



# 2023 Year in Review



# Overview



2023 Chamber Member  
Data



2023 Quality of Life  
Impact



2023 Economic  
Development Impact




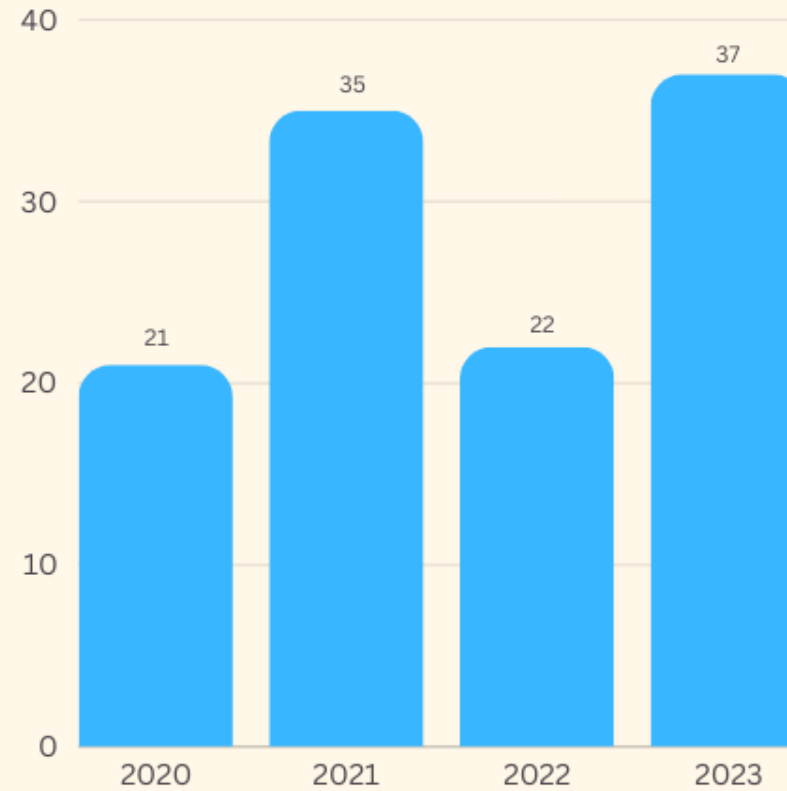
Partnerships  
City • County • Chamber




2024 Outlook

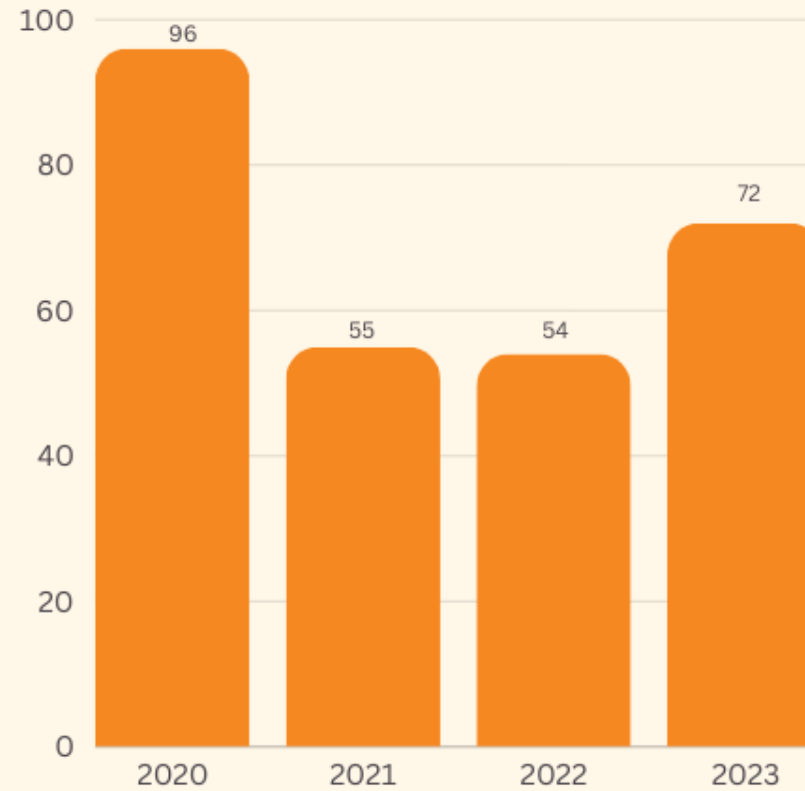
# CHAMBER MEMBERSHIP

 NEW  
MEMBERS



# CHAMBER DIPLOMATS

 RIBBON  
CUTTINGS  
ACROSS  
MAHASKA  
COUNTY







Travel Iowa

November 24 at 11:03 AM · 🌐

Tis the season for sparkly lights ✨ Check out the full list of festive holiday lights across Iowa!  
<https://bit.ly/3tP93LK>



👍❤️ You and 116 others



Iowa Road Trip

November 17 · 🌐

Oskaloosa town square lights up officially at sunset on Saturday, Nov 18th!



IOWAROADTRIP.NET

Painting with Lights in Oskaloosa - Iowa Road Trip

When the sun goes down, the town square in Oskaloosa, Iowa turns into one of the best h...

