



Ames[™]
CHAMBER OF COMMERCE
& ECONOMIC DEVELOPMENT

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

2023-2027 Strategic Plan



Our Purpose/Cause/Passion

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



Our Niche

Being connectors for our customers to positively impact regional vitality.



Our Targets by 2027

- \$3.75 million in annual revenue
- \$500,000 in NET income
- 815 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 MSA 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 MSA

• 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 MSA at the state and national level

ADVOCATE for and support community projects that enhance livability and quality of life within the Ames MSA that fit our Purpose / Cause / Passion

ADVOCATE for organizational funding to support the efforts of the Ames Chamber of Commerce and affiliate organizations with a target of \$3.75 million by 12/31/27