

COUNCIL ACTION FORM

SUBJECT: REQUEST FOR SUPPORT FOR MAIN STREET IOWA PROGRAM

BACKGROUND:

In August, the City Council received the attached letter from the Main Street Cultural District requesting support for a joint application to the Main Street Iowa Program sponsored by the Iowa Department of Economic Development.

If the application is approved, the Main Street Cultural District will receive on-site training and technical assistance by outside experts as well as from local volunteers. Other benefits include the availability of loan monies, conferences for staff, and inclusion in state marketing materials.

ALTERNATIVES:

1. The City Council can pass a resolution in support of the Iowa Main Street Program Application and authorize the Mayor to sign, along with the Main Street Cultural District President, the application to the Iowa Department of Economic Development.
2. The City Council can deny the request by the Main Street Cultural District to submit a joint application to the Iowa Department of Economic Development for the Iowa Main Street Program.
3. The City Council can refer this item back to the City staff if it is determined that the application should be modified further before submitting it to the Department of Economic Development.

MANAGER'S RECOMMENDED ACTION:

A priority goal of the City Council for many years has been to revitalize the Downtown Business District. In order to accomplish this goal, it was apparent that leadership from a strong business organization in this commercial area was a necessity. Consequently, in 2004-05 the City Council made an upfront commitment of \$60,000 to help pay the administrative costs for the Main Street Cultural District for the first three years of its operation. This financial commitment by the Council was renewed in 2007-08 with an additional appropriation of \$75,000 to help cover the next three years of the District's operational costs.

In reviewing the original application materials, the staff was concerned with a few issues. First, it appears that the City is required to be a joint applicant with the Main Street Cultural District. There are a number of financial questions about the existing organization reflected in the application that the City is not in a position to verify. In addition, knowing the current financial commitment to the Cultural District ends during the first year of the proposed three-year program, the City cannot commit, at this time, to any future financial support.

Given these concerns, the Director of the Main Street Cultural District has worked to modify the application to make it more acceptable to the City. As you can see from page 4 of the attached application form, the Mayor will be certifying in the joint application that the City of Ames “submits, approves, and endorses the submission of this application.” It will be the President of the Main Street Cultural District who will be certifying that “the facts and data contained therein are true and accurate.” In addition, the application now clearly states on page 6 that the City’s three-year commitment totaling \$75,000 is good only through 2009-10, the first year of the proposed Main Street Program.

Given the improvements that were made to the application and the City Council’s stated goal of revitalizing the Downtown Business District, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby expressing support for the Iowa Main Street Program application and authorizing the Mayor to co-sign the application.

August 12, 2008

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Campbell and City Council,

First and foremost, thank you for the continued support you provide to the Main Street Cultural District (MSCD) each year. This support has allowed the MSCD to grow and thrive in a time when many of Iowa's downtowns are deteriorating. We look forward to many years of success and vitality and are now looking to apply to the Iowa Department of Economic Development's Main Street Iowa (MSI) program to give additional support and credibility to the program we have built.

As you may recall, the City of Ames and the Ames Main Street District applied for the Main Street Iowa program in 1996, a program whose mission is to improve the social and economic well being of Iowa's communities by assisting selected communities to capitalize on the unique identity, assets and character of their downtown area. We did not receive the affiliation due to the lack of a full-time director, city and community support, and readiness to be an MSI community. Now, 12 years later, we feel confident that we are prepared to enter in to this program with the support of the Ames community as well as the staffing of a full-time director, part-time events planner, and many excellent Iowa State University interns and volunteers.

There are many benefits to receiving the MSI affiliation. In the first three years of the program, the MSCD will receive approximately \$100,000 in State investments. These include 40 days of on-site training and technical assistance by staff and private consultants, and 30 days of training for local volunteers and staff. After three years, the State gives an on-going investment of \$10,000 per year in quarterly volunteer and director trainings, design assistance, yearly consultations and City specific technical assistance and support. Other benefits include, but are not limited to, scholarships and tuition money available to volunteers and staff for conferences, an MSI Loan Pool to use for upper floor redevelopment, in-fill construction, and rehabilitation, and inclusion in state marketing and public relations. The leadership of the MSCD believes this program will allow us to build stronger partnerships and give us new opportunities for continued success.

Requirements of the program include our local budget to be no less than \$50,000. We currently operate a \$96,650 budget. We must also have a full-time director and maintain an office, both of which we also currently have. Finally, we are required to establish a partnership with the City of Ames, in which the City contributes both financially and philosophically to support the program. Again, I believe we have successfully built this partnership, and so we now look to you to enter into a joint application with the MSCD to complete and submit a true and accurate Main Street Iowa program application.

We strongly urge you to support this program and enter into a joint application with the MSCD. The application workshops will begin in November and pending your agreement, we will begin to plan for a town meeting as well as visits to MSI communities similar to Ames. Please see the attached program application (Support & Funding, pg. 2) for a copy of joint agreement. Any questions can be directed to me at 515.232.6393 or temptationsames@aol.com. Thank you for again for your continued investment of the MSCD.

