

August 29, 2011

Honorable Mayor and City Council
515 Clark Avenue
Ames IA, 50010

Dear Mayor Campbell and City Council:

On behalf of Campustown Action Association (CAA), I would like to take this opportunity to thank you for your continued support of the Campustown District as well as the business association and share with you some of the highlights for the summer of 2011 that CAA was able to accomplish with your support.

With a summer position, Campustown was able to cover much ground this summer. We held a very successful community-oriented event in early June that was well attended. The event was so successful and we received such good feedback that planning for Summerfest 2012 is already underway. Furthermore, CAA has an active website and Facebook that we keep up-to-date on all the latest Campustown news as well as posting business of the week information. A newsletter is currently under way; however, we are working with the South Campus Area Neighborhood to research the possibility of having a newsletter together.

Another goal that the City Council charged this position with was actively searching for grants which CAA qualifies for. Currently, three grants have been drafted and there are small details being worked out before each one will be submitted, but they will all be submitted within the next month.

It is also exciting to announce that during the tenure of this position, membership almost doubled. CAA now has 53 paid members. Much time was dedicated to going door-to-door, meeting new business owners, improving electronic communications, and sharing membership recruitment documents with Campustown businesses that had not joined the association.

Most importantly, this position has been able to lay the ground work for the upcoming year. There has been time devoted to creating processes and procedures for new membership and group communications. Other efforts have included hiring on three students as interns for the fall semester, coordinating their responsibilities, planning three clean-up events that will take place in September and October, and the business coordination of a fall music event to be held in late September.

Thank you again for your support of this position and the Campustown district as a whole!

Sincerely,

Chandra Peterson
Campustown Action Association, Executive Director

CAA Summer Program: End of the Summer Report

Below are specific projects and tasks that were accomplished through the duration of the program this summer. These accomplishments were all focused around increasing the vitality of the Campustown District and building a strong business association. Each activity was guided by the scope of services requested by the Ames City Council in the "Contract for Strengthening Campustown Organization" Contract.

General Work:

- Conducted general membership pushes, going door-to-door and introducing CAA to new businesses or businesses who are not members of CAA. See attached monthly-membership report page 6.
- Wiggio is the group website we use for all our communications. Much time was spent updating the website and the calendar. I also added all our members to Wiggio and cross referenced all our old list serves to make sure we have ways to communicate with all the members of CAA.
- Created a training guide for Executive members who needed to learn how to use Wiggio. See pages 7-8
- Met with Tom from Mainstreet Cultural District. Tom answered general questions that had generated while working for CAA and helped brainstorm solutions to some CAA issues that had arisen since the start of the summer program dealing with membership recruitment, internships, and events. See pages 9-10.
- Developed invitation to Campustown visioning session which focused on what business owners wanted to see for the area and spent an afternoon hand delivering the letter to all of the locations in Campustown. I had a lot of great conversations with business owners who had not attended any CAA meetings and was able to generate a few leads and drop membership information off at a later date. See page 11.
- Developed Survey and agenda for the Campustown visioning session. See page 12.
- Kept an accurate membership roster and contact information sheet. See pages 12-14.
- Worked closely with Chamber representative to have an accurate membership list of dues paying members and to coordinate budget information.
- Started a business of the week for Facebook. See pages 15-18.
- Kept Facebook active. We have doubled the number of people that "Like" us since the beginning of the summer. Something is posted almost every day. See pages 19-22.
- Researched information about the Mainstreet Iowa-Urban Neighborhood District program for the executive committee.
- Created transition binders for all the committees as well as the next Executive Director.
- Grant Research:
 - Researched possible grants for CAA.
 - When I found a grant I thought we might qualify for I put together a "Fact Sheet" for the Executive board to review and share their thoughts on. If the board thought we would have something that fit with the grant I applied for the grant. See pages 23-26.

- 3 grant applications. None have officially been submitted yet but the drafts are attached. ACVB is ready to be sent in. We are waiting on the neighborhood grant because SCAN said they would like to do a newsletter with us. The CTR grant needs quotes for it, but is ready other than that. See pages 27-39.

- Attended a few City council meetings and any other meetings the executive board asked me to attend on behalf of CAA.
- Drafted a membership brochure for CAA-this will be taken over by the incoming intern. Pages 40-41.
- Developed job description for two Fall CAA Interns and interviewed eligible candidates. Pages 42-45.
- Started drafting a CAA Newsletter-this will be taken over the incoming design intern and will most likely change due to a partnership with SCAN. See pages 46-49.
- Created the CAA welcome letter. See page 50.
- Developed a standard operation procedure for new member documentation and greeting. See page 51.

Promotions/Events Committee:

- Co-planned and coordinated the first annual Summerfest 2011:
 - Researched marketing opportunities for Summerfest 2011 and developed a list of ways to market Summerfest.
 - Spoke on Mel in the Morning.
 - Posted flyers all over Ames (Campustown, Main Street, West Ames, Duff, etc). Also handed out flyers at ArtWalk and Ames on HalfShell.
 - Developed the invitation to businesses to participate in Summerfest with a list of possible activities they could do.
 - Developed Letter informing business and property owners of the street and parking closings for Summerfest. See page 52.
 - Distributed registration forms for Bags Tournament and Child Care all over Ames
 - Coordinated all the business involvement and recruited businesses to participate. See pages 53-55.
 - Painted the boards for the Bags tournament.
 - The day off I was at Summerfest all day. Set Up, helping throughout the event, taking pictures of the day, and tear down.
 - Personal Thank you's to all those individuals who helped and donated stuff.
 - Coordinated specials businesses were offering to announce throughout the day.
 - Developed a timeline for next year's committee's reference. See pages 56-58.
 - Developed a complete documentation for next year's summerfest. A "How to" run Summerfest, complete with suggestions from this year's committee for future groups. See pages 59-67.
 - Other Summerfest materials that I did not personally create; however, helped proof and put text together for include the map and schedule, the flyer, and the business posters. See pages 68-71.
 - Created a survey for businesses to take about their Summerfest experience.

- Bi-weekly: Attended committee meetings.
- Drafted invitation to participate in the Maximum Ames Music Festival for all business members. See pages 72-73.
- Coordinated the development of the "Passport to Campustown" participation.
- Coordinated volunteers for CAA's participation in three events to hand out the Campustown passport and give tours to incoming freshmen. See pages 74-75.
- Developed budget for Summerfest 2012. See ACVB Grant.
- Membership push. Created a letter that was attached to a picture collage that was distributed to about 20 non-member businesses encouraging them to join CAA in order to receive benefits such as Summerfest. See pages 76-77.

Branding Committee:

- Researched other business association websites for the Branding Committee to help them decide the design elements that they wanted to incorporate into the CAA website.
- Developed the text for the CAA website which included welcoming text for the different "tabs" as well as a welcome message for the home page. See pages 78-79.
- Monthly: Attended Committee meetings.
- Put together a branding survey from questions the City used in their branding process. See pages 80-85.

Cleanliness Committee:

- Monthly: Attended committee meetings.
- Coordinated three clean-up events for the fall (all of the details are still in the works).
- Drafted letter to the City about possible cooperative efforts for cleanliness issues.

Appendix

Monthly Report of New Memberships

May (Second Half)

1. Lynn Lloyd-Champlin Properties
2. Phillip Tedja-Individual
3. Birthright-Non Profit
4. First National Bank-Corporate Member
5. Golden Wok-Business Member
6. Memorial Union-Business Member
7. Café Beaudelaire- Business Member
8. Campustown Liquor- Business Member
9. Arcadia Café- Business Member
10. Pizza Pit- Business Member
11. Welch Ave- Business Member
12. Iowa Beverage Systems- Corporate Member
13. Copyworks – Corporate Member

June

1. Campustown PPM- Business Member
2. Leedz Salon- Business Member
3. Pyro Grilled Sandwiches- Business Member
4. Real Estate Service Group- Corporate Member
5. Kum and Go – Corporate Member
6. Asylum-Will be Corporate in July
7. Mayhem Comics-Business Member

July

NA

August (First Half)

1. Random Goods-Business Member

Wiggio "Cheat" sheet

Below are instructions on how to send an email to any of the particular groups you may need to send an email to. Please find the group you are sending the email to and follow the directions in order to send the email.

***Note: If you want to attach a document you should create the link for it before you start the actual email. Please go to the end of this document to learn how to attach a document.**

Entire Membership (Includes anyone who is part of the group)

1. Log into your Wiggio Account.
2. On the main page with the News Feed there are 7 icons at the top. Click on the one that says **"Message."** A drop down menu comes up, click on the one that says **"Email."**
3. Enter the subject and body, just like you were sending an email from your own account, in the pop-up box that comes up.
4. In the **"Participants"** field click on the drop down and choose **"Campustown Action Association."** When you do this on the left hand side of the screen check marks will appear in boxes beside everyone's names.
5. You are now ready to send your email!

Paid Membership Only (Includes individuals who have paid membership dues only)

1. Log into your Wiggio Account.
2. On the main page with the News Feed there are 7 icons at the top. Click on the one that says **"Message."** A drop down menu comes up, click on the one that says **"Email."**
3. Enter the subject and body, just like you were sending an email from your own account, in the pop-up box that comes up.
4. In the **"Participants"** field click on the drop down and choose **"Campustown Action Association."** When you do this on the left hand side of the screen check marks will appear in boxes beside everyone's names. (Note: This is not in the pop-up menu).
5. On the left hand side un-select the **"Select all"** button. And right about the **"select all"** button should be a **"Show Subgroups"** written in green. Click on this.
6. One of the Subgroups that come up is **"CAA Membership."** This is the subgroup of the paid membership. Click on **"CAA Membership."**
7. **Send your message!**

Subgroup Only (Three: Cleanliness, Branding, Promotions/Event)

1. Log into your Wiggio Account.
2. On the main page with the News Feed there are 7 icons at the top. Click on the one that says **"Message."** A drop down menu comes up, click on the one that says **"Email."**

3. Enter the subject and body, just like you were sending an email from your own account, in the pop-up box that comes up.
4. In the **"Participants"** field click on the drop down and choose **"Campustown Action Association."** When you do this on the left hand side of the screen check marks will appear in boxes beside everyone's names. (Note: This is not in the pop-up menu).
5. On the left hand side un-select the **"Select all"** button. And right about the **"select all"** button should be a **"Show Subgroups"** written in green. Click on this.
6. All of the subgroups should appear. **Click on your subgroup.**
7. **Send your message!**

If you would like to send an attachment to any type of Email:

Below are the instructions to have an "attachment" to an email sent from Wiggio.

1. Log into your Wiggio Account.
2. On the main page with the News Feed there are 7 icons at the top. Click on the one that says **"File."** A drop down menu comes up, click on the one that says **"Upload File."**
3. Click **"Add File"** in the pop-up window that comes up.
4. Choose **"Do NOT send any notification,"** unless you want all of CAA to get an email saying the document was uploaded.
5. Click on **"Upload"** at the bottom.
6. Now, on the right side of the screen there is a heading named **"Applications,"** and below it is Calendar and Folder. Click on **"Folder."**
7. On the new page find the document you just uploaded and click on the box next to the new document. At the top the words **"Move Items"** will turn green. When you click on that it will become a drop down menu and you can choose any folder that you would like. So if you are uploading something for the Cleanliness Committee you can chose the **"Cleanliness Folder."**
8. Once you have moved your item into the appropriate folder, click on that folder and find your document. When you find your document, on the right hand side of the title in green there will be the word **"link."** Click on that.
9. A pop-window will come up with the link for your document. Copy that link and insert it into your email. ☺
10. I would also encourage you to put the following text in by the link:
 - a. "When you put the link in your web browser, a pop-up window may come up and ask you if you want to (1) open the file with Internet Explorer or (2) save the file. Choose **"Save the File"** and open it from the download window that comes up."

Meeting Notes from Tom, Events Coordinator of MSCD

- Tom is the full time Events Coordinator and Farmer's Market Coordinator
- Suggestion: Retail Event
 - They have an Easter Egg Scavenger Hunt→ Each business donate like \$10.00
 - This kind of event is like a "thanks" to the membership
 - Art Walk—gets people into the businesses
 - Chocolate walk
 - Soup walk
 - Etc.
- MAMF—make sure there are not too many acts on the sidewalks so they drown each other.
- Mainstreet Program-Angela would have more details on this, but Tom stated:
 - More grant opportunities
 - Façade improvements
 - They provide design people who will come in for free and help businesses redo their buildings
 - Library of information
 - Conference
 - Training-fundraiser symposium
- Marketing
 - Press releases
 - Ads in papers sometimes
 - Posters in businesses, especially coffee shops
 - Newsletter advertising
- Newsletter advice/tips
 - Investors get free add space
 - New events can be advertised
 - How many pages?
 - 10 pages
 - Every month
 - Business
 - Email newsletter
 - Recruit volunteers
 - Calendar of events
 - Specials from businesses-have a deadline for them to get it to you
- General membership meetings
 - Give businesses an opportunity to do a shameless plug
 - They only have 15-18 people at each meeting
- Socials—they do them quarterly or special occasions
 - Pot luck style
- Window stickers for all CAA members
- Letter to those who join

- Interns!
 - They have 2
 - Event planner
 - Design/marketing intern
- Cleanliness
 - Recruit groups to volunteer
 - Design committee for MSCD might have consistent volunteers, Tom wasn't for sure.
Who clean up.
 - We could budget for our own cleanliness person
 - Maybe a student job who goes out 2-3 times a week and cleans.
 - Min. wage

June 30, 2011

Dear Campustown Business or Property Owner:

Campustown Action Association (CAA) would like to invite you to a meeting of all the business and property owners in Campustown. There is still much excitement about the possibility of redevelopment among all of the Campustown stakeholders and CAA would like to start discussions regarding the different opportunities that may be present. CAA is seeking input from all of the business and property owners in Campustown in order to create a collective vision for the area.

In order to hear from as many individuals as possible, we are hosting a meeting on **Monday, July 25, 2011 at 5:00 PM**, which will be held in the Legends Skybox. During this time, we will discuss possible avenues and partnerships for creating a Campustown vision, review past position statements for current relevancy, and we will provide an opportunity for individual business and property owners to share their thoughts about Campustown redevelopment.

We truly hope you are able to attend this meeting; however we realized that this time of year is very busy for everyone. If you are unable to attend, please fill out the enclosed survey and return to Ames Chamber of Commerce, Attn: Sarah Buss, 1601 Golden Aspen Drive, Suite 110 Ames, Iowa 50010. Your input is greatly appreciated and we would like to hear from as many business and property owners as possible. Furthermore, if you would like to speak to the CAA board members in person but are unable to attend the meeting, please email Chandra Peterson at chandrapeterson27@gmail.com and she will provide you with the appropriate contact information for the entire advisory board.

We look forward to seeing you on July 25th and please feel free to contact us in advance if you have any question or concerns.

Sincerely,

John A. Haila, President
Campustown Action Association

Business/Property Owner Survey-Meeting Survey

1. Name:

2. Business:

3. Do you agree with the approach that CAA is proposing in order to generate discussion around Campustown Development? If no, why not?

4. If you are a business or property owner, would you be willing to be part of the redevelopment efforts and invest in your property to make improvements?

