

2025



ANNUAL REPORT

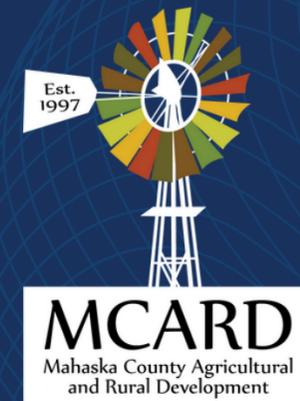


WWW.MAHASKACHAMBER.ORG



Mahaska

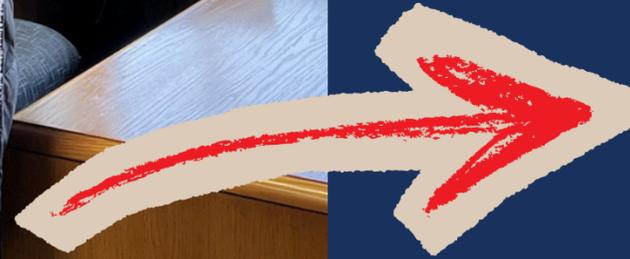
Chamber & Development Group



WWW.MAHASKACHAMBER.ORG



NEW STAFF





YEAR IN REVIEW

-  Vibrant Community
-  Collaborative Community
-  Safe and Healthy Community
-  Growing & Thriving Community