Sincerely,

Tim Coble, Acting President
Main Street Cultural District

Cc: Jeff Benson

Enclosure

Iowa Downtown Resource Center Main Street Iowa

APPLICATION

Ames, Iowa

COMMUNITY

DATE SUBMITTED

IOWA
life | changing®



MAIN STREET
I O W A



Community Development Division
Iowa Department of Economic Development
200 East Grand Avenue / Des Moines, Iowa 50309-1819
Phone: 515.242.4756 or 515.242.4857 / FAX: 515.242.4722
Website: <http://www.iowalifechanging.com> E-mail: jane.seaton@iowalifechanging.com

January 2009

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Selection Criteria

The following will be used to evaluate all Main Street applications.

1. A strong commitment from city government and various private sector organizations to support a local Main Street program for a minimum of three years.
2. An adequate local budget and evidence of funding commitment to finance the local Main Street program. IE. For communities under 5,000 in population the minimum budget requirement is \$25,000 per year and for communities over 5,000 the minimum budget is \$50,000 per year.
3. A commitment by the community to hire a paid local program director. The director must be paid for a minimum of 25 hours per week in cities with populations under 5,000 and 40 hours per week for cities over 5,000. Salaries should be comparable to other economic development professionals in the area.
4. Provision of office space for the organization, within the district, with functional equipment (*i.e. computer, printer, phone, fax, copier, file cabinets, etc.*).
5. The existence of a private nonprofit corporation that has been locally designated to serve as the governing body and policy board for the local program.
6. The community's true need for downtown and community revitalization.
7. The possibility of demonstrable change in the downtown as a result of participating in the Main Street program.
8. Past history of community revitalization efforts.
9. The community's familiarity with the concepts and principles of the Main Street Four Point Approach™.
10. The evidence of local historic preservation activity.
11. The existence of architecturally and historically significant buildings in the district that are currently listed on or may be eligible for the National Register of Historic Places.
12. The existence of a locally or nationally designated historic district within the identified project area.
13. Current community demographics, such as the mix of businesses, housing, size of district and location of district as related to the entire community.
14. A definable commercial area with historic & architectural resources that is compact and pedestrian oriented
15. Community designations (*i.e. Cultural & Entertainment District and/or Great Places*).

Main Street Iowa Application
Section A - Support & Funding
CITY
(100 Potential Points)

PRIMARY CONTACT email: director@mainstreetculturaldistrict.com FAX 515-232-9124

1. List of Application Preparers

This application was prepared by and with the cooperation of: *(list primary contact first)*

Name	Title/Affiliation	Mailing Address	Daytime Telephone	Signature
1. Jayne McGuire	Director	312 Main Street, Suite 201	515.232.3472	
2. Tim Coble	Board President	309 Main Street	515.232.6393	
3. Sonya Stoltze-Newstrom	Vice Pres.	511 Duff Street	515.233.3797	
4. Allyson Walter	Ames CVB	1601 Golden Aspen Drive	515.2331876	
5. Jane Houk	Board Treasurer	405 Main Street	515.232.8200	
6. Jeff Benson	City of Ames	515 Clark	515.239.5400	
7. Amanda Johnson	Board, Student			
8. Ruth Wiedemeier	Board, Arts & Culture	427 Douglas	515.232.5331	
9. Jeanne Allen	Board, Secretary	238 Main Street	515.233.3048	
10. Stacy Dreyer	Organization	405 5 th Street	515.232.5561	
11. Terry Stark	Organization	230 Main Street	515.232.0656	
12. John Doyle	Business Imp/Prop. Owner		515.232.1782	
13. Amber Kobler	Business Imp/Grad. Student		612.801.1257	
14. Renee Hansen	Promotion	1323 Northwestern Ave	515.232.7262	
15. Shannon Bardole	Promotions	315 Clark	515.232.2499	
16. Heather Courtney	Design	316 Main Street	515.232.0553	
17. Andrea Gronau	Design	424 Main Street	515.232.2714	
18. Kathy Svec	Historic Pres. Com.	ISU Memorial Union	515.294.2549	
19. Tony Thrush	Board, at large	304 Main	515.232.5373	
20. Judy Gilger	Community Rep.	236 Main Street	515.232.0678	

Name	Title/Affiliation	Mailing Address	Daytime Telephone	Signature
21. Jennifer Schill	MSCD Events	312 Main Street	515.233.3472	
22. Charlie Kuester	City of Ames	515 Clark	515.239.5400	
23. Kathy Svec	Historic Commission	ISU Memorial Union	515.294.2549	
24. Nancy	Ames Community Arts Center	312 Main Street	515.	
25. Kyla Kenkel	MSCD-intern	312 Main Street	515.233.3472	
26. Alyssa Gintant	MSCD-intern	312 Main Street	515.232.3472	
27. Ngaire West-Johnson	business owner	219 Main Street	515.233.5447	
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2. Certification of Co-Applicants

The following represents a joint application for participation in the Main Street Program.

I hereby certify that the City of _____
submits, approves and endorses the submission of this application.

