

**FY 2026/27 OUTSIDE FUNDING REQUESTS SUMMARY**

**January 30, 2026**

The City uses an application process to evaluate funding requests from outside organizations. In the fall, the City received nine applications for operational support, one application for parking waiver reimbursement, and one application for an economic development activity.

The requests from the Local Option Sales Tax Fund for FY 2026/27 total \$378,577. In December 2025, the City Council authorized a total of \$365,000 for the operational requests, or an increase of 12.5% over the adopted FY 2025/26 amount.

The request from the Ames Regional Economic Alliance (AREA) for the Workforce Development Program is an economic development initiative. Therefore, this activity is funded from Hotel/Motel Taxes, along with an amount to reimburse the Parking Fund for lost revenue during special events where organizers request parking fees to be waived.

City staff has reviewed the requests and has prepared the following recommendations for the City Council’s FY 2026/27 budget allocations:

**FY 2026/27 Operational Funding Recommendations (Local Option)**

<b>Organization</b>	<b>2025/26 Adopted</b>	<b>2026/27 Request</b>	<b>2026/27 Recomm.</b>	<b>\$ Change</b>	<b>% Change</b>
American Legion Riders	\$ 3,000	\$ 5,000	\$ 4,500	\$ 1,500	50.0%
Ames Historical Society	59,500	64,500	63,000	3,500	5.9%
Ames Int’l Partner Cities	8,000	11,600	11,000	3,000	37.5%
Ames Main Street	55,500	65,000	63,500	8,000	14.4%
Campustown (AREA)	43,000	50,000	46,000	3,000	7.0%
Farmer’s Market	12,000	12,000	12,000	--	0.0%
Hunziker Youth Sports Complex	94,250	103,000	100,000	5,750	6.1%
Story County Housing Trust	49,237	52,477	51,000	1,763	3.6%
The Ames Foundation	--	15,000	14,000	14,000	--
<b>LOCAL OPTION TOTAL</b>	<b>\$ 324,487</b>	<b>\$378,577</b>	<b>\$ 365,000</b>	<b>\$ 40,513</b>	<b>12.5%</b>

**FY 2026/27 Operational Funding Recommendations (Hotel/Motel Tax Fund)**

<b>Program</b>	<b>2025/26 Adopted</b>	<b>2026/27 Request</b>	<b>2026/27 Recomm.</b>
Parking Waiver Reimbursements	\$ 10,000	\$ 10,000	\$ 16,500
AEDC Workforce Development Program	15,000	15,000	15,000
<b>TOTAL</b>	<b>\$ 25,000</b>	<b>\$ 25,000</b>	<b>\$ 31,500</b>

## Outside Funding Request Process Application

### Application Information

Is this request sponsored by a student organization? Yes \_\_\_\_\_ No \_\_\_\_\_

Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

### Program/Event Information

What are the goals of this program/event: \_\_\_\_\_

Date(s) program/event will be held: \_\_\_\_\_ to \_\_\_\_\_ Check if continuous or ongoing: \_\_\_\_\_

Location of program/event: \_\_\_\_\_

# of individuals involved in program/event planning: \_\_\_\_\_ # of individuals who will benefit from program/event: \_\_\_\_\_

Funding amount requested: \_\_\_\_\_

Has the City of Ames funded this program/event before? _____	If yes, what year was it last funded? _____	If yes, what amount of funding was received? _____
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### Program/Event Description

*Please answer each question below using the space provided.*

Explain how this request helps accomplish the goals of this program/event. If you are requesting an increase in funding from the last funding cycle, include an explanation of the enhanced or expanded services you intend to provide with the additional funding:

What efforts have you made to obtain funding from other sources? Include fundraising, dues, and any requests to other City- sponsored programs (e.g., ASSET, COTA, Ames Community Grants Program)

Who will be responsible for ensuring compliance with the funding contract? What are their qualifications?

**Budget**

Complete your activity budget below with previous fiscal years in columns A, B, and C, and your grant request from the City of Ames in box D10.

		(A)	(B)	(C)	(D)
<b>REVENUE - ALL SOURCES</b>		<b>FY 23-24 ACTUAL</b>	<b>FY 24-25 ACTUAL</b>	<b>FY 25-26 ADOPTED</b>	<b>FY 26-27 PROPOSED</b>
1	Fundraising				
2	Membership Dues				
3	Fees Charged				
4	Investment Income				
5	Grants (Private Sector)				
6	State/Federal Funds				
7	ISU or ISU Student Government Funds				
8	Other Gov't or Non-Profit Funds				
9	Misc. (Describe):				
10	<b>Funding Request from City of Ames</b>				
11	<b>Total Revenues</b>				

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12	Salary and Related				
13	Occupancy/Rent				
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17	Misc. (Describe):				
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### Proposed Task/Drawdown Schedule

**Funds awarded must be used to benefit the general public.** On the lines below, describe the tasks you plan to complete using requested funds, the anticipated task completion date, and the amount you will request in reimbursement for that task. The total should add up to your funding request.

**Tasks below should be services and programs that will be provided to the public** (e.g., individual events, educational programs, improvements to public spaces, etc.). **Tasks should not include costs that primarily benefit the organization** (e.g., administrative expenses, overhead, rent, utilities, etc.). **The organization should consider such internal costs in the overall cost of providing the specific service or program.**

**Prioritize the tasks proposed in this list, with the tasks the organization would most like to receive funding for towards the top.**

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### Disclaimer and Submission

*By typing in my name below, I certify that my answers are true and complete to the best of my knowledge. I am authorized to submit this application on behalf of the organization named herein.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Submit completed applications to the City Manager's Office, 515 Clark Avenue, Ames, IA 50010. Applications must be received no later than 5:00 p.m. on November 15 to be considered for funding.

