



campustown
action
association

Campustown Action Association
119 Stanton Ave, Suite 602
Ames, IA 50014

April 23, 2021

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

RE: Campustown Façade Grant

Dear Honorable Mayor Haila and City Council,

As one of our Fall Grant Milestones, the Campustown Action Association (CAA) was to provide a report on suggested revisions to the current Campustown Façade Grant Program. In recent years there have been very few applicants to the program, which, in turn, has led to the funding going unused within the district.

Our Business Improvement Committee was tasked with this work. Through research of other façade programs, discussions with business and property owners, as well as many committee meetings, this group brought forward a list of suggestions. The attached document attempts to provide these options in a way that allows each item to stand on its own. While CAA feels they could all be incorporated at once, we understand it may not be feasible to do so. If that is the case, any combination of these could be chosen and still provide improvement.

It has been discouraging to watch these Façade applications dwindle. Our organization would like to see the program evolve with the needs of the district. We request that you review the information submitted and consider referring the report to staff for further discussion.

As always, we thank you for your time,

Karin Chitty
Executive Director