(Signature of Mayor)

(Date)

I hereby certify that _____
(Name of Non-profit Organization)

submits, approves, and endorses the submission of this application and that the facts and data contained therein are true and accurate.

Signature of President
or
Steering Committee Chair

NOTE: The signatures on the original application must be notarized.

4. Certification of Funding

We hereby certify that on this date of February 28, 2009 the Main Street Cultural District has \$84,322 in-hand and \$83,986 pledged for funding year five (5) of the local Main Street Program and that these funds are allocated exclusively for the Main Street Program.

We further certify that our community has \$83,422 in hand and \$83,986 pledged for year six (6) of the local Main Street Program.*

**The City of Ames pledged \$60,000 (\$20,000 a year for 3 years) in fiscal year 2004-05 and \$75,000 (\$25,000 a year for 3 years) in fiscal year 2007-08. MSCD is currently in the second year of this commitment.*

5. Evidence of Funding

Following this page, insert written documentation of all Main Street funding sources, either public or private, and cash or in-kind contributions. Please include an alphabetized listing of the names and pledge amounts that corresponds with individual pledge forms and/or letters. Refer to the sample pledge amounts spreadsheet entitled "Main Street Investors – Pledges."

6. Evidence of Support

Insert written evidence of support for your Main Street program following the documentation of funding. Resolutions of support should be included here. In addition, statements from business and property owners in the project area should be included indicating their willingness to participate in the program.

INCOME STATEMENT
2009 Budget

REVENUES	2008 BUDGET	2009 BUDGET
301 Dues Income	\$42,200.00	\$51,508.00
302 Sponsorship Income	\$0.00	\$0.00
303 Fundraiser Income	\$0.00	\$0.00
304 City Support	\$25,000.00	\$25,000.00
305 City Beautification Grant	\$2,500.00	\$2,500.00
306 ACVB Grant	\$0.00	\$1,500.00
307 Standard Printing Grant	\$600.00	\$600.00
308 Marketing Income	\$0.00	\$0.00
310 Group Tours Income	\$250.00	\$700.00
333 Newsletter Income	\$0.00	\$0.00
Promotion Revenue	\$25,100.00	\$25,100.00
370 Interest Income	\$1,000.00	\$1,000.00
390 Miscellaneous Income	\$0.00	\$0.00
TOTAL REVENUES	\$96,650.00	\$107,908.00

PROGRAM EXPENSES

Design Expense		
401 Street Beautification Expense	\$3,250.00	\$3,250.00
402 Banners/Directional Signs Expense	\$2,000.00	\$2,000.00
410 Group Tours Expense	\$250.00	\$250.00
Total Design	\$5,500.00	\$5,500.00
Business Recruitment Expense		
411 Business/Improvement Committee	\$1,000.00	\$1,000.00
Total Business Recruitment Expense	\$1,000.00	\$1,000.00
Membership Expense		
421 Membership Expense	\$400.00	\$600.00
422 Resource Guide Expense	\$200.00	\$400.00
Total Membership Expense	\$600.00	\$1,000.00
Marketing Expense		
431 Membership Directory Expense	\$200.00	\$200.00
432 Marketing Expense	\$500.00	\$500.00
433 Newsletter Expense	\$0.00	\$0.00
434 Advertising	\$12,500.00	\$12,500.00
Total Marketing Expense	\$13,200.00	\$13,200.00

Promotion Expense		
441 Wild Women's Weekend Expense	\$0.00	
442 4th of July Parade Expense	\$0.00	
443 4th of July Festival Expense	\$7,500.00	\$7,500.00
444 Tune In to Main Street Expense	\$7,000.00	\$7,000.00
445 Open House/Holiday Expense	\$2,500.00	\$2,500.00
446 Festival of Trees Expense	\$0.00	\$0.00
447 Tree Lighting Expense	\$0.00	\$0.00
448 ArtWalk Expense	\$1,000.00	\$1,000.00
449 ISU Student Events Expense	\$0.00	\$0.00
450 Other Events Expense	\$0.00	\$0.00
451 MusicWalk	\$2,500.00	\$2,500.00
Total Promotion Expense	\$20,500.00	\$20,500.00
TOTAL PROGRAM EXPENSE	\$40,800.00	\$41,200.00

ADMINISTRATIVE EXPENSES

502 Administrative Fee	\$45,000.00	\$55,658.00
504 Gift Certificate Expense	\$100.00	\$400.00
516 Depreciation Expense	\$400.00	\$400.00
521 Dues & Subscriptions	\$800.00	\$800.00
526 Insurance	\$0.00	\$0.00
536 Miscellaneous Expense	\$100.00	\$200.00
537 Board Contingency	\$500.00	\$500.00
543 Postage	\$750.00	\$750.00
546 Rent	\$0.00	\$0.00
550 Equipment & Maintenance Expense	\$2,200.00	\$1,500.00
555 Internet Expense	\$750.00	\$750.00
556 Office Supplies	\$700.00	\$1,200.00
557 Printing	\$650.00	\$1,000.00
566 Telephone Expense	\$850.00	\$650.00
572 Conferences/Travel	\$1,000.00	\$2,000.00
576 Utilities Expense	\$900.00	\$900.00
Total Administrative Expense	\$54,700.00	\$66,708.00
Net Income / Loss	\$1,150.00	\$0.00