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## Ames History Museum Application, City of Ames FY 2026-27

### Notes:

**TASK LIST** on Page 3 – Most tasks listed are ongoing throughout the year. We will compile each quarter's portion of completed tasks and request approximately 1/4 of the funding each quarter. All listed tasks will be completed by 6/30/27.

### BUDGET SECTION

AHM financial reports are kept by calendar year on a cash basis. On our application, Column A is 2023 actual revenue and expenses, Column B is 2024 actual revenue and expenses, Column C is 2025 approved budget, and Column D is proposed budget for 2026.

**Line 9 – Misc.** includes museum store sales, bank interest, and transfers from cash reserves.

**Line 10 – Funding Request:** Because our Jan-Dec fiscal year overlaps with the City's July-June fiscal year, the figures on this line represent the sum of half the money from two fiscal years.

**Line 17 – Misc.** includes expenses associated with programs, events, exhibitions, collections, and transfers to building maintenance reserve.

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**Travis Toliver, IOM**  
Executive Director

travis@amesalliance.com

**Ames Main Street, Outside Funding Request  
FY 2026/2027**

**What are the goals of this program/event:**

The Ames Main Street Program’s goal is to promote and maintain Downtown Ames as a destination for living, working, playing through shopping, dining, socializing and entertainment; promoting historic preservation and building development through facade work and upper-story housing, and renovation; recruiting and retaining new businesses; organizing events and promotions that increase customer and community engagement with the businesses that should result in higher tax revenue for the City of Ames.

The AMS Promotions Committee and events team have re-evaluated each existing program or event and took into consideration their value, return on investment to business owners in the district, and community participation. For 2026, one new retail event has been added: Holiday Open House to allow businesses to showcase their new holiday products for the season.

**2026 & 2027 Listing of Events**

<b>EVENT NAMES</b>	<b>2026 DATES</b>
Winter Sidewalk Sales	January 8-11
Heart of Ames	February (all month)
515 Days	May 15
Art Walk	June 11
July 4 <sup>th</sup> Parade	July 4
Summer Sidewalk Sales	July 9-12
Music Walk	September 17
Witches Walk	October 8
Downtown Trick-or-Treat	October 30
Holiday Open House	November 5-8
Small Business Weekend	November 27-30
Snow Magic Kick-Off Event	December 3

**Explain how this request helps accomplish the goals of this program/event. If you are requesting an increase in funding from the last funding cycle, include an explanation of the enhanced or expanded services you intend to provide with the additional funding:**

1. **Fulfill Requirements** to maintain Ames as an MSI community, including seeking and managing grants **(\$15,000)**
2. **Serve as a point of contact** regarding downtown public policy issues and inform property owners and tenants about policy changes, construction projects, and other issues that may affect downtown **(\$10,000)**
3. **Maintain** a current building and business inventory, district statistics, per the requirements of the MSI Program **(\$4,000)**
4. Conduct public right-of-way **beautification efforts (\$10,000)**
  - Weed control throughout all downtown and the south public parking lots
  - Spring planting of downtown planters
  - Holiday décor in planters and maintenance of the snowflakes on light polls
5. **Host July 4<sup>th</sup> Parade (\$4,000)**
  - The 4th of July Parade is one of the largest events of the summer and a community favorite which requires several volunteers who are paid through Community Cash for their time and efforts.
  - This event attracts 5,000+ people to the sidewalks of both Main St. and 5<sup>th</sup> St. each year
6. **Host Music Walk & Witches Walk (\$3,000 each)**
  - The Music Walk draws a diverse crowd to Main Street by pairing live local musicians with downtown shops, restaurants, and bars. This event encourages visitors to explore multiple businesses, increases foot traffic during the evening hours, and helps introduce new customers to stores they might not otherwise visit.
  - The Witches Walk generates one of the largest turnouts of the year, bringing families, groups of friends, and costumed participants downtown for themed shopping, dining, and activities. Many businesses see significant sales boosts and increased visibility from the festive atmosphere and social media engagement surrounding the event.
7. **Host Snow Magic (\$4,000)**
  - Many downtown retailers and restaurants experience increased traffic and sales as visitors linger to shop, dine, and enjoy the holiday spirit. Beyond the immediate economic benefit, Snow Magic helps strengthen customer loyalty, introduces new visitors to the district, and reinforces Downtown Ames as the heart of the community during the holidays.
8. **Host 515 Day (\$5,000) and ArtWalk (\$3,000)**
  - 515 Day celebrates community pride and local business by encouraging residents to "shop, sip, and support local." The event drives steady foot traffic throughout the district, helping businesses increase sales while building stronger connections with their customers. It also highlights the value of supporting small, independent shops and restaurants that make Ames unique.

- The Art Walk transforms downtown into an open-air gallery, pairing local artists with businesses to display their work. This creative collaboration draws art enthusiasts and casual visitors alike, generating significant pedestrian activity and showcasing the vibrancy of the downtown district. Businesses benefit from new visitors, extended dwell time, and an enhanced community and culture.

**9. Hosting (4) retail events: Summer Sidewalk Sales, Holiday Open House, Small Business Weekend, Winter Sidewalk Sales (\$1,000 each)**

- These four key retail events provide consistent, year-round opportunities for Downtown Ames businesses to boost sales and attract new customers. Each event encourages shoppers to explore multiple stores, take advantage of special promotions, and engage directly with local merchants. Together, they help sustain strong retail activity, strengthen customer loyalty, and reinforce Downtown Ames as a vibrant shopping destination in every season.