## Experience Holiday Traditions in Pella and Oskaloosa, Iowa

By Julia Willhite · December 6, 2023



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Twitter



Pinterest



Reddit



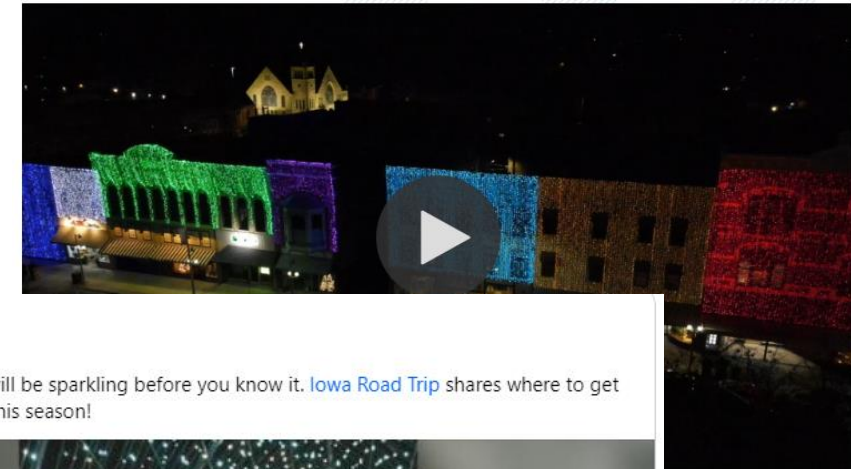
Email



HOLIDAYS

## Meet the hard-working Iowans behind Oskaloosa's 'Painting With Lights'

Nearly 300,000 lights adorn buildings and other facades around City Square Park.



Hello Iowa

November 3 · 🌐

The Christmas lights will be sparkling before you know it. [Iowa Road Trip](#) shares where to get into the festive spirit this season!



WHO13.COM

Holiday lights road trip

The Christmas lights will be sparkling before you know it. Brian Abeling of Iowa Road Trip ...



# 2023 Turn on the Lights

**\$63,300**  
**TRAVEL**

**\$21,200**  
**DINING**

**\$7,100**  
**LODGING**

**\$25,500**  
**GAS**

**\$117,100**  
**TOTAL**

**6,050**  
**Visitors**

# 2023 Lighted Christmas Parade

**\$180,000**  
**TRAVEL**

**\$101,800**  
**DINING**

**\$5,900**  
**LODGING**

**\$68,600**  
**GAS**

**\$356,300**  
**TOTAL**

**17,710**  
**Visitors**



# 2023 Economic Impact

**\$586,700**

**TRAVEL**

**\$215,200**

**DINING**

**\$39,700**

**LODGING**

**\$217,800**

**GAS**

**\$1,059,400**

**TOTAL**

**9**

**EVENTS**



# 2023 Economic Impact Details

Event	Visitors	Travel	Dining	Gas	Lodging	Total
Lighted Christmas Parade 2023	17,710	\$180,000	\$101,800	\$68,600	\$5,900	\$356,300
Concert on the Square	8,360	\$85,300	\$6,800	\$31,300	\$11,800	\$135,200
PCM Wrestle Vender	4,510	\$48,200	\$47,600	\$16,500	\$14,900	\$127,200
Turn on the Lights 2023	6,050	\$63,300	\$21,200	\$25,500	\$7,100	\$117,100
Friday after 5 and BBQ	7,040	\$71,300	\$7,200	\$29,600		\$108,100
Sweet Corn Serenade	4,840	\$55,300	\$7,500	\$16,300		\$79,100
Friday after 5	3,850	\$40,300	\$9,900	\$13,900		\$64,100
Art on the Square	3,300	\$32,700	\$9,000	\$12,600		\$54,300
Nelson Pioneer Fall Fest	998	\$10,300	\$4,200	\$3,500		\$18,000
<b>Total</b>	<b>56,658</b>	<b>\$586,700</b>	<b>\$215,200</b>	<b>\$217,800</b>	<b>\$39,700</b>	<b>\$1,059,400</b>

# FY23 Economic Development Marketing Co-op Campaign Results

*Iowa South*



# Workforce Edition Combo

Publication	Reader Profile	Circulation	In-Market Dates
Area Development: Workforce Supplement	Site Selection Magazine Readers + Additional distribution to C-Level Executives	35,000	October 2022
Site Selection Magazine: Workforce Special Issue	Nationwide. 65% of audience is C-suite 68% of readers have 100+ employees	40,000	November 2022

## 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.

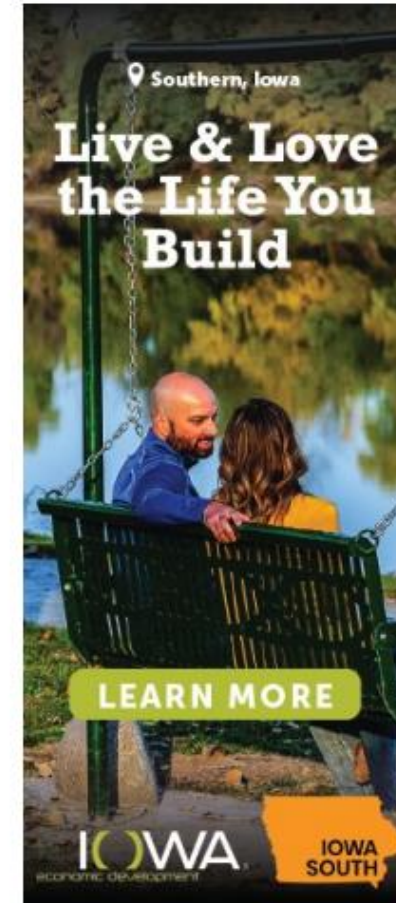
JUST  
WAITING  
ON YOU





# Digital Display

Partner	Impressions	Clicks	CTR (.08% benchmark)
Iowa South: Workforce Recruitment	273,060	691	.12%

