



# JANUARY 2013 Chamber Update



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## Ames Chamber of Commerce and Economic Development Annual Event

PRESENTED BY DES MOINES AREA COMMUNITY COLLEGE

Thursday, Jan. 24, 2013

5 p.m. Reception | 6:15 p.m. Dinner, followed by entertainment and awards program

Gateway Hotel & Conference Center

Entertainment: The Water Coolers

### And the award goes to ... Ames!

**R**egister now to attend the 2013 Annual Event for the Ames Chamber of Commerce and Economic Development Commission. Make sure you don't miss out on this star-studded gala that will commemorate the accomplishments of 2012 and look ahead to what's in store in the months to come.

This year's program celebrates the "celebrity" inside all our members by giving guests the star treatment. A drink and hors d'oeuvres reception will be from 5 to 6:15 p.m., followed with a delicious sit-down dinner and dessert. Providing the headlining entertainment will be the award-winning comedy group, "The Water Coolers." Their unique blend of comedy, original songs and song parodies is based on the foibles and experiences everyone talks about around the water cooler at work ... or just wishes they could. "The Water Coolers" celebrate — and skewer — work, life and the act of balancing the two.

The night doesn't end there. A special "rock star" awards program honoring the winners of the Chamber Annual Awards, Economic Impact Awards, Main Street Cultural District Volunteer of the Year Award, Campustown Action Association Volunteer of the Year Award and Young Professional of Ames "4 Under 40" Awards will again include the musical talents of The Water Coolers as they help us celebrate and honor our award winners with a special "just for Ames" presentation.

Admission for this award gala celebrating Ames is \$75 per person. Businesses are encouraged to buy a table for \$650 which includes 10 seats. Semi-formal or formal attire is suggested. To register, please visit [www.ameschamber.com](http://www.ameschamber.com), or call the Chamber office at (515) 232-2310.

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.



## 2013 BOARD OF DIRECTORS

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1430 KASI/105.1 KCCQ

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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; fax: (515) 232-6716; [www.ameschamber.com](http://www.ameschamber.com).

## ECONOMIC OUTLOOK LUNCHEON

# First Economic Outlook Luncheon a success

**T**hank you to our members and our sponsors for a successful first Economic Outlook Luncheon, held on Nov. 27. The luncheon featured keynote speaker Ernie Goss, Ph.D., from Creighton University, and focused on the forecast for local, state and regional opportunities, challenges and economic trends for 2013. The luncheon was a joint partnership between the Ames Chamber of Commerce and Economic Development Commission.

### Special thanks to our sponsors:

**Presenting:** Woodruff Companies



**Gold:** Davis Brown Law Firm and WebFilings



Dan Culhane, president and CEO of the Ames Chamber and Economic Development Commission, addresses the luncheon attendees.



Above: Keynote Speaker Ernie Goss, Ph.D. (Creighton University)

Left: A packed room at the Economic Outlook Luncheon. CHAMBER OF COMMERCE PHOTOS



CHAMBER OF COMMERCE PHOTO

## Save the Date: Ames Chamber Day at the Capitol

**B**e sure to join us Thursday, March 14, for the 2013 Ames Chamber Day at the Capitol. 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 that impact 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 being a part of this year's event? Call now to reserve your table in the Rotunda. For \$150, members can have a display. Don't miss this unique opportunity to talk with state legislators.

The Chamber appreciates the organizations that will be sponsoring Ames Day at the Capitol:

### 2013 Gold Sponsors

- Becker Underwood
- City of Ames
- Converse Conditioned Air
- Greater Iowa Credit Union
- Iowa State University Research Foundation
- Mary Greeley Medical Center
- Renewable Energy Group

### 2013 Silver Sponsors

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## The state of the community

**A**s we welcome the new year, let's take time to look back at 2012's accomplishments and look forward to what's to come in 2013.

The Ames Chamber of Commerce is pleased to partner with the League of Women Voters of Ames and Ames Public Library to host a special event on Thursday, Jan. 31, 2013. "The State of the Community" meeting will be an opportunity to hear from the mayor of Ames and representatives from the Ames Community School District Board of Directors, Mary Greeley Medical Center Board of Trustees, and the Story County Board of Supervisors. They will give brief reports regarding the major events of 2012 and discuss the challenges and opportunities our community will face in 2013.