We believe a teaser of free parking incentivizes Downtown patrons to come support the businesses for an event, turns them into long-term customers, and gives retailers the opportunity to showcase where additional parking opportunities are located.

We are asking for a total of **\$65,000** to be allocated to the program.

## Outside Funding Request Process Application

### Application Information

Is this request sponsored by a student organization? Yes \_\_\_\_\_ No  \_\_\_\_\_

Organization Name: Ames Regional Economic Alliance Date: 10/31/2025

Contact Person: Shannon Thiele, Vice President - Affiliate Programming

Contact Mailing Address: 304 Main Street, Ames, IA 50010

Phone: 515.232.2310 Email Address: shannon@amesalliance.com Tax ID #: 42-0623975

### Program/Event Information

What are the goals of this program/event: We aim to foster a thriving workforce by enhancing talent retention, expanding opportunities, and attraction new talent to the Ames region.

Date(s) program/event will be held: \_\_\_\_\_ to \_\_\_\_\_ Check if continuous or ongoing:  \_\_\_\_\_

Location of program/event: Year long programs and events to support the attraction and retention of workforce in the Ames area.

# of individuals involved in program/event planning: \_\_\_\_\_ # of individuals who will benefit from program/event: \_\_\_\_\_

Funding amount requested: \$15,000

Has the City of Ames funded this program/event before? <input type="checkbox"/> Yes	If yes, what year was it last funded? <u>FY 2025</u>	If yes, what amount of funding was received? <u>\$15,000</u>
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### Program/Event Description

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Explain how this request helps accomplish the goals of this program/event. If you are requesting an increase in funding from the last funding cycle, include an explanation of the enhanced or expanded services you intend to provide with the additional funding:

**Talent Retention & Attraction**

- Live, Work, Play in Ames Website and Brand – A centralized platform showcasing housing options, educational institutions, cost of living, and community services to assist individuals and families considering relocation.
- Employment Opportunities – A robust job board featuring listings across Boone, Hamilton, and Story Counties, updated daily with employer registrations and career openings.
- Relocation Assistance – Resources and the “Connectors” program, which helps new residents build meaningful relationships and settle into the community.
- Lifestyle Promotion – Partnerships with Discover Ames to highlight local arts, culture, dining, shopping, and outdoor recreation, strengthening the region’s appeal to both residents and visitors.

**Strategic Marketing & Branding**

Supports targeted marketing initiatives designed to elevate the visibility of the Ames region as a destination for top talent.

- Regional workforce stories promoted through Live Work Play in Ames, Livability magazine, ISU Alumni Stater magazine and social media channels.
- External campaigns in both print and digital formats to reach skilled professionals considering relocation.
- Recognition of sponsors as community leaders actively investing in talent attraction and retention.

**Adult Skills Training**

Help strengthen the local labor force through continued investment in adult education and retraining programs.

- Programs focused on critical industries including healthcare, skilled trades, and transportation.
- Inclusive training opportunities designed to equip residents with the skills necessary to succeed in high-demand career fields.
- Long-term investment in workforce readiness and economic growth.

**Engagement & Leadership Development**

Supports initiatives that build connections between students, young professionals, and local businesses, cultivating the next generation of leaders.

- Careers to Classrooms – Programs designed to unite PK-12 schools, higher education institutions, and the business community.
- AREA Interns Program – Formerly known as See Yourself in Ames, this initiative connects interns with business leaders while showcasing career opportunities within the region.

What efforts have you made to obtain funding from other sources? Include fundraising, dues, and any requests to other City- sponsored programs (e.g., ASSET, COTA, Ames Community Grants Program)

We have begun efforts to secure \$56,000 in funding from private sources. We will be requesting \$40,000 in funding support from the Story County Supervisors in January. Funding requests will be made to Mary Greeley Medical Center, DMACC, and Alliant Energy early in 2026.

Who will be responsible for ensuring compliance with the funding contract? What are their qualifications?

Shannon Thiele will be responsible for ensuring compliance with this funding contract. Shannon tracks and monitors all aspects of the workforce solutions budget and progress towards goals each month. Shannon joined the Ames Regional Economic Alliance in November 2022 and has since built strong relationships with a diverse network of investors and business leaders who recognize the importance of a skilled and robust workforce. A lifelong resident of Iowa, she is passionate about promoting the growth and potential of the Ames region.

### Budget

Complete your activity budget below with previous fiscal years in columns A, B, and C, and your grant request from the City of Ames in box D10.

		(A)	(B)	(C)	(D)
REVENUE - ALL SOURCES		FY 23-24 ACTUAL	FY 24-25 ACTUAL	FY 25-26 ADOPTED	FY 26-27 PROPOSED
1	Fundraising	55,000	55,000	55,000	60,000
2	Membership Dues				
3	Fees Charged				
4	Investment Income				
5	Grants (Private Sector)				
6	State/Federal Funds				
7	ISU or ISU Student Government Funds				3,500
8	Other Gov't or Non-Profit Funds	60,000	60,000	60,000	51,500
9	Misc. (Describe):				
10	<b>Funding Request from City of Ames</b>	15,000	15,000	15,000	15,000
11	<b>Total Revenues</b>	130,000	130,000	130,000	130,000

		FY 23-24 ACTUAL	FY 24-25 ACTUAL	FY 25-26 ADOPTED	FY 26-27 PROPOSED
<b>EXPENSES</b>					
12	Salary and Related	30,000	30,000	30,000	35,000
13	Occupancy/Rent				
14	Supplies/Equipment	1,000	1,000	1,000	1,000
15	Contractual Services				
16	Promotion/Advertising	50,000	50,000	50,000	50,000
17	Misc. (Describe):	49,000	49,000	49,000	44,000
18	<b>Total Expenses</b>	130,000	130,000	130,000	130,000

**Proposed Task/Drawdown Schedule**

**Funds awarded must be used to benefit the general public.** On the lines below, describe the tasks you plan to complete using requested funds, the anticipated task completion date, and the amount you will request in reimbursement for that task. The total should add up to your funding request.