5. Are there any additional comments or ideas you would like to share with the CAA Advisory Board?

BUSINESS NAME	CONTACT	EMAIL
Paddy's Irish Pub	Kyle Ishmael	ishmael_1985@hotmail.com
C, - Roost	Melvin Evans	mevansjr34@gmail.com
Sips	Derek Alba	sips333@gmail.com
A&R Marketing & Dogtown Univ	Anne Taylor	anne@dogtownu.com
Outlaws	Dane Campidilla	dcampidilli@gmail.com
Ames News Online	Lauris Olson	laurisolson@amesnewsonline.com
ACVB	Allyson Walter	allysonw@amescvb.com
Ink World	Ruth Miller	ruth@inkworldames.com
Haynes Keaton LLC	Dorris Haynes	
The Inner Circle of Iowa	John Engelman	jengelman@theinnercircle.com
Alpha Copies (11/11/10)	John Crawford	contact@alphacopies.com
Fighting Burrito (11/11/10)	Matthew Goodman	matthew@eatfightingburrito.com
Legends (11/11/10)	Michael Roberts	mike.r@legendsamericangrill.com
Haila Architecture	John Haila	jhaila@haila-asp.com
Smiles & Gyros	Mara Spooner	mara.spooner@gmail.com
Battles BBQ	Chad Watkins	chad chdwtks24@gmail.com
American National Insurance	Roman Lynch	roman.lynch@american-national.com
Mayheim Comics & Games	Robert Josephson	shop@mayhem.com
University Barbers	Mark Schroeden	dacutter4@hotmail.com
Thielen Student Health Center	Ashley Hunter	ambunter@iastate.edu
Stacy Dreyer	Personal	stacy.dreyer@fnbames.com
Real Estate Service Group	Isaac Tessmer	isaac@resgi.com
Income Equation	Robert Hidajat	hidajat@msn.com
Pita Pit	Kaia Kriener	kaiakrien@gmail.com
Individual	Chandra Peterson	chandrap@iastate.edu
Prevention Services/Thielen Student Healthy Center	Reonda Washington	reondaw@iastate.edu
City of Ames Neighborhood Leason	Beth Kloth	bkloth@city.ames.ia.us
City of Ames	Jeff Benson	jbenson@city.ames.ia.us
Singer Station	Daniel Brown	the.singerstation@gmail.com
Champlin Properties	Tim Gleason	isutailg8@yahoo.com
American National Insurance	Rick Reger	rick.reger@american-national.com
Patricia	Mickey's building Owner	nemesisnxt@mac.com
Joy's Mongolian Grill	Joy	

Café Baueadelaire	Claudio	claudio@cafebeaudelaire.com
Lynn Lloyd-Champlin Properties	Lynn Lloyd	lkadini15@msn.com
Phillip Tedja	Phillip Tedja	
Birbright	Kathy or Chris	birthrightames@hotmail.com
Golden Wok	Ivan	jing kang85@hotmail.com
Memorial Union	Scott Southward	ssouth@iastate.edu
Café Beaudelaire	Claudio	cafebeau@gmail.com
Campustown Liquor		
Arcadia Café	Liz Naylor	liz@arcadiainames.com
	Ryan	
Pizza Pit	Tom Northrup	ppames@aol.com
Welch Ave	Tom Northrup	ppames@aol.com
Campustown Property Mgmt	Mark Zikra	mark mark@isucampustown.com
Leedz Salon	Doug Ziminski	doug.leedz@gmail.com
Kum and Go	Marc Peter	jennmarc@aol.com
First National Bank	Lisa K.	lisa.keigley@fnbames.com
First National Bank	and Stephen	stephen.kester@fnbames.com
Iowa Beverage Systems- (\$125plus donated for summerfest)	???	
Copyworks	Jon Gulick	jgulick@copyworks.com
Club 20/20	Adolfo	aninaquispe47@gmail.com
Stomping Grounds	Jon	jon@stompcafe.com
Stomping Grounds	Amy	mercurywriter@gmail.com
Davis Spirits	Scott Davis	clubelement@aol.com
Lasting Impressions	Jason Crimmis	litattooames@yahoo.com
Pyro Sandwiches	Mark Motsch	markandies@gmail.com
mayhem comics	Rob and Dave	dave4isu@gmail.com
mayhem comics	Rob and Dave	davec@mayhemcomics.com
Lee's Cellular	Lee	wirelessguy246@gmail.com
Random Goods	Tim Gleason	isutailg8@yahoo.com
Random Goods	Cheryl Gleason	rgconsign@gmail.com

Business of the Week

July 11th-15th:

Arcadia

What kind of business are you in?

We are a cafe that serves fresh roasted coffee and desserts

What is your business's goal/mission? Or why did you start this business?

We started Arcadia so that we had a great place to hang out with great coffee and great pastry.

Since we do everything in house we were able to customize our products which gives us a great amount of menu flexibility.

What is your favorite part of being located in Campustown?

We love the variety of people that come through our door everyday. We have students, professors, families, and visitors. Arcadia is a place that is easily accessible to everyone and everyone is welcome! Also, most of the business people in Campustown are friendly and will offer advice to us newcomers.

What is one thing everyone should know about Arcadia?

Ryan and I are particular about the coffee we drink and the pastry we eat. Every facet of Arcadia was thought through and tested before we opened the doors. We would never serve a product we were not 100% proud of. We also do more than coffee and pastry--we have a breakfast baguette (all day) and an Arcadia Dog (hot dog in a baguette) in the afternoon.

July 18th-22nd:

Legends Bar and Grill

GET TO KNOW:

LEGENDS AMERICAN GRILL

In 1995, Mark Rogers, the founder and owner of Legends American Grill, opened up his first restaurant in West Des Moines, IA. Rogers was also the owner of a successful video chain in Des Moines called Five Star Video. In 1996, Rogers sold his video chain to concentrate on expanding his restaurant business. After five years of perfecting the menu and continuous improvement in operations, Legends was ready to expand. In the year 2000, he opened up his second Legends in Pleasant Hill, IA. In 2003, he opened up his third Legends in Johnston, IA and also started planning a joint venture with his brother to open up another restaurant concept. Fire Creek Grill opened in 2004 to rave reviews with beautiful fireplaces and an outstanding

menu with fresh seafood, steaks, and pastas. Rogers also sold his first franchise in 2004 to open a Legends in Ames, IA. Now Legends American Grill has a firm market share and is looking for additional expansion with only the sky as the limit.

Fun Fact: Ames was the first franchised Legends Concept.

Recently Taken back over by Mark Rogers

Answer to your questions.

1. Family Restaurant, sports themed
2. Our goal is to serve the best food in a relaxing/fun atmosphere
3. Favorite part of being in Campustown. The view
4. One thing everyone should know is: That we were voted best wings by Story County in 2010 or that we have 22 tv's and 2 party rooms
5. Any Regular Specials: We have daily drink and food specials. We will have Wing Night on Thursday's and \$3.99 Burger Baskets and Facebook Friday in which we offer a special deal to our facebook friends
6. Become our friend on facebook to receive extra special discounts

July 25th – 29th:

Matthew Goodman-Fighting Burrito

What kind of business are you in?

Restaurant-Custom made burritos.

What is your business's goal/mission? Or why did you start this business?

Our mission is to provide the community with a quick and healthy alternative to fast food that is locally owned and community focused.

What is your favorite part of being located in Campustown?

The energy in campustown is unmatched as is the diversity of business ownership and food offerings.

What is one thing everyone should know about your business?

We make all our meats and salsa in store from base ingredients adding nothing but spices and hard work.

Any regular specials that patrons of Campustown should know about?

Kid's eat free on Mondays during the Summer.

Anything else you would like to add that may be specific to your business or not covered above.

We deliver all over town and we cater as well.

August 1st – 5th:

Anne Taylor-Dogtown University

What kind of business are you? Custom Screen printing and Embroidery, as well as an Iowa State retail shop

What is your business's goal/mission? Or why did you start this business? Tee shirts make the world go 'round. Whatever the event, cause, sport, we like to help market it and make it a success. We are both ISU graduates and are proud to be Iowa Staters.

What is your favorite part of being located in Campustown? The diversity of culture, businesses and approaches to doing business.

What is one thing everyone should know about your business? We can do ANYTHING and if we can't, we can tell you who CAN.

Any regular specials that patrons of Campustown should know about? We post all specials on Facebook and Twitter. They should follow us on Twitter and "Like" us on Facebook.

Anything else you would like to add that may be specific to your business or not covered. We have been in Campustown for 15 years and have enjoyed every minute of it.

August 8th-12th

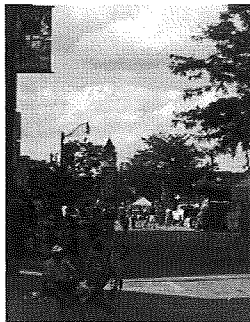
Battles is in the restaraunt business.

We re-opened battles to fulfill a legacy for George Battle of serving the best barbeque in town.

The best thing about being in a campustown is seeing a diverse group of people coming in and out of our doors everyday.

Something everyone should know about us is we make everything ourselves and we promise to serve quality food at the fastest pace possible.

No regular specials but we have some new items. We've added macaroni salad and barbeque wings. We also a smoked salmon (spring) catfish (summer) and talapia (fall)



Wall

Hidden Posts

Info

Photos

Discussions

EDIT

About

Edit

Campustown Action Association (CAA)

100

like this

Likes

See All



Mayhem Comics and Games



City of Ames



Dogtown University



Haila Architecture | Studio



The Fighting Burrito

Add to My Page's Favorites

Subscribe via SMS

Subscribe via RSS

Unlike

Share

Search

Home Profile Account

Campustown Action Association

Community Organization · Ames, Iowa · Edit Info

Edit Page

Admins (4)

See All



Use Facebook as Campustown Action Association

Notifications

Promote with an Ad

View Insights

Invite Friends

You and Campustown Action Association



13 friends like this.

Random Goods Resale and Costume Shop, The Fighting Burrito, Dogtown University

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Campustown Action...

The text of your ad will go here.



Like · Chandra Leigh Peterson likes this.

Advertise Page

Sponsored

Create an Ad

Speech Pathologist careerbuilder.com



\$10,000 Bonus for Speech Language Pathologist! Come join our team today.



Tassel Ridge Winery



Click on the link to "like us" on Facebook. Follow the website below to sign up for our e-newsletter tasselridge.com/join

Like · 1,702 people like this.

Good News for Bus Grads!



Business grads are going back to school with grants to get their MBA, you may qualify! We'll match you to the best school for you.

Once Upon a Time



Think you know the story of Snow White? Think again.

Like · 60,454 people like this.

Wall

Campustown Action Associa... · Everyone (Most Recent)

Share: Status Photo Link Video Question

Write something...



Campustown Action Association

Don't forget to be using all your passport coupons handed out at Welcomefest and Welcome Back Students Event, hosted by the City of Ames, before they expire! And a big thank you to the Mayor and Council for letting us be a part of their great event!

244 Impressions · 0.41% Feedback

Like · Comment · Monday at 12:55pm

Merry Lynn Rankin likes this.

Write a comment...



Campustown Action Association

We will be at Welcomefest in the MU today! Students be sure to stop by our booth to sign up to win GREAT prizes from Campustown businesses! Also, be sure to ask to get a copy of the Passport to Campustown so you can be put in a drawing to win \$500.00 worth of gift cards to Campustown businesses and to get a bunch of Campustown Coupons!

Student Activities Center- Iowa State University - WelcomeFest
www.sac.iastate.edu
Coming Soon

293 Impressions · 0% Feedback

Like · Comment · Reshare · August 24 at 2:36pm



Campustown Action Association

Welcome back ISU Students! It is great to see so many students walking through Campustown! Don't forget to stop by Dogtown University to check out new ISU apparel or Leedz Salon to get your back-to-school hair or First National Bank to open a new checking account or The Fighting Burrito for a delicious dinner or Arcadia Cafe for some freshly brewed coffee and a scone or one of the other amazing local businesses in the area! Have a great first day of class!

382 Impressions · 0% Feedback

Like · Comment · August 22 at 2:28pm



Campustown Action Association

Congrats CAA Business Member, Mayhem Comics, for hosting the Archie Comics Literacy Tour! Everyone should go check this out next Saturday!



ARCHIE TOUR 2011 Stops at MAYHEM, AMES!!!

Saturday, August 27th from 1-4PM....the Archie Comics Literacy Tour stops by Mayhem Ames!!! Archie Comics is taking a road trip across America! The Archie Comics Literacy Tour is a celebration of Archie's storied 70 year history and a mission to promote literacy and learning through comic books. Starting at...
By: Mayhem Comics and Games

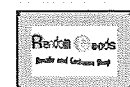
284 Impressions · 0% Feedback

Like · Comment · Reshare · August 19 at 4:52pm



Campustown Action Association

Need something for your dorm or new apartment? Instead of buying new check out the new Consignment shop opening August 19th at 11:00AM. They have some fantastic stuff! They are located at the old Varsity Theater!



Random Goods Resale and Costume Shop

We offer items such as modern clothes, vintage clothes, purses, accessories, shoes, costumes, furniture, housewares, books, movies, and much more! If you are cleaning out your house or looking for some extra money, please consider bringing us your usable...

See More

Page: 30 people like this.

296 Impressions · 0% Feedback

Like · Comment · Reshare · August 18 at 9:15pm



Campustown Action Association

CAA is giving tours of the Campustown area on Sunday August 21st. Below are the times that the tours will be leaving west doors of Knapp Storms Commons

1:00
1:30
2:00
2:30
3:00

Looking for something to do and wanting to learn about the businesses and services in the area, check it out! Its FREE!

304 Impressions · 0.66% Feedback

Like · Comment · August 17 at 6:40pm

2 people like this.

Write a comment...



Campustown Action Association

New menu items YOU should check out at our Business of the Week: Battle's!

Macaroni Salad and BBQ Wings--YUM

Don't forget to try their smoked salmon in the spring, their catfish in the summer and there talapia n the fall!

342 Impressions · 0% Feedback

Like · Comment · August 16 at 11:35am



Campustown Action Association

Battle's BBQ is this week's Business of the Week! Battle's re-opened to fulfill a legacy for George Battle of serving the best BBQ in town. Battle's makes everything themselves and they promise to serve quality food at the fastest pace possible. Check them out at 218 Welch Ave. P.S. They have AMAZING lemonade!

342 Impressions · 0.29% Feedback

Like · Comment · August 15 at 4:31pm

Mara Spooner likes this.

Write a comment...



Campustown Action Association

Check out Dogtown University today for their FREE T-SHIRT FRIDAY!!!! Come in today and get a free tee when you purchase two or more sale items. 50% and more off sale items!

344 Impressions · 0% Feedback

Like · Comment · August 12 at 1:30pm



Campustown Action Association

CAA is getting excited for students to return! Check out our booth at Welcomfest on August 24th at the Great Hall in the Memorial Union and sign up for a chance to win some awesome prizes!

417 Impressions · 0% Feedback

Like · Comment · August 11 at 11:23am



Campustown Action Association

Business of the Week: Did you know that The Fighting Burrito delivers all over town and that they cater as well?! Or that your kids can eat free on Mondays this summer? Check them out by dropping by their location or call and have your dinner delivered!



The Fighting Burrito | To each their own. | Ames,
Iowa | 515.292.2222
www.eatfightingburrito.com

WE BELIEVE IN FRESH. Honest ingredients come from nature,
not a syringe or a science lab. The less messed with, the
better. You shouldn't be afraid of your food.

241 Impressions · 0.41% Feedback

Like · Comment · Reshare · August 10 at 10:32am

Anastasia Bodnar likes this.

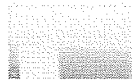
Write a comment...



Campustown Action Association

Business of the week: The Fighting Burrito's mission is to provide the community with a quick and healthy alternative to fast food that is locally owned and community focused.

They make all their meats and salsa in store from base ingredients adding nothing but spices and hard work.



The Fighting Burrito | To each their own. | Ames, Iowa | 515.292.2222
www.eatfightingburrito.com

WE BELIEVE IN FRESH. Honest ingredients come from nature, not a syringe or a science lab. The less messed with, the better. You shouldn't be afraid of your food.

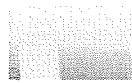
254 Impressions · 0% Feedback

Like · Comment · Reshare · August 9 at 12:13pm



Campustown Action Association

When you ask the owner of this week's business of the week, Matthew Goodman, what his favorite part of being located in Campustown is he will undoubtedly reply with the diversity of businesses and food offerings! The Fighting Burrito is a restaurant that specializes in custom-made burritos. Check them out at 117 Welch Ave!



The Fighting Burrito | To each their own. | Ames, Iowa | 515.292.2222
www.eatfightingburrito.com

WE BELIEVE IN FRESH. Honest ingredients come from nature, not a syringe or a science lab. The less messed with, the better. You shouldn't be afraid of your food.

329 Impressions · 0% Feedback

Like · Comment · Reshare · August 8 at 11:19am



Campustown Action Association

CAA is seeking 2 hard-working, energetic interns for the fall semester! If you know anyone who would be interested or are interested yourself, please email Chandra Peterson at chandrapeterson27@gmail.com

272 Impressions · 0.37% Feedback

Like · Comment · August 5 at 12:50pm

Kaye Strohbehn likes this.

Write a comment...



Campustown Action Association

Did you know that the Business of the week for this week, Dogtown University, has been in Campustown for 15 years! Follow them on on Twitter and "Like" them on Facebook to get news of all their specials!



Dogtown University

Local Business

Page: 587 people like this.

359 Impressions · 0.28% Feedback

Like · Comment · Reshare · August 3 at 11:30am



Jessica Riedl did they have a name change??