1. Does the community have a National Register District? yes no
Does it include the downtown area? yes no
2. Does the community have an historic district ordinance? yes no
3. Does the community have a locally-designated historic district? yes no
Does it include the downtown area? yes no
4. Is your community recognized as a Certified Local Government (CLG) by the State Historical Society of Iowa? yes no
Is it a municipal or county CLG? Date certified _____
5. Is your organization a member of the Iowa Historic Preservation Alliance (IHPA)? yes no
6. Is your organization a member of the National Main Street Network? yes no
If yes, please list your membership number. 72007354
7. Does the community have an historic preservation organization? yes no
List this organization's purpose and involvement, if any, in projects completed within the Central Business District, during the last three years.

AMES HISTORICAL SOCIETY'S COMMITMENT TO MAIN STREET CULTURAL DISTRICT

- Location – our permanent home is now downtown
In selecting a permanent home for our future Ames History Center and Museum, AHS considered a number of diverse properties around Ames, including properties both downtown and in fringe areas such as the former Roosevelt School and Black's Heritage Farm. In the end, we elected to keep our headquarters downtown in the building we currently rent space in, the Stenberg Office building. On December 31, 2008, we purchased this property from Red and Marilyn Stenberg, and hope to have it paid for in three years. It's important for us to be near our other two sister cultural institutions, the Octagon Center for the Arts and the Ames Public Library. We typically hold our annual meetings in the Octagon's spacious gallery area.

It's particularly critical that we remain in close proximity to the Library that we use and partner with almost daily. One cannot over emphasize the synergy that develops between the Library and our Society. The corner of 5th and Douglas is becoming the true cultural center of the Main Street Cultural District, especially with the growing sentiment for expanding the Library in this location.

- Resource support of historical materials to downtown businesses and organizations
Through "From the Archives," a weekly series of historic photos in The Tribune, we call attention to the historic character of Ames, particularly downtown. This is where the Original Town was platted in 1864, in the area around the first railroad depot and businesses on Onondaga Street. Former and current businesses are often featured in our photo series, much to the delight and appreciation of residents.

On the occasion of anniversaries or entities in the news, we provide historic photos and artifacts to help celebrate these events (Nelson Electric centennial, Best Electric, First Methodist Church centennial). Artifacts have been loaned to such businesses as Gallery 319 and Little Pillow Shop. Business owners call us when considering renovation or redevelopment of their buildings. We have supplied early photos for Younkers, Lechner building, and Town Centre (when it was the Morris Livery). Sometimes ISU architecture and interior design students interact with us when assigned a project to renovate a building façade or interior. When the structural integrity of the Whiskey River building was called into question by City Inspections, we supplied information and photos revealing that it was one of the oldest buildings in town, with origins as Bosworth Drug in the 1880s.

We supported the project to erect historic piers at street corners along Fifth Street. We give historic bus and walking tours of downtown for planned events (RAGBRAI) and on demand (Cub Scouts, ISU students, school classes). This month (March 2009) we gave tours of the Post Office mural and the Mary Greeley mansion (Adams Funeral Home) to Meeker School students doing History Day projects. A virtual tour is also available for those unable to do much walking. Featured are "Now" and "Then" images to illustrate how Ames has changed through time.

Whenever possible, we try to archive the records of businesses ceasing operations (Carr Hardware, Beverley's Gift and China Shop). Our website (AmesHistoricalSociety.org) boasts over 1,000 pages of content and more than 100,000 visitors each year. Topics covered include businesses, organizations, schools, city government, residents, events and celebrations and much more.

- Economic support to downtown businesses
We are members of the Chamber of Commerce and Main Street Cultural District. As such we participate in Business After Hours and the annual Art Walk and Music Walk open houses. Referrals to downtown businesses are made almost daily as patrons visit our headquarters. Antique Ames mall is frequently a recipient of our referrals as well as eateries and specialty shops. We have a tradition of treating speakers at our public lectures in the City Auditorium to Olde Main Restaurant after their presentations. Refreshments at our receptions feature pastries from Dutch Oven Bakery and locally made chocolates.

A particularly memorable visit was made by two producers from Naperville (Illinois) Cable TV 17. They were in Ames on January 29, 2007 to do a filmed interview with local author, Maureen Ogle, about her recent book: *Ambitious brew: the story of American beer*. AHS was pleased to arrange a filming venue and props, a meal at Olde Main Restaurant, a quick tour of

"Forget Not" historical mural at Tom Evan Plaza, favorite specialty downtown shops, etc. They wrote a glowing report about Ames on their blog.

8. Does the community have an historic preservation ordinance? yes no
(If yes, please include a copy of the ordinance.)

Main Street Iowa Application

Section B - Historic Buildings, Data, and Activities
CITY _____
(60 Potential Points)

9. List (*by street address*) historically significant buildings in Downtown, describe why each is significant, indicating those listed in the National Register of Historic Places.

