



2022 Annual Report

Play Stay Enjoy Live Grow

A Note from the Director

The Mahaska Chamber & Development Group presents an opportunity for all members to grow their network, and in turn, grow their business. It can allow you to forge professional and personal relationships which can last for many years. I invite all of you to feel the energy, make the connections, and be active in what I believe is one of the greatest resources our community has. Encourage non-members to come out and join us. We want those who are not currently members to be welcomed and understand what the Chamber can offer through membership.

You will read about the accomplishments of this past year in the pages of this Annual Report thanks to our incredible staff, Board of Directors, wonderful membership, committee chairs and volunteers. Thank you for all of your time and effort.

Deann De Groot
Executive Director

This annual report gives a glimpse into the hard work of chamber staff and volunteers throughout our community. As part of our community we all share in the benefits and events offered and sponsored by The Mahaska Chamber and Development Group.

The events that are visible are just a small part of the economic work done by staff and member volunteers. Oskaloosa and Mahaska County are indeed unique communities that are moving forward and planning for the future. This is only possible through strong Chamber members. If you're already involved you have experienced the benefits. If you're not please consider joining, you won't be disappointed.

I am grateful to be part of this community and in a small way to serve our members.

John Ottosson
2022 Board President



MISSION: To provide vision and coordination in growing the economy to promote, improve and enhance the diverse business environment and quality of life in the Mahaska community.

VISION: The Mahaska Chamber is a leader in moving Mahaska County forward through the implementation of sustainable programs that proactively enhance the physical, social and economic atmosphere of our community.

Partner Organizations



Oskaloosa Main Street: Preserves the historic value of downtown and invests in the social and economic vitality of the heart of Oskaloosa.



Mahaska County Ag & Rural Development: Dedicated to the promotion and improvement of rural economies and value-added agricultural opportunities in Mahaska County.

Chamber & Main Street Staff

Deann De Groot, Executive Director
Team member since 2011

Amy Brainard, Main Street Director
Team member March 2022 - Dec. 2022

Deb Bruxvoort, Financial Manager
Team Member since 1993

Vicki Van Donselaar, Office Assistant
Team Member since 2021

Morgan McClendon, Operations Coordinator
Team Member since Dec. 2022

Board of Directors 2022

Andy McGuire
George Daily Auditorium
Board Past President

Clayton Spears
Oskaloosa HyVee

Beth Danowsky
Musco Lighting

John Ottosson
William Penn University
President

Calvin Bandstra
Bank Iowa
MCARD Rep.

Paula Falconer
Mahaska Health

Ryan Van Dalen
Clow Valve Company
Vice President

Jeff Davis
Church & Dwight

Tammy Sauer
MidWestOne Bank

Janet Hermesen
Treasurer, City Council

Deb Linder
Stella's Salon & Boutique

Susan Kollasch
DFS

Jill Ewing, TruBank
Board Secretary

Steve Wanders
Mahaska Co. Supervisor

Beth Brostrom
Main Street Rep.

Mike Fisher
Oskaloosa Schools

Margaret Spiegel
Nelson Pioneer Farm





Event Recap 2022

2023 Events

Community Calendar

Eggs & Issues

- 6 sessions

Annual Chamber Awards Ceremony

Scholarship Golf Outing

- Raised \$9,000
- \$25,000 total to scholarships

Friday After Five

- 3 Friday Night events

Art on the Square

- "Wild at Art" paintings on 33 downtown windows
- 28 different artists

Sweet Corn Serenade

- New activities including bags tournament, art vendors, wagon rides & more!
- Sold out of most food!

Turn on the Lights

- Large crowd
- Included roasted cashews and almonds

Merry Little Downtown Christmas

Lighted Christmas Parade

Women's Holiday Luncheon

- Over 180 attendees

January 14: Eggs & Issues

January 28: Eggs & Issues

January 30: Annual Banquet

February 11: Eggs & Issues

February 25: Eggs & Issues

March 11: Eggs & Issues

March 25: Eggs & Issues

May 12: Scholarship Golf Outing

June 2: Friday After Five

June 9: Friday After Five/Alumni Reunion

June 10: Art on the Square

June 16: Friday After Five

July 27: Sweet Corn Serenade

November 18: Turn on the Lights

November 24: Plaid Friday

November 25: Small Business Saturday

November 27: Young Ambassador Contest

Dec. 1: Merry Little Downtown Christmas

December 2: Lighted Christmas Parade



Visit Here!