August 3 at 3:17pm · Like

Write a comment...



Campustown Action Association

Business of the Week: Dogtown University. Did you know that Dogtown's favorite part of being located in Campustown is the diversity of culture, businesses and approaches to doing business AND that they can do ANYTHING and if they can't, they will tell you who CAN. Check them out at 217 Welch Ave!



Dogtown University | | Iowa State Cyclone Apparel
www.dogtownu.com

#

223 Impressions · 0% Feedback

Like · Comment · Reshare · August 2 at 9:10am



Campustown Action Association

Business of the Week: Dogtown University! Dogtown does custom Screen printing and Embroidery and is an Iowa State retail shop. Tee shirts make the world go 'round. Whatever the event, cause, sport, Dogtown likes to help market it and make it a success. Both owners are ISU graduates and are proud to be Iowa Staters!



Dogtown University

Local Business

Page: 587 people like this.

230 Impressions · 0% Feedback

Like · Comment · Reshare · August 1 at 3:50pm



Ntin Gadia

so i hear there some non-CAA meeting going on in the next few days that was called inviting campustown businesses. Details??

Like · Comment · July 29 at 12:01pm



Campustown Action Association

New Consignment shop-Random Goods- to open soon. They will be located in the old Varsity Theater. Bring your gently used items to consign to their location Tuesday, Wednesday or Thursday evenings fro 5:30PM-8:30PM or Saturdays from 1:00 PM - 4:00 PM.

255 Impressions · 0% Feedback

Like · Comment · July 28 at 9:58am



Campustown Action Association

Did you know that our Business of the week-Legends American Grill- was voted best wings by Story County in 2010 or that they have 22 tv's and 2 party rooms? Planning a party-check them out!



Legends American Grill

Legends American Grill is a local chain of sports themed, casual dining restaurants serving central Iowa since 1995. You can find Legends in West Des Moines, Pleasant Hill, Johnston, Ames, Marshalltown and in the Court Avenue Entertainment District in downtown Des Moines. With daily specials, a great happy hour, and more TVs than anyone in town, Legends is your best option for lunch or dinner in Central Iowa.

Page: 411 people like this.

308 Impressions · 0.65% Feedback

Like · Comment · Reshare · July 26 at 8:53am

2 people like this.

Write a comment...

Older Posts

Ames Convention and Visitor's Bureau

Grant Information:

General Information:

- As the Bureau works to generate overnight visitors to the Ames Community, the grant program is available to provide funding to assist cultural, educational, arts, environmental, athletic and other local organizations to develop projects, special events and activities that have the potential to attract visitors to the Ames area or to enhance a visitor's experience while improving the quality of life for area residents.

Who can apply?

- Public or private organizations with the demonstrated ability to complete proposed project(s). Eligibility of sponsors and projects is designed to encourage wide participation and innovative proposals.

Website: http://www.visitames.com/members/grant_program.aspx

Amount: Up to 50% of the total expenses.

Requirements:

- Criteria:
 - Diversity and uniqueness of the event, program or project
 - Ability to create a positive perception of Ames to visitors and community members
 - Demonstrated enthusiasm and commitment for the success of the project
 - Time of year during which the project takes place
 - Appeal of the project to a broad-based audience
 - Public access to the project
 - Potential for economic impact
- Requirements:
 - Project is open to the public
 - Potential Grant recipients are required to complete a Grant Application.
 - Grant monies should not exceed more than 50% of eligible project costs.
 - Projects should contain the Bureau logo complete with telephone number and Web site address along with "Supported by the Ames Community Grant Program" when possible.
 - Grant recipients are required to become a member of the Bureau.
 - Grant awards are intended to be set up on a reimbursement basis. However, applicants may request up to 50% of the total award in advance of the project.
 - A Final Report Form must be completed within two months after the completion of the project.
 - A copy of original receipts is required.

- Examples of projects eligible for funding consideration include:
 - Attraction/Event advertising, marketing or promotion
 - Printing and design expenses
 - Web site design and development
 - Travel Shows – include booth space and registration fees
 - Enhancements designed to grow current events or activities
 - Travel expenses related to development or marketing opportunities
 - Hospitality services provided to events
 - Rental of equipment needed for event operations
- Projects not eligible for funding include:
 - Operating expenditures
 - Permanent infrastructure
 - Capital building projects
 - Professional services including, legal, medical, engineering, accounting or auditing
 - General fundraising or donations
 - Salaries, wages or administrative fees
 - Debt retirement or associated fees
 - Anything contrary to federal, state or local law or ordinance
 - Private events
- **DEFINITIONS**
 - **Event:** Activity with potential to attract visitors to the Ames area
 - **Project:** A specific item within the event budget for which the Ames Community Grant is requested
 - (see Fundable items under Criteria)

Due Date: October 15, 2010

Central Iowa Tourism Grants

Grant Information:

General Information:

Advertising Grant Program

Eligible Projects:

- * Eligible projects include advertising placed in newspaper, magazine, radio, television, and web advertisements.
- * The co-op advertising programs sponsored by the Iowa Tourism Office are not eligible for funding through this grant program.
- * Projects must be completed and paid for between July 1, 2011 and June 1, 2012. Note: Advertising to be placed in the summer of 2012 may be designed and pre-paid by June 1, 2012 in order to qualify for the grant program. Advertising which occurred and was paid for between July 1, 2011 and the grant application process also qualifies as long as the logo, tagline, or region web site was included in the advertisement.

Eligible Expenses, Maximum Grant Amount & Local Match Requirements:

- * The only expenses eligible for the grant are advertising design and placement costs.
- * Quoted estimates must be included with the application materials.
- * Grants are set up on a reimbursement basis and are payable upon completion of the project.
- * Grants are limited to no more than 50% of eligible project costs or \$1,000 (whichever is lowest).
- * The grant must be matched with local funds or other funding sources, but cannot be matched with other state grant funds.
- * A cash match is required for the local match. In-kind contributions or "soft-match" are not allowed. Staff costs cannot be used as part of the local match.
- * Signed letter(s) of intent from each funding source specifying the dollar amount committed to the project must be submitted with this application.

Heritage Tourism Grant Program

Eligible Projects & Expenses, Maximum Grant Amount & Local Match Requirements:

- * Eligible projects include acquisition, restoration, on-site signage (billboards are not eligible projects), labeling, or activities that make heritage tourism sites come alive such as demonstrations, step-on guide services, etc. Your project must relate to or impact tourism.
- * Eligible expenses include direct costs associated with the above projects.
- * Quoted estimates must be included with the application materials.
- * Projects must be completed and paid for between July 1, 2011 and June 1, 2012.
- * Grants are set up on a reimbursement basis and are payable upon completion of the project.
- * Grants are limited to no more than 50% of eligible project costs or \$1,000 (whichever is lowest).
- * The grant must be matched with local funds or other funding sources, but cannot be matched with other state grant funds.
- * A cash match is required for the local match. In-kind contributions or "soft-match" are not allowed. Staff costs cannot be used as part of the local match.
- * Signed letter(s) of intent from each funding source specifying the dollar amount committed to the project must be submitted with this application.

* Signed letter(s) of intent from each funding source specifying the dollar amount committed to the project must be submitted with this application.

Promotion - Print Grant Program

Eligible Projects:

- * Eligible projects include design and production costs for printed promotional brochures.
- * Distribution costs (postage to mail your brochure, the fee to ship to the Iowa Welcome Centers, etc.) are not eligible for grant funding.
- * Projects must be completed and paid for between July 1, 2011 and June 1, 2012.

Eligible Expenses, Maximum Grant Amount & Local Match Requirements:

- * The only expenses eligible for the grant are design and printing costs for your brochure.
- * Quoted estimates must be included with the application materials.
- * Grants are set up on a reimbursement basis and are payable upon completion of the project.
- * Grants are limited to no more than 50% of eligible project costs or \$1,000 (whichever is lowest).
- * The grant must be matched with local funds or other funding sources, but cannot be matched with other state grant funds.
- * A cash match is required for the local match. In-kind contributions or "soft-match" are not allowed. Staff costs cannot be used as part of the local match.
- * Signed letter(s) of intent from each funding source specifying the dollar amount committed to the project must be submitted with this application.

Website: <http://www.iowatourism.com/members/grant-applications/index.php>

Amount: 50% of total costs or \$1000. (Whichever is lower).

Requirements: *Must be a member! (\$150.00)

- * Registered non-profit organizations from a CTR county in good standing.
- * County governmental organizations from a CTR county in good standing.
- * CTR Business/Organization members in good standing (for-profit organizations must be a CTR Business member in good standing to be eligible for the grant programs).

Due Date:

* Applications and all supporting materials must be received in the CTR office by 12 noon on October 7, 2011. Note this is a received in the office date, **not a postmark date.**

* Funding for the CITR grant programs is dependent upon an annual allocation from the Iowa Legislature and provided through a contract between the Iowa Tourism Office, IDED and CITR.

Central Iowa Tourism Region Promotion - Other Grant Program *Web Sites, Interactive Marketing Displays & Tradeshow* 2011-2012 Application

Application Deadline:
Received in CITR office by Noon on October 7, 2011

Applicant Information

Organization/Business Name: Campustown Action Association
Contact Person: Chandra Peterson
Mailing Address: 1216 Walton Drive #102
City, State, Zip: Ames, IA 50014
Daytime Phone Number (include area code): 515-450-3141
Fax (if available): NA E-mail: chandrapeterson27@gmail.com
County Name(s): Story County
Total Project Cost: _____
Amount requesting from this grant program: _____
What will your project promote: The Campustown District

Applicant Information (check **ALL** that apply):

☒ Private member of CITR ☐ Non-profit organization
☐ County appointed representative ☐ County government

For office use only:

Application Number: _____
Date Received: _____
Eligible: _____

Project Identification

1. What is your project:

☒ Create a new web site

☐ Redesign of an existing web site

☐ Interactive marketing display -- explain _____

☐ Tradeshow display

☐ Tradeshow registration fee

2. The mission of the Central Iowa Tourism Region is to enhance tourism in central Iowa through information, education and promotion in cooperation with government and business. How does your project fit within the mission of CITR?

Campustown Action Association is the business association for Iowa State's "university impacted area." Our goal is to make our district a destination spot to not only community members but members all over the State of Iowa. CAA has an active membership base that is dedicated to improving and promoting the business, cultural, spiritual, entertainment, housing and physical environment in Campustown. Our proposed project is a new website to promote the district as a whole. This fits in with the mission of CITR because we will use the website to describe and elaborate on reasons why individuals and families should visit the district. There will be links to the websites of the unique businesses in the area. We will have a calendar of the events that are taking place in the area as well as any specials and promotions that we have going on. A website is an excellent way to market the area for what our organization is working to make it: a vibrant Campustown that is a destination district providing a broad array of options to all that cannot be found anywhere else.

3. What will your project promote? Be specific as to the area, attractions, businesses, events, etc. that will be featured. Note: CITR grant programs are designed to fund projects with a tourism emphasis.

The website will be used to promote (1) all of the unique businesses located in the area as well as any specials and promotions they are offering; (2) events that will be taking place all year round and cater to families and individuals from all over the state; (3) any CAA cooperative marketing campaigns that are taking place. Some examples of events that will be advertised: Summerfest in Campustown; Welcome Back Event; One Community Event; Maximum Ames Music Festival; Campustown Tours; other events that businesses hold throughout the year.

4. If you are applying for funds to redesign an existing site, provide your current web site address and explain below how the redesign will involve substantial changes beyond ongoing administrative updates. Examples – a total new look for the site, addition of new areas to the site or addition of new features, etc.

☒ N/A -- (proceed to the next page)

☐ Current site URL (web site address): _____

☐ Provide a print out of the home page of your current web site with this application.

Project Budget

1. List eligible costs below and reference to the attached estimates (quoted estimates for **all** eligible costs must be included with application materials):

Vendor	Amount	Attachment #
--------	--------	--------------

2. List the source(s) of local match funds below. A signed letter of intent from **EACH** funding source **specifying the dollar amount committed to the project** must be submitted with this application. *Even if you are matching the grant from your own budget, a letter from your organization/business must still be attached.*

Source	Amount	Attachment #
--------	--------	--------------

3. Have you applied to, or plan to apply to, any other grant programs to fund this project? If yes, specify which programs?

 X No Yes (please list grant program[s] and amount[s] below)

Project Administration

1. Projects must be completed and paid for between July 1, 2011 and June 1, 2012. All grant provisions must be met no later than June 1, 2012. When will the project be completed and costs incurred?

If we receive the CITR Promotion-Other Grant we will start on the website in December with plans to have the entire design portion completed and costs incurred by June 1, 2012.

2. Answer the following based on the project you are applying for grant funding for:
- Web sites: explain how you will drive traffic to your site (example -- links, advertising, etc.)?
 - Interactive marketing displays should detail where and how the display will be used. Does the display have the capability to track where visitors using the display are coming from? If yes, include the estimated number of potential visitors from outside of the Central Iowa Tourism Region that will be reached.
 - Tradeshow displays, provide a list of the shows where the display will be used. Also include information about the markets the show(s) reach, the date of the show(s), approximate cost for a booth space at the show(s) and the number of potential visitors from outside of the central region that will be reached at the show(s).
 - Tradeshow registrations: include information about the date and location of the show, the type of buyer that attends the show, the markets the show reaches and how this fits with your target market and the anticipated number of buyers projected to attend the show.

CAA will be making every effort to advertise and promote the new website. We will have the website listed on every marketing campaign that we create. It will also be listed on all of our general brochures and flyers. We will also list the website on all the marketing efforts for individual events and promotional campaigns. Moreover, we will use the website in different promotional efforts that will drive individuals to the website in order to be eligible for prizes.

We will post links to the website on our Facebook page, the Ames Chamber of Commerce website, as well as any participating businesses that are willing to have our link on their page. Furthermore, we will request that the following organizations consider adding a link for our webpage as well: The Iowa State Government of the Student Body; The City of Ames; Ames Convention and Visitors Bureau; and the ISU's LiveGreen! Initiative website.

3. What are your plans for maintaining this project? For web sites, explain how the site will be updated and how you will encourage users to revisit your web site. For interactive marketing displays, explain how the display will be updated and maintained. For tradeshow displays, detail how CITR will be recognized for financially supporting your project (examples - article in your newsletter, local media release, list in your annual report, etc). Indicate if it is possible to include the CITR logo or web site on the materials to be distributed at the tradeshow(s). For tradeshow registrations: what type of information will be distributed at and following attendance at the show and if CITR can be recognized in these:

We will have staff that will provide general maintenance for the website. Furthermore, we will continue to encourage users to visit the website with frequent calendar updates on events in the area put on by CAA and other events that are happening in the area but not put on by our organization. Furthermore, we will have weekly business of the week posts and a rotating "specials" section that will be continuously updated in order to encourage users to come back to find new deals and coupons.

Region Involvement

1. Is your organization/business a private member of CITR?

☒ Yes ☐ No

2. Do you serve as a county appointed representative?

☐ Yes ☒ No

3. Did you attend CITR meetings during the past year?

☐ Yes ☒ No

*Although we have not attended any meeting during the last year, we are a newer organization and we are new members to CITR and look forward to the benefit of attending meetings in the upcoming year.

If yes, which meetings did you attend (check all that apply):

- ☐ Summer 2011, *CITR Meeting*, date & location to be determined
☐ May 2011, *CITR Annual Meeting*, Pella Opera House, Pella
☐ March 2011, *Iowa Tourism Town Meeting*, Hilton Garden Inn, Johnston
☐ February 2011, *Creating Pop of the Page Itineraries*, Prairie Meadows, Altoona
☐ November 2010, *Techno Trends*, Reiman Gardens, Ames
☐ July 2010, *Tourism Topics*, Hotel Pattee, Perry
☐ May 2010, *Annual Meeting*, Honey Creek Resort

4. Did you serve on a CITR committee, or were you involved in other CITR activities (examples – serve as a TFI district leader, advertise in the CITR travel guide, etc.) during the past year?

☐ Yes ☒ No

If yes, list the committee(s) you served on and/or your involvement in CITR activities:

*Although we have not been involved on a CITR committee during the last year, we are a newer organization and we are new members to CITR and look forward to contributing to the organization next year.

Acknowledgement and Certification

I agree to comply with the logo/tagline/web site requirements as outlined in this grant.
Note this requirement is suspended for tradeshow projects, instead applicants must provide details about how CITR will be recognized for financially supporting the project.

