



Smart Choice

May 19, 2022

Honorable John Haila, Mayor
City of Ames
515 Clark Avenue
Ames, IA 50010

Mayor Haila,

I write to you with a copy of the annual report I will present to you and members of the Ames City Council at your regularly scheduled meeting on Tuesday, May 24. I will outline activities from the last twelve months and share initiatives that are underway that provide immense optimism for the year ahead, and beyond.

The board of directors of the Ames Economic Development Commission, along with my team and I, recognize the value of our partnership with the City of Ames and look forward to collaborating with you going forward. While the AEDC continues to evolve in the services provided and where they are deployed, we remain bullish on the Ames marketplace and the assets of Prairie View Industrial Center, the Iowa State University Research Park, and the great industries that reside here that we get the opportunity to work with every day.

I look forward to visiting with you and the City Council more on Tuesday evening.

Sincerely,

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

Daniel A. Culhane, President & CEO
Ames Economic Development Commission

CC: Gloria Betcher, Ward I
Tim Gartin, Ward II
Anita Rollins, Ward III
Rachel Junck, Ward IV
Bronwyn Beatty-Hansen, At-Large
Amber Corrieri, At-Large
Bryce Garman, Ex-Officio
Steve Schainker, City Manager

CITY OF AMES REPORT

2021 - 22

Highlights

Raised over \$10.9M for the Fitch Family Aquatic Center & hosted media event

Successfully advocated for Ames to maintain its status as a Metropolitan Statistical Area (MSA)

Berdex announced Ames as U.S. Headquarters

- Expected to create 20 jobs
- Upcoming dedication event - Friday, June 10

Small Business Attraction & Support:

- English Bulldog Cigar Lounge
- Bizzy's Boutique

Existing Industry - 2-3 projects in process

Implemented real-time Ames MSA data hub that provides in-depth demographic information for Site Selectors

Hosted four See Yourself in Ames intern and young professionals events

Maintained Minority Business Enterprise Guide, a self-reported directory that includes 86 local businesses

13 active projects (11 expansion, 2 recruitment)

10 active prospect leads

Hosted first-ever youth job fair, three traditional job fairs and participated in two virtual fairs as a regional recruiter

Active participation in DRC (95% attendance)



Dan Culhane, President & CEO
Ames Economic Development Commission
515.232.2310 | dan@ameschamber.com



WORKFORCE DEVELOPMENT PROGRAM

Through the Ames Chamber of Commerce Workforce Development program, we are able to offer a variety of resources to both employers and job seekers. From the complimentary community job board, WorkInAmes.com (WIA), to local and virtual job fairs, digital marketing and advertising, networking events and more, this flagship program continues to grow and support more people each year.

WorkInAmes.com Community Job Board

123,204

page views

2,150+

registered job seekers

650+

registered employers

2,147

avg. open positions each week

WorkInAmes Facebook Engagement

+125

new page likes

1,711

total followers

98,350

people reached

4.8%

avg. engagement rate
(3.2% benchmark)

Targeted Advertising

Targeted key audiences to direct individuals to more information on upcoming events and job fairs, capture leads for the Story County Retraining Program, and drive traffic to WorkInAmes.com. This past year marked the most comprehensive digital advertising strategy we have ever completed. In addition to Facebook advertising, we also launched Google ads to drive more traffic to WorkInAmes.com.

Relocation Newsletter

The monthly relocation newsletter is sent to contacts collected at job fairs, intern events, web forms and from the Technology Association of Iowa database.

3,514

avg. number of email recipients

28.3%

avg. open rate

1.7%

avg. click rate
(1.5% benchmark)

Google Ads

25,689

people reached

1,254

clicks

4.9%

avg. engagement rate
(2% benchmark)

Facebook

70,482

people reached

1,519

leads / clicks

2.2%

avg. engagement rate
(1% benchmark)

Home Base Iowa

72

leads received a personal note and relocation email

41.1%

avg. open rate

NEW WORKFORCE EVENTS

Women in Manufacturing

This event provided women in manufacturing the opportunity to network across industries and hear from women in manufacturing leadership on industry trends and insights.



#GetAJob Fair

The first #GetAJob Fair was a tremendous success. Over 400 participants visited the fair and 33 employers were in attendance and had the opportunity to answer questions, hand out applications, and even hire job seekers on the spot!



