



Smart Choice

TO: Mayor Ann Campbell
 Gloria Betcher
 Tim Gartin
 Peter Orazem
 Chris Nelson
 Amber Corrieri
 Bronwyn Beatty-Hansen
 Robert Bingham
 Steve Schainker, City Manager

FROM: Dan Culhane, CEcD, CCE
 President & CEO
 Ames Economic Development Commission

DATE: June 9, 2017

RE: **Annual Report to the City of Ames**

The Ames Economic Development Commission (AEDC) is pleased to provide this written annual summary of activities per the agreement we have with the City of Ames. We have enjoyed another exceptional year of activity in a number of categories. The board of directors is grateful for the partnership and the mutual benefit of the relationship we have with the City and look forward to another year of moving Ames forward economically.

The last twelve months have provided exceptional opportunities that the AEDC is proud to have played a role within. Here are a few examples.

- East Lincoln Way Annexation (1,300+ acres) was approved
- Barilla Announced a \$62 million expansion
- Ames wins Technology Association of Iowa – Technology Community of the Year award
- AEDC turns over new \$1.3 million airport hangar to the City of Ames
- John Deere announced its intention to locate in the Iowa State University Research Park
- Boehringer Ingelheim VetMedica opened their new 52,000 square foot R&D facility
- 35 Project Files have been opened in the last 12 months

The end of calendar year 2016 also closed the chapter on the 2012-2016 Strategic Plan for the AEDC. I am pleased to share with you the results of that plan where we met or far exceeded the state objectives.

2012-2016 Strategic Plan

OBJECTIVE #1:

Develop opportunities resulting in \$200 million in taxable capital investment
\$215 million over the five-year plan

OBJECTIVE #2:

Grow Ames area employment by a net increase of 1,000 jobs
1,350 jobs created through AEDC-related projects

OBJECTIVE #3:

Drive an increase in retail business sales year-over-year
FY 2012: \$773,074,664 | FY 2016: \$903,590,960

OBJECTIVE #4:

Increase the annual investment in the AEDC to \$750,000
2012 Revenues: \$673,540 | 2016 Revenue projection: \$950,000

OBJECTIVE #5:

Enhance partnership, communication amongst stakeholders, the community, & region
Built relationships with Huxley and Story County. Fostered relationships with Greater Des Moines Partnership and founding member of Cultivation Corridor

VISION 2022

VISION 2022 was developed in late 2016 and focuses on community development as much as economic development. We see both as paramount to continuing to attract meaningful employment opportunities to Ames along with capital investment.

Economic Development

- Grow the Ames MSA employment by a net increase of 1,500 jobs
- Enhance the Ames area's availability of talent by growing the workforce 2.5 percent annually (at least 8,000 workers in total)
- Ensure a strong pipeline of community and business leaders in Ames and Story County

Community Development

- Improve the availability and affordability of housing in Ames and enhance the development potential of Downtown Ames
- Expand the retail, entertainment and recreation opportunities available in Ames and Story County
- Promote the development of a share community vision for Ames

Ames Ranks Highly and the AEDC advocates and promotes the wide array of accolades the Ames Metropolitan Statistical Area garners from time to time. Here are a few from 2016 and 2017.

- Ames named "Technology Community of the Year" (Tech Assn of Iowa - 2017)
- Top 5 Small Metro Areas for Successful Aging (NCOA, 2017)
- "Top 3 Cities Where Job Growth is Happening" (NationalSwell, 2017)
- Home of the "Best School District in Iowa" (Business Insider, 2017)
- "Best School District in the State" (Niche, 2017)
- "The 25 Best Cities for Entrepreneurs" #8 (Entrepreneur Magazine, 2017)
- "Best Places to Live 2016" (MONEY, 2016)
- "Best Performing Cities" #11 (Milken Institute, 2016)
- "Best Small Cities for New Grads" (OnlineDegrees, 2016)
- "Most Charitable Cities" (The Beacon, 2016)
- #9 "Top 10 College Towns to Live In" (SmartAsset, 2016)
- #8 "The Top 10 Cities for Career Opportunities in 2016" (SmartAsset, 2016)
- #3 "The Healthiest Cities in America" (24/7 Wall St., 2016)
- Iowa State University named "Best College in Iowa" (MONEY, 2016)
- #3 "Best College Towns in America" (Business Insider, 2016)
- #5 Medium Cities in "Top U.S. Cities for Public Transportation" (Save on Energy, 2016)
- #3 "Best Farmers' Markets in Iowa" (Around Iowa, 2016)
- #4 "Best Small Cities for Making a Living" (MoneyGeek, 2016)
- U.S. City with the Lowest Unemployment Rate (Forbes, 2016)