**Tasks below should be services and programs that will be provided to the public** (e.g., individual events, educational programs, improvements to public spaces, etc.). **Tasks should not include costs that primarily benefit the organization** (e.g., administrative expenses, overhead, rent, utilities, etc.). **The organization should consider such internal costs in the overall cost of providing the specific service or program.**

**Prioritize the tasks proposed in this list, with the tasks the organization would most like to receive funding for towards the top.**

Priority	Task	Participants	Completion Date	Amount
1	Live Work Play in Ames website enhancements	n/a	7/31/2026	\$2,000
2	Internship Program enhancements	400	8/1/2026	\$3,000
3	Iowa State University Alumni Marketing	n/a	6/30/2027	\$3,000
4	Participation in State of Iowa Workforce Marketing Campaigns	n/a	6/30/2027	\$5,000
5	Relocation information for new residents	100	7/31/2026	\$2,000
6				
7				
8				
9				
<b>TOTAL:</b>				<b>\$15,000</b>

**Disclaimer and Submission**

*By typing in my name below, I certify that my answers are true and complete to the best of my knowledge. I am authorized to submit this application on behalf of the organization named herein.*

Name: Shannon Thiele  Title: VP Affiliate Programming Date: 10/31/2025

Submit completed applications to the City Manager's Office, 515 Clark Avenue, Ames, IA 50010. Applications must be received no later than 5:00 p.m. on November 15 to be considered for funding.

## Outside Funding Request Process Application

### Application Information

Is this request sponsored by a student organization? Yes \_\_\_\_\_ No \_\_\_\_\_

Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

### Program/Event Information

What are the goals of this program/event: \_\_\_\_\_

Date(s) program/event will be held: \_\_\_\_\_ to \_\_\_\_\_ Check if continuous or ongoing: \_\_\_\_\_

Location of program/event: \_\_\_\_\_

# of individuals involved in program/event planning: \_\_\_\_\_ # of individuals who will benefit from program/event: \_\_\_\_\_

Funding amount requested: \_\_\_\_\_

Has the City of Ames funded this program/event before? _____	If yes, what year was it last funded? _____	If yes, what amount of funding was received? _____
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### Program/Event Description

*Please answer each question below using the space provided.*

Explain how this request helps accomplish the goals of this program/event. If you are requesting an increase in funding from the last funding cycle, include an explanation of the enhanced or expanded services you intend to provide with the additional funding:

What efforts have you made to obtain funding from other sources? Include fundraising, dues, and any requests to other City- sponsored programs (e.g., ASSET, COTA, Ames Community Grants Program)

Who will be responsible for ensuring compliance with the funding contract? What are their qualifications?

**Budget**

Complete your activity budget below with previous fiscal years in columns A, B, and C, and your grant request from the City of Ames in box D10.

		(A)	(B)	(C)	(D)
<b>REVENUE - ALL SOURCES</b>		<b>FY 23-24 ACTUAL</b>	<b>FY 24-25 ACTUAL</b>	<b>FY 25-26 ADOPTED</b>	<b>FY 26-27 PROPOSED</b>
1	Fundraising				
2	Membership Dues				
3	Fees Charged				
4	Investment Income				
5	Grants (Private Sector)				
6	State/Federal Funds				
7	ISU or ISU Student Government Funds				
8	Other Gov't or Non-Profit Funds				
9	Misc. (Describe):				
10	<b>Funding Request from City of Ames</b>				
11	<b>Total Revenues</b>				

		(A)	(B)	(C)	(D)
<b>EXPENSES</b>		<b>FY 23-24 ACTUAL</b>	<b>FY 24-25 ACTUAL</b>	<b>FY 25-26 ADOPTED</b>	<b>FY 26-27 PROPOSED</b>
12	Salary and Related				
13	Occupancy/Rent				
14	Supplies/Equipment				
15	Contractual Services				
16	Promotion/Advertising				
17	Misc. (Describe):				
18	<b>Total Expenses</b>				

### Proposed Task/Drawdown Schedule

**Funds awarded must be used to benefit the general public.** On the lines below, describe the tasks you plan to complete using requested funds, the anticipated task completion date, and the amount you will request in reimbursement for that task. The total should add up to your funding request.

**Tasks below should be services and programs that will be provided to the public** (e.g., individual events, educational programs, improvements to public spaces, etc.). **Tasks should not include costs that primarily benefit the organization** (e.g., administrative expenses, overhead, rent, utilities, etc.). **The organization should consider such internal costs in the overall cost of providing the specific service or program.**

**Prioritize the tasks proposed in this list, with the tasks the organization would most like to receive funding for towards the top.**

Priority	Task	Participants	Completion Date	Amount
1				
2				
3				
4				
5				
6				
7				
8				
9				
<b>TOTAL:</b>				

### Disclaimer and Submission

*By typing in my name below, I certify that my answers are true and complete to the best of my knowledge. I am authorized to submit this application on behalf of the organization named herein.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Submit completed applications to the City Manager's Office, 515 Clark Avenue, Ames, IA 50010. Applications must be received no later than 5:00 p.m. on November 15 to be considered for funding.

**Ames Regional Economic Alliance – Campustown, Outside Funding Request  
FY 2025/2026**

**What are the goals of this program/event:**

The Ames Regional Economic Alliance will continue our program of work for the Campustown district in 2026 which will include clean up and beautification throughout the year. The Alliance will implement several community and retail events within the district, while also serving as the Point of Contact for the City of Ames inside the district. Finally, the Alliance will be the organization promoting the City of Ames Facade Grant Program, as well as serve as point of contact for public policy issues, construction updates, and events both managed by the Alliance and outside groups.

