

# A BOLD VISION

FOR AMES & STORY COUNTY | 2020-22

## WORKFORCE DEVELOPMENT

Grow the size of the Ames MSA labor force to 70,000 by the end of 2022 while increasing the diversity and quality of the labor pool

## ADVOCACY

Ensure a voice at the table for Story County businesses and residents that promotes healthy development

## PLACEMAKING

Support and encourage enhancements to community amenities, assets and infrastructure to improve the overall quality of place

## BUSINESS DEVELOPMENT

Grow Story County's economy by assisting with projects that create 1,500 new jobs and grow private sector capital investments by \$150M or more by the end of 2022

## SMALL BUSINESS PROGRAMMING

Elevate engagement with small businesses (500 employees or fewer) within Story County

## ORGANIZATIONAL SUSTAINABILITY

Position the Ames Chamber and Economic Development Commission with the resources necessary to foster success for the organization and community by increasing organizational revenue to \$3.5M by the end of 2022