Please plan to join us on Jan. 31. The program will be from 7 to 8:30 p.m. in the Council Chambers at Ames City Hall, 515 Clark Avenue.

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.

## Ready to Run Iowa workshop series begins Jan. 18

**R**egistration is now open for the 2013 Ready to Run™ Iowa: Campaign Training for Women program, which is presented by the Carrie Chapman Catt Center for Women and Politics at Iowa State University.

Ready to Run™ Iowa is a non-partisan program designed to recruit and train women and men to run for elective office, to prepare for appointive office or to become involved in public life as leaders in their respective communities. The 2013 program consists of six, three-to-four-hour workshops that begin in January and conclude in June.

Each interactive workshop is taught as an individual training session that can be attended separately or in conjunction with the other workshops. Each workshop costs \$20. If participants register for four or more workshops, the fee is reduced to \$15 per workshop. This fee includes the workshop materials, parking pass and light refreshments. Women and men are invited to participate.

January's session is Friday, Jan. 18 from 2 to 5 p.m. at the Gallery, Memorial Union, Iowa State University. The afternoon will be dedicated to an introduction to Iowa politics.

Participants can register for the Ready to Run™ Iowa workshops by visiting the following website: <http://is.gd/ready2runIA>. Registration is required and space is limited to the first 25 registered participants per workshop. Questions should be directed to Valerie M. Hennings at (515) 294-3181 or email [cattcntr@iastate.edu](mailto:cattcntr@iastate.edu).

The 2013 Ready to Run™ Iowa workshop series is sponsored in part by the Ames Chamber of Commerce, the League of Women Voters of Ames, the League of Women Voters of Iowa, and a Women's and Diversity Grant awarded by the ISU Office of the Senior Vice President and Provost.

## LEGISLATIVE LUNCHEONS

# Be in the know this 2013 legislative session

**M**ake plans to attend the 2013 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 issues that matter most to you. Our legislators are always happy to answer questions and respond to your concerns.

Mark your calendar for these important Legislative Luncheon dates:  
**Friday, Jan. 25**  
**Friday, Feb. 22**  
**Friday, March 29**

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](http://www.ameschamber.com). These events are open to current members of the Ames Chamber of Commerce and their guests. Your 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:

### 2013 TAKING LEADERSHIP SPONSORS

- Becker Underwood
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- Renewable Energy Group

### 2013 LEGISLATIVE LUNCH SEASON SPONSORS

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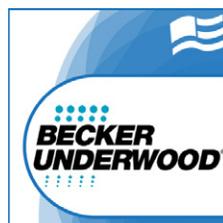
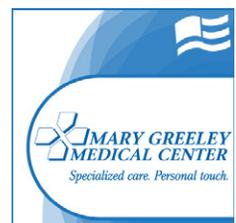
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# AEDC adds new program for city

Ames economic development commission introduces workforce development initiative

**I**n 2013 the Ames Economic Development Commission (AEDC) will add an additional program of work in order to better serve the needs of Ames and Story County. "Based on conversations with organizations throughout the community and the AEDC's Executive Call Program which surveys Ames/Story County employers annually, we have found workforce availability is a consistent issue and opportunity which needs to be addressed in the region," says Dan Culhane, president and CEO of the Ames Chamber of Commerce and Economic Development Commission. In the coming year the AEDC will introduce a new Workforce Development Initiative (WDI) that will promote the area by attracting and retaining an array of qualified workers.

The Initiative will be something the AEDC will develop over time, however they will begin by focusing on three main projects this year: development of a local job posting website, concentration on internship programs, and a talent recruitment program.

- Integrated with the AEDC masthead, the local job posting website will be tailored for use with an underlying major recruitment search engine. It will satisfy the needs of both major employers as well as small businesses. The goal will be to give organizations in the community a website where they can list their job openings that will be easy for job seekers to access.

- With increased concentration on internship programs, the WDI will encourage local organizations to offer intern opportunities. Summer events for interns will allow for interaction between interns and employers and encourage interns to begin their careers in the Ames/Story County area.

- A Talent Recruitment Program will focus on participation in ISU career fairs; tailored individual company-sponsored career fairs; and market-based, national talent showcase events.