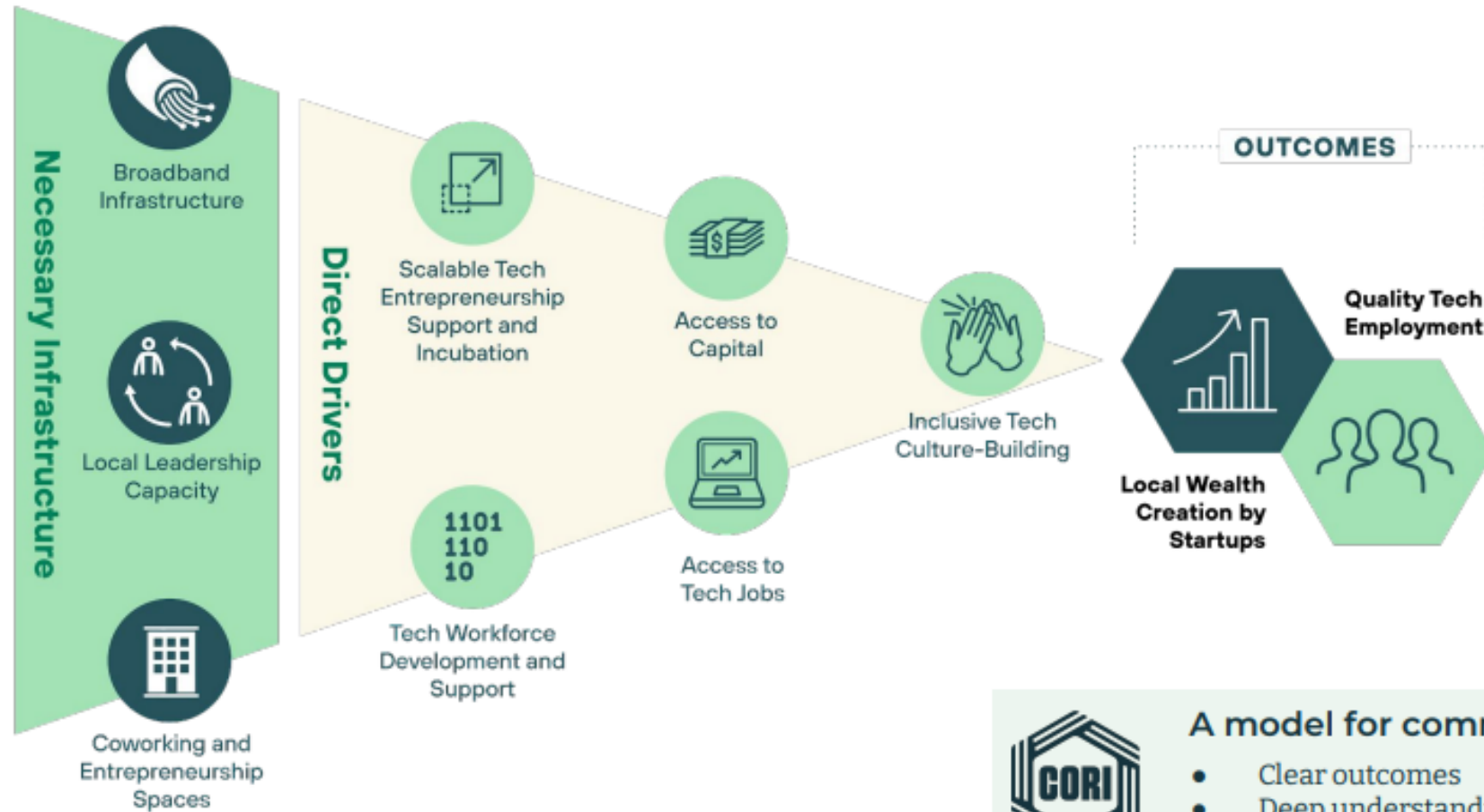




# Educators in the Workplace



# CORI's tech economy ecosystem model



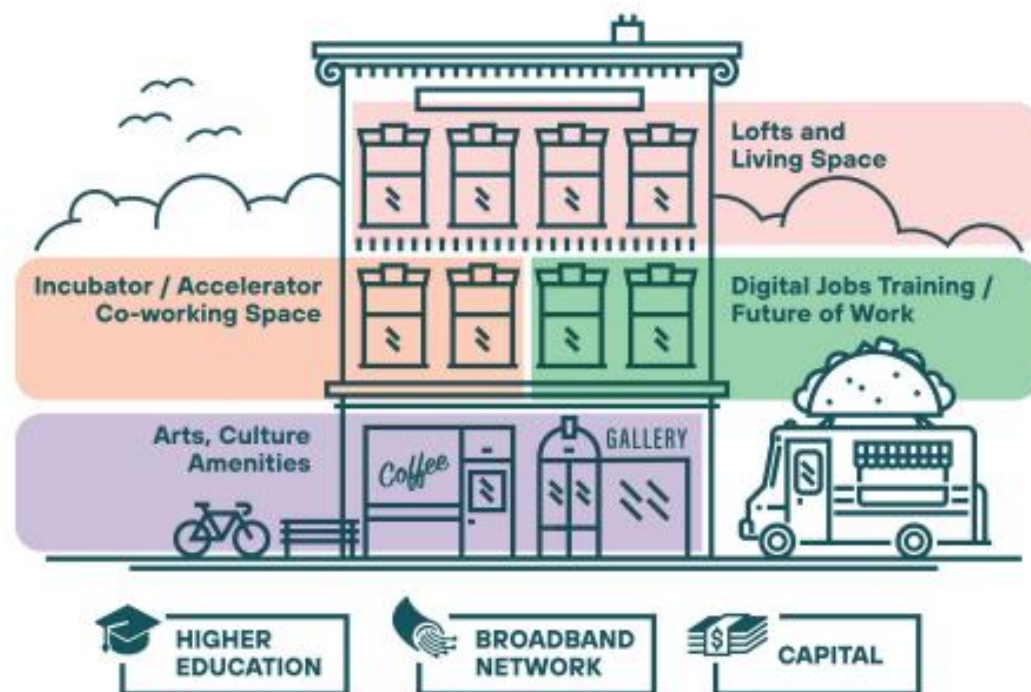
## A model for community progress:

- Clear outcomes
- Deep understanding of required elements
- Awareness of interdependence of all elements



