



investor benefits



INVESTING IN THE FUTURE OF DOWNTOWN AMES

As a Business Investor, you will be supporting the growth and vitality of Downtown Ames. Your investment helps Downtown Ames with:

- Recruiting and retaining businesses
- Representing downtown businesses on a local, state, and national level
- Beautification of the District
- Planning and executing community events to bring business and visitors to the District
- Marketing Downtown Ames and its businesses to the community and visitors
- Maintaining a healthy, vibrant atmosphere that promotes growth and community
- Historic preservation efforts



WHAT MAKES AMES MAIN STREET DIFFERENT...

- **Business-Centered Focus:** Ames Main Street prioritizes business engagement and collaboration, positioning itself as an organization where downtown business owners and employees work together to foster growth within Downtown Ames.
- **Diverse Events & Experiences:** Ames Main Street hosts an array of events to help drive traffic to downtown businesses such as Summer & Winter Sidewalk Sales, Art Walk, Music Walk, Witches Walk, Small Business Saturday, and Snow Magic. As a location, Downtown Ames also plays host to other unique community-driven events such as the Octagon Arts Festival, the Ames Main Street Farmers' Market, 515 Days, and other cultural celebrations that attract both locals and visitors.
- **Entrepreneurial Ecosystem:** Strong focus on small businesses with programs designed to help them grow through mentorship, marketing support, Main Street Iowa/America resources, and promotions.
- **Economic Development through Historic Preservation:** Preserving the charm and character of historic buildings in Downtown Ames through local, state, and federal grant programs and other resources thus, increasing their assessed values while transforming them into valuable commercial and residential spaces.

Founder

Founders are pillar-businesses who want to fully support our mission and help underwrite all our work and events. Your investment includes:

- Included in online Directory, listed as a Founder Investor
- Logo included at the bottom of the Downtown Ames Homepage
- Logo included at the bottom of ALL e-newsletters
- Logo included on "Investor" page that shows ALL investors
- Single social media post (provided by investor/approved by staff) to promote your business
- Single social media post feature thanking your business for the investment
- Invitation to the Quarterly Downtown Ames Investor Meeting
- Downtown Ames Investor window decal

\$5,000

Visionary

Visionaries are businesses who want to create a lasting legacy as community builders. Your investment includes:

- Included in online Directory, listed as a Visionary Investor
- Logo included on "Investor" page that shows ALL investors
- Single social media post (provided by investor/approved by staff) to promote your business
- Single social media post feature thanking your business for the investment
- Single e-newsletter feature thanking your business for the investment
- Invitation to the Quarterly Downtown Ames Investor Meeting
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\$2,500

Champion

The Champion level is perfect for established business who want to give back and help others succeed. Your investment includes:

- Included in online Directory, listed as a Champion Investor
- Logo included on "Investor" page that list ALL investors
- Single social media post feature thanking your business for the investment
- Single e-newsletter feature thanking your business for the investment
- Invitation to the Quarterly Downtown Ames Investor Meeting
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\$1,000

Partner

The Partner level is great for small businesses or those just starting out. Your investment includes:

- Included in online Directory, listed as a Partner Investor
- Business name included on "Investor" page
- Single social media post feature thanking your business for the investment
- Group e-newsletter feature thanking your business for the investment
- Invitation to the Quarterly Downtown Ames Investor Meeting
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\$500

Friend

Charity Non-Profit, Home Based, or Food Truck:

- Included in online Directory, listed as a Friend of Main Street Investor
- Business name included on "Investor" page that list ALL investors that shows ALL investors
- Group e-newsletter feature thanking your business for the investment
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\$250



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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:



downtownames.org



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