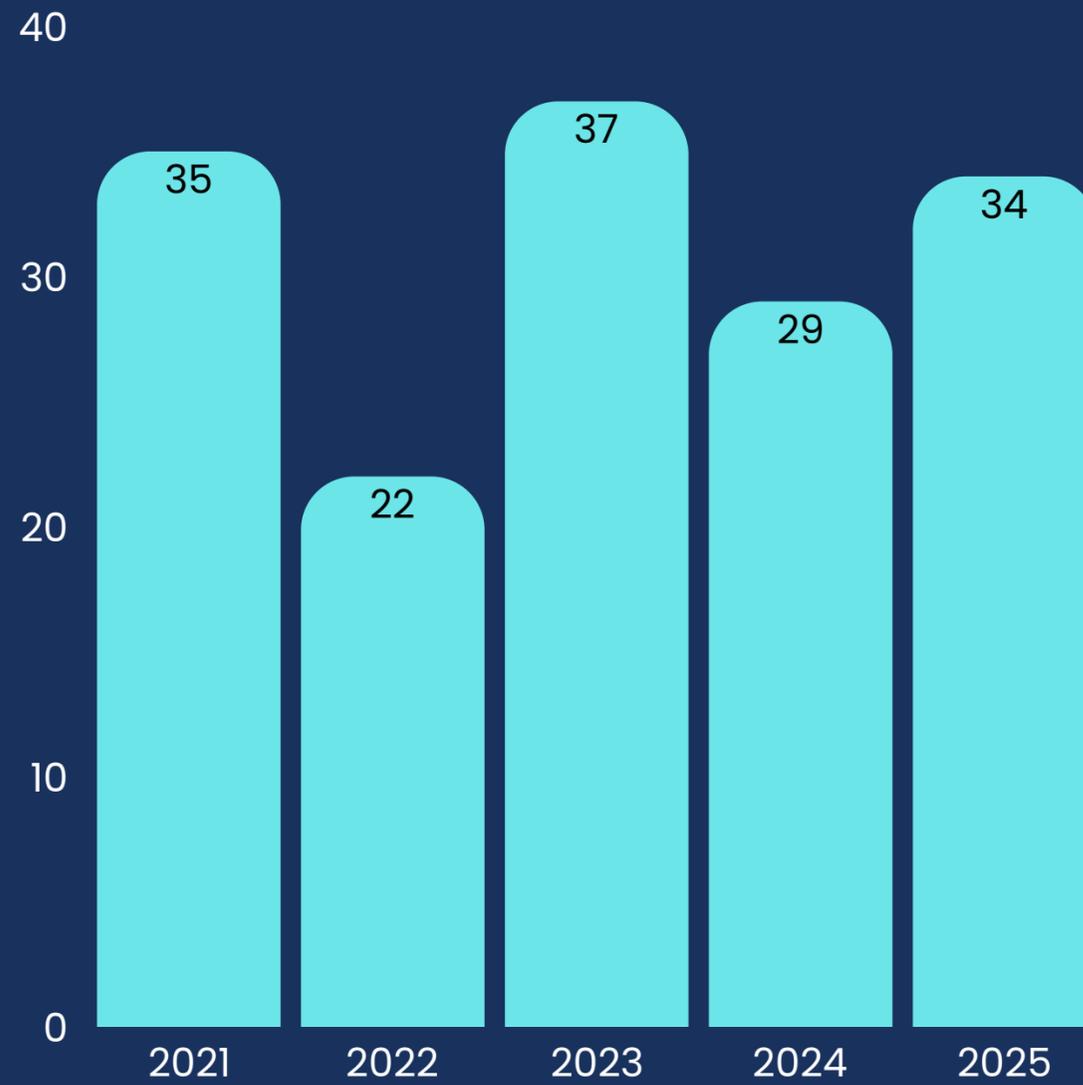
MAIN STREET CHALLENGE GRANT

⇒ \$100,000

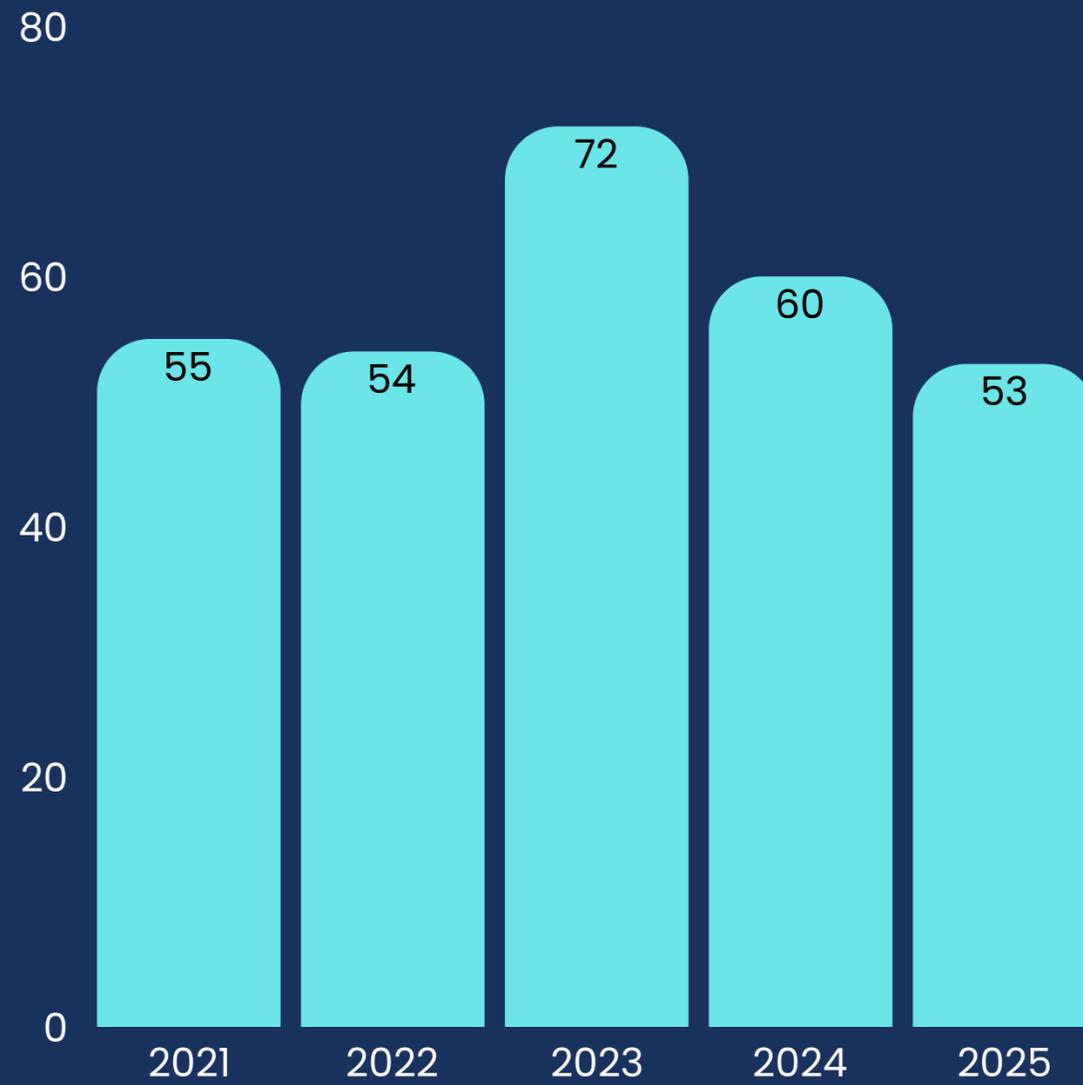
⇒ Oskaloosa Main Street applied for and was awarded to help The Foundry Market with renovations to their building in the Main Street District.