A historic site evaluation was completed in 1992. This report is under Appendix There have been a few façade improvements in that time.

10. Describe the general condition of the historic buildings in the Main Street project area.

11. Describe demolition projects (*within the proposed district*) that have occurred within the last ten (10) years. There have been no demolitions in the downtown area in the last 10 years. One building at 132 Main Street was in danger of demolition, but the owner, tenant and the city worked together to find a solution to save this building. The business remained open through the initial construction. More work will be needed in the warmer months.

Please limit your answers to the space provided.

1. What (*short and long-term*) goals does your community expect to achieve through participation in the Main Street program?

Our initial goal will be to validate that our current organization, communications and practices are components of a constructive program.

Short term:

We want to show that we have the organization and communication tools that make planning and implementation work in a city our size. We want to know that we have the ability to see what customers, employees, land-owners and city government want and the facilities to get those things done via partnerships.

- Façade & building improvements (façade both front and back of buildings; renovation for upper stories; renovation/rehabilitations of underutilized spaces; retrofitting to bring buildings up to code)
- Continuity of purpose behind Main Street/downtown efforts; conduit for bringing downtown concerns to the City of Ames and getting actions taken; unification of interests
- Further improvements of the existing business/retail mix in downtown
- Providing a “green” agenda for downtown
- Strengthening the programming of downtown events
- Parking solution, Parking deck, Hangtags for 8 hour parking
- Help with the implementation of library expansion plans; Town Centre renovations; fountain/public plaza concept

Long term:

We want projects which have been talked about for many years to come to fruition.

- Enhancing residential uses within downtown (creating a place to live, work play, etc.)
- Creating a connection with students and the University –through housing, transportation, space for student displays, opportunity for student volunteer (& other) projects
- Renovating the Sheldon Munn
- Green roofs and other programs to enhance sustainability
- Improving the use of downtown as an employment center
- Transportation link between downtown and University campus,

2. Explain the proposed structure of your local Main Street organization.

The Main Street Cultural District for Ames was created in August 2004. We are an affiliate of the Ames Chamber of Commerce, financially defined as a 501©6. We have bylaws (attached) and operate under standard business guidelines. We have a membership investment schedule that applies to all who join the MSCD. Attached is our current board of directors list. The bylaws provide for co-chairs to ensure continuity of our programs. We have regular meetings for both General Membership and Board of Directors. We have a full time director and a part-time events coordinator for staff, as well as using interns from Iowa State University when possible.

Where necessary, we have used other 501©3 entities to facilitate grants or applications that would not apply to us as we are currently structured.

- A separate non-profit organization is in existence or has been created to coordinate our revitalization efforts. The official name is _____ and it was incorporated on _____.
- We are currently creating a separate non-profit organization to coordinate the revitalization efforts. The official name will be _____ and we anticipate it will be incorporated by _____.
- Provide a copy of the federal tax status for the organization, 501©3, 501©4, 501©6 or describe the tax status in which the organization intends to apply.
- Existing organizations shall provide a list of the current board members and their affiliation; (*i.e. banker, local government representative, merchant, property owner, industry leader, etc.*)
- Does your program currently have staff or other paid staff position(s)? Yes No
- List the primary responsibilities of individual board members and the board as a whole in the operation of the Main Street Program. *Include to whom the program director will directly report.*
- Include a proposed organizational diagram. (*See samples included in the appendix.*)

3. Describe how your Main Street program will cooperate with other economic/community development organizations in the community.

Our intent downtown is not to be competition to the other commercial/retail concentrations around Ames, but rather a complement. We are unique in our nature and our organization. We have already set up a means to talk to the Campustown area and we will continue to facilitate communication to the merchants as they become organized. We continue to be a strong leader with the Chamber and ACVB. Examples of that in recent years are RAGBRAI, Iowa State's 150th Anniversary celebration, the annual 4th of July city-wide celebration and multiple conventions in Ames.

4. Define the geographic boundaries of the area considered to be the downtown or Central Business District.

Our intent is to expand slightly our geographic boundaries from what the original Main Street Cultural District was defined. Since 2004, there have been City policy and façade guideline changes that incorporate more than was originally outlined.

The new boundaries will be defined by major physical attributes: **Lincoln Way to the south, major north-south,** and east-west streets on the east, north and west. This portion of our city includes a diversity of activities and uses and is pedestrian-friendly.

- South – Lincoln Way
- North – businesses and institutions on the north side of 6th Street
- East – Bandshell Park and Ames electrical & water departments
- West – to Shoppes on Grand, Pyle office park, Wheatsfield Cooperative

The Main Street Cultural District boundary is set. We are expanding the project area to incorporate Kellogg from Main Street south to Lincoln.

The Ames Historic District is directly north of the Main Street area.

See maps, Appendix C

5. Describe the commercial/retail businesses (located outside the determined project area) and indicate how your organization will work with them.