SUBMIT
your own
EVENT

The Mahaska Chamber is now the place to submit your community calendar events.

Simply submit your own event! It also allows you to print off the calendar in list form.



Did you know?
3,000 ears
of corn was consumed
at Sweet Corn Serenade

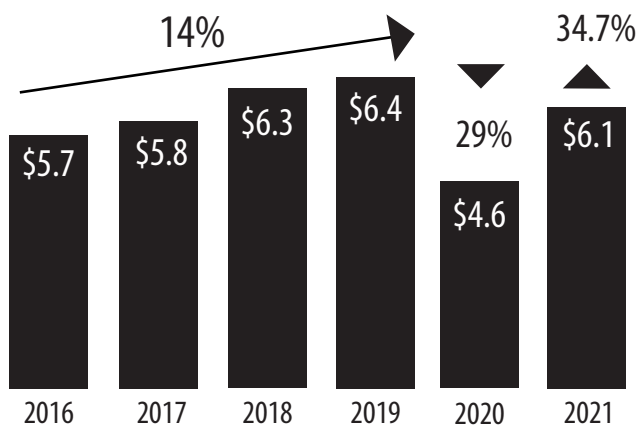


TOURISM

- Participated in Travel Iowa Co-Op Marketing, purchasing digital ad space. Promoted the Lighted Christmas Parade.
- Updated listing in Central Iowa Tourism Magazine.
- Designed and created the 2022 Explore Mahaska Visitors' Guide. The publication was delivered to 26 Welcome Centers across Iowa - over 1,700 guides.
- Received \$3,200 grant for marketing from Iowa Tourism. Purchased 75 rack card holders and filled with brochures.
- Raised funds (\$48,800) for 'Trolley Stop Alley'. Installed the trolley, signage and lighting.
- Attended the Iowa State Fair promoting tourism in Mahaska County.



Iowa Total Visitor Spending



Amounts in billion of nominal dollars

Mahaska County Spending & Economic Impact

\$26.5 million

Total Visitor Spending
YOY: ▲ 76.8%

2019 = \$17.4 M, +2.8%

2020 = \$15 M, -13.9%

Source: Travellowa.com



Tourism marketing outside Mahaska County included a live recording on 'Hello Iowa' to promote the Holiday Happenings and a 3/4 page spread in the Travel Iowa Fall/Winter publication.



Bloggers Reactions

"Oskaloosa was brand new territory for us. Just over an hour from Des Moines, we spent two days getting acquainted with this lively community and its friendly residents. We were struck by their appreciation for beauty in many ways, from nature to historic buildings to the arts. Splashes of creativity were evident everywhere."

Selections + Reflections
Suzette and Alexis Conaway
<https://www.selectionsandreflections.com/>

"Our weekend continued with a visit to Oskaloosa for their 35th annual Lighted Christmas Parade. But we discovered so many other great things during our time along Oskaloosa Main Street! On the way into town, we stopped at North Creek Antiques. Then, we wandered the square and found some great gifts at shops like Book Vault, Salvaged Designs, and Betsey's Boutique Shop. Everyone told us that we had to stop by Mahaska Drug and it did not disappoint! This local gem is so much more than a drug store. We also loved experiencing Oskaloosa's public art. But more than anything, we were absolutely blown away by the Lighted Christmas Parade. With more than 60 lighted floats, this is truly a holiday sight to see!"

Olio in Iowa
Megan Bannister
<https://www.facebook.com/olioin-iowablog>

Where did they visit and stay?