I agree to complete and pay for the project between July 1, 2011 and June 1, 2012. I understand all grant provisions, including submission of reimbursement forms and the required documentation, must be met no later than June 1, 2012.

I understand the grant is set up on a reimbursement basis and is payable only upon completion of the project within the timeframe outlined in this application.

I understand 7 sets (1 original and 6 copies) of my application materials must be submitted and that each set must include:

- _____ Completed application form.
- _____ Quoted estimate(s).
- _____ Signed letter(s) of intent from funding source(s) specifying the dollar amount committed to the project.
- _____ Mock-up, flow chart, sketch, photo or artists rendering of your proposed project (n/a – tradeshow registration projects).

I acknowledge that I have read and understand the application materials and instructions. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements listed above.

signature

date

Completed applications can be submitted by mail, delivery service or in person to:

Mailing Address:

Central Iowa Tourism Region
PO Box 454
Webster City, IA 50595-0454

Delivery Service Address (such as UPS or Federal Express):

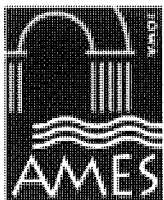
Central Iowa Tourism Region
1527 Superior Street
Webster City, Iowa 50595

In Person:

Contact the region if you need directions or a map to the CITR office.

Questions please contact:

Ann Vogelbacher, CITR Executive Director:
515-832-4808, 800-285-5842 or email: ann@iowatourism.com



Convention & Visitors Bureau

APPLICATION FORM

Please send completed application to:
allysonw@amescvb.com
Ames Convention & Visitors Bureau
1601 Golden Aspen Dr. Suite 110
Ames, IA 50010

AMES COMMUNITY GRANT 2012 PROGRAM

Name of Project: Summerfest in Campustown Date Submitted: August 30, 2011

Project Date(s): June 9, 2012

Name/Organization: Campustown Action Association (CAA)

Contact Name: Anne Taylor

Title/Position: Events and Promotions Chair

Address: 217 Welch Ave

City: Ames State: IA Zip Code: 50014

Phone: 515 296 4651 Fax: NA E-Mail: anne@dogtownu.com

Web site: www.campustownonline.com

PROJECT SUMMARY

Project: ☐ Cultural Activity ☐ Recreation ☐ Education ☒ Entertainment ☐ Other: _____

Estimated number of visitors this project will bring to Ames: 500

Estimated number of lodging nights generated from this project: 1-2

Has this group/project met in Ames before? ☐ No ☒ Yes: When? June 11, 2011

Will this be an annual project? ☐ No ☒ Yes

Applications due by noon, October 17, 2011

Page 1 of 6
Updated 07/11

PROJECT SUMMARY (con't)

In the space provided below, answer the following questions. Supplemental information should be submitted as an attachment so as not to alter the actual application format. Please submit typewritten forms for legibility. Be prepared to provide additional information during the screening process.

1. Has this event/project received Ames Community Grant funds in the past? ☒ No ☐ Yes

If this project has received past funding from this program, how will this year's funds enhance the project in comparison to past years? (Please limit information to this page)

PROJECT SUMMARY (con't)

2. Please provide an overall description of the proposed event/project:
(Please limit information to this page)

Summerfest in Campustown is an event with a goal of bringing individuals into Campustown-especially those who do not usually frequent the district. It has a small-town festival feel and is meant to showcase services and businesses in the area. The event is comprised of individual business booths and activities, a bags tournament, a beer garden, food stands, a stage with music all day and free child care in the evening. With Welch Avenue blocked off, businesses are able to have tents and tables in the streets showcasing themselves with fun games, tastings, and other festive activities. In 2011, many businesses took the opportunity to be creative with their booths! Haila ASP had a spaghetti and marshmallow design contest and Battles taught kids how to make their delicious lemonade! Other activities that businesses hosted included BINGO, musical chairs, card games, basketball, wine tastings, ice cream sampling, twister, dance competition, feather hair extensions, face painting, coloring, water balloon tosses, and many more!

CAA coordinates a bags tournament and the bags and boards are left out all day for individuals to play when the tournament is not going on. They are a big hit! Across from the beer garden entrance, the sounds of local musicians fill the street. With the help of Ames Progressive for the 2011 event, CAA hosted bands like The Sun Company and Matt Woods and the Thunderbolts. Both bands played music that brought people into the street to dance, creating an atmosphere that every summer night should have. In total, we had 6 acts and they were all local. In the future, CAA hopes to have a larger band that draws a large crowd into the street for the headliner. CAA also teamed with the Collegiate Methodist Church to provide child care in the evening for individuals who wanted to enjoy an adult beverage and listen to the headlining band after they spent the day at the festival with their children. The child care services were free, the kids received a snack pack, and the Church coordinated activities for the children while they were there.

The City of Ames and Iowa State University participated in the day as well. The fire trucks were out for kids to look at them, the police handed out stickers to children, and the Public Library brought the Bookmobile. ISU Athletics brought star members of the football and women's basketball team. The athletes had a booth and gave autographs to community members. Furthermore, the Department of Residents provided tents for the day that were great for shade and festive decorations!

Overall, the goal of Summerfest is to provide the Ames community with an opportunity to visit the Campustown district and see what the area has to offer and to create a positive perception of Ames and the Campustown district to both visitors and community members. It is meant to be an event that all ages can enjoy. There are many activities for children at the business booths and the businesses that cater to older individuals put on activities that target adults and all the musical acts are family friendly. Although 2011 was the first Summerfest CAA has hosted, we are excited for it to become an annual event and have many ideas for how we can expand the event to be bigger and better.

PROJECT SUMMARY (con't)

3. How will Community Grant funds be spent?

If CAA receives funds from the Community Grant, the funds will be used to enhance the current event and better market the event to the community. CAA utilized many of the free advertising venues in 2011; however, with the limited budget we had we were unable to spend money on paid advertising. Furthermore, with this past year being our first year we had businesses that were willing to donate services and goods that may not be available in the future. Funds will also be used for printing and design expenses, rental equipment, and entertainment acts for the day.

4. How will these funds enhance your event/project?

As mentioned above, we hope that this grant will allow us to better market our event, in turn, bringing more individuals out that day. We would also like to have more activities for children hosted by CAA. One specific idea that the events committee had for the 2011 Summerfest but did not have the resources to put together was a "kid's area" that would have things like bounces houses or a petting zoo. Furthermore, we would like to have a larger band for the headliner and the Community Grant funds could help with that.

5. What would be the potential economic impact of your event/project on the Ames community?

The economic impact from this event is two-fold. First, there is the potential for a substantial economic impact in Ames, specifically Campustown, the day of the event. Food vendors will be out on the streets and all the businesses will be open for community members to purchase goods and services. The second impact that the event has the potential of is the future economic impact. If CAA is successful with our goal of bringing community members into the district that do not usually frequent the area, there is the potential that individuals will come back to the area after the event to patronize the businesses that they met and interacted with during Summerfest. Although the first point is important for the area, the second point of long-term economic development is the focus for this event. We would like community members and visitors of Ames to enjoy Summerfest and find a business they

6. In the event that you do not receive funding, how will your project be impacted?

Summerfest 2012 will take place whether we receive funding from the Community Grant or not; however, it will be hard to reach the number of community members and visitors we would like to with the limited budget we have. Moreover, we will not have the opportunity to expand our kid activities and our musical acts. Summerfest in Campustown has the potential to be a well-known community event that draws people from all walks of life to the district every summer. We hope to get bigger and better every year to draw in community members and visitors and for this goal we will need a larger budget than we currently have.

BUDGET

Please list all sources of funding and amounts including funding from your own organization as well as additional grants and sponsorships:

1. Campustown Action Association	\$11,208
2. Miller	\$250.00
3. KCCQ-105.1	\$2602.00
4. Party Time Rentals	\$175.00
5. Wendy's	\$200.00

Is any of this funding pending approval? ☐ No ☒ Yes

If so please explain.

A few of these vendors donated in 2011, but have yet to commit for the 2012 event.

In the spaces below, please provide your complete event/project budget:

Vendor	Item	Cost
1. Alpha Copies	VIP Cards and banners	\$290.00
2. Copyworks	Maps and 11x7 posters	\$250.00
3. Chamber	400 Colored Flyers	\$62.77
4. Porta Pro	Porter Potties	\$250.00
5. Party Time Rentals	Balloons, tables, chairs, balloon arches	\$760.00
6. Bands-Undetermined	Headliner and daytime bands	\$3,000.00
7. Party Time Rentals	14 Tents	\$2,100.00
8. Gee Willies	Bounce Houses	\$450.00
9. Wendy's	Volunteer Snacks & Kids snacks	\$200.00
10. License	Insurance and Liquor License	\$594.00
11. Dogtown	T-Shirts	\$425.00
12. Ames News Online	Online Advertising	\$100.00
13. A & R Marketing	Design Work	\$750.00
14. KCCQ 105.1	Radio Advertising	\$5204.00
		Total: \$14,435.77

*Copies of original receipts will be required with final report as proof of expenditures.

Which lines within the budget are you seeking funding for?

1-8; 12-14

How much total funding are you seeking for these items? \$ \$6,608.38

*Ames Community Grant funds cannot exceed 50% of eligible project costs.

Applications due by noon, October 17, 2011

OBLIGATIONS

- Ames Community Grant funds cannot exceed 50% of eligible project costs.
- Projects and all marketing material are encouraged to include the Bureau logo, telephone number, website and "Supported by the Ames Community Grant Program" as appropriate.
- Grant recipients are required to become a member of the Bureau so that the program can be marketed through the Bureau website and additional materials.
- In order to receive disbursement of funds, a Final Report Form must be completed within two months of completion of the project.
- Grant awards are typically paid on a reimbursement basis. However, applicants may request up to 50% of the total award in advance of the project.

ACKNOWLEDGMENT

I acknowledge that I have read and understand the application materials and requirements as noted in the grant application process. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements indicated in the grant.

Chandra Peterson

Digitally signed by Chandra Peterson
DN: cn=Chandra Peterson, o=CAA, ou=Executive
Director, email=chandra.peterson27@gmail.com,
c=US
Date: 2011.08.30 15:20:34 -05'00'

Signature

Date

Print Name

Organization

Thank You for applying for the Ames Community Grant Program

Page 6 of 6
Updated 07/11

Neighborhood Association Newsletter Grant

FY 2011-2012

Application Form

1. **Neighborhood Association :** Campustown Action Association

2. **Contact Person:** Chandra Peterson

Address: 1216 Walton Drive #102 Ames IA 50014
(Street) (City) (State) (Zip)
515-450-3141 NA chandrapeterson27@gmail.com
(Phone Number) (Fax Number) (E-Mail Address)

3. **Payment to be made to**
(if different than Contact Person): Ames Chamber of Commerce Attn: Sarah Buss

Address: 1601 Golden Aspen Dr., Suite 110 Ames Ia 50010
(Street) (City) (State) (Zip)
(515) 232-2310 (515) 232-6716 Sarah@ameschamber.com
(Phone Number) (Fax Number) (E-Mail Address)

4. **Grant Request For:**

X **Printing:** \$ 1.8 X 200 X 8 = \$ 2,880 (1,00 Requested)
(Cost per Issue) (Total Issues/Mailing) (Number of Mailings) (Total Grant Request)

or

☐ **Postage:** \$ X X = \$
(Cost per Issue) (Total Issues/Mailing) (Number of Mailings) (Total Grant Request)

X I have read the "Eligibility, Terms, and Conditions" of the Neighborhood Association Newsletter Grant and the Neighborhood Association identified above agrees to abide by them.

(Neighborhood Association President or other Representative Registered with Ames City Clerk)

Print Name: Chandra Peterson

Signature: _____ **Date:** _____

☐ **Approved for City of Ames by:**

Print Name: _____

Signature: _____ **Date:** _____

Membership Form

Business/Organization _____

Contact Name _____

Address _____

Phone _____

Email _____

I prefer to be contacted via: _____

Membership Levels: *(Please indicate the membership level you would like to participate at)*

_____ \$75.00, Individual/Family/Non-Profit

_____ \$125.00, Business Membership/ISU Dept.

_____ \$325.00, Corporate Membership

_____ Visa or Master Card

Visa Master Card

Name on Card: _____

Card Number: _____

Expiration Date: _____

Security Number: _____

Signature: _____

_____ Check

*Please return this form to the Ames Chamber of Commerce, Attn: Sarah Buss, 1601 Golden Aspen Drive, Suite 110, Ames Iowa 50010.

Campustown Action Association

2330 Lincoln Way, Suite 207
Ames, IA 50014

Phone: 515-450-3141
Website: campustownonline.com
E-mail: chandrapeterson27@gmail.com

About CAA

Campustown Action Association (CAA) is made up of Ames and ISU community members who seek to improve and promote the business, cultural, spiritual, entertainment, housing and physical environment in Campustown. Membership is comprised of persons associated with all Campustown entities including (but not limited to) owners and representatives of businesses, services and churches, and residents within Campustown as well as interested community members and organizations outside of Campustown.

CAA is the organization that serves as a catalyst for private and public partnerships in Campustown. CAA provides leadership for strengthening the role and reputation of Campustown by fostering cooperation among City of Ames, ISU and Campustown entities.



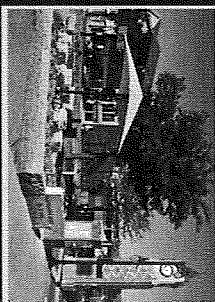
"There is no Power for Change Greater than a community discovering what it cares about." - Margaret J. Wheatley

Campustown Action Association

Business Membership

Logo

Ames, IA



Membership Benefits

\$75.00-Individual/Family/Non Profit

- Monthly Newsletters
- Invitation to general membership and committee meetings.
- Leadership in Campustown's social and civic event planning.

\$125.00-Business Member/ISU Dept.

- Monthly Newsletters
- Invitation to general membership and committee meetings.
- Leadership in Campustown's social and civic event planning.
- A complimentary Ames Chamber Membership with benefits for 2011
- A direct link to your business on the Campustown page of the Chamber website



Summerfest 2011

- Website development if you do not currently have a business website.
- Opportunities to participate in CAA events.
- Participation in cooperative Marketing Efforts
- \$325.00-Corporate Membership
- Monthly Newsletters
- Invitation to general membership and committee meetings.
- Leadership in Campustown's social and civic event planning.
- A complimentary Ames Chamber Membership with benefits for 2011

Business Involvement

- A direct link to your business on the Campustown page of the Chamber website
- Website development if you do not currently have a business website.
- Opportunities to participate in CAA events.
- Participation in cooperative Marketing Efforts
- Your logo on all Campustown marketing pieces, emails and newsletters

Questions? Contact

Director@campustownonline.com

2011-2012 Initiatives

- Summerfest-Annual Summer Festival
- Ames Maximum Music Festival
- Other Events
- Clean-Up Initiatives
- Business Improvement Grants and Projects
- Website
- Monthly Newsletters

Committees

Membership:

1. Identify and recruit members in all categories who are willing to work toward achieving the vision and mission of CAA.

2. Keep records of dues-paying members and a complete roster of the Campustown entities.
3. Actively connects with current and future members to ensure responsiveness of CAA to needs and ideas.

Business Improvement:

1. Works to diversify the Campustown economy by identifying

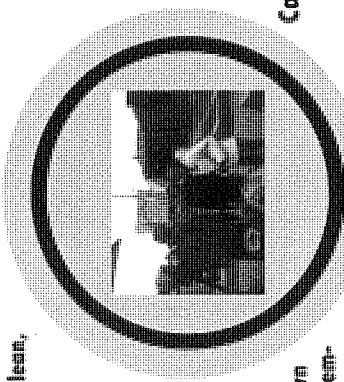


Summerfest 2011

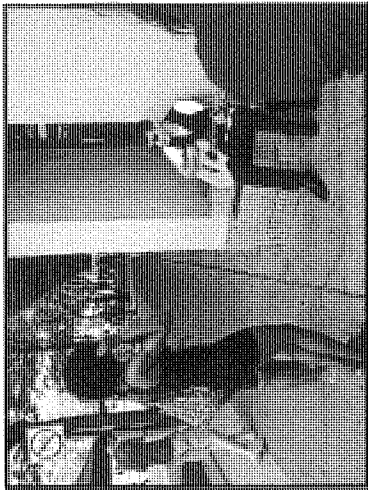
- potential market niches, finding new uses for vacant or underused spaces and improving business practices.
2. Utilizing appropriate design concepts, works to enhance the visual quality of Campustown (buildings, signs, window displays, landscaping, and environment).
 3. Works with the general membership and all other entities possible to keep the Campustown area clean, safe and presentable.