We have already set up a means to talk to the Campustown area and we will continue to facilitate communication to the merchants as they become organized. We continue to be a strong leader with the Chamber and ACVB.

Other retail areas are: North Grand Mall, HYVee, Target –Wal-Mart and other businesses on South Duff.

The Main Street Cultural District has a history of working with the other development organizations in Ames. Communications are very good and we expect that to continue.

6. Summarize the current development and economic trends in your community.

Ames is a first class community of over 55,000 people located just 34 miles north of Iowa's capitol city Des Moines. Ames is home to a renowned research institution, Iowa State University, and innovative companies like 3M, Barilla, Becker Underwood, Sauer-Danfoss, as well as the National Animal Disease Center, a Federal Department of Energy Lab, and many others that diversify our area. A variety of housing options and cultural amenities make Ames the right place for recruiting talent to work for a company and we have numerous businesses in the region that provide testimony to this fact every day.

Some recent economic development projects in the Ames area:

Ag Leader Technology has nearly completed a \$6 million, 98,000 square foot addition, and promises to create nearly 60 higher-wage jobs over the next 3 years. Because of its history and projected growth, Ag Leader was awarded a 2008 Value-Added Agricultural Products and Processes Financial Assistance Program from the Iowa Department of Economic Development (IDED), including \$150,000 in low interest and forgivable loans. The state assistance process was facilitated in part by the AEDC and the City of Ames.

Sauer-Danfoss recently completed a 36,000-square-foot expansion of its 13th Street location. Sauer used a \$2.2 million incentive package from the IDED, the City of Ames, and the AEDC to help fund the expansion. Additionally, they have hired more than 165 new employees and have invested more than \$11 million in facility improvements. Sauer-Danfoss is a worldwide leader in the design, manufacture and sale of engineered hydraulic, electric and electronic systems and components, for use primarily in applications of mobile equipment.

Renewable Energy Group, Inc. (REG), one of the nation's largest players in the biodiesel industry, located their corporate headquarters to Ames in 2007 from Ralston, Iowa. They expect to grow their current workforce of 70 people to nearly 300 by 2010. According to the company, the move has put REG closer to research partners at Iowa State University and business partners including the construction and engineering company Todd & Sargent. The company's anticipated investment in Ames is expected to be over \$2 million.

The creation, development, and growth of the companies listed above have and will continue to create a large number of jobs, which brings not only families to Ames, but also business partners, other investors, and visitors. The increase in jobs and wages contributes to the healthy economy here in Ames and provides an outlet for people to shop, dine, and enjoy the culture within the community.

7. What specific problems that currently exist in the downtown area are the top priority of your community's leadership?

From: Goals & objectives of the City Ames Land Use Policy Plan (2007)

- Goal: it the goal of Ames to enhance the role of Downtown as a community focal point.
 - Objectives, In expanding and strengthening the role of downtown as a community focal point
 - Ames seeks to maintain and enhance a strong central activity center through the intensification, expansion and diversification of uses including visitor attraction, entertainment, high density residential, offices and business support services
 - Ames seeks to improve and integrate the appearance of Downtown through thematic design, preservation of historically and architecturally significant structures and reuse of structures involving economically marginal activity
 - Ames seeks to expand parking in Downtown and to integrate automobile access with additional modes of transportation
- Goal: It is the goal of Ames to maintain and enhance its cultural heritage
 - Objectives: In maintaining and enhancing its cultural heritage, Ames seeks the followin objectives.
 - Ames seeks to provide a record of its earlier development through conservation, preservation and restoration of historically significant structures and areas where economically feasible.
 - Ames seeks to integrate historically/architecturally significant structures and areas with new development in a compatible and unifying manner
 - Ames seeks to protect its archaeologically significant resources. Where such resources are endangered, the community should seek buffering and relocation measures.

See complete plan Appendix CC

8. Relate any other information, not covered elsewhere in this application, that you believe should be considered in the evaluation of this application. (i.e. retail leakage, sales tax receipt trends, new construction or infill construction in downtown, recent private building rehabilitation in the project area, etc.)

1. City population	1980	<u>45,775</u>	1990	<u>47,198</u>	2000	<u>50,731</u>
2. Total number of households	1980	_____	1990	<u>15,613</u>	2000	<u>18,085</u>
3. City median household income	1980	_____	1990	<u>24,636</u>	2000	<u>36,042</u>
4. County population	1980	<u>72,326</u>	1990	<u>74,252</u>	2000	<u>79,981</u>
5. County median household income	1980	_____	1990	<u>26,668</u>	2000	<u>40,414</u>
6. Unemployment rate	1980	_____	1990	<u>3.8</u>	2000	<u>1.9</u>
7. Percentage of the County population by race and origin						
a. White	1980	<u>96%</u>	1990	<u>89%</u>	2000	<u>87%</u>
b. Black	1980	<u>2%</u>	1990	<u>2.4%</u>	2000	<u>2.6%</u>
c. Asian	1980	<u>-NA</u>	1990	<u>6.8%</u>	2000	<u>7.7%</u>
d. American Indian/Eskimo or Aleut	1980	<u>-NA</u>	1990	<u>.13%</u>	2000	<u>.17%</u>
e. Hispanic population of any race	1980	<u>.8%</u>	1990	<u>1.5%</u>	2000	<u>1.2%</u>

8. Describe the cultural, recreational, and tourism resources in your community.

9. Does the downtown include an Iowa Department of Cultural Affairs designated Cultural & Entertainment District? yes no In relation to the proposed Main Street project area, are the boundaries larger , the same as , or smaller ?

