

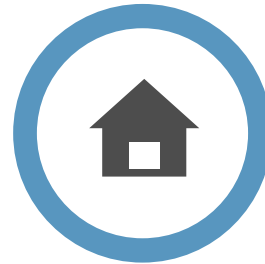
# VISION 2022

## ECONOMIC DEVELOPMENT



- ›Grow the Ames MSA employment by a net increase of 1,500 jobs
- ›Enhance the Ames area's availability of talent by growing the workforce 2.5 percent annually (at least 8,000 workers in total)
- ›Ensure a strong pipeline of community and business leaders in Ames and Story County

## COMMUNITY DEVELOPMENT



- ›Improve the availability and affordability of housing in Ames and enhance the development potential of Downtown Ames
- ›Expand the retail, entertainment and recreation opportunities available in Ames and Story County
- ›Promote the development of a shared community vision for Ames

## ADVOCACY



- ›Advocate for infrastructure and transportation enhancements in Ames and Story County
- ›Partner with the City of Ames, Story County and other stakeholders to foster and sustain positive economic growth
- ›Enhance the image and brand of Ames and Story County

## ORGANIZATIONAL DEVELOPMENT



- ›Increase the Chamber's annual membership to 850 members by 2022
- ›Increase the annual investment in the AEDC to \$1.25 million by 2022