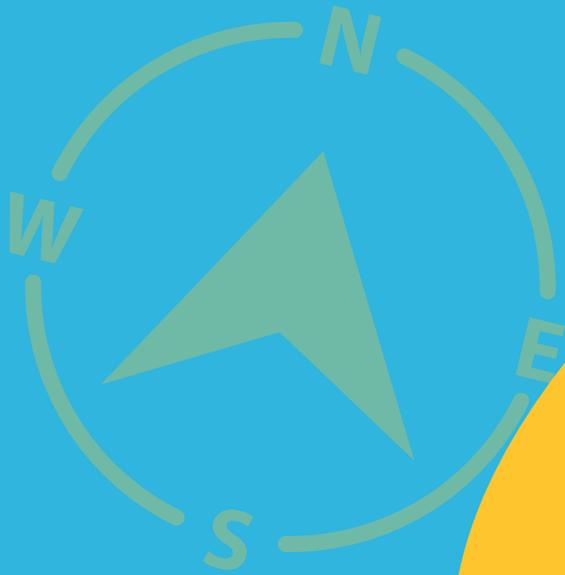




MASTER PLAN FUNDRAISING CAMPAIGN



**CREATING A
COMPASS TO GUIDE
FUTURE GROWTH
AND DEVELOPMENT
IN THE HEART OF AMES.**

FALL 2024



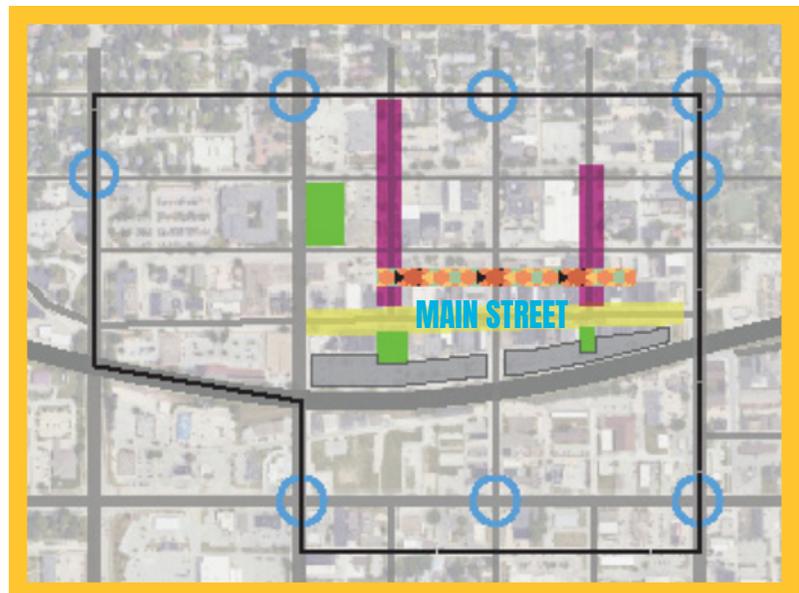
INVESTING IN THE FUTURE OF DOWNTOWN AMES

MASTER PLAN GOALS:

- Transform downtown into a “must visit” destination in Central Iowa.
- Make changes in Downtown to better meet today’s needs and tomorrow’s challenges.
- Assist downtown to be a stronger player in economic development and quality of life.
- Align public and private resources to enhance the area.
- Increase investor confidence in the downtown district.

DEVELOPING A MASTER PLAN

The City of Ames, Ames Main Street and the Ames Regional Economic Alliance are collaborating to develop a Master Plan for the future of downtown. The Master Plan will serve as a compass by setting forth a vision and creating a set of prioritized recommendations that will guide future growth and development of our downtown area. The plan will provide a guide for improving the area over the next 15 plus years, understanding that the area will continue to adapt to market changes and needs.



FUNDRAISING

Bolton & Menk have been selected as the design firm for the Downtown Master Plan. Our current fundraising efforts are for their design fee. The development costs for the Master Plan are \$62,500. The City of Ames and the Ames Regional Economic Alliance have committed, in total, \$35,000 to cover a portion of the design fee. Ames Main Street is fundraising to cover the additional \$27,500 of the total costs. Additional capital will be needed for future projects and implementation.

