

## 2018 MSCD President is No Stranger to Main Street

Main Street business owner, Eric Abrams will take over as 2018 Main Street Cultural District (MSCD) President on January 1. Abrams has served on the MSCD board for two years; as Treasurer in 2016 and Vice-President in 2017. While Abrams says he looks forward to building on the success of those who have served before him, he also has his own goals.

“I want to redefine and grow the downtown brand so businesses can be successful, people enjoy the district more, and redevelopment can take place,” Abrams said.

Abrams, a fulltime employee of the Department of Transportation, and his wife Amy have owned *Duck Worth Wearing* on Main Street since 2006. The couple also opened *The Loft* on Main Street in 2009 and *Duck Worth Wearing* in Ankeny last year. As small business owners, they support many local programs, charities, and education groups financially and by volunteering their time.



“Being life-long central Iowa residents we wanted to find something that could make a difference in the lives of those in our community,” Abrams said.

Abrams is no stranger to hard work. He was only eight years old when he started working at the Story City Theater selling concessions and cleaning up after the movies. He met his wife while working at the Story City Happy Chef when he was 16-years-old. Abrams has also operated the Iowa State Football scoreboard for the past 20 years, he officiates local high school football, and is an active at First United Methodist church in downtown Ames. While he supports many different areas of the community, Abrams says the downtown area is near and dear to his heart because it possesses a history and vibe that is unique.

“Downtown Ames can't be duplicated or replaced,” said Abrams. “I take pride owning a business downtown and being involved with MSCD.”

Dan Culhane, CEO of the Ames Chamber of Commerce, says 2018 looks promising for a variety of opportunities in the central business district of Ames and says Eric’s leadership will be important to the district.

“With Eric and his wife, Amy, having such a strong retail presence in downtown Ames I think he will bring exceptional leadership skills and insight to the presidency of the MSCD.”

MSCD out-going president, Paul Livingston, agrees with Culhane saying Abrams has high energy combined with forward vision and thinking. Livingston expects 2018 to be a catalyst of growth in the district.

“Eric is innovative and has a willingness and openness to consider new ideas,” Livingston said.  
“He will bring with him a working knowledge of the pulse of business district to this position.”