



April 24, 2020

Mayor John Haila  
City of Ames  
515 Clark Ave.  
Ames, IA 50010

RE: Continuation of Funding

Mayor Haila,

I respectfully write to you seeking the approval of the Ames City Council in the continuation of the funding for the Ames Main Street and Campustown Action Association organizations through June 30, 2020.

In light of the public health crisis we are facing numerous programming and event opportunities have been lost, or delayed. As you know, the City of Ames purchases services from these organizations which end up consisting of events that promote the respective districts and also serve a need in the creation of community. These lost or delayed events have created significant disruption in the financial viability of the two organizations.

Below is a summary of the programming and events, with associated revenues, that have been interrupted or lost due to the pandemic.

**Ames Main Street**

- Plan and Execute Art Walk \$2,500
- District-wide Retail Promotion \$2,000

**Total Revenue** \$4,500

**Campustown Action Association**

- Clean up/Beautification (Part 2) \$3,000
- Plan and execute Summerfest \$8,000

**Total Revenue** \$11,000



*Smart Choice*

The boards of the respective organizations clearly understand the impact the pandemic is having on all businesses and organizations, including the City of Ames. The request for these funds is not made lightly yet the dollars are imperative to the organizations being able to properly execute programs and events when our community is able to re-open. When that happens, our community will need these events and the entertainment more than ever which is why I respectfully seek your approval of the allocation of these funds to the respective organizations.

Sincerely,

A handwritten signature in black ink, appearing to read 'Daniel A. Culhane', written in a cursive style.

Daniel A. Culhane  
President & CEO  
Ames Chamber of Commerce

CC: Gloria Betcher, Ward I  
Tim Gartin, Ward II  
David Martin, Ward III  
Rachel Junck, Ward IV  
Bronwyn Beatty-Hansen, At-Large  
Amber Corrieri, At-Large  
Devyn Leeson, Ex-Officio  
Steve Schainker, City Manager  
Drew Kamp, Executive Director, Ames Main Street  
Dr. Sonya Stoltze Newstrom, Board Chair, Ames Main Street  
Karin Chitty, Executive Director, Campustown Action Association  
Xena Jolly, Board Chair, Campustown Action Association