the business community. They then update and educate Chamber members regarding these vital matters so that members will be aware of how legislation will impact their organizations.

The committee keeps Chamber members' concerns in front of key government officials by keeping the lines of communication open with lawmakers and by hosting monthly Legislative Luncheons. Also, candidate forums are planned for elections. These luncheons and forums give members the opportunity to meet candidates and public officials face-to-face. In addition, the Government Affairs Committee helps develop the Chamber's annual legislative survey and participates in Ames Day at the Capitol. We welcome any Chamber member with an interest in ensuring the business community has a strong voice in local, state and federal government to join this terrific group.

Meets on the first Friday of each month at noon.

Chamber staff facilitator: Angela Davidson, angela@ameschamber.com.

- **Membership Affairs:** Overseeing all organized recruitment efforts of the Chamber, this committee works to encourage Chamber member involvement through active and visible participation in Chamber events and activities. Business at Breakfast, Speed Networking, Business After Hours, and New Member Plus 5 & 0 Reception are just some of the events this committee helps develop and facilitate. This committee also calls on new members as well as existing membership to assess membership satisfaction.

Meets on the second Wednesday of each month at noon.

Chamber staff facilitator: Sarah Buss, sarah@ameschamber.com.

All employees of a Chamber member business can get involved in Chamber committees. You can join a committee at any time and participate for as long as you wish. Please call the Chamber office at (515) 232-2310 for more information.

YPA JANUARY NEWS



CHAMBER OF COMMERCE PHOTO

YPs listened to Gov. Terry Branstad speak during the Lunch and Learn on Dec. 8. Gov. Branstad spoke about what he is doing to help grow businesses and stimulate job creation.

Leadership and Professional Development

On Dec. 8, YPs welcomed Gov. Terry Branstad to speak at the December Lunch and Learn at the Gateway Hotel and Conference Center. Gov. Branstad spoke about what he is doing to help grow business and focus on job creation for young professionals throughout Iowa. He then fielded questions from the crowd of nearly 60 YPA members who were in attendance.

Read With Me coming in spring

YPA volunteers took a break from their day to read to more than 600 Ames pre-schoolers and kindergarten-

ers on Oct. 19 and 20 for the annual Read With Me program.

In addition to having these special guests stop by their classrooms, each child was given one of the books to take home with them. There will be a spring Read With Me program where YPs will visit all Ames first- and second-graders. If you are interested in participating in the Read With Me program, please contact Matt Julich at mjulich@midiowasun.com.

January Lunch and Learn

Please join YPs for the January Lunch and Learn at First National Bank on Thursday, Jan. 19.

Mayor Ann Campbell will address YPA on plans for Ames in the upcoming year as well as outlining how to become more involved in the commu-

nity through membership on city commissions and boards. Lunch will begin at 11:30 a.m. with the mayor's presentation beginning around noon.



Membership and Social

Ames' Young Professionals gathered at the IowaStater Restaurant for the annual Thursday After Work for networking and fun.

A collection of children's clothing (hats, mittens, coats, etc.) was also



YPA 2010-11

Annual Sponsors

Ace Community Credit Union
Ames Chamber of Commerce
Ames Community Bank
First National Bank
Global Reach Internet Productions
Green Hills Health Care
Hunziker & Associates, Realtors
ISU Masters of Business
Administration Program
Mary Greeley Medical Center

part of the event to give to children in the Ames Community Schools.

YPs gather each third Thursday of the month for Thursday After Work.

MAIN STREET CULTURAL DISTRICT

How the District revitalizes downtown Ames

The Main Street Cultural District, a certified Main Street Program, operates using the National Trust for Historic Preservation's four-point economic revitalization approach for improving a downtown area. These four economic improvement points are 1) business improvement, 2) design, 3) promotion and 4) organization. Each of these points is enacted through volunteer-based committees that carry out their own objectives.

Business Improvement

This committee aims to strengthen and broaden the economic base of downtown by collecting and analyzing market data. It works to retain, strengthen and recruit businesses to downtown acting as a resource and as a liaison to the city of Ames. This committee stimulates the adaptive use of underutilized spaces through real estate development and it helps businesses locate financial incentives and capital for business development and building rehabilitation. In 2011, the Business Improvement Committee helped a number of businesses receive façade improvement grants and brought a \$100,000 grant to Ames to renovate 230-232 Main St. (a project that will take place in early 2012).

Design

The Design Committee aims to encourage improvement of downtown Ames' physical appearance by offering education, technical and financial assistance as well as incentives for design improvements. The Design Committee works to improve public and open spaces and promotes these objectives through façade improvements, well-designed window displays and visual merchandising.



They identify opportunities for visual improvements to the district by organizing a number of activities including maintaining greenery spaces, planters, banners, holiday lightings, and benches. In 2011, the designing committee undertook a major bench redesigning initiative and worked with sponsors and local artists to have a number of benches painted with unique artistic designs. Eight benches were rehabilitated (10 were sponsored) last year and another 10 will be rehabilitated in 2012. The business improvement and design committees also partner with businesses and designers to help business owners develop renderings for façade improvements.