**Explain how this request helps accomplish the goals of this program/event. If you are requesting an increase in funding from the last funding cycle, include an explanation of the enhanced or expanded services you intend to provide with the additional funding:**

The funding will assist in accomplishing several goals of improving the Campustown district. The City's funding, along with private funding and a financial allocation from Iowa State University, will allow for consistent clean up, fresh banners on light poles, and other plants and flowers that will aesthetically enhance the district. We will also implement several events, some with the community and residents in mind, some with the Iowa State University students in mind.

We will also work to maintain the highest level of communication possible with stakeholders in the Campustown area, working closely with building owners, business owners, to keep them apprised of the facade grant program and maintaining a rapid response to street closures and other needs of the city when it impacts the Campustown area.

In addition to our event support, we ask for the waiver of parking meters for Small Business Saturday. By removing the parking fees for one day, this incentivizes Campustown patrons to come support the businesses for an event, turns them into long-term customers, and gives retailers the opportunity to showcase where additional parking opportunities are located. This is valued at \$1,500.

**2026 & 2027 Listing of Events**

<b>EVENT NAMES</b>	<b>2026-27 DATES</b>
Summer Event (Taste of Campustown)	June or July, 2026
Fall Retail Event (Campustown Fall Classic)	October or November, 2026
Small Business Weekend	November 27-30
Holiday Retail Event	December, 2026

**Explain how this request helps accomplish the goals of this program/event. If you are requesting an increase in funding from the last funding cycle, include an explanation of the enhanced or expanded services you intend to provide with the additional funding:**

1. **Districtwide clean up and beautification – Ongoing (\$25,000 in two instalments)**
2. **Serve as a point of contact** regarding Campustown public policy issues and inform property owners and tenants about policy changes, construction projects, and other issues that may affect downtown **(\$5,000)**

### **3. Host Summer Event (\$7,500)**

- Taste of Campustown is a new signature event designed to showcase the district as a vibrant destination for the entire Ames community. By bringing together the diverse flavors, cultures, and experiences that define Campustown, this event invites residents, summer students, and visitors to explore local restaurants, cafés, and retailers in a fun, welcoming atmosphere.

Centered around food, culture, and community connection, Taste of Campustown will highlight the unique character of the district while generating increased foot traffic and economic activity for businesses. This event aims to strengthen the community's perception of Campustown as a place to gather, dine, shop, and discover something new while ultimately enhancing visibility and supporting long-term growth throughout the district.

### **4. Host Fall Retail Event (\$5,000)**

- The Campustown Fall Classic brings energy and foot traffic to the district by inviting participants to shop, dine, and explore while playing a themed mini-golf course set up inside businesses throughout Campustown. This interactive format encourages people to visit multiple storefronts, discover new favorites, and engage directly with local merchants.

As attendees move from hole to hole, businesses benefit from increased visibility, higher customer engagement, and boosted sales during the event. The Fall Classic not only creates a fun, family-friendly experience but also strengthens the connection between the community and Campustown's vibrant mix of shops, restaurants, and services.

### **5. Host Small Business Weekend (\$2,500) & Free Parking on Saturday (\$1,500)**

- Small Business Weekend brings focused attention and increased foot traffic to Campustown by encouraging residents and visitors to shop and dine locally on one of the biggest retail weekends of the year. Participating businesses benefit from heightened visibility, expanded marketing support, and a surge of shoppers seeking unique gifts, local goods, and authentic dining experiences.

The event reinforces the importance of supporting small, independent businesses while driving sales, introducing customers to new favorites, and showcasing Campustown as a welcoming, energetic destination for holiday shopping and community connection.

### **6. Host Holiday Retail Event (\$5,000)**

- Launching a new holiday retail event in Campustown offers an exciting opportunity to attract shoppers during a key purchasing season and introduce the district as a festive, convenient destination for gift buying and winter dining. By creating a cheerful, activity-filled atmosphere, the event encourages residents and visitors to explore local shops, discover unique offerings, and support small businesses.

We anticipate that this event will boost foot traffic, increase sales, and strengthen customer relationships during the holidays—helping businesses reach new audiences and positioning Campustown as a vibrant, community-centered place to shop, celebrate, and connect.

## Outside Funding Request Process Application

### Application Information

Is this request sponsored by a student organization? Yes \_\_\_\_\_ No \_\_\_\_\_

Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

### Program/Event Information

What are the goals of this program/event: \_\_\_\_\_

Date(s) program/event will be held: \_\_\_\_\_ to \_\_\_\_\_ Check if continuous or ongoing: \_\_\_\_\_

Location of program/event: \_\_\_\_\_

# of individuals involved in program/event planning: \_\_\_\_\_ # of individuals who will benefit from program/event: \_\_\_\_\_

Funding amount requested: \_\_\_\_\_

Has the City of Ames funded this program/event before? _____	If yes, what year was it last funded? _____	If yes, what amount of funding was received? _____
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### Program/Event Description

*Please answer each question below using the space provided.*

Explain how this request helps accomplish the goals of this program/event. If you are requesting an increase in funding from the last funding cycle, include an explanation of the enhanced or expanded services you intend to provide with the additional funding:

What efforts have you made to obtain funding from other sources? Include fundraising, dues, and any requests to other City- sponsored programs (e.g., ASSET, COTA, Ames Community Grants Program)

Who will be responsible for ensuring compliance with the funding contract? What are their qualifications?