The AEDC by no means takes full credit for these distinctions, rather, we proudly advocate for them and celebrate and promote them when they come to fruition.

Our web presence and social media play a significant role in telling the story and getting the message in front of a variety of audiences. Below are recent statistics on our websites and social media platforms.

Website: www.amesedc.com	287,437 visits
AEDC Facebook	329 Likes
AEDC Twitter	853 Followers
WorkInAmes Facebook	785 Likes
See Yourself In Ames Facebook	163 Likes
WorkInAmes Twitter	260 Followers
See Yourself In Ames Twitter	107 Followers
Current Number of Jobs on WorkInAmes	1,385 available jobs

We appreciate the partnership with the City of Ames and the AEDC leverages the financial commitment of the City very well. The City of Ames \$157,500 (\$90,000 Marketing, \$60,000 Business Development position, \$7,500 Buxton Retail Software) investment in the AEDC leverages another \$1 million in capital that is committed by other AEDC investors to underwrite the efforts of the AEDC.

What do these dollars underwrite?

- Business Retention & Expansion
- Business Recruitment and Prospect Development
- Retail recruitment through our partnership with Buxton Customer Analytics
- External Marketing Program – domestic and international
- Advocacy for new business park sites and spec building development
- Workforce Solutions – See Yourself In Ames internship program, workinames.com – jobs website, Home Base Iowa programming, SCALE program connecting students from K-12 with local employers, and our soon to be launched Concierge Program – assisting our employers with employee recruitment.
- Working with the Start-Up community and supporting that in a number of ways, including the Ames Seed Capital Fund.
- Working with the private development community on a wide range of projects

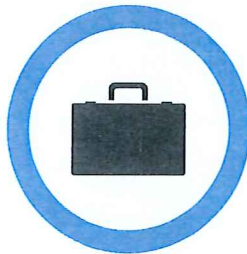
The AEDC performs this work, and more, on behalf of the Ames community. We enjoy the work we do for Ames and look forward to continuing our long-standing partnership.

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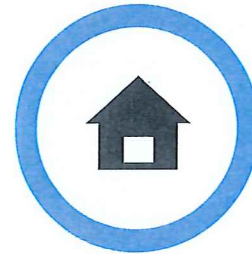
VISION 2022

ECONOMIC DEVELOPMENT



- › Grow the Ames MSA employment by a net increase of 1,500 jobs
- › Enhance the Ames area's availability of talent by growing the workforce 2.5 percent annually (at least 8,000 workers in total)
- › Ensure a strong pipeline of community and business leaders in Ames and Story County

COMMUNITY DEVELOPMENT



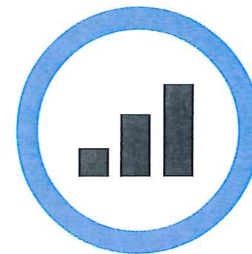
- › Improve the availability and affordability of housing in Ames and enhance the development potential of Downtown Ames
- › Expand the retail, entertainment and recreation opportunities available in Ames and Story County
- › Promote the development of a shared community vision for Ames

ADVOCACY



- › Advocate for infrastructure and transportation enhancements in Ames and Story County
- › Partner with the City of Ames, Story County and other stakeholders to foster and sustain positive economic growth
- › Enhance the image and brand of Ames and Story County

ORGANIZATIONAL DEVELOPMENT



- › Increase the Chamber's annual membership to 850 members by 2022
- › Increase the annual investment in the AEDC to \$1.25 million by 2022