Restaurants:

Smokey Row
Wood Iron Grille

Lodging:

A Rose Investments: The Nest
McNeill Stone Mansion

Shopping:

Book Vault
Betsey's Boutique
Hunter's Gifts & Cafe
Salvaged Designs
Mahaska Drug

Attractions:

MCRF Trail Tram Tour
Debbie's Celebration Barn
Oskaloosa Public Library
Friday After Five
The Alley
'Wild About Art' Window Art
Downtown murals
Downtown flower planters
Environmental Learning Center
Bike Trail
Mahaska County Freedom Rock
Lacey Recreation Complex
Lighted Christmas Parade



Engagement & Reach for Olio in Iowa



Instagram Instagram Stories
Facebook

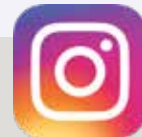


Instagram



Instagram Instagram Stories
Facebook

Upcoming Trends



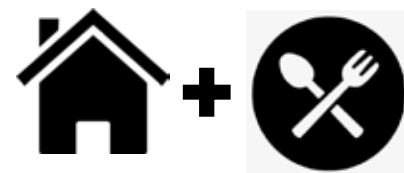
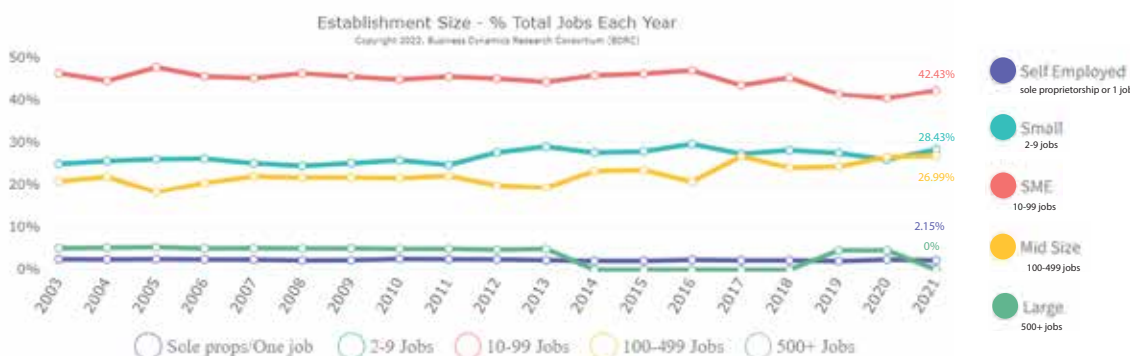
BUSINESS DEVELOPMENT + WORKFORCE



Gain: Gross number of new jobs (starts, expansions, moves)
Gain: Gross number of new jobs (starts, expansions, moves)

Gains in 2021: 436
Losses in 2021: 645
Net New in 2021: -209

Source: youreconomy.org



Challenges:

- 1) Lack of Housing
- 2) Lack of Amenities

READY TO EXPAND OR RELOCATE YOUR BUSINESS?

Iowa is the perfect place.

What makes Iowa a best-in-class option for business?

If our pro-business environment, low operating costs or the state's move toward one of the most competitive tax structures in the nation came to mind, you're correct. But our skilled workforce really sets us apart. The evidence is all across the state, including the Iowa South region, which is experiencing a renaissance thanks to a world class workforce with the skills today's employers need. Head west to Council Bluffs, where local colleges work with area businesses on workforce development initiatives to ensure a robust talent pipeline. And just a few hours up the road in the Iowa Lakes Corridor region, businesses provide customized, on-site training at local universities and community colleges.

These are just a few of the many forward-thinking communities across Iowa making major moves thanks to our unwavering commitment to fielding a workforce ready to meet your needs.

Why Mahaska County?

- 1) Quality of Life
- 2) Quality of People
- 3) Community Support
- 4) Labor Costs
- 5) Forward Thinking

Opportunity2, regional economic development group, did strategic planning and officially changed as Iowa South. Educators in the Workplace was held in June with 5 business visits in Mahaska County.

45 active business leads in Mahaska County

5 active Mahaska County loans in the Revolving Loan Fund. Balance of \$410,000 available to lend.



Certified Site

The Mahaska Chamber & Development Group in partnership with the City of Oskaloosa and Mahaska County are nearing completion of the Certified Site application process. We are working with five land owners, 6 total lots, for a total of 490 acres.