The ISU Research Park will be lending a hand and partnering with the AEDC as they begin this Initiative. Also, in order to ensure that their efforts will be helpful to area businesses, the AEDC is forming an advisory group of human resource professionals. This group will serve as a sounding board as the AEDC continues to address the workforce needs of the community.

# January calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		<b>1</b> <i>HAPPY NEW YEAR!</i> <i>Chamber office closed</i>	<b>2</b>	<b>3</b>	<b>4</b> Noon: Government Affairs Committee Meeting (C)	<b>5</b>
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b> Noon: Business Improvement Council (C)  <i>Leadership Ames</i>	<b>12</b>
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>  <i>Ready to Run (ISU Memorial Union)</i>	<b>19</b>
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>  <i>Youth Leadership Ames</i>	<b>24</b> 5 p.m.: Annual Event (Gateway Center)	<b>25</b> 11:30 a.m. : Legislative Lunch (TBD)	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b> 7:30 a.m.: B@B (Alpha Copies new location, 3615 Lincoln Way) 7 p.m.: State of the Community event (Council Chamber, City Hall)		

• **AEDC:** Ames Economic Development Commission • **BAH:** Business After Hours • **CAA:** Campustown Action Association • **C:** Chamber Office • **FAW:** Friday After Work  
 • **L&L:** Lunch & Learn • **R/C:** Ribbon Cutting • **YPA:** Young Professionals of Ames • **YLA:** Youth Leadership Ames

## Coming Soon

### “Shop Ames, Grow Ames” Business Expo

Presented by WebFilings, LLC  
 March 2013  
 New Location: North Grand Mall, Concourse  
 Contact Crystal at [crystal@ameschamber.com](mailto:crystal@ameschamber.com) for more information



## RIBBON CUTTINGS

# Celebrate with a ribbon cutting

**I**f your business has completed a major remodeling project, moved to a new location, or changed ownership, you need to take advantage of the Chamber's Ribbon Cutting service that brings members and the media to you.

With each ribbon cutting, your business will be exposed to the Ames community and Story County. Event photos of your ribbon cutting will be published in the Chamber's Weekly Email Update and the Ames Business Monthly. A ribbon cutting is a great way to invite people to your location and showcase your business.

After the fun has been had and the ribbon has been cut, the Chamber will frame your best photo and deliver it to your place of business along with a Chamber business card holder chock-full of member businesses that attended your celebration.

Not only does this opportunity get people to your place of business, but it offers a unique networking environment in addition to some great marketing. So what are you waiting for? Call Sarah at (515) 232-2310 to schedule your ribbon cutting today.



**Swanks Fine Jewelry and Gifts, located at 319 Main St. celebrated its 60th Anniversary.**



**Greater Iowa Credit Union, located at 801 Lincoln Way, in Ames, celebrated a renovation and a new drive-up banking system.**



**Ames Education Foundation celebrated the kick-off of its Taste of Ames fundraiser. Save the date for the second TASTE event on Sept. 29, 2013**

CHAMBER OF COMMERCE PHOTOS

## MEMBERS

# CHAMBER Gold MEMBERS

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

- Village Cooperative of Ames
- Access Systems
- Overman Family Dentistry
- Vision Bank
- U.S. Bank

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.

## MEMBER OF THE MONTH

# Congratulations to Nelson Electric



CHAMBER OF COMMERCE PHOTO

**C**ongratulations to Nelson Electric on being selected as the Member of the Month. Jerry Nelson and Chris Nelson, are shown accepting the award. Presenting the award are 2012 Chamber Board Chair Frank Nogel, right, and Chamber President and CEO Dan Culhane, left.