**Budget**

Complete your activity budget below with previous fiscal years in columns A, B, and C, and your grant request from the City of Ames in box D10.

		(A)	(B)	(C)	(D)
<b>REVENUE - ALL SOURCES</b>		<b>FY 23-24 ACTUAL</b>	<b>FY 24-25 ACTUAL</b>	<b>FY 25-26 ADOPTED</b>	<b>FY 26-27 PROPOSED</b>
1	Fundraising				
2	Membership Dues				
3	Fees Charged				
4	Investment Income				
5	Grants (Private Sector)				
6	State/Federal Funds				
7	ISU or ISU Student Government Funds				
8	Other Gov't or Non-Profit Funds				
9	Misc. (Describe):				
10	<b>Funding Request from City of Ames</b>				
11	<b>Total Revenues</b>				

		(A)	(B)	(C)	(D)
<b>EXPENSES</b>		<b>FY 23-24 ACTUAL</b>	<b>FY 24-25 ACTUAL</b>	<b>FY 25-26 ADOPTED</b>	<b>FY 26-27 PROPOSED</b>
12	Salary and Related				
13	Occupancy/Rent				
14	Supplies/Equipment				
15	Contractual Services				
16	Promotion/Advertising				
17	Misc. (Describe):				
18	<b>Total Expenses</b>				

### Proposed Task/Drawdown Schedule

**Funds awarded must be used to benefit the general public.** On the lines below, describe the tasks you plan to complete using requested funds, the anticipated task completion date, and the amount you will request in reimbursement for that task. The total should add up to your funding request.

**Tasks below should be services and programs that will be provided to the public** (e.g., individual events, educational programs, improvements to public spaces, etc.). **Tasks should not include costs that primarily benefit the organization** (e.g., administrative expenses, overhead, rent, utilities, etc.). **The organization should consider such internal costs in the overall cost of providing the specific service or program.**

**Prioritize the tasks proposed in this list, with the tasks the organization would most like to receive funding for towards the top.**

Priority	Task	Participants	Completion Date	Amount
1				
2				
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7				
8				
9				
<b>TOTAL:</b>				

### Disclaimer and Submission

*By typing in my name below, I certify that my answers are true and complete to the best of my knowledge. I am authorized to submit this application on behalf of the organization named herein.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Submit completed applications to the City Manager's Office, 515 Clark Avenue, Ames, IA 50010. Applications must be received no later than 5:00 p.m. on November 15 to be considered for funding.

## Outside Funding Request Process Application

### Application Information

Is this request sponsored by a student organization? Yes \_\_\_\_\_ No \_\_\_\_\_

Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

### Program/Event Information

What are the goals of this program/event: \_\_\_\_\_

Date(s) program/event will be held: \_\_\_\_\_ to \_\_\_\_\_ Check if continuous or ongoing: \_\_\_\_\_

Location of program/event: \_\_\_\_\_

# of individuals involved in program/event planning: \_\_\_\_\_ # of individuals who will benefit from program/event: \_\_\_\_\_

Funding amount requested: \_\_\_\_\_

Has the City of Ames funded this program/event before? _____	If yes, what year was it last funded? _____	If yes, what amount of funding was received? _____
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### Program/Event Description

*Please answer each question below using the space provided.*

Explain how this request helps accomplish the goals of this program/event. If you are requesting an increase in funding from the last funding cycle, include an explanation of the enhanced or expanded services you intend to provide with the additional funding:

What efforts have you made to obtain funding from other sources? Include fundraising, dues, and any requests to other City- sponsored programs (e.g., ASSET, COTA, Ames Community Grants Program)

Who will be responsible for ensuring compliance with the funding contract? What are their qualifications?

**Budget**

Complete your activity budget below with previous fiscal years in columns A, B, and C, and your grant request from the City of Ames in box D10.

		(A)	(B)	(C)	(D)
<b>REVENUE - ALL SOURCES</b>		<b>FY 23-24 ACTUAL</b>	<b>FY 24-25 ACTUAL</b>	<b>FY 25-26 ADOPTED</b>	<b>FY 26-27 PROPOSED</b>
1	Fundraising				
2	Membership Dues				
3	Fees Charged				
4	Investment Income				
5	Grants (Private Sector)				
6	State/Federal Funds				
7	ISU or ISU Student Government Funds				
8	Other Gov't or Non-Profit Funds				
9	Misc. (Describe):				
10	<b>Funding Request from City of Ames</b>				
11	<b>Total Revenues</b>				

		(A)	(B)	(C)	(D)
<b>EXPENSES</b>		<b>FY 23-24 ACTUAL</b>	<b>FY 24-25 ACTUAL</b>	<b>FY 25-26 ADOPTED</b>	<b>FY 26-27 PROPOSED</b>
12	Salary and Related				
13	Occupancy/Rent				
14	Supplies/Equipment				
15	Contractual Services				
16	Promotion/Advertising				
17	Misc. (Describe):				
18	<b>Total Expenses</b>				

### Proposed Task/Drawdown Schedule

**Funds awarded must be used to benefit the general public.** On the lines below, describe the tasks you plan to complete using requested funds, the anticipated task completion date, and the amount you will request in reimbursement for that task. The total should add up to your funding request.

**Tasks below should be services and programs that will be provided to the public** (e.g., individual events, educational programs, improvements to public spaces, etc.). **Tasks should not include costs that primarily benefit the organization** (e.g., administrative expenses, overhead, rent, utilities, etc.). **The organization should consider such internal costs in the overall cost of providing the specific service or program.**

**Prioritize the tasks proposed in this list, with the tasks the organization would most like to receive funding for towards the top.**

Priority	Task	Participants	Completion Date	Amount
1				
2				
3				
4				
5				
6				
7				
8				
9				
<b>TOTAL:</b>				

### Disclaimer and Submission

*By typing in my name below, I certify that my answers are true and complete to the best of my knowledge. I am authorized to submit this application on behalf of the organization named herein.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Submit completed applications to the City Manager's Office, 515 Clark Avenue, Ames, IA 50010. Applications must be received no later than 5:00 p.m. on November 15 to be considered for funding.