RAIL

In 2021, we applied for and received \$75,600 grant from the Iowa Department of Transportation for the Oskaloosa Industrial Park Transload Facility Study. Also received \$4,725 matching grant from MidAmerican Energy, partnering with the City of Oskaloosa and Mahaska County to cover the \$94,500 study cost. The Rail Transload study is underway with a completion date of year end 2023. A survey was sent to all industries. Out of 13 interested, there are 12 different commodities for rail usage.

SE CONNECTOR

The partners continue to work on the Mahaska County US 63 – IA 23 Connector RISE Grant Application. Estimated cost for the project has gone up 38%.

MODES/RAISE

Congresswoman Miller-Meeks voted H.R. 2471, the Fiscal Year 2022 Consolidated Appropriations Act. This includes \$850,000 in funding for the MODES planning study.

Grants & Resources

- Partnered with the Iowa State Extension of Mahaska County and the Small Business Development Center on a workshop through Renew Rural Iowa for small businesses to explore their "Journey to their Vision."
- Assisted the City of Fremont with a grant application for new street poles through the Mahaska County Community Foundation and received \$20,000.
- Assisted the City of Barnes City with fire department station renovations. Received \$5,000 from MCCF and \$5,000 from the George Daily Auditorium.

Business Retention & Expansion

Export to over **180**
countries worldwide

Over **\$130 million**
planned expansions in the
next 1-3 years with our
existing industries

Visits with State Leaders

- Senator Joni Ernst, January 27
- February 1, Legislative Showcase
- Summer '22 Lieutenant Governor Adam Gregg
- Director Debi Durham, IEDA, Dec. 16

Awards

The Mahaska Chamber & Development Group along with Mahaska County received the BEST of Iowa Excellence Award for our efforts in gathering information and data about current trends in Mahaska County.





HOUSING

- Partnered with the City of Oskaloosa and Mahaska County to begin working on the Senior Housing Feasibility and schematic drawings, conducted by Senior Housing Consultants and Merit Construction.
- Chamber wrote the application and received funds from the George Daily Trust for \$10,000.
- Chamber wrote the application and received funds from MidAmerican Energy for \$10,000.

MAHASKA FUTUREVIEW 2022 *projects*

A project of the citizens of the Mahaska County Area dedicated to planning for an enhanced quality of life, economic health and growth for years and generations to come. Mahaska FutureView looks to the future, yet promotes the importance of historical preservation.



- Edmundson Play-ground Project
- Trolley Stop Alley
- The Alley
- Iowa Great Places: Mammothly Creative Arts & Culture
- Downtown Flower Planters
- Historic Building Renovations
- Painting with Lights
- Housing & Rail Studies



In July 2022, our community was designated by the Iowa Department of Cultural Affairs as one of Iowa's Great Places. This designation came out of a long history of excellent arts and culture organizations and projects, as well as the organized efforts of the community's Arts and Culture Roundtable.

When you come to Mahaska County, you'll find that there is so much more to Arts and Culture that we came up with a new way to express it -- "Mammothly."





Diplomats

- 23 active Diplomats
- 54 ribbon cuttings



Page Followers:
4,191
Page Likes:
3,793

75 % women
25% men

Top cities:

Oskaloosa	Knoxville
New Sharon	Albia
University Park	Pella
Ottumwa	Eddyville
Des Moines	Beacon



Original content
Authentic
Short Video Reels

Mahaska Chamber
Followers: 480

Oskaloosa Main Street
Followers: 525



Email Marketing
Constant Contact

51% open
rate



\$25,805

Chamber Cash purchased
in 2022 to spend with members

Community Engagement + Involvement

- 100 High school students cleaned downtown and around Oskaloosa in May 2022.
- Ricochet service project where students cleaned downtown in November 2022.
- Chamber and Main Street staff are active members of the community, volunteering on the YMCA Board, Mahaska KIND, Ricochet through ISU Extension Mahaska County, Oskaloosa Community Schools classroom activities, United Way Day of Caring and members of the Rotary Club.