## 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
- **Angela Davidson**, Director of Government Affairs
- **Cari Hague**, MSCD Executive Director/

## Market Manager

- **Lauren Frandsen**, Director of Communications
- **Rachel Miller**, MSCD Events Coordinator
- **Kim Hanna**, Executive Director for the Campustown Action Association
- **Meghan Steward**, Receptionist

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**Angie Selby**, Springer Professional Home Services  
**Joe Reimers**, Adams Funeral Home  
**Tara Ethington**, Marshalltown Broadcasting, Inc.  
**Tim Tryon**, First National Bank Ames

## NEW MEMBERS

# Welcome new members

## 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 and more for FREE.**
- **Take advantage of reasonably priced ways to promote your business such as ribbon cuttings and mailing labels, just to name a few.**
- **Discounted Young Professionals of Ames membership (ages 21 to 40).**

## Village Cooperative of Ames

**V**illage Cooperative of Ames will consist of 50 one- or two-bedroom homes for active seniors. The new cooperative community will offer plenty of space for you to entertain your friends and family. Standard features will include a community room, reading areas, club room, woodworking shop, guest suite, garden plots, while you're away service, underground heated parking with a car wash bay — all wrapped up in a fully secure building. The homes are equipped with all appliances, including a washer and dryer, in-home storage, walk-in closets and individually controlled HVAC systems. Village Cooperative will be a community of active adults, 55+, who want to live with other people their age, but not in assisted living. It will offer maintenance-free living with all the benefits of home ownership and many unique amenities. Visit [www.villagecooperative.com](http://www.villagecooperative.com) or call Elin Herrman at 515-598-2203 for more information.

## New Negro Media

**N**ew Negro Media is a worldwide network of experienced marketing executives, graphic artists, foreign-service officers, educators, public service administrators, journalists, web designers and community organizations. Together, they serve as a catalyst for the agents of transformation in the world of business and education. Headquartered in Ames, they produce trilingual magazines (online and print), syndicated radio programs, internet web designs, live staged events and film documentaries to a world-wide audience of educated Afrocentric, consumer households in small and mid-sized markets located in the U.S. For more information contact Derrick at 232-0357 or visit [www.newnegromedia.com](http://www.newnegromedia.com).

# Young Professionals of Ames

## 'All In' for a decade of success

**'A**ll In' can be heard ringing across Cyclone country as Coach Paul Rhoads inspires the football team, coaches, students, fans and alumni to believe in one mission and work toward one goal. The same inspiration has been true of the Young Professionals of Ames, working together to establish a community of young professionals dedicated to building and fostering relationships through leadership and professional development, community outreach, and cultural and social opportunities.

As the outgoing president, I want to highlight the work I have seen this past year from the volunteer board and committees who lead YPA. It is an honor to serve with such energetic and passionate young professionals who care deeply about making Ames a better place to live, work and play.

- With the founding members no longer serving on the board and many aged-out of the organization completely, the 2012 board had the foresight to create a policies and procedures document outlining the operations of the organization and also created a board orientation for all new board members. While these aren't "flashy accomplishments," this is the type of work the board focused on to ensure a stronger foundation for our organization's future.

- A new marketing committee was formed to identify new ways to reach YP's, to have an active presence on social media and to increase awareness of our impact on YP's and the Ames community.

- Social events were expanded to include a Hallo"wine" event hosted at Prairie Moon Winery featuring dueling pianos, a chili cookoff and a caramel apple bar.

- With many YP's traveling on the weekends, the committee chose to move FAW's to Thursdays and have increased participation significantly providing a social environment for YP's to get to know one another better.

- The Community Outreach & Partnerships committee organized the weekly Kids Zone activity booth in conjunction with partner organizations in the community to provide youth activities every Saturday of the Main Street Farmer's Market.

- More than 680 Ames and Gilbert students were read to and received a book in the Fall Read With Me program.

- Monthly lunch and learns continued to be the primary source for leadership and professional development topics for our members.

- The annual leadership symposium was held in conjunction with the Ames Chamber as members were inspired to consider their leadership styles for varied situations.

And now as we launch into the next decade of serving Ames young professionals, I challenge every YPA board member and young professional in Ames community to "Think Big" about where we want to see Ames in the next five, 10 and even 20 years. Once we create that vision, then it is critical that we share that vision with others and mobilize Ames to act on those dreams.

Make a difference in 2013 with a new years resolution to seek out new volunteer opportunities, take on leadership roles, become more involved with government affairs, or develop yourself professionally. It is up to each of us to make our voices heard and create a community that we want to live, work and play in.

Thank you for the opportunity to serve as the president of the Young Professionals of Ames.