Please find below how additional funding from the City of Ames will help the Hunziker Youth Sports Complex (HYSC) help the city of Ames accomplish its goals.

### **Increasing Access for All Community Members & Creating Space for Healthy Activity**

With a generous grant from the City of Ames, HYSC will be able to offset additional expenses for operating the complex, including field/greens maintenance, equipment and building upkeep. This funding helps all sports keep our registration fees lower. This helps each sport pursue our goal of increasing participation from community members of all socioeconomic statuses.

### **Expanding Capacity for Connecting the Community Through Activities**

Additional funding will expand HYSC's capacity for the management and coordination of event planning (current and new), event hosting and the requisite maintenance and management activities required with operating the complex in a well maintained and inviting capacity. The 2025 Ames Youth Baseball day was an incredible success and we are discussing as a board how we might expand that event to include all three sport organizations in 2026.

### **Generating Positive Economic Impact on Ames**

This increased capacity will continue to seed opportunities for increased participation by other community sports groups as well as make the complex a more attractive environment for other sporting events, bringing families from outside the community to Ames—generating a positive economic impact to the community. We believe this more attractive environment will make Ames more appealing for those looking to move to a new community.

In addition to each sport organization's events that draw teams from outside Ames, we continue to engage with Discover Ames for the purpose of utilizing the complex to bring new competitions, tournaments and visitors to Ames. We also continue to host the Iowa Games soccer competitions on an annual basis, and other tournaments hosted by Ames Soccer Club.

HYSC has historically made a significant contribution to the youth sports community of Ames and is poised to make an even more substantial impact in the years ahead. We are excited to continue to partner with the city in this capacity. We are willing to expand on the progress being made in each of these areas, if desired.

Nathan Haila - *HYSC Board President*

HYSC Board Members: Gary Eyles, David Dear, Trent Brisby, Ryan Cable

## Outside Funding Request Process Application

### Application Information

Is this request sponsored by a student organization? Yes \_\_\_\_\_ No \_\_\_\_\_

Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

### Program/Event Information

What are the goals of this program/event: \_\_\_\_\_

Date(s) program/event will be held: \_\_\_\_\_ to \_\_\_\_\_ Check if continuous or ongoing: \_\_\_\_\_

Location of program/event: \_\_\_\_\_

# of individuals involved in program/event planning: \_\_\_\_\_ # of individuals who will benefit from program/event: \_\_\_\_\_

Funding amount requested: \_\_\_\_\_

Has the City of Ames funded this program/event before? _____	If yes, what year was it last funded? _____	If yes, what amount of funding was received? _____
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### Program/Event Description

*Please answer each question below using the space provided.*

Explain how this request helps accomplish the goals of this program/event. If you are requesting an increase in funding from the last funding cycle, include an explanation of the enhanced or expanded services you intend to provide with the additional funding:

What efforts have you made to obtain funding from other sources? Include fundraising, dues, and any requests to other City- sponsored programs (e.g., ASSET, COTA, Ames Community Grants Program)

Who will be responsible for ensuring compliance with the funding contract? What are their qualifications?

**Budget**

Complete your activity budget below with previous fiscal years in columns A, B, and C, and your grant request from the City of Ames in box D10.

		(A)	(B)	(C)	(D)
<b>REVENUE - ALL SOURCES</b>		<b>FY 23-24 ACTUAL</b>	<b>FY 24-25 ACTUAL</b>	<b>FY 25-26 ADOPTED</b>	<b>FY 26-27 PROPOSED</b>
1	Fundraising				
2	Membership Dues				
3	Fees Charged				
4	Investment Income				
5	Grants (Private Sector)				
6	State/Federal Funds				
7	ISU or ISU Student Government Funds				
8	Other Gov't or Non-Profit Funds				
9	Misc. (Describe):				
10	<b>Funding Request from City of Ames</b>				
11	<b>Total Revenues</b>				

		(A)	(B)	(C)	(D)
<b>EXPENSES</b>		<b>FY 23-24 ACTUAL</b>	<b>FY 24-25 ACTUAL</b>	<b>FY 25-26 ADOPTED</b>	<b>FY 26-27 PROPOSED</b>
12	Salary and Related				
13	Occupancy/Rent				
14	Supplies/Equipment				
15	Contractual Services				
16	Promotion/Advertising				
17	Misc. (Describe): IFA funded Admin				
18	<b>Total Expenses</b>				

**Proposed Task/Drawdown Schedule**

**Funds awarded must be used to benefit the general public.** On the lines below, describe the tasks you plan to complete using requested funds, the anticipated task completion date, and the amount you will request in reimbursement for that task. The total should add up to your funding request.

**Tasks below should be services and programs that will be provided to the public** (e.g., individual events, educational programs, improvements to public spaces, etc.). **Tasks should not include costs that primarily benefit the organization** (e.g., administrative expenses, overhead, rent, utilities, etc.). **The organization should consider such internal costs in the overall cost of providing the specific service or program.**

**Prioritize the tasks proposed in this list, with the tasks the organization would most like to receive funding for towards the top.**

Priority	Task	Participants	Completion Date	Amount
1				
2				
3				
4				
5				
6				
7				
8				
9				
<b>TOTAL:</b>				

**Disclaimer and Submission**

*By typing in my name below, I certify that my answers are true and complete to the best of my knowledge. I am authorized to submit this application on behalf of the organization named herein.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Submit completed applications to the City Manager’s Office, 515 Clark Avenue, Ames, IA 50010. Applications must be received no later than 5:00 p.m. on November 15 to be considered for funding.