# Helping communities build innovation hubs

## CORI's innovation hub model



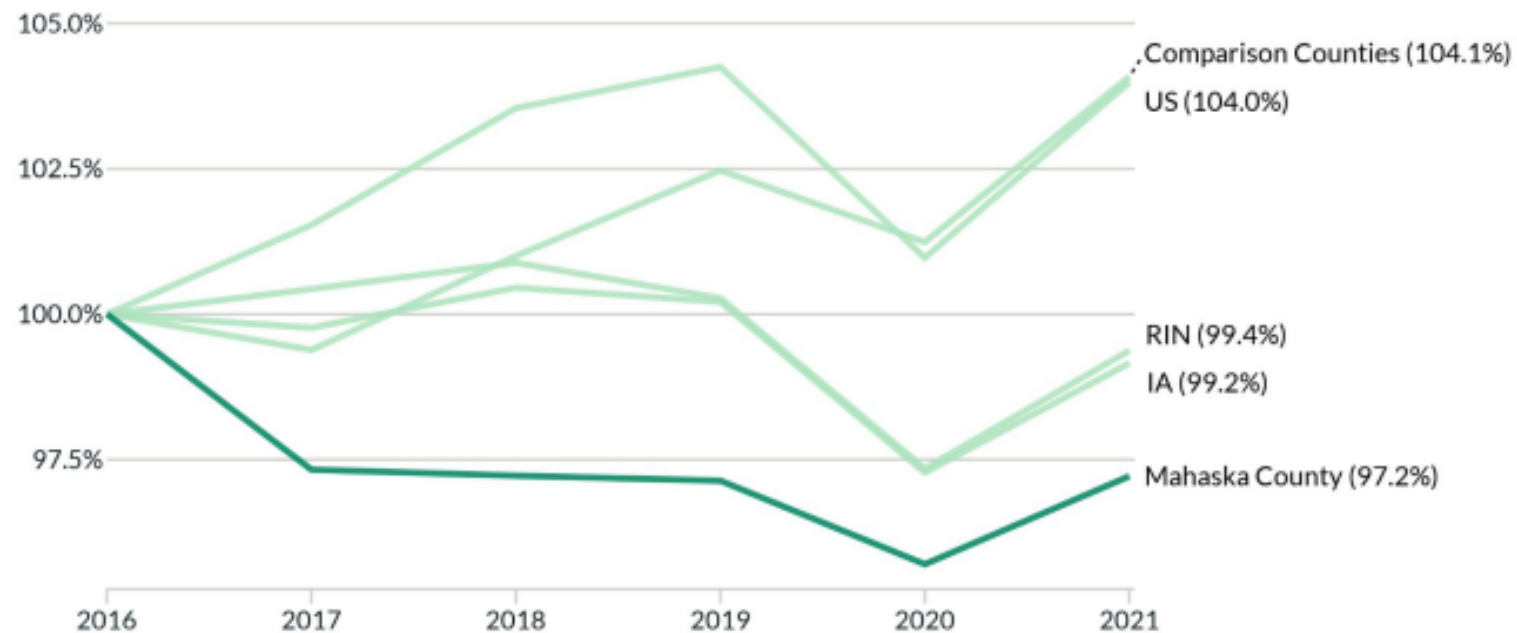
Connecting key assets in one centralized location



# Employment has declined slightly since 2016

## Employment change in the last five years

Employment indexed to the first year



Source: 2016, 2017, 2018, 2019, 2020, and 2021 US Bureau of Economic Analysis.

## Takeaways

- Employment numbers decreased by 2.8% between 2016-2021
- By 2021, Mahaska County had returned to pre-pandemic employment levels

## Implications

- Homegrown tech startups in the region could spur renewed local job growth



# Key necessary infrastructure takeaways

## Favorable foundations supporting tech economy growth:

- Large population of young people less than 29 years old
- Racial and ethnic diversity
- Access to broadband (residential and business)

## Key challenges that may limit tech economy growth:

- Population decrease since 2016
- Low number of residents employed in tradable services
- Declining percentage of the population with a bachelor's degree or higher



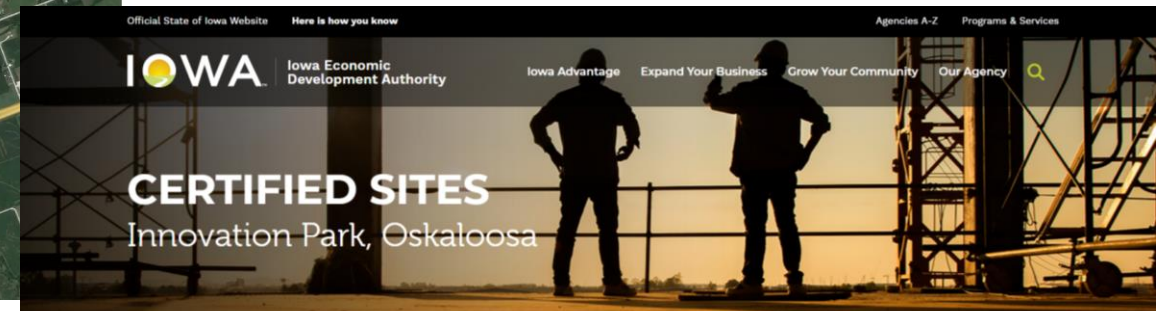
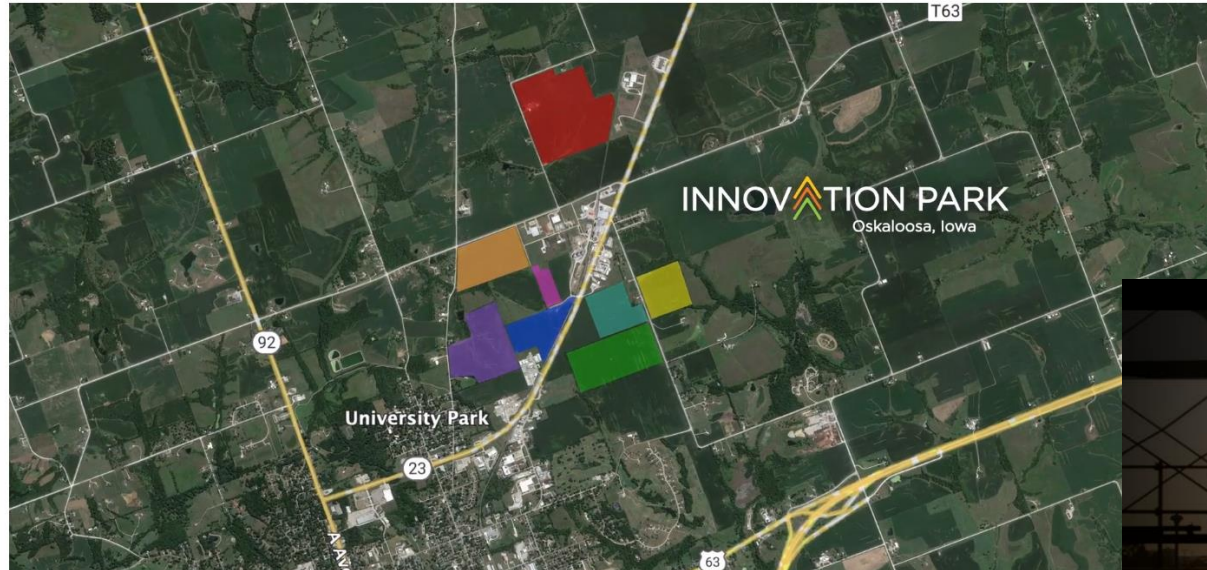
Workshop Visit:  
January 30  
January 31