— Shelly Greving, YPA Past-President

## Ring in a New Year

**A**s we turn our calendars to a new year, I'm always excited by the new opportunities that may come. As the new president of the Young Professional of Ames (YPA) I'm especially excited to see how our organization will change and grow in 2013. We will always strive to engage more young professionals with our organization and the Ames community. YPA offers professional development, fun events, leadership and volunteer opportunities year round. As president, I'd also like to focus on creating great partnerships throughout Ames with other organizations and companies.

We have experienced great benefits when we partner with local organizations to help meet a challenge or need. Many young professionals now are seeking ways to volunteer, get more involved and be philanthropists. When YPA can help open these doors in the community for more young professionals to be involved it's a win-win. Many of these opportunities can be community leadership positions as well.

I have also seen how great it can be when we partner with Ames Chamber businesses to engage the young professionals in their company with all the YPA has to offer. YPA can be a great way to provide professional development, networking, and leadership opportunities that in turn can build a stronger workforce. I am always happy to come and meet with business leaders about what YPA can do for their young professionals or lead a lunch and learn to meet with young professionals and answer questions.

Continued on following page



## 2013 YPA Board

**President Jenny Pollard,**  
ISU Alumni Association

**Past-President Shelly Greving,**  
Iowa 4H Foundation

**President-Elect Jenni Talbott,**  
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**Community Outreach and Partnerships Co-Chair Teresa Rummer,**  
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**Leadership and Professional Development Chair Andrea**

**Hammes Dodge, Mary Greeley**

**Leadership and Professional Development Co-Chair Nathan**

**Buss, Vision Bank**

**Marketing Chair Sara Houlihan,**  
North Grand Mall

**Marketing Co-Chair Tor Finseth,**  
Northwestern Mutual

**Social Chair Tera Lawson, Iowa State University**

**Social Co-Chair Haley Cook, Ames Convention and Visitors Bureau**

**Chamber Liaison/Staff Sarah Buss,**  
Ames Chamber of Commerce

## Thank you to our 2012-13 YPA sponsors

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North Grand Mall  
Northwestern Mutual  
Roseland, Mackey, Harris Architects, PC

## Connect with YPA

Visit [www.ypames.com](http://www.ypames.com) for upcoming events, committee openings and volunteer opportunities.



## PAGE SPONSORED BY:



## YPA

*Continued from previous page*

Maybe you are a young professional looking for a way to meet new people and be more involved in Ames. YPA is a great first step in meeting new friends, business contacts, and finding out what opportunities there are to roll up your sleeves and make a difference.

If you're reading this article please consider how you and/or your organization may be able to partner with YPA. Are you looking for a younger voice or opinions on your board? Do you hope to increase the number of young professionals at an event? Would you like a way to provide professional development to the young professionals in your company? Do you simply just want to meet other young professionals? If so, let's explore new ways to work together in the New Year.

### Contact:

Jenny Pollard  
2013 YPA President  
ISU Alumni Association  
pollard@iastate.edu  
(515) 294-9603

YPA will have a special Financial lunch and learn on Jan. 15. Ric Nelson, investment officer and certified financial planner, will provide attendees with information about how to manage their investments, add more value to their 401Ks, and plan for retirement.

## Make Connections. Get Involved. Impact Ames.

**F**ormed in 2002 and affiliated with the Ames Chamber of Commerce, YPA exists to connect young professionals with each other, the business community, and the city in which we live, work and play.

### Mission

To be leaders dedicated to improving the quality of life in Ames, and to establish a community of young professionals dedicated to building and fostering relationships through:

- Leadership development
- Professional development
- Community outreach
- Cultural and social opportunities

## MAIN STREET CULTURAL DISTRICT

### The MSCD four-point approach to revitalize downtown

**T**he Ames Main Street Cultural District (MSCD), a certified Main Street Program and an affiliate organization of the Ames Chamber of Commerce, operates using the National Trust for Historic Preservation's four-point economic revitalization approach for improving a downtown area. The four point approach is business improvement, design, promotion, and organization. Each of these points is enacted through volunteer-based committees that carry out a variety of objectives.

### Business Improvement

The business improvement 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 2012, 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 was completed this past November.