Promotions

The Promotions Committee aims to market downtown Ames and establishes a unified image and encourages an exciting variety of activities for community members. The promotions committee promotes downtown through image campaigns, retail events, special events, and festivals.

Retail events are designed to provide stores increased exposure to a new customer base and include Sidewalk Sales, ArtWalk, MusicWalk, Easter Egg Scavenger Hunts in downtown

stores and Snow Magic. Special image events showcase downtown as a destination place and they include retail event element as well. Other major downtown events include the Tune In to Main Street concert series, Fourth of July Parade and Festival, Trick-or-Treat and the Ames Main Street Farmers' Market. The promotions committee also works to promote individual business activities and other downtown events.

Organization

This committee aims to market downtown to establish a strong Main Street Organization that utilizes a growing number of participants in the implementation and funding of the program. It does this through internal and external communications, investor development, volunteerism, leadership development, and fundraising. This committee works to grow the friends of Main Street Program and attends events on behalf of the MSCD.

Investors of the Main Street Cultural District meet monthly to discuss downtown Ames happenings. All investors are welcome to attend. For meeting dates and times, please contact the MSCD office at (515) 233-3472, director@amesdowntown.org, or events@amesdowntown.org.

Snow Magic celebration wraps up in Ames

This year's Snow Magic kick-off event was a wonderful success. Mayor Ann Campbell kicked off Snow Magic on Main on Nov. 19 with the official Tree Lighting in Tom Evans Plaza. More than 15 downtown businesses hosted children's activities in their stores and even more participated in the Sunday Holiday Open House.

Santa came out to greet children at the tree lighting in Tom Evans Plaza, where guests were entertained by the Central Iowa Bass Quintet and the Ames Choral Society. Visitors to downtown were directed into the stores to see the beautiful holiday displays and they were encouraged to donate items for the Downtown Gives Back initiative at many of the collection sites throughout the District. The horse and carriage rides were very popular among attendees of all ages and the train rides were a highlight for the very young children. Other activities included cookie decorating, face painting, story time, the Festival of Trees and much more. Many gathered in Tom Evans Plaza to test their luck in the annual Snow Ball Drop in December as well. Holiday revelers of all ages witnessed a flurry of labeled snowballs that included chances to win great prizes and savings throughout the Main Street Cultural District. This year's Snow Ball Drop, sponsored by Bank of the West, had an amazing number of attendees despite the rain. Thirty-four businesses participated in the drop in an event that is designed to provide businesses exposure to new clients.

Continued on following page



CHAMBER OF COMMERCE PHOTO

Santa greets children at the tree lighting in Tom Evans Plaza.

Nearly 1,000 “snowballs” were dropped during the event, many of which contained giveaways and prizes. One ball marked as the grand prize included two tickets to the Nutcracker at Stephens Auditorium and an overnight stay at the Quality Inn and Suites. Jason Mortvedt, of Ames, was the lucky winner of the grand prize. Some of the other prizes included cupcakes, haircuts, toys, gift certificates, free chocolates and much more.

The Main Street Cultural District extends a big thank you to its sponsors: Ames Electric Services, Greater Iowa Credit Union, Bank of the West, Ames Silversmithing, and On Media. And a thank you to its supporters: Strautman Tree Farm, Hy-Vee Drugstore, Bickford Cottage and Alpha Copies.

Ames Electric Services steals the show at Gingerbread Contest

The second-annual Gingerbread House Contest heated up this year with a fierce rivalry between past teams. The three teams were given 40 minutes to complete their “house” with the supplies provided and with a twist this year, teams were allowed to bring up to five additional items.

The competition came down to the last few seconds on the clock and upon the teams’ completion, voting began. After 20 minutes of voting and some campaigning by teams, the winner was announced. First place went to Ames Electric Services. With a farm-inspired Gingerbread House and the use of real coal and lights, Ames Electric Services stole the show. The Main Street Cultural District



CHAMBER OF COMMERCE PHOTO

Ames Electric Services, above, was the big winner of the Gingerbread contest. The Chamber of Commerce, below, and ISU Foundation, bottom, also built excellent creations.

would like to thank all the participants and a huge thank you to Hy-Vee Drug Store on Main Street and Hy-Vee Lincoln Plaza for providing all the supplies and the American Legion for hosting the event.

About Us:

The Main Street Cultural District was established on January 1, 2004. Its mission is to advance and promote downtown as the destination district in the heart of the Ames community. To keep updated on MSCD happenings, become a fan of the Main Street Cultural District on Facebook, bookmark MainStreetCulturalDistrict.com and contact our office at (515) 233-3472. MSCD is an affiliate organization of the Ames Chamber of Commerce.



Find great deals in downtown Ames!

JANUARY 26-28
Thursday - Saturday

Main Street
CULTURAL DISTRICT
Ames, Iowa
MainStreetCulturalDistrict.com