10. Has the community been designated by the Iowa Department of Cultural Affairs as an Iowa Great Place? yes no. If yes, briefly describe the Great Place's initiative.

11. Describe the ethnic and religious diversity in your community and how these individuals/families and businesses are being integrated into the community.

The Main Street Cultural District has as part of the short and long range plans to bring in the Asian and Hispanic cultures through events such as Art Walk, Music Walk, Tune In and organizing special events for non-traditional holidays.

See Inclusive Task Report – Appendix

12. Number of government buildings in downtown by the following categories:

1 a. schools 5 b. city 0 c. county
 d. state 1 e. federal f. other

13. List the commercial financial institutions in the city and indicate which are physically located downtown.

Downtown: Ames Community Bank, Bank of the West, First National, US Bank, Wells Fargo Bank, Members 1st Credit Union.

Outside Downtown: Bankers Trust, Exchange Bank, First American Bank, First Federal Savings Bank of Iowa, Ames. F & M Bank, Midwest Heritage Bank, State Farm Bank, Valley Bank, Ace Community Credit Union, Greater Iowa Credit Union, River Valley Credit Union

14. In what types of projects in the downtown are these financial institutions investing?

	BANK 1	BANK 2	BANK 3	BANK 4
Commercial Loans	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
Real Estate Loans	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
Event Sponsorships	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>
Seminars/Training	<u>X</u>	<u>X</u>	<u>X</u>	<u> </u>
Community Projects	<u>X</u>	<u>X</u>	<u>X</u>	<u>X</u>

15. Total assessed value of buildings in Downtown \$32,861,200

16. Number of commercial buildings in Downtown 172

17. Number of completely vacant buildings in Downtown 0

18. Number of buildings in Downtown with *only* upper floors vacant

19. Percentage of buildings in downtown project area that are:

 % owner-occupied % renter-occupied

20. Rank the general condition of the buildings in the downtown project area as:

10 % excellent 40 % good 55 % fair 5 % poor

21. Estimated average rent for commercial space in Downtown.

\$ 1,200 (per month)

Main Street Iowa Application
Section D - Community Profile and Demographics CITY Ames, IA
(40 Potential Points)

22. List the total number of businesses in Main Street downtown project area in each of the following categories:

Lumber and other building materials (5211)
Paint, glass and wallpaper (5231)
Hardware (5251)
Retail nurseries and lawn supply (5261)
Department store merchandise (5311)
Variety store merchandise (5331)
Misc. general merchandise (5399)
Groceries (5411)
Meat and fish (5421)
Fruits and vegetables
Candy, nuts & confectionery items (5441)
Dairy products (5451)
Retail bakery products (5461)
Misc. food (5499)
Automobile dealers, new and used (5511)
Auto and home supplies (5531)
Gasoline service stations (5541)
Boats (5551)
Recreational Vehicles (5561)
Motorcycles (5571)
Men's and boy's clothing (5611)
Women's clothing (5621)
Women's accessories and specialty store merchandise
Children's and infant's wear (5641)
Family clothes (5651)
Shoes (5661)
Misc. apparel and accessories (5699)
Furniture (5712)
Floor coverings (5713)
Draperies, curtains and upholstery
Misc. home furnishings (5719)
Household appliances (5722)
Radios, TVs and electronics (5731)
Records and prerecorded music (5735)

Computers and computer software (5734)
Musical instruments (5736)
Eating places (5812)
Drinking places (5813)
Pharmaceuticals and drug store merchandise (5912)
Physicians (M.D.), specialist, offices, and clinics (8011)
Dentists, offices, and clinics (8021)
Beer and Liquor (5921)
Used merchandise (5932)
Sporting goods and bicycles (5941)
Books (5942)
Stationery (5943)
Jewelry (5944)
Hobby supplies, toys and games (5945)
Camera and photographic supplies (5946)
Gifts, novelties and souvenirs (5947)
Luggage and leather goods (5948)
Sewing, needlework and piece goods (5949)
Catalog and mail-order (5961)
Fuel oil (5983)
Liquefied petroleum gas dealers (5984)
Florists (5992)
Tobacco (5993)
Newspapers and magazines (5994)
Accounting Services (8721)
Attorneys (8111)
Abstract Companies, title (6541)
Real estate agents, brokers, and managers (6531)
Dry cleaning, coin operated (7215)
Optical goods (5995)
Misc. retail merchandise (5999)