Workshop 1 - Tech  
Talent Development  
and Access to Tech Jobs

Workshop 2 - Scalable  
Tech Entrepreneurship  
and Access to Capital

## Certified Site

The Innovation Park in Oskaloosa is an Iowa-certified site zoned General Industrial offering 490 acres of development-ready property ideal for advanced manufacturing, biotech industries, warehousing, and distribution.



### Innovation Park

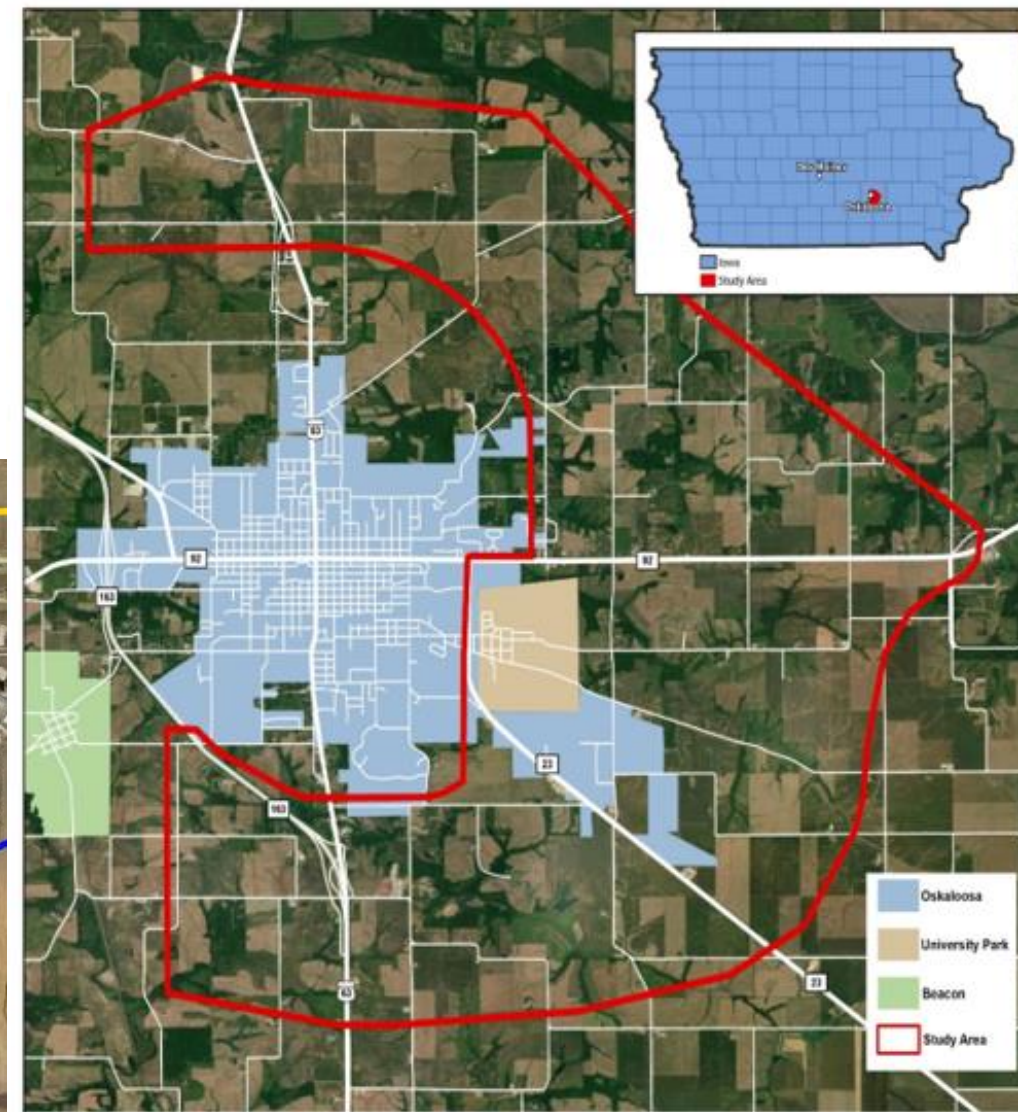
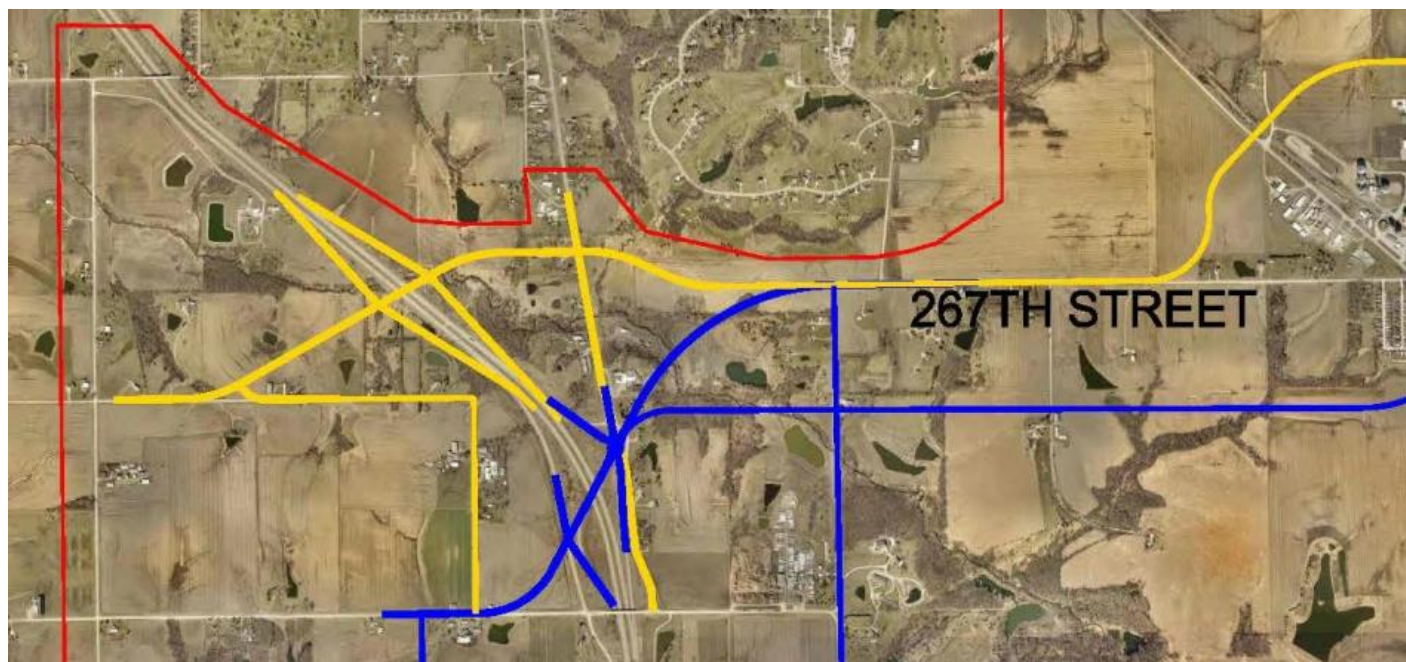
The Innovation Park in Oskaloosa is an Iowa-certified site zoned General Industrial offering 490 acres of development-ready property ideal for advanced manufacturing, biotech industries, warehousing, and distribution. The Park is multimodal - located at the confluence of highways US 63, IA 163, IA 92, IA 23, and 30 minutes to Interstate 80, providing easy access to raw goods and markets. Union Pacific Railroad is on-site, plans for a transload facility are being studied, and three general service airports are located within 25 minutes of the Park. Multigig fiber-to-the-premise internet is offered by locally owned Mahaska Communication Group, which provides a robust system and same-day customer service - a strategic advantage for users with data demands that require unlimited bandwidth. MidAmerican Energy provides natural gas and electric service with affordable rates 33 percent lower than the national average, and 88% of the electric load is derived from renewable sources. All utilities are in place, and due diligence studies are completed.