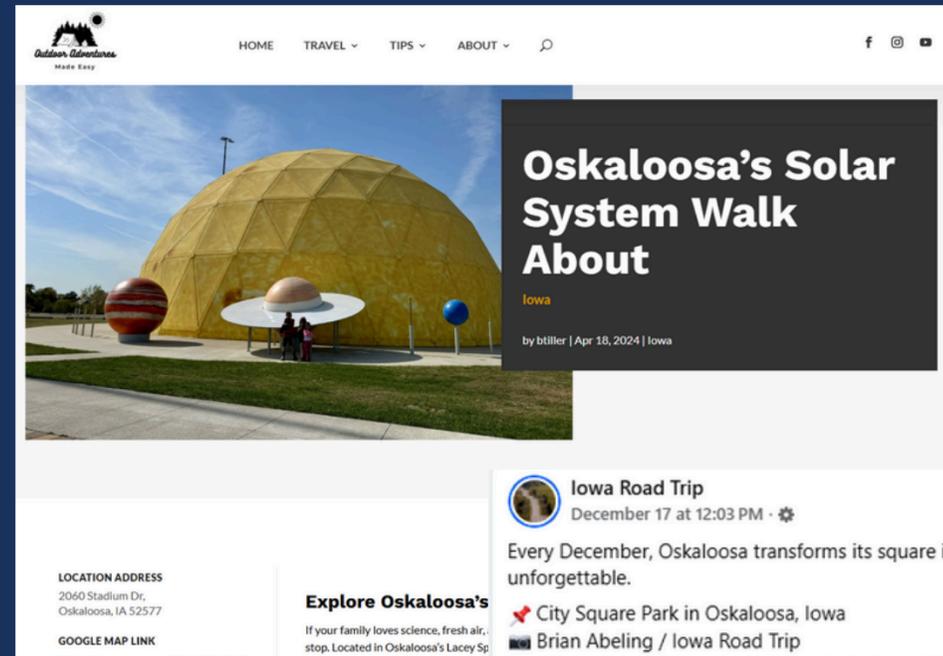
NEW CHAMBER MEMBERS



MAHASKA COUNTY RIBBON CUTTINGS



MAHASKA COUNTY MARKETING



Outdoor Adventures
Made Easy

HOME TRAVEL TIPS ABOUT

Oskaloosa's Solar System Walk About

by btliller | Apr 18, 2024 | Iowa

LOCATION ADDRESS
2060 Stadium Dr,
Oskaloosa, IA 52577

GOOGLE MAP LINK

Explore Oskaloosa's
If your family loves science, fresh air,
stop. Located in Oskaloosa's Lacey Sp



Travel Iowa
November 17 at 11:18 AM

Experience the joys and shop the toys in downtown Oskaloosa this holiday season, where twinkling lights and local delights make every moment magical!... See more

3.6K
36 comments 140 shares



Iowa Road Trip
December 17 at 12:03 PM

Every December, Oskaloosa transforms its square into a glowing canvas — and the result is unforgettable.