POTENTIAL PROJECTS & OUTCOMES

Ames Main Street, through previous initiatives, has identified focus areas where potential projects could have an immediate economic impact:

1. Enhance the gathering spaces in the Downtown District
2. Upgrade gateway entry points, pathways, and wayfinding for Downtown Ames
3. Create a stronger sense of Downtown ambiance and character
4. Attract Downtown Residential and Commercial development opportunities

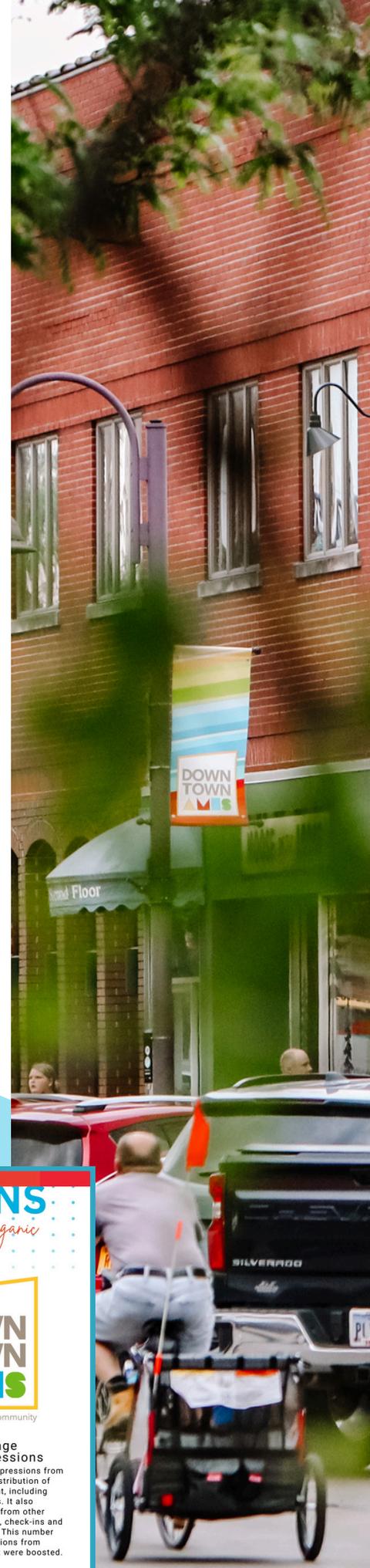
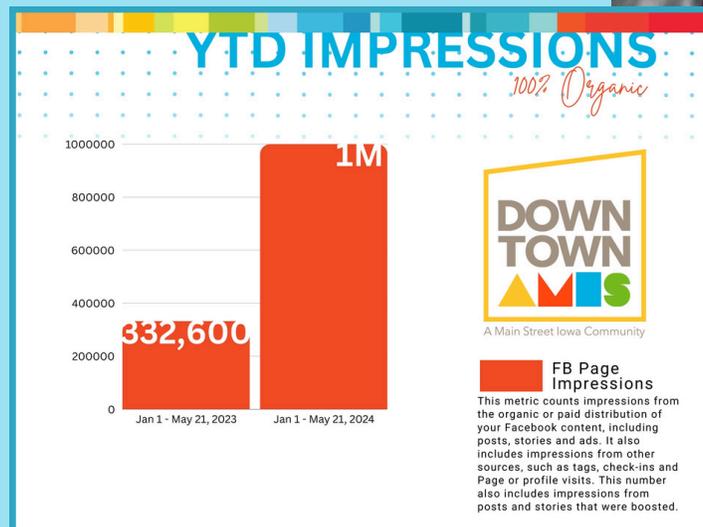
In addition to this focus, it is important to consider other “influencers” that can assist in creating connections and draw visitors and residents to Downtown Ames from other key areas in the community. “Influencers” that will be considered, but do not require planning as part of this scope of services, are: the Linc, Cy Town, Iowa State University Campus, Lincoln Way Corridor and Downtown redevelopment opportunities. Bolton & Menk will apply their professional expertise in evaluating these ideas to explore ways in which they can become coherent and contribute to a Master Plan for Downtown Ames.

GROWTH

Since 2020, we have seen several new businesses open up in Downtown Ames. We have a robust events schedule bringing people to the heart of Ames like we have never seen before. For each event, we have multiple businesses from outside of our downtown district, asking to set up a tent in order to have a presence in Downtown Ames. Based on the location within the community, Downtown Ames is positioned for new growth. Located between Iowa State University, residential and commercial neighborhoods and adjacent to natural areas, this Master Plan for the downtown area will serve as our guide for the next 15+ years of development.