**MAHASKA/OSKALOOSA**  
DRIVING ECONOMIC SUCCESS

**M<sub>2</sub>O<sub>2</sub>DES**

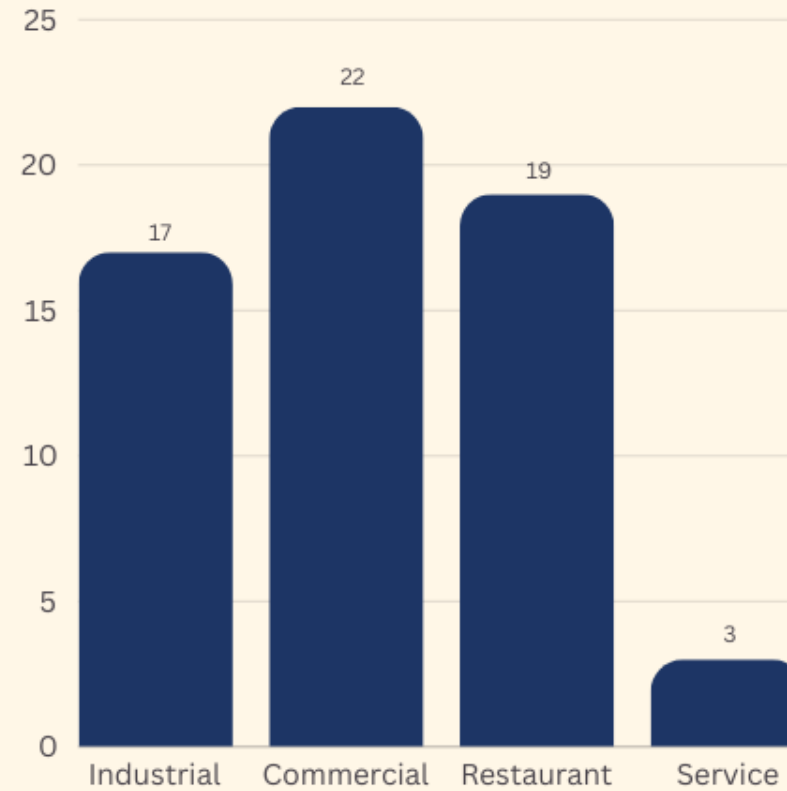
LOCAL GOODS, GLOBAL REACH



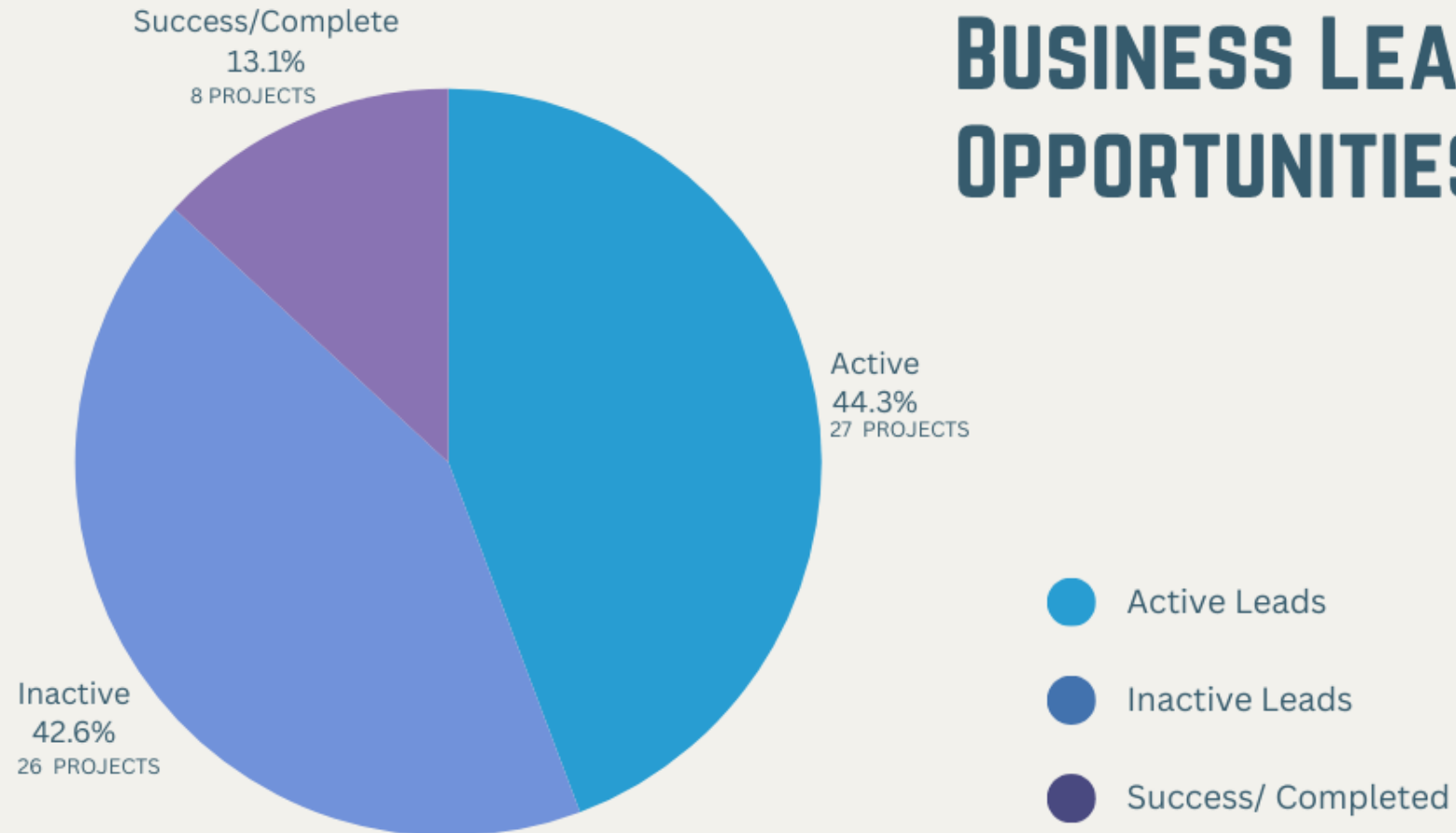


# ***ECONOMIC DEVELOPMENT***

■ 61 LEADS IN  
MAHASKA  
COUNTY IN  
2023



# BUSINESS LEAD OPPORTUNITIES

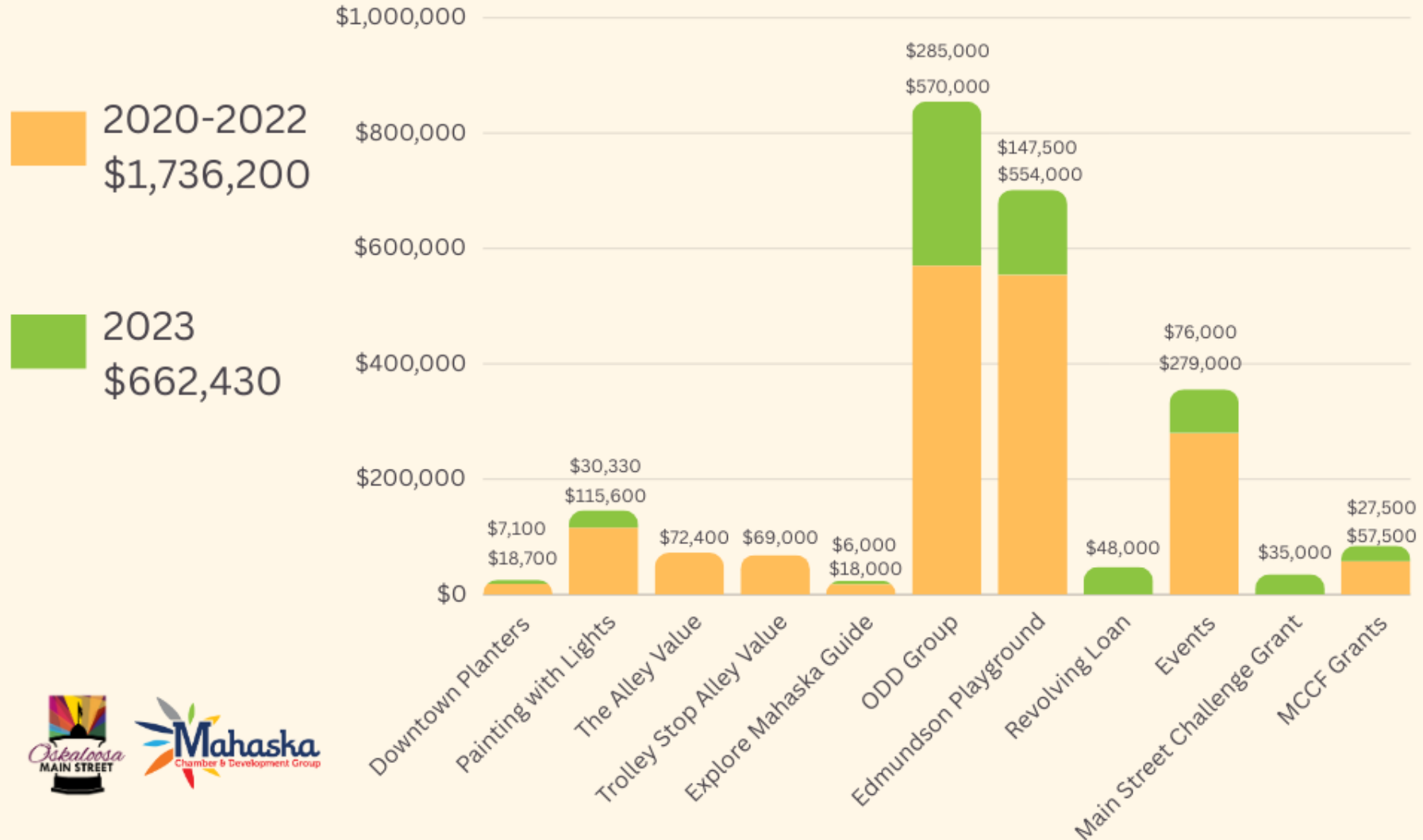