City Square Park in Oskaloosa, Iowa
Brian Abeling / Iowa Road Trip
Details >> <https://iowaroadtrip.net/painting-with-lights-in-oskaloosa/>



THE IOWAN

BOOKS ARE MEANT TO BE LOVED

FICTION

A BOOKWORM'S GUIDE TO IOWA BOOKSTORES

PLUS
THE STATE OF DAVID ZOLLO
AN IOWA FARM DEDICATED TO ART
CAPTURING SNOWFLAKES UP CLOSE WITH A CAMERA
DES MOINES PLAYHOUSE EMBARKS ON ITS SECOND CENTURY

AS TOLD BY...



travel
IOWA



Views

37,700

Interactions

778

New Followers

60

- 5 Total Sizzle Reels
- One 5 minute video

 **YouTube**

EVENTS



ECONOMIC IMPACT OVERALL VISITORS IN 2025



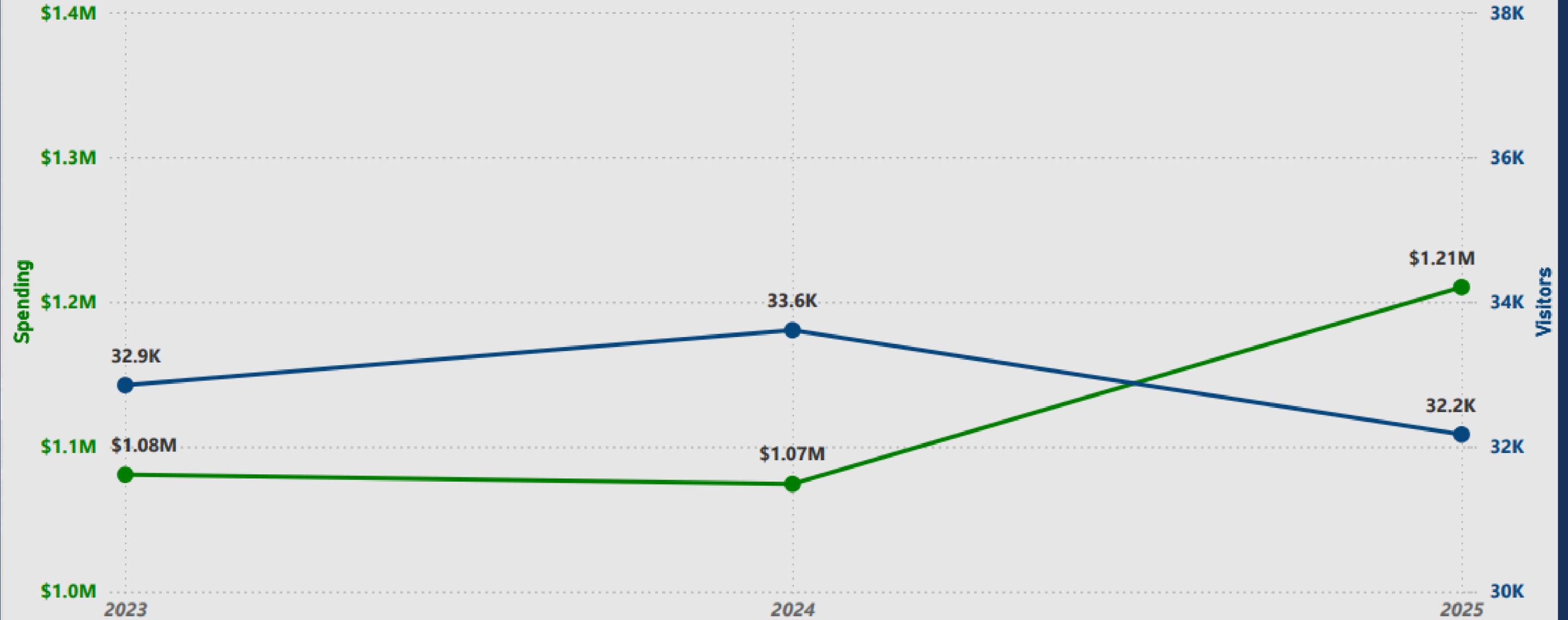
Year	Visitors	Retail	Lodging	Dining	Gas	Total
2023	32,820	\$624,400	\$25,900	\$318,200	\$112,200	\$1,080,700
Friday after Five 1st	1,650	\$54,600	\$2,100	\$22,500	\$11,900	\$91,100
Friday after Five 2nd	2,410	\$55,100	\$5,100	\$31,100	\$14,100	\$105,400
Art on the Square	1,960	\$54,700	\$3,300	\$37,400	\$10,100	\$105,500
Friday after Five 3rd	2,900	\$85,800	\$2,300	\$42,500	\$21,100	\$151,700
Sweet Corn Serenade	2,780	\$58,000	\$4,100	\$38,700	\$13,500	\$114,300
Turn on the Lights	3,780	\$83,400	\$1,700	\$50,300	\$23,800	\$159,200
Merry Little Downtown Christmas	1,260	\$30,000	\$1,200	\$15,900	\$9,300	\$56,400
Lighted Christmas Parade	16,110	\$202,800	\$6,100	\$79,800	\$8,400	\$297,100
Total	32,820	\$624,400	\$25,900	\$318,200	\$112,200	\$1,080,700