Promotions:

1. Promotes Campustown as a whole in a positive manner so that the community can focus on it as a source of community pride, social activity and economic development potential.
2. Oversees the website as a place to post events by and information about Campustown members and a way to keep organization members and the public informed on what CAA is and what CAA is doing in Campustown.
3. Helps to plan events and coordinates with the Campustown Student Association for special events in the area.
4. Works with City of Ames, ISU and Campustown entities for joint promotional endeavors.



VEISHEA Service Day



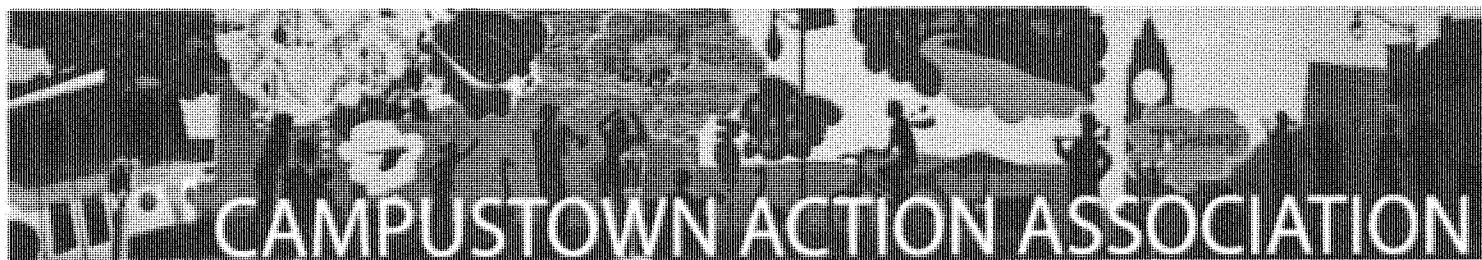
Campustown Action Association

2330 Lincoln Way, Suite 207
Ames, IA 50014

Phone: 515-450-3141

Website: campustownonline.com

E-mail: chandrapeterson27@gmail.com



Campustown Action Association Internship Opportunities

Campustown Action Association (CAA) is seeking two energetic and creative interns for the fall semester. CAA is the business association for the Campustown district with a membership base that is dedicated to improving and promoting the business, cultural, spiritual, entertainment, housing and physical environment in Campustown. Hours will be flexible and both part-time and full-time positions are available. Both interns will report to the CAA Executive Board and be required to attend the bi-weekly meetings to report on their projects and solicit guidance and input from the board. Interns should be self-motivated and able to work on their own with little supervision.

Campustown Action Association Design Internship:

Responsibilities and project will include, but are not limited to the following:

- The design and creation of a CAA Newsletter
- The design of a CAA Membership Brochure
- The creation of a CAA Visitors Pamphlet
- Continued improvement and implementation of creative design elements for the CAA website
- Develop creative design elements for membership businesses who do not have their own website
- Create ads for businesses who do not have their own designer and would like to participate in CAA promotions
- Take pictures at all CAA events
- Assisting the Business Improvement committee with branding tasks
- The creation of a CAA logo
- Design of CAA cooperative advertisements
- Design of CAA cooperative marketing efforts
- Design of any flyers or handouts for CAA events and promotions
- Develop a map of Campustown that can be utilized on different promotional materials
- Attend Branding committee monthly meetings
- Document internship and create transition binder for future interns
- Work closely with the Chamber of Commerce Liaison on membership, financial and other Chamber matters

Although this internship is unpaid, there will be multiple projects through the semester and this will be a great opportunity to build a strong portfolio as well as network with members of the business community, City of Ames staff members and City Council persons, and University staff and faculty.

Campustown Action Association Events and Administrative Internship:

Responsibilities and project will include, but are not limited to the following:

- Plan and coordinate all CAA events as they come along during the year. Current events include
 - Summerfest
 - Maximum Ames Music Festival
 - Welcomefest
 - Campustown Tours
- Develop and plan events that work to bring students into Campustown.
- Plan and coordinate membership outings and socials
- Manage large scale Campustown marketing campaigns
- Keep the website updated with events and promotions
- Maintain social media and work to recruit an active following on Facebook and Twitter
- Work with the Director of the Events/Promotions committee to promote Campustown as a whole in a positive manner so that the community can focus on it as a source of community pride, social activity, and economic development potential.
- Attend the bi-weekly Events Committee meetings
- Draft correspondence with stakeholders such as City Council persons, membership, and University Administration
- Apply for grants as directed by the Executive Board
- Investigate ideas generated by the Executive Board
- Document internship and create transition binder for future interns
- Work closely with the Chamber of Commerce Liaison on membership, financial and other Chamber matters

Although this internship is unpaid, there will be multiple projects through the semester and this will be a great opportunity to build a strong portfolio as well as network with members of the business community, City of Ames staff members and City Council persons, and University staff and faculty.

CAA Internship Application

Please answer the following questions and enclose your resume. The application is due on August 31, 2011. The applications will be reviewed on a rolling basis.

Name:

Address:

E-Mail:

Phone:

Year in School:

Major/Minors:

Cumulative GPA:

Please Circle the internship you are interested in (*If you are interested in both please circle both and star your first preference*):

CAA Design Internship

CAA Events and Admin Internship

Specify Dates of Availability (an approximate start and end date):

Please specify the weekdays and hours you will be able to work weekly:

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Will this internship qualify for credit?

If yes, please provide the name and phone number for the internship coordinator we will be working with:

Name:

Phone:

How did you hear about this opportunity?

Please provide two references:

1. Name:
Phone:
Address:
Relationship:

2. Name:
Phone:
Address:
Relationship:

You may mail your application to the Ames Chamber of Commerce, Attn: Sarah Buss 1601 Golden Aspen Drive Suite 110, Ames, IA 50010 or you can email your application materials to Chandra Peterson at chandrapeterson27@gmail.com.

*If you have any questions or comments please contact Chandra Peterson at chandrapeterson27@gmail.com.

Campustown Action Association

Summerfest a Success!

We could not have asked for a more beautiful day. June 11, 2011 was sunny and the streets of Campustown were filled with people. With Welch Avenue blocked off, businesses were able to have tents and tables in the streets showcasing themselves with fun games, tastings, and other festive activities. Many businesses took the opportunity to be creative with their booths! Haila ASP had a spaghetti and marshmallow design contest and Battles taught kids how to make their delicious lemonade!

CAA put on a bags tournament that was a hit among many of the guests and across from the beer garden entrance, the sounds of local musicians filled the street. With the help of Ames Progressive, CAA hosted bands like The Sun Company and Matt Woods and the Thunderbolts. Both bands played music that brought people into the street to dance, creating an atmosphere that every summer night should have.

Plans are already in the making for Summerfest in Campustown 2012. The CAA Events Committee hopes to make the event bigger and better next year. We hope you will all join us next year and if you would like to be part of the planning please contact Anne Taylor at anne@dogtownu.com.



Business Spotlight: Arcadia Café-Check them out at 2712 Lincoln Way!

One of the newest members to the Campustown district is serving up delicious pastries and specialty coffees! If you ask the owners Liz and Ryan why they started the café they will tell you that they wanted a great place to hang out with great coffee and great pastry. They do everything in house and are able to customize their products, giving them a great amount of menu flexibility. One great reason to be located in Campustown, according to Liz, is the variety of people that come through their door everyday-students, professors, families, and visitors. Arcadia is easily accessible to everyone and everyone is welcome! When asked what one thing everyone should know about Arcadia Liz replied "Ryan and I are particular about the coffee we drink and the pastry we eat. Every facet of Arcadia was thought through and tested before we opened the doors. We would never serve a product we were not 100% proud of. We also do more than coffee and pastry. We have a breakfast baguette (all day) and an Arcadia Dog (hot dog in a baguette) in the afternoon.

Campustown Action Association

Telephone 515-450-3141
Email: chandrapeterson27@gmail.com
WWW.campustownonline.COM

" There is no Power for Change Greater than a community discovering what it cares about." - Margaret J. Wheatley

Wheatley

Letter to the Editor

From Anne Taylor-Promotions
Committee Chair

On June 11, the Campustown Action Association held its first Summerfest in Campustown. Not only was Saturday a picture-perfect Iowa summer day, but the event was a huge success.

Thank you to all of the Campustown businesses that participated and made Welch Avenue such a family friendly and welcoming environment. The long hours and extra staff you provided did not go unnoticed. A special thank you to all of our volunteers that hauled, lifted, directed, ran, smiled and informed all day long. You were awesome.

Thank you to all of the people and entities that donated time, talent and expertise to make the day enjoyable for all: The Ames Jaycees; Collegiate United Methodist Church for the free child care; Iowa State University Department of Residence for the red and gold tents; Ames Progressive for the live local musical talents; Molly Parrott and the ISU athletes who signed autographs; United Ames for the Street 'n' Greet Trailer; Justin Guiter and Juvenile Court Services; Tom Randall; Cora Sondgeroth for the stage; Ames Public Library for the Bookmobile; Ames Fire and Rescue; the Ames Police Department; and the Ames city manager's office.



We couldn't have asked for a more organized event, it was first class, we got a tent, chairs and tables with a large business sign and a list of our offerings, just because I am a member of CAA! We gave away more than 200 business coupon offerings to students, families with children, and some people from out of town.

*-Doug Ziminski of
Leedz Salon*

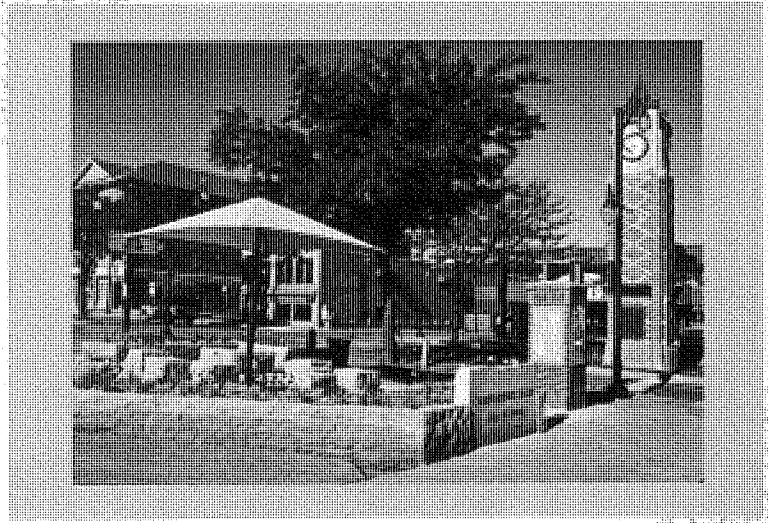
And finally, thank you to all who visited Campustown on Saturday. Whether you created an awesome structure from spaghetti and marshmallows, won the football toss, played Twister in the street, enjoyed a beer in the beer garden, played a round of BINGO, decorated a crispy treat, made some lemonade, won the bean bag tournament, sampled ice cream or just soaked in the sunshine, we wouldn't have been as successful without you.

We hope to see you all (and many more) this fall and next summer in Campustown.

Anne Taylor

Current Initiatives:

- Participation in Ames Maximum Music Festival.
- Development of cleanliness plan.
- Logo and Branding Campaign.
- Grant applications
- Website improvements!
- Participation in Welcomefest
- Passport to Campustown-promotional book that will be handed out to new students at multiple events.



Letter from the Director

An Eventful Summer!

Ads???

Hello all,

It would be impossible to write about the successful summer that CAA had in the few inches I have in this newsletter so a few highlights are in order. In the months of May and June CAA added 20 new members bring us to 42 total! Summerfest brought in traffic into Campustown which included Jeff Johnson, City Council members, families, students, and visitors. We now have an active website up and running as well as an active Facebook page!

❖ **Member Recognition:** A big thank you to Mike Roberts-this issues star member! Mike Roberts is very active on CAA and willing to help with anything. Mike was a key player in making Summerfest happen and ran the bags tournament! Mike recently agreed to accept the position of Chair of the Business Improvement Committee. And last but not least, Mike has spent countless hours putting together the CAA website. Thanks Mike for all your great work!

August 2011

VOL. # ONE ISSUE # 1

CAA

Get Involved!

Interested in becoming a member of CAA?

Ads?

Campustown Action Association

5555 Street Address City
US, 55555



Shipping Address Here
5555 Street Address
City, US 55555



CAMPUSTOWN ACTION ASSOCIATION

Dear Campustown Business or Property Owner:

Welcome to Campustown Action Association! We are excited you are joining us in our efforts to make Campustown a better place to work, live, and play in. CAA seeks to create and foster a vibrant Campustown that is a destination district providing a broad array of options to all community members that cannot be found anywhere else. CAA recognizes the role Campustown plays as the primary commercial district serving Iowa State University and aspires to a leadership role in defining local quality of life and community betterment.

Below is some important information for your reference:

- General Meetings for CAA are on the third Thursday of every month at 4:00PM in the Legends Coach's Room.
- Keep your eyes out for an invitation from "Wiggio," which is a group website that CAA uses to communicate. It is how we send emails and upload documents. When you get this email, do not delete it. Follow the directions and set up your account on our Wiggio page.
- CAA does group promotions all through the year so keep your eyes open for emails about details of these opportunities.
- CAA has three committees where a lot of the work gets done. We hope you will consider joining one! The descriptions and normal meeting times are listed below:
 - Cleanliness/Membership Committee: Working on holding clean-up events and putting together a cleanliness plan for the area. Meets the third Tuesday of every month at 4:00PM at Legends.
 - Branding/Business Improvement Committee: Working on creating a brand for the area and work to get new businesses into the area. Meets on Mondays at 5:00PM in the Haila Conference room (first floor of First National Bank).
 - Promotions/Events Committee: Planning and coordination CAA promotion efforts and event. Meets bi-weekly on Tuesdays at 4:00PM, usually at Café B.

If you have any questions or ideas to share, please feel free to contact any of the Executive members. We are excited to have you on board!

Sincerely,

The Executive Board
Campustown Action Association

Instructions on New Membership

When Sarah Buss emails Exec that there is a new member there are a few things staff needs to get done in order to make sure the new member has access to our emails and documents and that our records are current. Please make sure all of the below check list items are complete every time we add a new member.

1. Add their email address to the general membership spreadsheet. This spreadsheet can be found on the CAA Flashdrive.
2. Email them the welcome letter which can be found on the CAA Flashdrive.
3. Invite them to join Wiggio.
 - a. In the left top corner it should say "Campustown Action Association," click on this and a picture of should come up. Under the picture it will say "Group Profile."
 - b. Click on "Group Profile" then the first word at the top of the pop up window will say "invite," click on this.
 - c. Enter in their email address and a personal message:
 - i. Dear BUSINESS NAME, Welcome to CAA! Below are instructions on how to join the CAA Wiggio group. CAA uses Wiggio for all our communications, including group emails, so it is very important that you create an account and accept your invitation below. Please follow the instructions below and feel free to email Chandra Peterson if you have any questions at chandrapeterson27@gmail.com.
 - d. Send the email!

Great work!

June 1, 2011

Dear Property Owners, Business Owners, and Campustown Residents,

The Campustown Action Association (CAA) is excited to inform you of a new annual event: Summerfest in Campustown, on June 11th, 2011. CAA is putting on this event in order to enhance the artistic and cultural atmosphere of the area, as well as encourage the community to explore all that Campustown has to offer. As you can imagine, an event of this sort will block off streets and parking areas. Thus, alternative routes to your business or residence may be necessary. We appreciate your flexibility during these temporary closures and know this event will be well worth the efforts we all extend. Below is a list of streets and parking areas that will be impacted during Summerfest 2011.

We look forward to seeing everyone at Summerfest! Please let us know if you have any questions or would like more information on how to participate. There is still time to host an activity during the day. It's going to be a great event and a terrific summer!

Summerfest 2011: June 11th, 2011, 1:00PM-8:30PM

Street Closings: (Street Closings will be from 8:00AM-9:00PM)

Lincoln Way to Chamberlain will be blocked.

Chamberlain to Hunt will be blocked.

Chamberlain will be open.

Parking: (Parking will be limited from 8:00AM-9:00PM)

Parking on Welch, from Lincoln Way to Chamberlain, will be unavailable.

The entrances to parking lots on Welch (by Fighting Burrito, the Post Office and El Patron) will be closed.