Membership in 2022

295 Chamber
Members

22 new members
in 2022





Main Street Board

Janet Hermsen

Brian Myers

Shawn Christ

Beth Brostrom

Allison McGuire

Mike Gipple

Cary Van Kampen

Megan Street

Brian Knudtson

Jeff Kirby

4-point Approach Committees

- Economic Vitality
- Organization
- Design
- Promotions



Page Likes

December 2021: 4,208

December 2022: 5,019

Page Followers:

December 2021: 4,578

December 2022: 5,500

Painting with Lights

- Additional buildings in 2022 included TDT CPAs and Advisors and Modern Floor Covering.
- Oskaloosa Main Street signed an additional 5 year contract with db Landscaping for lights - 2022- 2026.
- Business pledges and fundraisers for the lights include Merry Little Downtown Christmas, Turn on the Lights, and Raffle which raised \$11,000. Total fundraising efforts are \$30,000 each year.



Total Average dwell time at event on December 3, 2022:

97 Min

Lighted Christmas Parade Economic Impact to the Community

13,400 spectators

Source: Placer.ia, Greater DesMoines Partnership

- Thank you to William Penn University students for surveying the crowd and counting parking spaces and cars before and during the event.
- In a sample of 370 cars downtown during the parade, there were 31 counties in Iowa represented.

Parade Visitor Journey

Before the parade:

60% - Home
4.4% - Penn Central Mall
3% - HyVee
2% - Walmart

After the parade:

68% - Home
3% - HyVee
3% - Wendy's
2.2% - McDonalds





Challenge Grant \$35,000

Oskaloosa Main Street was awarded \$35,000 for the Centennial Block project, which includes removal and replacement of custom-made upper story windows above Town Square Dental Care and H&R Block.

Successful Programs

- Halloween Window Art Story Walk included 18 windows painted to "Mr. Pumpkin's Tea Party". Downtown tea party was held in conjunction with the storywalk and over 100 individuals participated.
- ELEVATE your living: Upper Story Housing Tour took place in October. The program showcased seven upper story units in downtown Oskaloosa. Main Street Iowa had finished design concept proposals at each location.
- Strategic Planning with Main Street Iowa took place in November 2022.
- Facade Phase III completion in January 2023

36 years as Oskaloosa Main Street : 1986 - 2022

82,214

Volunteer Hours
Invested

Private Investment
in Property
Rehabilitation

\$25,286,256

\$10,460,349

Private Investment
in Property
Acquisition

Net New Businesses:

180

Net New Jobs Created:

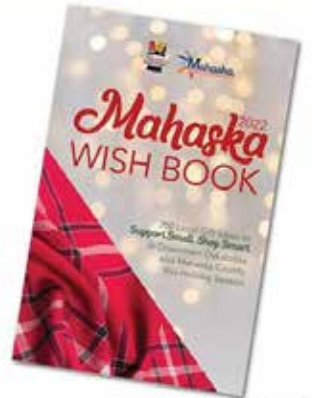
444

Mahaska County Wish Book

- Oskaloosa Main Street promotions committee completed the 2022 Wish Book which featured 250+ gift ideas. 3,000 copies were printed and distributed around and outside of Mahaska County.

**Support
local
businesses**

250 Local Gift Ideas to
Support Small, Shop Smart
in Downtown Oskaloosa
and Mahaska County
this Holiday Season



To view the Wish Book online, scan the QR code with
your phone or visit mahaskachamber.org/wishbook



