

# Welcome to the issue: Ames is good for business

**By Dan Culhane/president and CEO, Ames Chamber of Commerce and Ames Economic Development Commission**

Published: Wednesday, July 8, 2009 11:50 AM CDT

[http://www.amestrib.com/articles/2009/07/24/ames\\_tribune/business/business\\_quarterly/doc4a4a417ff242f192965271.txt#rate](http://www.amestrib.com/articles/2009/07/24/ames_tribune/business/business_quarterly/doc4a4a417ff242f192965271.txt#rate)

Just this spring, BusinessWeek magazine named Ames one of the best small cities for business startups.\* After a long list of nationwide media recognitions for Ames in 2008, perhaps this shouldn't be surprising. On the other hand, in a year of economic turmoil nationwide, an award like this actually may not only be unexpected, but also more meaningful.

Call it an economic downturn, a slump or a recession, what's happening across the country is affecting everyone in different ways. As insulated as Ames often is in the ongoing economic rollercoaster of life, business here is not immune from hardships. However, the Ames business community also recognizes the importance of competition and capitalism, and it clings to these things that have long established a solid fiscal foundation that grounds us during the storms.

BusinessWeek has come to recognize this as well.

The current condition of our national — and local — economy gives Ames the perfect opportunity to showcase our economic stability while still striving to work harder and more efficiently to provide and promote a climate that's good for business. Where construction has ceased across the country, the building boom continues in Ames. Where real estate lapses in neighboring states, Ames reports numbers that rival last year's records. Where other civic leaders get beaten down, Ames forges ahead because of individuals who have committed years to seeing this community thrive.

In this issue, you'll find real-life examples of the above claims. The continued building boom is hard to miss in a town where there are construction sites all over. Buildings on the Iowa State University campus, new commercial development, new industrial buildings and even significant expansions for two large local churches are all under way. Though several construction projects were showcased in the last Ames Business Quarterly, there are so many more projects another

gallery is in order.

Take a moment to read the profile of one of Ames' most influential leaders. Warren Madden is the vice president for business and finance at ISU. At the university since 1966, Warren has not only played an integral role at ISU, but has been a key leader for the Ames Chamber of Commerce, the Ames Economic Development Commission, and the Ames business and education communities at large. Consistent contributions from people such as Warren give Ames the fortitude we all rely on today.

We're especially excited about the recently proposed Sunrise Prairie Business Park, which would be built on the east side of Ames. The primary goals of the park are to provide an area to create jobs and to increase the tax base for future generations. It will benefit Ames, Story County and surrounding communities. A necessity for large-scale businesses wanting to locate in or expand to Ames, the park helps position the community ahead in the critically important economic development race.

At a time when everyone is called to make each decision with careful scrutiny, there's a reason why businesses across the country continue to keep their eyes on Ames. If business is to survive at all, it will position itself smarter. See what Ames is already doing for you.

\*"The Pros of Planting Startups in Smaller Cities," John Tozzi, BusinessWeek, March 27, 2009.