### 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. Design identifies opportunities for visual improvements to the district by organizing a number of activities including maintaining greenery spaces and planters (a project that it partners with the

Ames Foundation on), banners, holiday lightings, and benches. In 2012, the designing committee continued its bench redesigning initiative and worked with sponsors and local artists to have a number of benches painted with unique artistic designs. 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 Fourth of July Parade and Festival, Trick-or-Treat, the Ames Main Street Farmer's Market, and Ames' newest tradition, Oktoberfest on Main. The promotions committee also works to promote individual business activities and other downtown events.

### Organization

The organization 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. The organization committee also launched the brand new Ames-Downtown.org web site this year.

*Main Street*  
CULTURAL DISTRICT  
Ames, Iowa

### Snow Magic celebration wraps up in Ames

**T**his year's Snow Magic kickoff event was a wonderful success. Mayor Campbell kicked off Snow Magic on Main Friday, Nov. 16, with the official Tree Lighting in Tom Evans Park. Many of the downtown businesses hosted 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. 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 trolley rides were very popular among attendees of all ages and the train rides were a favorite of young children. Cookie decorating, face painting, story time, the and the Festival of Trees were just a few of the events guests partook in during Snow Magic.

Many gathered in Tom Evans Park to test their luck in the annual Snow Ball Drop in December. 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 a fantastic turnout, with community members of all ages coming out to try and catch a snowball.

Hundreds of "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 C.Y. Stephens Auditorium and an overnight stay at the Quality Inn & Suites. Some of the other prizes included cupcakes, Iowa State men's basketball tickets, toys, gift certificates, free chocolates, massages and much more.

The Main Street Cultural District extends a big thank you to the Snow Magic sponsors:



**HOLIDAY SPONSOR**



**TROLLEY SPONSOR**



**GINGERBREAD HOUSE CONTEST SPONSOR**



**BANK OF THE WEST  
SNOW BALL DROP SPONSOR**



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**ADDITIONAL SUPPORTERS:**  
Hy-Vee Drugstore, Strautman Tree Farm and American Legion

# Mediacom Gingerbread House Contest a success

**T**he third-annual Gingerbread House Contest hosted fierce competition between four teams for the title of champion. Each team was given 45 minutes to complete their "house" with the supplies provided. To add a little personal touch this year, teams were allowed to bring a few additional items.

The competition came down to the last few seconds on the clock and the teams finished, the voting began. The votes were tabulated and the winner was announced. First place went to The Gingerbreads', who stole the show with a market-inspired gingerbread setup. Taking second place was The Tigers, third place was the ISU Women's Ultimate Frisbee Club, and in fourth place was the Ames Chamber of Commerce. The Main Street Cultural District would like to thank all the participants and a huge thank you to Hy-Vee Drug Store on Main Street for providing all the supplies and the American Legion for hosting the event.



CHAMBER OF COMMERCE PHOTOS



## About Us:

**T**he Main Street Cultural District was established on Jan. 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](http://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 24-26**  
Thursday - Saturday

  
**Amesdowntown.org**

## CAMPUSTOWN

# A good year for Campustown



**2**012 was a great year for Campustown Action Association. Two very successful events were held promoting Campustown to people of all ages, Summerfest and our ISU Alumni FAC (held as part of ISU's Cytennial celebration).

Also this year, the CAA Board of Directors worked with both Iowa State University and the city of Ames to secure funding for a full-time staff person who started in August.

Campustown Action Association's cleanliness program, Make Campustown Shine, was established in 2012. As part of this program volunteers come and pick up trash and leaves in the district once a month to help keep Campustown beautiful.

Want to keep on what is happening in Campustown? Follow us on Twitter (@AmesCampustown) and Facebook (CampustownActionAssociation). For a full directory of all businesses and organizations located in our district, please visit [www.amescampustown.com](http://www.amescampustown.com)

We're excited to see what 2013 brings us in Campustown. With new businesses opening up, plans for new banners throughout the district and more, expect to hear and see exciting changes in Campustown in the next 12 months.



**Above:** Standing Hampton plays at ISU Alumni FAC during Iowa State University's Cytennial homecoming celebration.

**Left:** Summerfest 2012 took place Saturday, June 9, on Welch Avenue. It was an event of all-Iowa live music and family activities, free of charge.