# MAHASKA CHAMBER DOLLARS SPENT ON:

\*DOES NOT INCLUDE STAFF TIME TO COMPLETE PROJECTS

## VIBRANT COMMUNITY



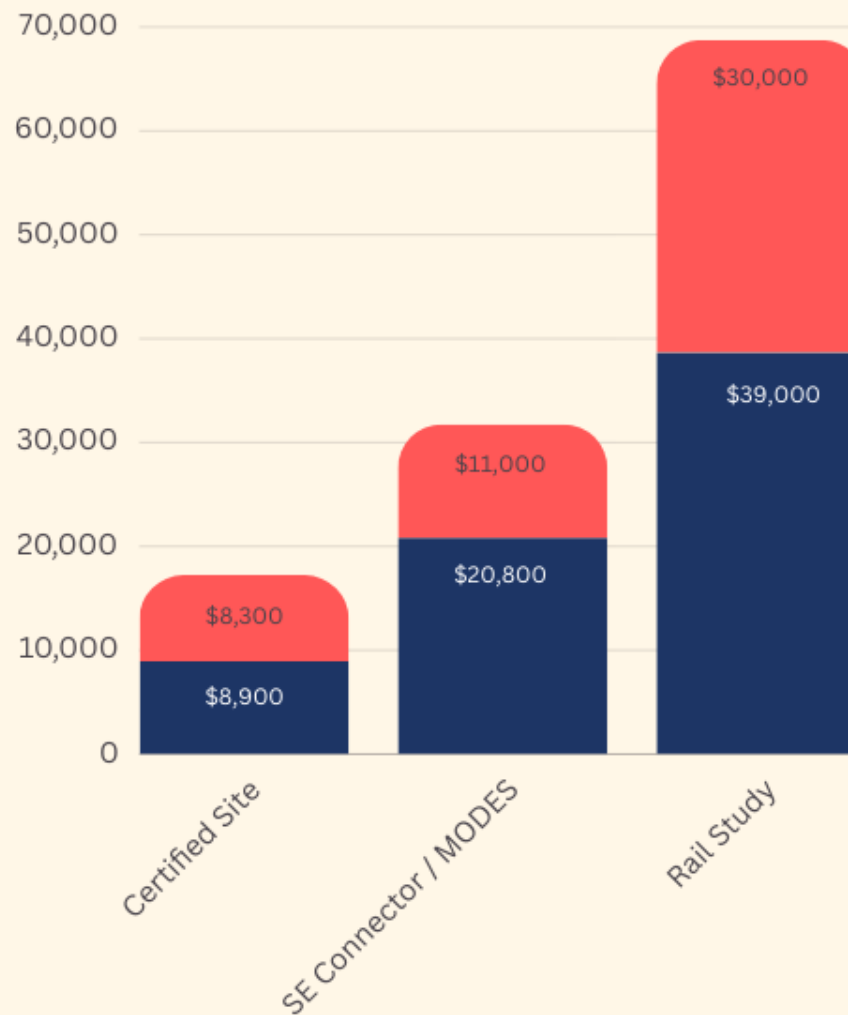
# MAHASKA CHAMBER DOLLARS SPENT ON:

\*DOES NOT INCLUDE STAFF TIME TO COMPLETE PROJECTS

## ***COLLABORATIVE COMMUNITY***

2020-2022  
\$68,700

2023  
\$49,300





# Questions