A Rose Investments LLC	Farm Credit Services of America	Mahaska Community Recreation Foundation	RE:Generations
Access Systems	Fat Cow Creamery	Mahaska County Conservation, Friends of	Reynolds & Reynolds
Across The Board Inc	Feudner, James	Mahaska County Habitat for Humanity	Rielly Insurance
Ajinomoto North America, Inc.	Fine Arts & Cultural Events	Mahaska County Outreach	River Hills Community Health Center
American Family Insurance - Kristi Tarr	First Assembly of God	Mahaska County	Rock Island Tap LLC
American Legion	First Resources - Choices Drop In Center	Mahaska Drug	Rollin Oldies
Ameriprise Financial - Ken Seemann	First State Bank of Lynnvill	Mahaska Health	Rozenboom, Calvin
Animal Health Center of Oskaloosa	Fitzpatrick Financial Services	Mahaska Health Massage Therapy	Rozenboom, Gary
Arnold Motor Supply	Five Star Title & Escrow	Mahaska Hearing Aid Center	RP Support America
Asian Buffet	FocusPoint Chiropractic	Mahaska Rural Water Systems	Rural Revival
Bailey Office Outfitters	Fox Trott Ride	Mahaska Title-Johnson Abstract	Salty Hog, The
Bandstra, Calvin	Fringe - A Boutique Salon	Mahaska Veterinary Clinic	Sam's Groom Room Inc
Bank Iowa	Garden & Associates	Main Wealth Management	Scanlon Bait & Tackle
Barnswallow Flowers	Gardner-Collier Jewelry	Matthew B Moore, The Law Offices of	Scooter's Coffee
Bartyard Tenderloin Xpress	Gateway Church of the Nazarene	McCloud Water Systems	Scotch Hill Christmas Trees
Bates Funeral Chapel	George Daily Auditorium, Friends of	McCoy,Faulkner & Broerman	Sereg Builders Inc.
Beau Geste Farms	Golden Goose Club, Inc	McClulley, Pat	SERVPRO of Oskaloosa/Ottumwa
Bethel Baptist Church	Grubby's Farm Fresh Produce Market	McDonald's	Shadowland Kennels Obedience & Boarding
Bethesda House, The	H & R Block	McKay Group	Shag T-Shirts and More, LLC
Betsey's Boutique	Hahn Roofing	McNeill Stone Mansion B&B	Sha-Ran Enterprises
BirdsEyeDesign	Hair Designers Spa & Boutique	Mediacom	SIEDA
Book Vault	Hawkeye Real Estate	MidAmerican Energy	Silver Elements
Boyle & Henderson	Hermesen, Janet	Midwest Sanitation & Recycling	Smokey Row Coffeehouse
Bredeaux Pisa	Heslinga, Dixon & Hite	MidWestOne Bank	Sno Biz
Broom's Inc.	Home Plate Sports Cards	Modern Floor Covering	Sodexo
Brostrom, Beth	Homestead Assisted Living & Memory Care	Moore, Eugene R., CPA	Southern Iowa Fair
Brouwer, Cornie & Ann	Hunter's	Mr. Taco	St. James' Episcopal Church
Brown's Shoe Fit	Hy-Vee Food Store	Musco Corporation	Stam Greenhouse
Bruxvoort, Deb and Byron	HyVee Pharmacy	Musco Mobile Lighting	State Farm - Wyndell Campbell
Buban, Bellina	Ideal Ready Mix/ Oskaloosa Concrete	Musco Sign	State Farm - Kelli Steil
C.L. Barnhouse	Imagine the Possibilities, Inc.	My Eatzz	Statesmen Lanes & Recreation
Cablevey Conveyors	ImpactLife	Neapolitan Labs	Stella's Salon
Care Initiatives Hospice - Albia Office	Indian Hills Community College	Nelson Pioneer Farm/Mah. Co. Historical Society	Stephen Memorial Animal Shelter
Cellular Advantage (US Cell)	Inglenook & Norwich Apartments	Nelson Service & Repair	Stravers Law Firm
Central United Methodist Church	Interpower Corporation	New Hope Community/Thrft Shop	Striegel Acres
Century Homes of Oskaloosa	Iowa Army National Guard	NoCoast Beer Co.	Studio Osky
Christian Homeschool Assistance Program, Inc	ISU Extension-Mahaska Co.	North Creek Antiques	Subway