The parking lot beside Welch Ave Station and Pizza Pit will be unavailable.

Sincerely,

Chandra Peterson

Executive Director, Campustown Action Association

(515)450-3141

Chandrapeterson27@gmail.com

<http://www.campustownonline.com>

CAA is an affiliate organization of the Ames Chamber of Commerce.

Summerfest in Campustown Business Involvement

Business	Contact Name	Activity	Write-Up
Battles BBQ EMAILED DONE	Chad Watkins X	Lemonade Making	Business: Battles BBQ Business Activity: Lemonade Making Prize/Premium: Lemonade Age Range for the Activity: 5 & Up Location: ###
Project 20/20 EMAILED DONE	Adolf Ninaquispe X	Dance Competition	Business: Project 20/20 Business Activity: Dance Competition Prize/Premium: Variety of prizes: Dinner for 2 with free coverage to an event; gift cards, bar tabs for those of age, candy for children Age Range for the Activity: ALL Ages Location: ### (On Welch)
Legends EMAILED DONE	Michael Roberts X	Football	Business: Legends Bar and Grill Business Activity: Football Prize/Premium: \$10.00 Gift Card Age Range for the Activity: ALL Ages Location: ###
Haila ASP EMAILED DONE	John H. and Chad West X	"Design booth"	Business: Haila ASP Business Activity: Design Booth Age Range for the Activity: 3 and Up Location: ### (Welch)
Fighting Burrito EMAILED DONE	Matthew Goodman X	Rice Krispee Treat Cut Outs	Business: Fighting Burrito Business Activity: Summer shapes Crispy Treat decorating! Prize/Premium: Decorated Crispy Treat Age Range for the Activity: ALL ages Location: ###
Dogtown University EMAILED DONE	Anne Taylor X	Bingo	Business: Dogtown Business Activity: BINGO Prize/Premium: ISU Apparel and Novelties Age Range for the Activity: ALL Ages Location: ###
Pita Pit EMAILED	Kaia K. X	Water Balloon Toss	Business: Pita Pit Business Activity: Water Balloon Toss Age Range for the Activity: ALL Ages Location: ###
Memorial Union EMAILED DONE	Letitia Kenemer X	Button Making	Business: The Workspace at Memorial Union Business Activity: Button Making Prize/Premium: A Stylish new button created by you! Age Range for the Activity: ALL Ages Location: ### (by Dogtown)
Smiles and Gyros	Mara X		Business: Smiles and Gyros Business Activity: Food \$\$\$

			Location: ###
Copy Works	John Gulick Nick Maselli- →ames@copyworks.com X	FREE Popcorn	Business: Copyworks Business Activity: FREE Popcorn and Coupons Age Range for the Activity: ALL Ages Location: ### In the store
Pizza Pit	Tom N.	Sold Pizza inside business	Business: Pizza Pit Business Activity: Selling Pizza by the Slice Location: ###
Campustown Property Management	Mark Z. X	Giant Card Games	Business: Campustown Property Management Business Activity: Giant Card Games Age Range for the Activity: ALL Ages Location: ###
Chasers/element	Scott Davis X	Beer and Wine Tasting	Business: Chasers/Element Business Activity: Beer and Wine Tasting Age Range for the Activity: 21 + Location: ### (Chasers Element) On Patio
Stomping Grounds DONE	Amy X	Wine and Beer Tasting	Business: Stomping Grounds Business Activity: Wine and Beer Tasting Age Range for the Activity: 21+ Location: ### SG
Singer Station	Dan X	Glass Blowing	Business: Singer Station Business Activity: Glass Blowing Demonstration Age Range for the Activity: 16 + Location: Store
Golden Wok DONE	Ivan	FREE Ice Cream Karaoke	Business: Golden Wok Business Activity: FREE Ice Cream Samples and Karaoke Prize/Premium: Ice Cream...Yum! Age Range for the Activity: ALL Ages Location: ### (Going to be at location)
Café Beaudelaire MATHEW Emailed DONE	Amanda Janzen <u>515.450.7529</u> ; mandalynnes@hotmail.com	Face Painting	Business: Café Beaudelaire Business Activity: Face Painting Age Range for the Activity: ALL Ages Location: ###
Lasting Impressions	Jason	Dunk Tank	Business: Lasting Impressions Business Activity: Dunk Tank Age Range for the Activity: ALL Ages Location: ### In front of CosCos
Leedz Salon	Doug Z.	Hair Extensions, face painting	Business: Leedz Salon Business Activity: Hair extensions, face painting Age Range for the Activity: ALL Ages Location: ### On Welch
ACVB	Allyson	Basketball	Business: Ames Convention and Visitors Bureau

MEETING DONE	Walter X		Business Activity: Basketball Prize/Premium: Rice Krispee Treat Age Range for the Activity: Young Children Location: ###
Arcadia Café	Liz Naylor (liz@arcadiai.names.com) X	Cupcake Treat Walk	Business: Arcadia Café Business Activity: Cupcake Treat Walk Prize/Premium: Treats! Age Range for the Activity: ALL Ages Location: ### (Welch somewhere)
Birthright EMAILED	Kathy Bunting, Chris (birthrightames@hotmail.com) X	Bean Bag Toss	Business: Birthright Business Activity: Bean Bag Toss Age Range for the Activity: ALL Ages Location: ###
Pyro Grilled Sandwiches EMAILED	Mark X	Food Stand	Business: Pyro Grilled Sandwiches Business Activity: Grilled Chicken or Grilled Beef Fajita Wraps - \$4.00 each Location: ###
Kum and Go	Marc Peter cell 515 290-9067 store 515 292-5395 jennmarc@aol.com X	Des Moines menace-Soccer	Business: Kum and Go Business Activity: Soccer Related Age Range for the Activity: ALL Ages Location: ### In front of Kum and Go around the Clock tower
First national Bank	X		Business: First National Bank Business Activity: Coloring and handing out balloons Age Range for the Activity: 2 Years-10 Years Location: ### In front of Jimmy Johns

Nos:

The Inner Circle: Marketing budget is all gone, plus some.

Ink World-Ruth will not be around that day.

Other Activities:

City Fire Trucks

Water Truck

Bookmobile

Athletics-Athlete signings

Summerfest Timeline

January

- Reserve the Block Party Trailer from the City ASAP.
- Brainstorm any new ideas and get an idea of everything that will be a part of the event.
- Assign “heads” for each project or each area of the event.
- Create budget

February

- Get City approval for the street closings, electrical, the beer garden, etc.
- Work with Ames Jaycee’s to see if we can use their fencing again.
- Work with Methodist Church to see if they will do free child care again

March

- Get ID training set up for those working the Beer Garden.
- Start Facebooking about Summerfest.
- Meet with Name L. about music.
- Pick Headliner
- Get City Activities
 - Fire
 - Police
 - Water truck
 - Library book mobile
- Email businesses to register for a booth. Have to be a member.
- Start advertising
 - Press release
 - Flyers made and put around

April

- Start recruiting Volunteers.
 - Post event on Story County Volunteer Services Website
 - 10,000 hours show
 - Alpha Phi Omega
 - SCAN
- Send out the letter to all the property owners about street closings. Jeff Benson with the city can help with this mailing.
 - There is a copy of the letter in the logistics section.

- In early April get all of the below items approved by the City.
 - Closing the parking spots on the streets that we were blocking off.
 - Blocking off the streets
 - Getting the electrical fee waived
 - Getting the beer garden approved
- Ask the Department of Residence if we can use their tents again. About 12.
- Figure out what to do for a stage and sound equipment
- Purchase beer garden license and insurance
- Start advertising
 - Including bags tournament and child care
- Get snacks for volunteers donated
- T-shirts for volunteers
- Talk to athletics to get athletes to sign autograph
- Walk around and recruit businesses.

May

- Call Dave Cole, Street Maintenance Supervisor at 239-5548 at the city and ask for the street sweeper, sidewalk sweeper and garbage cans to be emptied on the Friday before the event
- Contact Party time rentals and order
 - Chairs
 - Tables
 - Balloons
- Ask Campustown Property Management if we can use their golf cart for set up.
- Make the map and schedule that will be handed out the day of
 - Starting putting businesses on the map
- Order the porter potties
- Get an Emcee
- Ask Tom Randall if we can use his truck again
- Think about additional signage that may be needed
- Start volunteer schedule
- Ask Businesses to donate lunch for volunteers

June

- Make signs for each businesses
- Try and close registration for business 1 week before event
- Send out business email Confirmation
- Make set-up task list
- Hay Bales
- Ask Scott Davis about umbrella poles for the fencing

- Locate bags and boards
- Hand out flyers at the half shell events and art walk.

Afterwards

- Do a businesses survey

Summerfest 2011 Documentation

Logistical Overview:

- City Relations
 - All of the below items need to be approved by the City. One of the committee members worked very closely with the Assistant City manager to get all of the following items taken care of.
 - Closing the parking spots on the streets that we were blocking off.
 - Blocking off the streets
 - Getting the electrical fee waived
 - Getting the beer garden approved
 - Street closings
 - The barriers will be dropped off the night before.
- Cleanliness
 - We contacted the city in advance and asked them to use the street sweeper and the sidewalk sweeper. We also asked them to make sure all the trash cans were emptied in advance of the day.
- Set-Up
 - We had party-time rentals drop off all of the tables and chairs at 8:00AM when we started setting up.
 - The tents were dropped off by Department of Residence the night before and picked up the next Monday.
 - Campustown Property Management helped with their golf cart. We used it to carry the tents because they were very heavy.
 - We had a map up where all the tents needed to go and all the tables and chairs.
 - We started by dropping off the tents and setting them up. We then dropped off table and then chairs.
 - We then put the signs for ever business on the tables so each business would know where they were supposed to be.
 - We had Party-time rentals drop off all the balloons at 11:30 so they didn't deflate in the sun. We delivered all the balloons to each business when they arrived.
 - Businesses started setting up around 11:00AM and were suppose to be all ready to go by 12:30 PM. With the event starting at 1:00PM. There were people who came early.
 - Another set up job was picking up trash in the morning.
- Porter Potties

- We got porter potties for the beer garden and by Kum and Go—but the ones by Kum and Go did not get used.
- The companies we used were
 - Beer Garden- jims johns
 - Kum and Go- Porta Pro

Music:

- For the music at Summerfest, we worked very closely with Nate Logsdon nlogsdon@msn.com. He runs the Ames Progressive. We had a few of our members work with Nate and they set up the bands.
- We had bands all day with 10-15 minutes between each band. A suggestion for next year was no breaks between bands or shorter breaks. The schedule was as follows:
 - 1-1:45 PM Holly Figueroa
 - 2:00 – 2:30 PM Kate Kennedy
 - 2:45-3:15 PM Old Road Riot
 - 3:30- 4:15 PM Ladysoal
 - 4:30- 5:30 PM The Sun Company
 - 6:30 – 8:30 Matt Woods and the Thunderbolts (They cost \$600.00). A suggestion for next year was to not have a break between the beginning bands and the Headliner like we did this year.
- The music was only loud enough to reach about the Fire station. We happened to have a DJ booth on the other side that kept music going, but next year if there isn't a DJ the committee might consider having another stage or some other sort of music for the booths on the other side.
- Matthew Goodman provided the stage. It was a flat bed trailer hooked to a truck.
- The only volunteers we needed were volunteers to set up. Nate L. helped transition from band to band.
- We used Nate L's equipment from Ames Progressive.
- We had an Emcee for the last part of the day and we also had all the businesses participating send us their specials for the day and in between bands we let people know what specials were going on. We asked businesses to submit their specials in advance and had an "Emcee sheet" typed up.

Beer Garden:

- The Ames Jaycee's helped a lot with the Beer Garden. Our main contacts were: Kaye Strohbehn and Adam Scott

- We had members of the committee attend ID training with the Ames Jaycee's to learn how to ID.
- We used all the fencing that the Jaycee's usually use for half shell events.
- We borrowed Tom Randall's truck to move all the Jaycee's equipment.
- We also used hay bales that Matt and Jada Neubauer provided and umbrella poles from Scott Davis and Club Element. The Jaycee's loaned us a few tables but the tables and chairs we used for people to sit in the beer garden were all from the Block Trailer.
- We used Iowa Beverages (Miller) for our distributor.
- We sold around 550 beers.
- Matthew Goodman purchased the license and insurance under his own name as a personal permit for Summerfest 2011.
- The city must also approve the beer garden for the event.
- We had one person, Matthew Goodman, who was the main person in charge of the Beer Garden.
- We also had a few volunteers throughout the day work the beer garden.

Decorations/Signage:

- We have signage for the beer garden-including a 21+ sign, no smoking signs, pricing, etc. and we have two main signs for the information booth. All the signs we have left over are in a container and the Chamber is storing it for us.
- Might want a better sign for next year for the beer garden that explicitly says "Beer Garden Here" or something to that extent.
- We also had 2 signs for each business made. See Example in binder.
- We have general signs for the information booth.
- Party time rental donated all kinds of balloons. We had a set of balloons for each business filled with helium. We also had balloon towers for businesses that didn't have a table and chairs or who were doing their activity in their business. We also have two large balloon towers for the information booth as well as a balloon arch. These really helped make the area festive and people really liked them. Please refer to pictures to see the balloons for the event.
- Department of Resident allowed us to use 12 red and gold tents for the event free of charge. They really made the event. We made sure to have equal amounts of tents on each side so it wasn't like one side had all the tents and the other side didn't have any.

Bags Tournament:

- We made and painted 8 boards (4 sets). They were paid for and sponsored by 4 businesses.
 - It was a good number of boards for the amount of people and space we had.

- Storage information:
 - Tom Northrup from Pizza Pit currently has the boards for Haila ASP and Lasting Impressions in his storage.
 - Anne from Dogtown has her boards
 - Mike Roberts from Legends has his boards
 - Mike Roberts also has all the bags for the boards—he purchased them.
- Bracket Outline is enclosed in the Bags Section. You may want to have it enlarged. You can also do a google search for pictures of 32 team brackets to get a different picture.
- We put out registration forms 3 weeks before the actual event; however, we did not get but 1 or 2 groups sign up in advance. Most of the people who signed up did it right before the tournament. We kept announcing it and directing people to the information booth to sign up.
- It cost \$10.00 to play and we collected money with the registration forms at the information booth.
 - Might be nice to have a money box for the tournament.
- If people wanted to pre-register we gave them a few locations to drop off forms at and those locations were suppose to contact Chandra or Mike to give the forms to.
- We had the rules all printed on the back of the bags registration form. The head person should have an idea of the rules.
- You can find a copy of the Bags tournament registration form enclosed in the binder.
- It would be better next year to have the sign up by the bags tournament (all located in the beer garden).
- We used the PA for the band and talked in between bands; however, the Party Block Trailer has a PA and it would be good to use that for next year.
- The PA would also be good to explain the rules to all the groups. We explained the rules before every round.
- We had 1 referee for every two boards. Next year there should be one referee per board.
- We ended up starting the tournament around 2:30PM and finished up in a couple hours, we had 15 teams.
- Mike filled out the bracket as people came, but it probably would have helped to have 1-2 more people help the head bags person. So including the referees there would be about 8 people running the bags tournament.
- We ran the rounds one right after another.
- We let people use the bags all day to warm up and just play after the tournament was done.

Information Booth:

- We printed about 300 maps and only had about 45 left over. See the map and schedule of events in the binder.
- Located at the information booth was the following:
 - Maps
 - Snacks for the volunteers

- T-shirts for the volunteers
- VIP cards for the volunteers
- The athletes to sign things
 - Although, we think they should have their own booth next year.
 - Contact to get athletes to autograph is molly Parrott:
mparrott@iastate.edu
- Sign up for child care
- Sign up for bags tournament

Volunteers:

- We had one person-Amy-coordinate all the volunteers. She used the following avenues
 - SCAN-requested volunteers and the President Gloria helped all day
 - 10,000 hours show—someone can email the President and VP and ask them to put our event on their list of volunteering options. The contact information can be found here:
<http://www.sodb.stuorg.iastate.edu/view.php?id=980>
 - Alpha phi omega
 - Story County Volunteer Center
 - CAA has an account with the volunteer center so we can post any time we need volunteers.
 - We should post about a month in advance. We posted a little late this year.
 - CAA members
- Each volunteer should be assigned a task in advance. Enclosed in this binder is a draft of what 2011 volunteers looked like-we were a little short on people for clean up. Below are the categories that volunteers will be needed for and about how many volunteers for each category.
 - Beer Garden
 - Shift 1
 - Shift 1
 - Bags Tournament
 - Set Up
 - Tear Down
 - Information Booth
 - Shift 1
 - Shift 2
 - Stage
- We provided a few goodies for volunteers and they could get these goodies with their volunteer VIP card. There is an example of the VIP card in the binder. The goodies included:
 - Lunch from either Fighting Burrito or Pita Pit
 - Coffee from Stomping Grounds
 - 2 Snacks and a water from the information booth (donated by Wendy's)
 - T-Shirt!