## Outside Funding Request Process Application

### Application Information

Is this request sponsored by a student organization? Yes \_\_\_\_\_ No

Organization Name: The Ames Foundation Date: 11/10/2025

Contact Person: Shannon Thiele

Contact Mailing Address: 304 Main Street

Phone: 515-232-2310 Email Address: shannon@amesalliance.com Tax ID #: 51-0161669

### Program/Event Information

What are the goals of this program/event: To enhance the vibrancy of Downtown Ames with art to strengthen the economic vitality of Ames.

Date(s) program/event will be held: \_\_\_\_\_ to \_\_\_\_\_ Check if continuous or ongoing:

Location of program/event: Downtown Ames

# of individuals involved in program/event planning: \_\_\_\_\_ # of individuals who will benefit from program/event: \_\_\_\_\_

Funding amount requested: \$15,000

Has the City of Ames funded this program/event before?	<u>No</u>	If yes, what year was it last funded?	If yes, what amount of funding was received?
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### Program/Event Description

*Please answer each question below using the space provided.*

Explain how this request helps accomplish the goals of this program/event. If you are requesting an increase in funding from the last funding cycle, include an explanation of the enhanced or expanded services you intend to provide with the additional funding:

Ames is a fabulous community to live, work, and play. The Ames Foundation supports the community with quality of life initiatives by enhancing vitality. We are excited to continue this initiative with our partners, the Ames Murals: An Open Air Gallery to make our outdoor spaces more exciting, inviting, and energetic. The Ames Foundation will connect artists and property owners to weave together a more vibrant community where residents and guests want to spend more time in our open air environment. Passionate artists can showcase their talents and small businesses will create more attractive spaces that drive traffic to strengthen economic vitality.

What efforts have you made to obtain funding from other sources? Include fundraising, dues, and any requests to other City- sponsored programs (e.g., ASSET, COTA, Ames Community Grants Program)

The Ames Foundation hosts an Annual Fundraising event yearly, with the last event hosted in October 2025 that raised \$10,000. The Ames Foundation is also reaching out to corporate sponsors as well as Veteran owned businesses for a Veteran's mural specifically on the NAMI/Visiting Angels building on 426 Fifth Street with hopes of completion in Summer 2026.

Who will be responsible for ensuring compliance with the funding contract? What are their qualifications?

Shannon Thiele serves as the Vice President of Affiliate Programming and is the Staff Liaison for the Ames Foundation, an affiliate organization of the Ames Regional Economic Alliance. She has been with the Alliance for 3 years and has been the liaison for The Ames Foundation for 3 years as well. With a passion for her community, where she lives, works, and plays, she is excited to see this mural initiative take off in Downtown Ames.

### Budget

Complete your activity budget below with previous fiscal years in columns A, B, and C, and your grant request from the City of Ames in box D10.

		(A)	(B)	(C)	(D)
REVENUE - ALL SOURCES		FY 23-24 ACTUAL	FY 24-25 ACTUAL	FY 25-26 ADOPTED	FY 26-27 PROPOSED
1	Fundraising				20,000
2	Membership Dues				
3	Fees Charged				
4	Investment Income				
5	Grants (Private Sector)				15,000
6	State/Federal Funds				
7	ISU or ISU Student Government Funds				
8	Other Gov't or Non-Profit Funds				
9	Misc. (Describe):				
10	<b>Funding Request from City of Ames</b>				15,000
11	<b>Total Revenues</b>				50,000

EXPENSES		FY 23-24 ACTUAL	FY 24-25 ACTUAL	FY 25-26 ADOPTED	FY 26-27 PROPOSED
12	Salary and Related				
13	Occupancy/Rent				
14	Supplies/Equipment				50,000
15	Contractual Services				
16	Promotion/Advertising				
17	Misc. (Describe):				
18	<b>Total Expenses</b>				50,000

**Proposed Task/Drawdown Schedule**

**Funds awarded must be used to benefit the general public.** On the lines below, describe the tasks you plan to complete using requested funds, the anticipated task completion date, and the amount you will request in reimbursement for that task. The total should add up to your funding request.

**Tasks below should be services and programs that will be provided to the public** (e.g., individual events, educational programs, improvements to public spaces, etc.). **Tasks should not include costs that primarily benefit the organization** (e.g., administrative expenses, overhead, rent, utilities, etc.). **The organization should consider such internal costs in the overall cost of providing the specific service or program.**

**Prioritize the tasks proposed in this list, with the tasks the organization would most like to receive funding for towards the top.**

Priority	Task	Participants	Completion Date	Amount
1	Mural on NAMI/Visiting Angels Building - 426 Fifth Street, veteran theme	1,000	9/1/2026	5,000
2	Mural on Building 5th & Burnett (East Side), 330 5th Street- historic mural theme, old photograph inspired	1,000	10/1/2026	10,000
3				
4				
5				
6				
7				
8				
9				
<b>TOTAL:</b>				<b>15,000</b>

**Disclaimer and Submission**

*By typing in my name below, I certify that my answers are true and complete to the best of my knowledge. I am authorized to submit this application on behalf of the organization named herein.*

Name: Shannon Thiele  Title: VP, Affiliate Programming Date: 11/10/2025

Submit completed applications to the City Manager's Office, 515 Clark Avenue, Ames, IA 50010. Applications must be received no later than 5:00 p.m. on November 15 to be considered for funding.