Year	Visitors	Retail	Lodging	Dining	Gas	Total
2024	33,580	\$638,300	\$39,600	\$304,800	\$91,600	\$1,074,300
Friday After Five 1-2024	2,310	\$59,500	\$8,100	\$36,200	\$14,900	\$118,700
Art on the Square-2024	1,520	\$54,500	\$4,000	\$23,300	\$6,300	\$88,100
Friday After Five 2-2024	1,670	\$36,900	\$1,500	\$20,200	\$9,500	\$68,100
Friday After Five 3-2024	1,130	\$34,900	\$2,200	\$17,300	\$5,600	\$60,000
Sweet Corn Serenade-2024	3,790	\$84,600	\$7,300	\$37,500	\$18,700	\$148,100
RVTV	3,910	\$76,200	\$3,800	\$39,500	\$15,400	\$134,900
Turn on the Lights - 2024	2,660	\$65,000	\$2,200	\$24,100	\$12,600	\$103,900
Lighted Christmas Parade - 2024	16,620	\$226,700	\$10,500	\$106,700	\$8,600	\$352,500
Total	33,580	\$638,300	\$39,600	\$304,800	\$91,600	\$1,074,300

Year	Visitors	Retail	Lodging	Dining	Gas	Total
2025	32,170	\$698,300	\$38,700	\$349,300	\$123,900	\$1,210,200
Friday After Five - 1 2025	2,530	\$76,000	\$6,200	\$37,900	\$17,700	\$137,800
Friday After Five - 2 2025	2,370	\$54,400	\$3,700	\$30,300	\$14,000	\$102,400
Friday After Five - 3 2025	3,210	\$99,000	\$4,500	\$49,100	\$20,100	\$172,700
Art on the Square - 2025	2,720	\$88,500	\$6,000	\$47,800	\$12,900	\$155,200
Sweet Corn Serenade - 2025	5,340	\$117,700	\$9,300	\$64,900	\$26,700	\$218,600
Turn on the Lights - 2025	4,700	\$111,500	\$3,100	\$53,700	\$26,500	\$194,800
Lighted Christmas Parade - 2025	11,300	\$151,200	\$5,900	\$65,600	\$6,000	\$228,700
Total	32,170	\$698,300	\$38,700	\$349,300	\$123,900	\$1,210,200