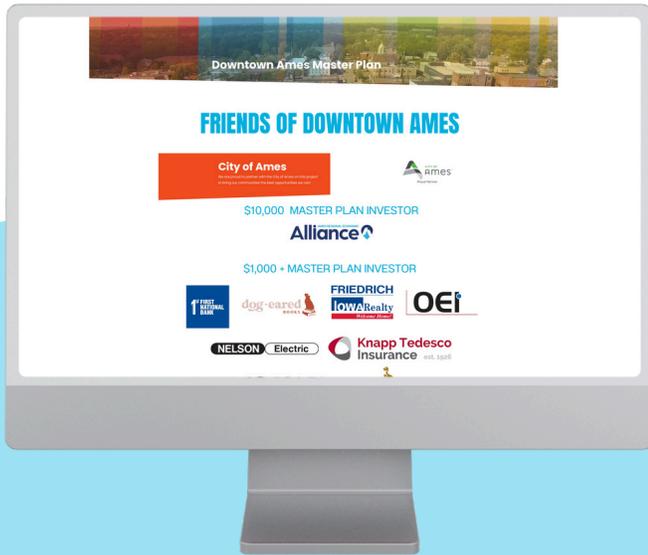
SOCIAL MEDIA

We’ve made a concentrated effort to increase our Downtown Ames social media presence. The first 5 months of impressions in 2024 have reached over 1 million as compared to just over 330,000 for the same time frame the year before.



RETURN ON INVESTMENT

When you say “YES!” to financially supporting the Downtown Ames Master Plan, you will be helping to further the vision and mission for Downtown Ames and enhancing the amenities. In addition, you will receive benefits based on your level of support.



INVESTOR LEVELS



LEAD INVESTOR

- Logo placement as a lead investor:
 - On website as a supporting investor.
 - Master Plan presentation for community engagement initiatives
 - In the Downtown Ames Holiday Guide for those investments received by October 15.
- Social media mentions

\$10,000



SUPPORTING INVESTOR

- Logo placement as a supporting investor:
 - On website as a supporting investor.
 - Master Plan presentation for community engagement initiatives
- Social media mentions

\$2500 - \$9999



COMMUNITY INVESTOR

- Logo on website as a community investor.

\$500-\$2499

DESIGN FIRM FEE

\$62,500

\$50,000

\$35,000

WE NEED YOU!

Join us as an investor of Downtown Ames and help us reach our goal of raising \$62,500 to cover the design fees for the Downtown Master Plan!



BOLTON & MENK





HISTORY OF THE EFFORT

2022

January:

Ames Main Street charged with “what’s your next big thing?” for Downtown Ames.
Ames Main Street revises mission and vision.

February:

Ames Main Street determines strategic goals to support the mission and vision.

April / May:

Ames Main Street hosts community input sessions to help develop “The Next Big Thing” for Downtown Ames. Narrow project ideas into viable options to include, but not limited to, enhancing gathering spaces, streetscape improvements, downtown living initiatives.



2023

Summer:

“The Next Big Thing” heading changes to “Downtown Ames Master Plan.”

September/October:

Ames Main Street partners with City of Ames on Downtown Ames Master Plan.
Ames Main Street forms a Steering Committee, prepares Scope of Services, and reviews presentations from two design consulting firms.



2024

February:

The Selection Committee is re-formed to select design consulting firm. Bolton & Menk was selected.

Spring:

Formation of a Steering Committee to include community partners.

Summer/Fall:

Community input opportunities that include attending a focus group meeting, answering surveys, stopping by information tents at upcoming events and farmers’ markets.

DOWNTOWN EVENTS



515 DAYS



WITCHES WALK



SNOW MAGIC



ART WALK



MUSIC WALK



SIDEWALK SALE



FOURTH OF JULY PARADE

NEW EVENTS



HEART OF AMES

Celebrating our location within Ames and sharing what we all love about doing life in the heart of Ames. Businesses offered specials and the hit of the event was hosting \$50 Community Cash giveaways throughout the event leading up to Valentine's Day.



DOWNTOWN AFTER SUNDOWN

You asked for it. More food trucks, more vendors, more music! The "After Sundown" series, featuring our nighttime farmers' market and food truck showdown, beer garden and live music on the streets of Downtown Ames launched in 2024.



TRICK-OR-TREAT

AMES MAIN STREET

MISSION

Advance and promote Downtown Ames as the heart of the Ames community.

VISION

Downtown Ames aspires to be a unique and vibrant destination to live, work, and play. As the historic focal point, Downtown Ames will serve as a hub of art, culture, retail, and entertainment for the entire Ames community.

GOALS

- Showcase the vitality of arts and cultural venues, unique businesses, and the heritage of Downtown Ames.
- Organize events and retail promotions that increase consumer patronage of the District.
- Enhance partnerships among the public and private sectors: retail, culture, service, and hospitality.
- Maintain the District Environment with green spaces, public art, well-designed window displays, and convenient access for visitors.
- Promote historic preservation development of buildings and infrastructure.
- Retain current and recruit new businesses to create a healthy balance and variety of retail, professional, and service entities.

CONTACT:



amesdowntown.org/master-plan



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