23. Total number of businesses in the Downtown _____

24. Total number of businesses in the community 992

25. Total number of jobs in Downtown _____

25. Describe the housing in your Downtown.

Single family dwellings _____ # _____ # occupied

Apartments

First floor store front apartment's	<u>0</u> # of unit's	<u>0</u> # occupied
First floor back of building apartments	<u>0</u> # of units	<u>0</u> # occupied
Upper floors	_____ # of unit's	_____ # occupied

26. What is the general condition of the housing in the Downtown?

Does your city government have:

27. An adopted comprehensive city plan? yes date adopted _____ no

28. A building code ordinance? yes date adopted _____ no

29. A sign control ordinance? yes date adopted _____ no

30. A public housing agency? yes date adopted _____ no

31. A housing code ordinance? yes date adopted _____ no

32. A zoning ordinance? yes date adopted _____ no

33. A design review ordinance? yes date adopted for facades _____ no

34. An urban revitalization area? yes date adopted _____ no

35. The amount of the outstanding bonded indebtedness of the city: \$ _____

36. A local option tax? yes no

What is the specified use?

37. A hotel/motel tax? yes no

What is the specified use?

38. A full-time or part-time mayor?

39. A full-time or part-time city manager/administrator?

40. Community Development staff? yes no

41. A Self-Supported Municipal Improvement District? (Chapter 386, Iowa Code)

yes no

What is the specified use? _____

What are the boundaries?

42. Tax Increment Financing? (Chapter 403.19, Iowa Code) yes no

What is the specified use? Industrial Use _____

What are the boundaries? industrial areas _____

43. Has a market study of the trade area been completed? yes no

Date completed _____

Please limit answers to space provided.

1. Please list all economic and community development organizations in the community and explain their roles, functions and number of full-time equivalent staff.

The **Main Street Cultural District (MSCD)** in Ames was established on January 1, 2004. It was the result of a 2-year local initiative to create a unique identity and focus for downtown. **The Ames Chamber of Commerce** is a private, non-profit corporation made up of concerned business and professional people who volunteer their time and resources to make Ames a better place to live, work and do business. **The Ames Economic Development Commission** is made up of approximately 100 business and professional people in partnership representing industry, education, and government. **The Ames Seed Capital LLC**, created by the AEDC, is a pool of private investors that have contributed their financial resources to provide a source of funding for businesses committing to Ames. This fund has assisted many new start-up companies. **The Ames Convention and Visitors Bureau (ACVB)** works to build economic activity in the Ames area by promoting convention and visitor activities. **The ISU Small Business Development Center (SBDC)** is a partnership between the ISU SBDC and the ISU Pappajohn Center for Entrepreneurship. **Habitat for Humanity of Central Iowa, United Way of Story County (UWSC)**

2. In regard to DOWNTOWN, indicate which tasks are addressed by local development organizations.

Special Events /Festivals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail Activities Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Recruitment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Retention Activities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Training/Seminars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design Assistance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Real Estate Development	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown Housing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 3. What other private or public investment has any group, organization, or individual made in the community in the past three years that addressed a community need and attempted to fulfill that need?**

Donald and Ruth Furman donated \$2 million to the Donald and Ruth Furman Aquatic Center which is scheduled to open in July 2009.

James "Bucky" Wolford purchased 140 rural acres in 2002 to build a \$60 million lifestyle center. The lifestyle center will offer customers a unique shopping environment and will have a warm and inviting open-air environment.

The Iowa State University (ISU) Foundation is a private non-profit organization dedicated to securing and stewarding private gifts and grants that benefit Iowa State University. The Foundation is currently in the midst of *Campaign Iowa State: With Pride and Purpose*, and has raised \$665 million of their \$800 million goal. The Campaign was kicked off in 2003 and will be completed in 2010.

- 4. Describe any commercial building rehabilitation and/or new construction projects that have occurred in the downtown or community in the past five years.**

How were they funded? Describe public and private participation.

Were local financial institutions involved and if so, in what way?

- 5. Describe any other previous downtown revitalization efforts and their outcomes.**

6. Summarize the most important or significant civic improvements completed in your community's downtown in recent years. *How were these projects financed?*

Main Street Iowa Application

Section F - Readiness

CITY _____

(40 Potential Points)

1. Describe the Iowa Downtown Resource Center/Main Street Iowa sponsored downtown revitalization conferences, workshops, or seminars that representatives from your local nonprofit corporation (*established to govern Main Street locally*) and/or your city officials or staff have attended in the past three years.

2. Describe other economic development conferences, workshops, or seminars that representatives from your local nonprofit organization and/or your city officials or staff have attended in the past three years. Identify who attended.

3. Has the community completed a Downtown Assessment conducted by the Iowa Downtown Resource Center? yes no If yes, when? _____ If yes, what has occurred as a result of the assessment?

4. Illustrate your plan, with timetables, to organize the local Main Street Board of Directors (*if not already in place*) and to hire a program director if your community were selected for participation in the Main Street Program.

Main Street Cultural District has hired a full time director and has a Board of Directors and Committee Chairs in place at this time.

- 5. Detail your community's efforts to learn about the Main Street program. How did you go about learning and building awareness and support? What communities, if any, have you visited in preparation for Main Street?**