Child care:

- The Collegiate United Methodist Church coordinated the entire child care event.
 - The contact was: Reaching and Receiving Group and her name is Jeanie McElvain
- Guests could sign up in advance or the day of at the information booth.
- It was FREE!
- Wendy's donated snacks for the children.
- There is an example of the child care registration form in the binder.

City Partnership:

- The City participated in the event with their own activities and allowed us to use the party block trailer
 - Party Block Trailer
 - We checked the trailer out in April. The contact to check the trailer out is: Jeff Benson?
 - Activities
 - Water Truck-handed out FREE water.
 - Contact: jdunn@city.ames.ia.us
 - Fire Station-Kids could look at the trucks
 - Contact: cpetersen@city.ames.ia.us
 - Library-Brought out the book mobile
 - Contact: lcarey@amespubliclibrary.org

Business Involvement/Activities:

- City Activities:
 - Book Mobile
 - Fire Trucks
 - Water Truck
 - Police Cars
- Business involvement
 - We rented tables and chairs for the businesses that participated. We rented more tables/chairs depending on the activity the business was doing. For example, if the business was just handing out buttons they didn't need many chairs; however bingo or card games would need more chairs.
 - We borrowed tents from Department of Residence (12). They were a hit and businesses got them on first come first serve basis. There was also an extra tent in the block party trailer.

- We emailed businesses and asked for their activity in April but ended up having to email each business individually after that as well. We accepted entries the whole week preceding the event, but in the future we hope to have a date where businesses have to let us know what they are doing.
- We required membership to participate in the day.
- In the binder there is a list of all the businesses that participated in the day and what they did for future reference. I have also printed the emails I sent out to the businesses to get them to sign up as well as what we told them the week before for instructions.

Marketing Efforts:

- Sent press releases to the newspapers
 - The Sun
 - Ames Tribune
 - The ISU Daily
- Ames News online advertised for us with a link to our Facebook page the week before the event.
- We went to Mel in the Morning 4 Fridays before the event.
- Flyers all over Ames
 - Duff, West Ames, Mainstreet, Campustown
 - We started this about 2 months in advance
- Handed out flyers at the 2 half shell events before Summerfest
- Handed out flyers around at Art Walk
- Facebook—created an event and posted frequently about it. We asked members to re-post it as well.
- Emailing.
- The chamber and Copyworks did a lot of our printing for PR and flyers.

Summerfest Reflection Guide for Future Committees

Bags Tournament:

- On the bags tournament form make sure that there is a note at the bottom that states that the first person listed on the form is who the check will be made out to if they win.
- You need one referee per board. It is too much work to have one person do two boards.
- PA system for the bags tournament to call names—or have specific times. Like round 1 starts at 2 and round 2 will start at 2:30
 - The party block trailer has an extra PA system we could use.
- The sign up for the tournament should be in the Beer Garden
 - We should have signage for it. “Bags Tournament Here”

Logistics:

- Close Chamberlain so there isn't such a big break from the South and North sides of Welch.
- If there is a vehicle parked in the area and doesn't leave all day, we can call the cops to have the call the owner to get it moved.
- Better advertising for the information booth.

Bands:

- For band ideas check out: <http://www.everyfamilyrocks.org/>
- Make sure there is not any extra space between each band. There was too much dead space.
- Headliner didn't bring very many people. If we are going to pay a band to headline they should be a band that can show they will bring a crowd.
- Do NOT have a 1 hour break between the day bands and the headliner

Future Fun/Random Ideas:

- For fun ideas check out: <http://www.everyfamilyrocks.org/>
- We could have a survey that asked people their favorite booth.
- To get more people to use the childcare?
 - We could hand out the child care sheets with the map maybe?
- Cook-off (like BBQ) would draw a big crowd.
- Maybe the Workspace would do an ARTMart type activity where people could buy art.
- We could have popular groups perform during the day
 - ISU Dance Marathon
 - The city Flash Mob group
 - Gymnastics or dance groups (that way families bring out their kids)
 - Hip Hop club, etc.
- Have a fun party the Sunday afterward for everyone who helped with it. It can be a private party to relax and have a good time.

Beer Garden:

- Need to have a solution for smoking. Maybe a designated smoking area out of the beer garden.
- Could we get the stage closer to the beer garden?
 - Would have to ok it with the fire department

- We don't want to alienate people who don't want to be in the garden though.
 - Maybe we wrist band people and have the band fenced off. That way everyone can see the band.
- We should have a banner that has the hours of the beer garden on it.

Volunteers:

- Have a designated group signed up for tear down
- Don't need as many people helping during the day.

Activities:

- Athletics need their own tent for signing things and a bigger sign ect.
- Maybe the businesses could go longer?
- Get more involvement.

City:

- June is car seat safety month. The City did a car seat check up event and maybe we could work with them and they could have the car seat check up at Summerfest.

JUNE 11
2011
1 - 8:30 p.m.

Activities,
games, prizes,
food and music
for ALL AGES

Campustown Action
Association presents

SUMMERFEST


IN CAMPUSTOWN

FREE Child care & activities
provided by Collegiate United
Methodist Church • 6-9 p.m.
(Registration form can be found on the CAA Facebook page)

HEADLINED BY
MATT WOODS
AND THE
THUNDERBOLTS

**Bean Bags
Tournament**

\$10/team
CASH PRIZES!

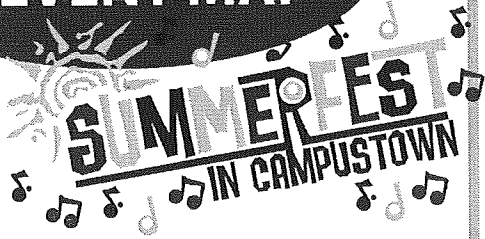
 Find Campustown
Action Association on
Facebook for updates!

Corporate Partners



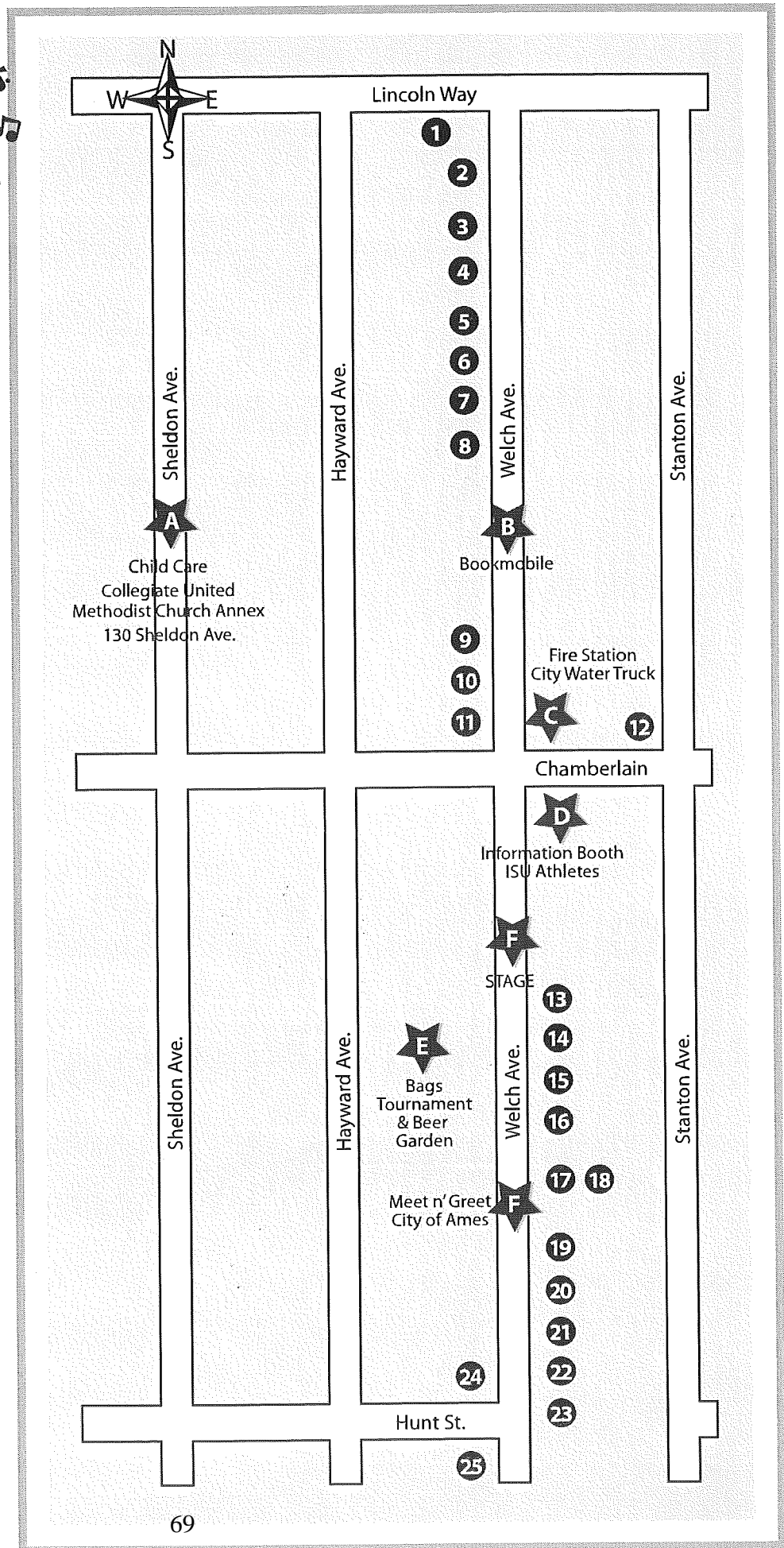
Campustown Action Association is an affiliate of the Ames Chamber of Commerce.

EVENT MAP



- 1 Singer Station
Glass Blowing Demo Ages 16&up
- 2 Café Beaudelaire
Face Painting All ages
- 3 Project 20/20
Dance Competition All ages
- 4 Copyworks
Popcorn All ages
- 5 Leedz Salon
Face Painting/Feather Hair Extensions All ages
- 6 Lasting Impressions/PitaPit
Dunk Tank/Water Balloon Toss All ages
- 7 Fighting Burrito
Crispy Treat Decorating All ages
- 8 Gyro Stand
- 9 Legends
Football All ages
- 10 Haila, ASP
Design Booth Ages 3&up
- 11 First National Bank
Coloring & Balloons All ages
- 12 Chasers
Beer & Wine Tasting Ages 21&up
- 13 Super Dog
- 14 Kum & Go
DSM Menace Soccer Ages 5&up
- 15 Pyro Grilled Sandwiches
- 16 KASI/KCCQ
- 17 Dogtown
Bingo All ages
- 18 Battles BBQ
Lemonade Making ages 5&up
- 19 Arcadia Cafe
Cupcake Treat Walk all ages
- 20 Birthright
Bean Bag Toss All ages
- 21 Workspace @ Memorial Union
Button Making All ages
- 22 Ames Convention & Visitors Bureau
Basketball & Treats Young children
- 23 Campustown Property Mgmt.
Giant Card Game Ages 5&up
- 24 Golden Wok
Karaoke & Ice Cream Samples All ages
- 25 Stomping Grounds
Wine & Beer Tasting 2-4pm Ages 21&up

- A** Child Care @ CUMC Annex
130 Sheldon Ave.
- B** Bookmobile
Ames Public Library
- C** Fire Station/City Water Truck
- D** Information Booth
ISU athlete autographs
- E** Bags Tournament & Beer Garden
- F** Stage
- G** Meet n' Greet City of Ames



Child Care Registration

Child care provided by
Collegiate United Methodist Church

SUMMERFEST

IN CAMPUSTOWN

Please fill out one form for each child and return by June 3, 2011.



Follow Campustown Action Association on Facebook
for Summerfest in Campustown updates!

Name of Child: _____
Name of Parent(s): _____
Age of Child: _____
Main Contact Name/Phone #: _____
Other Contact Name/Phone #: _____
Emergency Contact Name/Phone #: _____
Special Considerations for Child: _____

Drop Off Location: Collegiate United Methodist Church ANNEX, 130 South Sheldon Ave.

Drop off time: 6:00 pm / **Pick Up Time:** 9:00 pm

Fruit snacks, bananas, apples and juice will be available.

SPACE IS LIMITED. PREREGISTRATION IS ENCOURAGED.

Registration forms may be mailed to:

Collegiate United Methodist Church, Attn: Summerfest in Campustown
2622 Lincolnway, Ames, IA 50014

Please contact Jeanie McElvain for more information: jamcelvain@hotmail.com



Bag Tournament Registration

SUMMERFEST IN CAMPUSTOWN

Must be 21 to ENTER the Bags Tournament!



*Follow Campustown Action Association on Facebook
for Summerfest in Campustown updates!*

Player #1 name: _____

Player #1 cell: _____

Player #2 name: _____

Player #2 cell: _____

MUST BE 21 to ENTER the Bags Tournament

\$10 PER TEAM CHECK MUST BE ENCLOSED FOR VALID ENTRY

**Registration forms can be turned in prior to June 11 WITH payment at:
Battle's BBQ, Dogtown University, Fighting Burrito, Legends or Pita Pit.**

Day of (June 11) registration will be from Noon to 1:00 PM.

Please read the attached rules of the game prior to June 11, 2011.

Cash prizes will be determined by the number of teams entered in the tournament.

Field is limited to 32 teams

Tournament starts at 1:30 PM, ends by 5:00 PM

Please check in prior to 1:00 PM on June 11 in Parking Lot T, south of Pizza Pit.

Teams not present at 1:00 PM will forfeit their entry fee.



Friday September 23, 2011
Maximum Ames Music Festival
<http://www.maximumames.com/>

All CAA Members,

The Maximum Ames Music Festival is a four day event featuring a progression of music from West Ames to Downtown Ames. The music begins Thursday September 22nd and wraps up on Sunday September 25th during the Octagon Arts Festival.

The Campustown Action Association is partnering with MAMF to bring the beat to Campustown on Friday September 23, 2011. The CAA event in Campustown will have similar format to the Downtown Ames Art Walk held in June. Participating businesses can either host a musical act or contribute to MAMF through a cash or an in kind donation. Every size budget will be considered so that as many businesses as possible can participate.

We recommend any CAA businesses wishing to host a musical act and are not a "normal" musical venue, do so in the late afternoon and evening prior to 9 PM as to not conflict with musical venues showcasing headliners later in the evening.

CAA will promote this event much the same way we promoted Summerfest in Campustown. We will distribute a "Maximum Ames Music Festival in Campustown" specific poster, Facebook, Twitter and web site postings and live radio spots leading up to the event.

Depending upon the level at which your business chooses to participate, there will be multiple opportunities to showcase your business on posters, banners, web adds, radio announcements, newspaper adds, Facebook and Twitter postings.

Businesses wishing to participate by hosting a musical group, band or donate in other meaningful ways should contact Nate Logsden at 515-520-1600 or nate@maximumames.com.

The deadline to contact Nate is Friday August 12, 2011.

For additional questions about "MAMF in Campustown" please contact Chandra Peterson or Anne Taylor.

chandrapeterson27@gmail.com
anne@dogtownu.com



WHAT IS MAXIMUM AMES MUSIC FESTIVAL?

Maximum Ames Music Festival is a four-day celebration of music and culture that will take place at dozens of venues all over Ames. The festival will feature acts from Iowa and the Midwest as well as excellent nationally prominent touring acts. The goal of MAMF is to fill Ames with music for full weekend and give a boost to the local

economy by hosting shows in many different venues and in multiple cultural districts throughout the community. We are eager to foster collaborations between artists, businesses and organizations to create a unique and exciting event that celebrates Ames and maximizes our cultural potential.