ECONOMIC DEVELOPMENT

We approach Economic Development marketing from several angles. This past year we partnered with the IEDA in their co-op marketing program as well as ran several print ads in Site Selector magazines to showcase our sites, specifically, Prairie View Industrial Center.

Each month we send a newsletter to our Site Selector database and have begun building more complex email campaigns to capture viable leads.

Finally, we recognize Economic Development Week each May and highlight local projects that drive our economy and keep our community moving forward.

Site Selector Newsletter

1,278
avg. number of
email recipients

20.6%
avg. open rate

1.1%
avg. click rate

Economic Development Week 2022

3 new videos

14 posts on social media

13% engagement rate on
Facebook

4,080 impressions on
LinkedIn

Prairie View Industrial Center Email Campaign



Prairie View Industrial Center is a 730-acre certified site strategically located in the heart of Iowa. Surrounded by highways and access to rail service, the site also opens doors for partnerships with Iowa State University, diverse talent, and a high concentration of global leaders in a variety of industries.

ADVANTAGES	WORKFORCE	LOGISTICS
<ul style="list-style-type: none"> Access to Iowa State University's Tier 1 Research Institute Job training and tax credit programs Longstanding culture of innovative R&D 	<ul style="list-style-type: none"> Estimated workforce in the Ames laborshed is 691,777 2% unemployment (Dec. 2021) +12.7% population growth in Ames over last ten years 	<ul style="list-style-type: none"> Used Pacific Rail Service Adjacent to Interstate 80 50 minutes to Des Moines International Airport 730 acres

Facts & Figures



- ✓ 730 acres under option
- ✓ \$35,000/acre
- ✓ Natural Gas: 4,500 Dth/Day
- ✓ Power: 20MVA
- ✓ Water: 5 MG/D
- ✓ Sewer: 2.5MG/D

Collaborative Research



Iowa State University of Science and Technology is a public flagship land-grant located in Ames, Iowa. Iowa State is among the nation's leading universities in research and technology accomplishments. Research collaboration opportunities abound in Ames as well as access to top talent in faculty and students alike.

Site Map



Get in Touch!

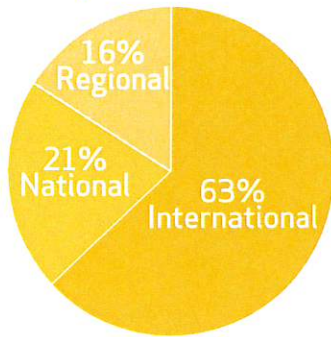
Do you have the perfect project for Prairie View Industrial Center? Let's talk!



Serious inquiries should be made to
Dylan King
Creator, Business Development
Ames Economic Development Commission
dylan@ameschamber.com
515.232.2310

BUSINESS EXPANSION & RETENTION

Primary Markets



Ongoing Expansion

74%

had plans to expand prior to the pandemic

97%

would consider Ames for future expansion

Technology

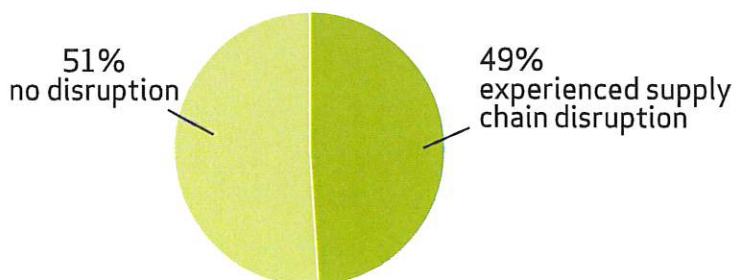
100%

report their community's **technology infrastructure has been adequate** for their company's needs during the COVID-19 crisis

64%

anticipate **future technology changes** to their company's operations

Supply Chain



Products & Services

79%

of companies have introduced new products, services or capabilities over the last three years

79%

anticipate new products / services in the next two years

26%

report the life cycle of their company's primary product / service to be maturing

74%

report their primary product / service to be emerging or growing

21%

are maintaining a stable marketshare

74%

are increasing marketshare

Company Leadership

7%

report a change in ownership in the last year

31%

have had or are pending top management changes

73%

of respondents have a succession plan in place

Workforce

78%

returned to pre-COVID or increased staffing levels

27%

also reported customers have been slow to take delivery of product