

Anonymous Donor to Match Main Street Lighting Donations

An anonymous donor has come forward with an offer to match any lighting donations made by a downtown business up to \$100. This comes as the Main Street Cultural District (MSCD) is fundraising to replace the holiday lighting that lines the tops of the buildings in downtown Ames with energy efficient LED lighting that can be used year-round.

“This donor is an Ames business interested in keeping the downtown beautiful for the entire community to enjoy,” said Cindy Hicks, Executive Director of the MSCD. “Their generosity is greatly appreciated.”

The offer extends to any of the nearly 300 businesses in the MSCD area, which extends from the Band Shell Park to Wheatsfield Grocery, and 6th Street to the railroad tracks. The donor will also give \$100 to the lighting fund for any new business who joins the MSCD as an investor.

“If just 50 of these businesses contribute \$100, it would total \$5,000. A match would make it \$10,000,” said Hicks. “This is a great way to help light up downtown Ames, and double what you give.”

Hicks also points out that any donation made to the downtown lighting fund is tax deductible.

The lights, which have been turned on in downtown Ames during the holiday season for 25 years, were left dark last year and this year because they are dilapidated beyond repair. Hicks said no one is really sure who originally put up the lighting. It is thought that fundraising was probably done by community members for that project as well.

“We see it as something that the entire community will get enjoyment from,” said Hicks. “That is why we decided to take on this project.”

The new lighting will be installed as soon as the \$80,000 needed is raised.

“Since we plan to use the lights year-round, we don’t need to wait until the holiday season,” said Hicks. “We can turn them on in March in all red to celebrate ISU wins in the NCAA tournament or red, white, and blue in July for Independence Day!”

You can mail your tax deductible donation to:

The Ames Foundation
Downtown Lighting Fund
P.O. box 213
Ames, IA 50010