Fall Events Volunteer Schedule and Volunteer Email

Welcome Back Event: Friday, August 26th 5:00 PM – 7:00 PM (set up at 4:30 PM)

4:30-5:00: Chandra; Lisa J. Keigley; Jason; Chad West; Liz; RandomGoods

5:00-6:00: Chandra; Lisa J. Keigley; Jason; Chad West; Liz; Random Goods

6:00-7:15: Chandra; Jason; Chad West; Liz; Random Goods

Welcomefest: Wednesday, August 24th 5:30 PM – 9:00 PM (set up at 5:00 PM)

4:30 – 5:30: Anne; Chandra; Lisa J. Keigley (comes at 5:00); Jason; Mike at 5:00PM

5:30-6:30: Chandra (have to leave at 6); Anne; Lisa J. Keigley; Jason; Mike

6:30-7:30: Jason; Mike

7:30-9:00: Matthew (starting at 8); Jason (possibly Mike)

Move-in Day at the Towers: Sunday, August 21st

1:00: Anne

1:30: Chandra

2:00: John H.

2:30: Chandra

3:00: John H.

Hello all,

The Events Committee has been working hard to promote Campustown to all the incoming students this fall! Below are three events that we need help with in order to make them a success. Each event will be a little different; however, the general point is the same. We need individuals to help hand out our "Campustown passports" at all these different events. Our goal is to always have 2-3 individuals representing CAA at each event.

The events committee has spent a lot of time putting together the passport and coordinating our contributions to these events but we cannot pull them off on our own. If you can volunteer to help at any of these events for the entire time or part of the time, please email Chandra Peterson at chandrapeterson27@gmail.com the event(s) and time(s) you will be there.

Welcome Back Event: Friday, August 26th 5:00 PM – 7:00 PM (set up at 4:30 PM)

The event will take place at the Campustown Fire Station. Please report to the CAA booth located close to Campustown Court at the time you told Chandra you would come.

Welcomefest: Wednesday, August 24th 5:30 PM – 9:00 PM (set up at 5:00 PM)

The event will take place at the Great Hall in the Memorial Union. Please locate the CAA booth on the map located close to the front door and report to the CAA booth at the time you told Chandra you would come.

Move-in Day at the Towers AND Campustown Tours: Sunday, August 21st 12:00PM – 4:00PM

The event will take place either outside or in the common area of Wilson Hall. While some individuals are handing out Passports the others will be giving tours to new freshman (a map and script will be provided). Please report to the front doors of Wilson Hall at the time you told Chandra you would come.

Thank you in advance for your help with these! If you have any questions, please feel free to email Chandra at the email address listed above.

Sincerely,

The Events Committee!



Dear Campustown Business Owner:

If you were in Campustown on Saturday, June 11th, you are aware that the Campustown Action Association hosted the first annual Summerfest in Campustown. Summerfest was a huge success. The day included over 25 businesses hosting family friendly activities, a bags tournament, free child care, a beer garden, live local music as well as a headliner band in the evening. We hope that you experienced an increase in business on Saturday and that you benefit in the future from the added exposure of Campustown to the community.

The Campustown Action Association plans to host two more events in September and the planning for Summerfest 2012 has already begun. As a member of CAA you receive a variety of benefits including the opportunity to participate in all these events to promote your business to the community. We hope that you will consider joining *our* community- a group of business owners working to make Campustown a better place to live, work and play.

We have enclosed more information about the business association as well as a membership form. If you would like additional information or would like to meet with a CAA Board Member, please contact me at chandrapeterson27@gmail.com or by phone at (515) 450-3141.

Sincerely,

Chandra Peterson

Executive Director, Campustown Action Association

(515)450-3141

Chandrapeterson27@gmail.com

<http://www.campustownonline.com>

CAA is an affiliate organization of the Ames Chamber of Commerce.

SUMMERFEST IN CAMPUSTOWN



"In addition to enjoying a beautiful summer day, we were able to showcase our business to many members of the Ames community that don't necessarily visit Campustown on a regular basis. It was wonderful to see so many new faces."
--Anne Taylor, Dogtown University

"We had a great time talking to the public during our Spaghetti Marshmallow Design Competition. As a result of the event, our website had its largest single day of visitors and is on pace to shatter our previous one week record as well."
--Art Baumgartner Haila, ASP

"We couldn't have asked for a more organized event. It was first class. We got a tent, chairs and tables with a large business sign and a list of our offerings, just because I am a member of CAA! We gave away more than 200 business coupon offerings."
--Doug Ziminski, Leedz Salon

Campustown Blip for Website:

What's all the Excitement About?

Campustown, once known as Dogtown due to the **stray** dogs that would roam around the streets, is the area adjacent to Iowa State University. This unique treasure captures a mixture of the Iowa State and Ames communities' memories. Campustown houses many unique businesses ranging from authentic Thai or Mexican food to a place to purchase exotic reptiles. The opportunities in Campustown are endless—get pizza to go and eat it at the newly constructed Campustown Court, attend an event that is exclusive to the area, shop for your new ISU apparel, get a haircut or tan, curl up with a book at one of the local coffee shops, sing your heart out at Karaoke nights, get a drink with friends after work, or find a place to live! You can find what you are looking for in Campustown, whether you wish to go shopping and have a nice quiet lunch during the day or explore the bar scene in the midst of the bustling Campustown nightlife. Come on out and try it for yourself!

Become a Member

If you are a business owner or property owner in the Campustown area please consider becoming a member of the Campustown Action Association. The Association hosts monthly meetings on the third Thursday of every month at 4:00PM at Legends Bar and Grill. There are many benefits to becoming a member, including cooperative marketing efforts, participation in events planned by CAA, and the opportunity to be part of continuing revitalization efforts.

Website Words

Bars/Clubs

Campustown Nightlife-Live it like you LOVE it.

When the sun goes down, Campustown comes to life. Whether you want to go dancing, grab a drink, listen to music or chow down on a late night snack, Campustown is the place to be.

Churches

Spend some time discovering yourself.

Find refuge.

The Churches in Campustown are all welcoming worship centers with a variety of different worship times to meet anyone's needs.

Restaurants

Campustown has a diverse mixture of restaurants that can all be described in one word-Variety.

- A variety of cultural dishes
- A variety of open hours
- A variety of smells and tastes
- A variety of choices between fast food and sit down locations.

Whether you are looking for a juicy burger or a spicy Indian dish-you can find it all here.

Event Calendar

CAA strives to bring diverse events to the Campustown District that entertain all ages and embrace the community we are.

Shopping

Shop til' you drop down the streets of Campsutown!

Get lost in unique shops that cannot be found anywhere else. You know you'll be original when you shop here.

Campustown Survey

- **Insiders** → individuals have chosen to live, work, play in Campustown.
- **Outsiders / neighbors** → All other residents of Ames and ISU Alumni

Additional internal resources may also be used to boost survey responses. Ames may do any combination of the following: A.) provide Brand Endeavor with supplemental email lists directly, B.) Send email invites out to their own list sources via a URL link provided by Brand Endeavor, or C.) use other promotional methods such as newsletters, etc. As discussed, these internal resources for boosting survey response may include:

- Utilities customers → promote through newsletter and/or email list
- IOWA STATE Student / alumni / faculty lists (provided to Brand Endeavor from Ames)
- Season ticket holders
- Partnership with library (post cards with key questions selected)
- Partnership with local churches
- Friday Folders for parents – Ames working in partnership with the schools

Survey Protection: The survey software will be set to “prevent ballot box stuffing” which means a cookie will be used to prevent people from taking this survey more than once.

Thank you in advance for your participation. The results from this research will be used to Campustown set a long-term vision for itself. This vision is critical in setting goals, making decisions for the future, and measuring successes. This study is open to anyone who is familiar with Campustown, and will take 10 minutes to complete. Your input is extremely important to us and we appreciate your thoughtful and honest responses.

Help us get to know you?

1. What is your gender?
 - a. Male
 - b. Female

2. Which of the following best describes your age group?
 - a. Under 18
 - b. 18-20
 - c. 21-24
 - d. 25-34
 - e. 35-44
 - f. 45-54
 - g. 55-64
 - h. 65 or older

3. Which city do you live in? (Select one)
 - a. Ames
 - b. Other city in Story County
 - c. Outside of Story County

4. When choosing a commercial area of Ames in which to spend time and money, which attributes would be on your list of the Top-3 most important to you?
[Randomly rotate]
 - a. Safe
 - b. Easy to access from Hwy 30 or I35
 - c. Attractive – clean, well maintained public spaces
 - d. Attractive – clean well maintained interior spaces
 - e. Ethnically diverse
 - f. Culturally vibrant
 - g. Necessary amenities – like banks, grocery stores, etc.
 - h. Local mom-and-pop shops and restaurants
 - i. Availability of national chains (such as Kohl's Wal-Mart, Dillard's, Gap, Olive Garden, etc.)
 - j. Recreational services – parks, trails and open spaces
 - k. Nearness to events and sports
 - l. Family / kid-friendly activities
 - m. Other (please specify)

[Segmenting Our Stakeholders]

5. Which of the following describe you? (Select ALL that apply)
 - a. You live in Campustown
 - b. You live outside of Campustown
 - c. You are a college or graduate student at IOWA STATE
 - d. You are employed by IOWA STATE
 - e. You live and work outside of Campustown
 - f. Other (please specify)

6. Tell us in your own words why you DO or DON'T spend time and money in Campustown?
 - a. You DO spend time and money in Campustown because: _____
 - b. You DO NOT spend time and money in Campustown because: _____

7. **[The purpose of this question is to help segment out which respondents are part of the silent majority and which are already active in Campustown affairs.]** To what extent have you participated in city Campustown affairs in the past? Have you... (Select all that apply) **[Randomly rotate]**
 - a. N/A – None of these / does not apply to you
 - b. Attended a CAA meeting
 - c. Attended Summerfest 2011 or other Campustown events
 - d. Written the media about a Campustown issue
 - e. Read / followed editorial debates in the media
 - f. Other (please specify) _____

8. Select your Top-3 reasons for living / working in Campustown. If you do NOT live / work in Campustown, select the Top-3 reasons why you think someone would. (Select up to 3) **[Randomly rotate]**
 - a. Safe
 - b. Easy to access from Hwy 30 or I35
 - c. Attractive – clean, well maintained public spaces
 - d. Attractive – clean well maintained interior spaces
 - e. Ethnically diverse
 - f. Culturally vibrant
 - g. Necessary amenities – like banks, grocery stores, etc.
 - h. Local mom-and-pop shops and restaurants
 - i. Availability of national chains (such as Kohl's Wal-Mart, Dillard's, Gap, Olive Garden, etc.)
 - j. Recreational services – parks, trails and open spaces
 - k. Nearness to events and sports
 - l. Family / kid-friendly activities
 - m. Other (please specify) _____

9. What, if any, relationship do you have to IOWA STATE? Are you a... (Select all that apply)
 - a. Undergraduate student
 - b. Graduate student
 - c. Faculty member
 - d. Staff member
 - e. Alumnus
 - f. Prospect – considering attending IOWA STATE in the future
 - g. NA

10. When you think of the Campustown what word or phrases first come to mind? (Type your responses below) **[Insert three lines below with prompts.]**
 - a. The first thing that comes to mind about Campustown: _____
 - b. What else? _____
 - c. Anything else? _____

11. If you were describing Campustown to a friend who had NEVER heard of it, how would you describe it? (Please be as specific as possible, there is plenty of room) **[Capture open-ended response]**

12. Fill in the blank in this sentence – “Compared to other areas next to colleges in the Midwest, the best thing about the ISU Campustown is _____.” (Select from below list or write in your own response.)
- Convenience
 - Safety
 - Attractive – clean, well maintained
 - Ethnically diverse
 - Culturally vibrant
 - Local mom-and-pop shops and restaurants
 - Community events and sports
 - Family / kid-friendly activities
 - Filled with activities for young adults
 - Historic architecture
 - Other (specify)
13. What is your opinion about what the relationship between the Campustown and IOWA STATE should be. Should the relationship be... (Select one)
- Separate but equal – Campustown and IOWA STATE are equally important, but not connected.
 - Collaborative – Campustown and IOWA STATE work together. They are connected and dependent on one another.
 - IOWA STATE leads – The needs of IOWA STATE should be the priority over Campustown.
 - Campustown leads – The needs of Campustown should be the priority over IOWA STATE.
 - Other (please specify)
14. Write your answer here: “Campustown is the _____ of Ames.”
15. Finally, which ONE statement would you personally be proudest to see represent the Campustown? (Select one) **[Randomly rotate]**
- Campustown is the entertainment hub of Ames.** With an active nightlife as well as cultural, community and artistic opportunities during the day, Campustown is has a wide-variety number of entertainment options.
 - Campustown is the dining center of Ames.** The wide-variety of local and regional of food options including: American, Korean, Mexican, food carts, coffee, and American-café makes Campustown a frequent host for all hungry guests.
 - Campustown is the social center of Ames for diverse audiences.** With a distinguished university at across the street Campustown is a favored gathering place for everyone from students and faculty to professionals and City leaders.
 - Campustown is the entrepreneurial hub of Ames.** Offering a nurturing environment for entrepreneurial spirits to access a diverse customer basis, technology, interns, and mentors.

[Personality]

16. Which adjectives would you use to describe Campustown? (Select all that apply)
- [Randomly rotate]**
- Comfortable
 - Welcoming / inclusive to all
 - Vibrant / energetic

- d. Real / down to Earth
- e. Unique
- f. Having traditional values
- g. Friendly
- h. Eccentric
- i. Nurturing
- j. Stimulating
- k. Intellectual
- l. Innovative
- m. Conservative
- n. Liberal
- o. Tight-knit
- p. Middle-class
- q. Stuck-up
- r. Careful / cautious
- s. Boring
- t. Exciting
- u. Entrepreneurial
- v. Tired / run down / dated
- w. Up and coming
- x. Fun
- y. Professional
- z. Progressive
- aa. Proud
- bb. Vibrant
- cc. Stagnant / complacent
- dd. Upscale / elite
- ee. Safe
- ff. Unknown / undefined
- gg. Insignificant
- hh. Divided
- ii. Unified
- jj. World-class
- kk. Other (specify)

17. Now from those adjectives you selected, pick the Top-3 that YOU WOULD LIKE TO describe Campustown the best in the future. (Select up to 3)
- a. **[Populate answer options with those selected in previous question.]**

[Conclusion & Remaining Demos]

18. Think about your own personal vision for Campustown. Where would you like to see Campustown in 5 or 10 years? **[Capture open-ended response]**
19. What is the highest education level you have completed?
- a. Some high school
 - b. Completed high school
 - c. Some college

- d. Associates degree
 - e. Bachelors degree
 - f. Some graduate school
 - g. Graduate degree
20. Do you have children living in any of the following age groups living in your household?
(Select all that apply)
- a. N/A – No children currently living in your household
 - b. Under age 5
 - c. Age 5 to 9
 - d. Age 10 to 14
 - e. Age 15 to 18
21. **[The purpose of this question is to help us profile our respondents psychographically. We will have standard demographics, but want to dig a little deeper into the “type” of people they really are. What is important to them? What are their values?]** How would your friends describe you? Are you the type of person that... (Select all that apply) **[Randomly rotate]**
- a. Takes great pride in the community you live in
 - b. Feels most comfortable with traditional values
 - c. Is willing to sacrifice quality for convenience
 - d. Is deeply spiritual or religious
 - e. Is extremely family oriented
 - f. Makes a point to support smaller providers (like local bookstores and grocery stores) rather than larger, corporate organizations
 - g. Is an independent thinker who challenges what most people think
 - h. Is an opinion leader in your circle of friends
 - i. Does a lot of things based on habit or because my family does / did things that way
 - j. Prefers to avoid the type of problems that call for too much thinking
 - k. Enjoys staying at home in the evenings, rather than going out
 - l. Is the first to try something new
 - m. Is the type of person who is just focused on making ends meet
 - n. Believes strongly in yourself and your abilities
 - o. Wants to live near people like you for shared experiences
 - p. Wants to live near people who are not like you for exposure to new experiences
 - q. Loves the thrill of risk and frequently takes chances
 - r. Spends most of your free time doing fun stuff with your friends
 - s. Is influenced by what is hot/trendy and what is not
 - t. Is curious, wanting to explore and learn about new things
 - u. Often buy things that are simply beautiful, whether or not they are practical
 - v. Thinks quality is more important than price
 - w. Tends to buy whatever is on sale
 - x. Is a spender rather than a saver
 - y. Is a saver rather than a spender
 - z. Other (specify)
22. What businesses would you like to see in Campustown in the future? [make this open ended]