Christian Opportunity Center	Izaak Walton League	Northern Mahaska Specialty Care	Summers Car Credit
Christner Contracting Inc.	Jaarsma Bakery	NuCara Home Medical	Sunnyslope Greenhouse
Church & Dwight	JC's Johns	Office, The	Super 8 Oskaloosa
Clow Valve Co.	Jeremy Empie Web Design, LLC	Olive Tree Family Resources Inc	Swim's Sports & Engraving
Community 1st Credit Union	Jerry's Pro Collision Center	Optimist Club of Oskaloosa	Tacos Jalisco
Copeland Auto Body	Julie's Homestyle Café	Orscheln Farm & Home L.L.C.	Tasos' Steakhouse
Credit Bureau Services of Iowa	KBOE Radio	Oskaloosa Care Center	Tassel Ridge Winery
Crisis Intervention Services	Kelderman Manufacturing	Oskaloosa Chiropractic	Taylor Management Systems, Inc.
Crookham Johnson Law Office	Kemble Place Apts.	Oskaloosa Christian School	T-Mobile
Crouse's House of Flowers, Inc.	Kent, Michelle & Charles	Oskaloosa Community School District	TDI CPAs and Advisors, PC
Crystal Heights Care Center	KFC	Oskaloosa Eagles, Fraternal Order Eagles #276	The Tippy Traveler's
Cunningham Inc.	KIIC Radio	Oskaloosa Engineering & Manufacturing	TotalScape Lawn Care
Curtis Architecture & Design	Kinetic Edge Physical Therapy	Oskaloosa Herald/Shopper	Town Square Dental Care
db Landscaping	Klyn's Tire	Oskaloosa Public Golf	TruBank
Debbie's Celebration Barn	Kraig Ford/Chevrolet	Oskaloosa Quality Rental	Twin Cedars Bank
Debbie's Merle Norman	KYOU Fox 15 TV	Oskaloosa Rotary Club	Twin Oaks Retreat
DeBruin Electric	LaDelicia	Oskaloosa Service Center, Inc.	United Way of Mahaska County
DeGroot, Deann	Lake Painting	Oskaloosa Symphony Orchestra	Van Donselaar, Jeff & Vicki
Dennis-Smithart, Mike & Ronda	Langkamp Funeral Home and Crematory	Oskaloosa True Value	Van Roekel Appliance & Services
DFS Oskaloosa LLC	Layman & Associates - Family Heritage	Oskaloosa Vision Center	Van Weelden, Willie
Doll Distributing	Leading Edge Builders	Oskaloosa, City of	VandeRee Chiropractic Center
Doty's	Leighton State Bank	Osky Dental	VanEngelenhoven, Deb
Dr. Salami's Prescribed Foods	Lifetime Dental Solutions	Ossian, Lisa Dr.	VanWaardhuizen Rentals
Eagleone Safety Solutions	Linder-Lake Property Group Cornerstone Apartments	Ottumwa Radio KKSI/KRKN/ KBIZ/KTWA/KLEE/KOTM	VFW Post 2237 & Auxiliary
Eagles Nest Christian Book Store, The	Lindsay's Chatterbox	Palmer Law Firm	Village in Eddyville, The
Eddyville Raceway Park	Lions Club of Fremont	Patritto Orthodontics	Vital Ministries
Edmundson & Harvest Point Golf Courses	Lions Club of Leighton	Pella Printing	Wal-Mart
Edward Jones-Allmaras	Lions Club of Oskaloosa	Pella Security Products, Inc.	Walton Insurance
Edward Jones-Kain	Local Disposal Inc.	Pella Technology Services	Wanderlunch
Edward Jones-Coffey	Lori Lobberecht Daycare	Penn Central Regional Mall	Wanders Farms LLC
Enchanted Gifts	Love INC of Mahaska County	PFLAG Oskaloosa	Welgaard CPAs & Advisors
Envision Art Gallery	Love INC Thrift Shoppe	Produce LTD	Wendy's
EverSpring Inn & Suites	Mahaska	Pro-Line Company Building Company of Iowa, Inc	William Penn University
E-Z Sales & Rental	Mahaska Co. Cattlemen's Assn.	PURIS	Wood Iron Grille
Fairfield Inn & Suites	Mahaska Co. Farm Bureau Federation	QQGIS Consulting	YMCA, Early Childhood Center
Fareway	Mahaska Communication Group	Ratcliff & Blake Insurance Professionals	YMCA, Mahaska County
		RE/MAX Pride Inc.	Youth For Christ

