



Downtown business plans benefit barbecue for Main Street holiday lighting project

The smell of smoke will fill the air in downtown Ames on Thursday, July 23, as Thrivent Financial holds its third annual community barbecue lunch. Everyone is invited to attend and this year donations will be accepted for the Main Street Cultural

District (MSCD) holiday lighting project.

“The lights that line the tops of the downtown buildings are in bad shape and were not turned on this past holiday season,” said Cindy Hicks, Executive Director of the MSCD. “It is our goal to raise money to replace those lights with energy efficient L.E.D. lighting.”

The new lighting would be used year-round for occasions other than just the traditional holiday season. Hicks said, for example, the lights could be all red on Iowa State game days or red, white, and blue on the 4th of July.

“This is an opportunity to create a new atmosphere in downtown Ames,” said Hicks. “We are very appreciative that Thrivent Financial would support our efforts to make Main Street a better place for the entire community.”

Duane Faas, Financial Associate at Thrivent Financial in Ames, says his company strives to take action on causes they believe in to help strengthen the community. This is the third year they have applied for, and received, a grant from their national parent company to buy the food for their community barbecue. The employees work to organize the event and ask for donations which they give to a predetermined cause.

“The downtown lighting will be enjoyed by all in the community and is a great tradition to keep going,” said Faas. “We will bring together family, friends and other business people who also want to make an impact and see the lights on Main Street shine brighter and more often.”

The Thrivent team plans to serve pulled pork, which they will spend all night smoking, beans, southwestern coleslaw, watermelon, and a beverage.

The community barbecue will be held Thursday, July 23 from 11 a.m. to 2 p.m. in front of the Thrivent Financial building, 315 6th Street in downtown Ames.

The Main Street Cultural District was established on January 1, 2004. Its mission is to advance and promote downtown as the destination district in the heart of our community. To keep updated on MSCD happenings, become a fan of the Main Street Cultural District on Facebook, bookmark www.AmesDowntown.org, or contact our office at 515-233-3472. MSCD is an affiliate organization of the Ames Chamber of Commerce.

