

Mayor proclaims November 28 Small Business Saturday in Ames

Mayor Ann Campbell encouraged the residents of Ames to “Shop Small” on Saturday, November 28, for Small Business Saturday. The formal proclamation was made at the regular Tuesday evening City Council meeting.

“Whereas the City of Ames supports our local small businesses that create jobs, boost our local economy, and preserve our neighborhoods,” said Campbell during the proclamation. “I ask that residents of our community support our local small businesses and merchants on that day.”

Small Business Saturday started as a grassroots effort in 2010 and is now celebrated nationwide. The goal is to encourage shoppers to patronize small, locally-owned businesses on the Saturday after Thanksgiving. The proclamation was accepted by Cindy Hicks, Executive Director of the Main Street Cultural District, Rebecca Olson, Executive Director of the Campus Town Action Association, and Drew Kamp with the Ames Chamber of Commerce.

“The three of us represent hundreds of small business owners all over Ames,” said Hicks. “Local people whose children go to school with yours and business owners you sit next to in church on Sunday.”

Hicks said there are 297 small businesses in the downtown Ames alone who employ nearly 2000 people.

“I am proud to call Ames my new home and proud the community I chose to live in supports its small business owners,” said Hicks. “It is our small businesses that make Ames the unique, eclectic place that it is.”

Along with many businesses opening early, several events are planned for downtown Ames on Small Business Saturday.

7:45am – 9:45am Breakfast with Santa – 304 Main Street (1st 150 kids)

Sponsored by Vision Bank

8:00am – 12:00pm Free Gift Wrapping – 304 Main Street (must have proof of downtown purchase from that day)

8:00am until gone – Free Swag Bags will be handed out to the first 500 shoppers downtown.

9:00am – 3:00pm – Craft and Vendor Fair at the American Legion – 225 Main

10:00am- 12:00pm – Pet Photos with Santa – Treats on a Leash- 216 Main

10:30am-11:30am – Story Time with Mrs. Claus- Ames Public Library – also drop off your Santa Letters at this location.

2:00pm-4:00pm – Cookie Decorating – Depot Deli – 526 Main

2:00pm-4:00pm – Holiday Paint and Sip – Della Viti – 323 Main (drop in whenever you choose)

***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.*