Spending and Visitors by Year

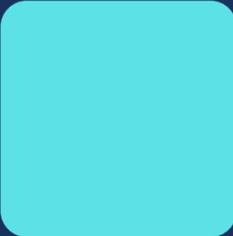
● Spending ● Visitors





MAHASKA CHAMBER DOLLARS SPENT ON: VIBRANT COMMUNITY

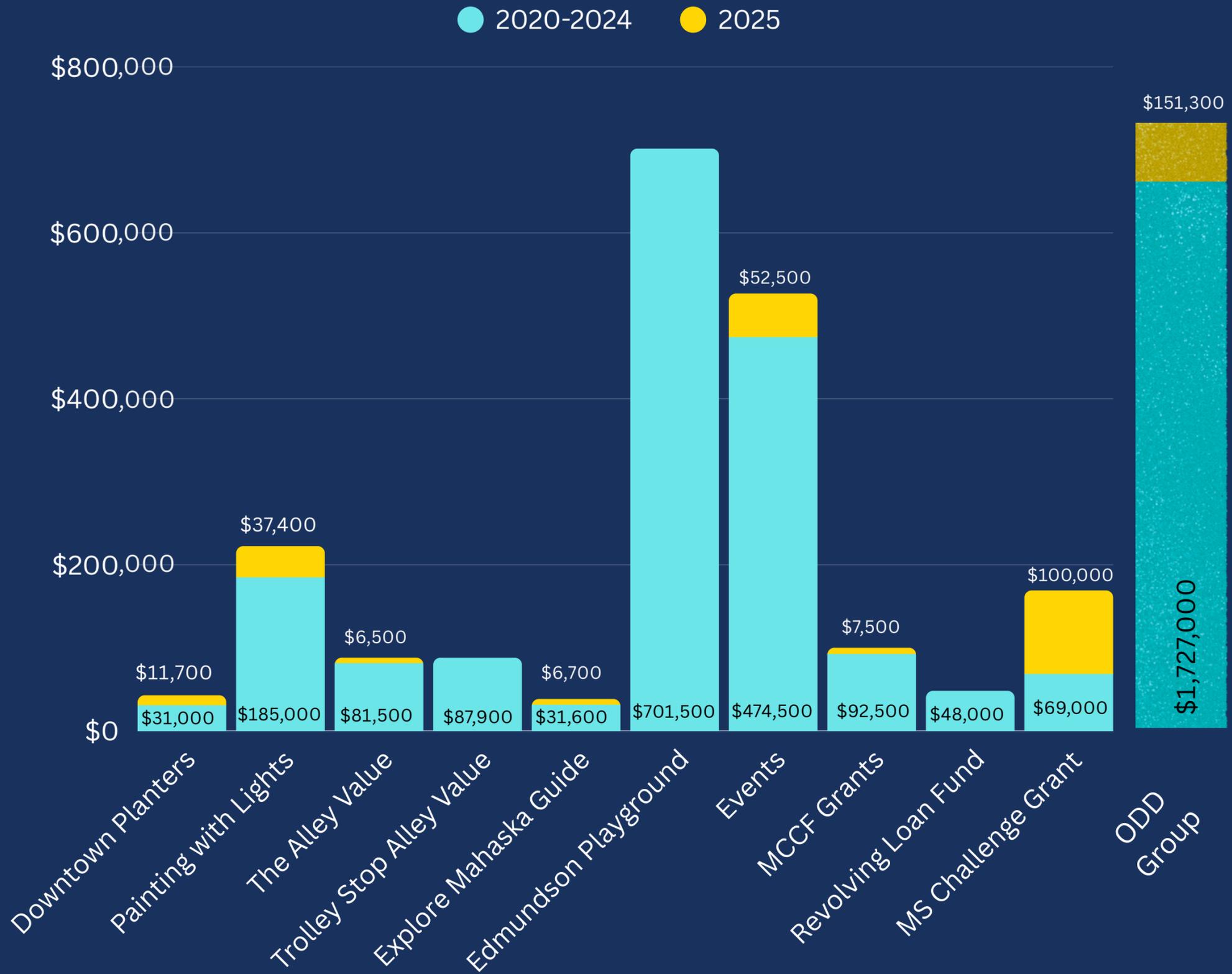
• DOES NOT INCLUDE STAFF TIME TO COMPLETE PROJECTS



2020-2024
\$3,347,200



2025
\$373,490



COLLABORATIVE COMMUNITY

- Increase the number and quality of collaborative opportunities between the city, county, businesses and residents of Mahaska County
- Increase the efficiency and effectiveness of the local governments
- Maximize partnerships with providers of early childhood development initiatives
- Increase partnerships with the school systems



MAHASKA COUNTY CONSERVATION



Mahaska Chamber's Tourism Committee partnered with the Mahaska County Conservation on their 2024 "Home Away from Home" video. In 2025, the video was awarded the "You Rock" Geode award at the Iowa Tourism Conference.

EXPLORE
Mahaska
COUNTY



GEORGE DAILY AUDITORIUM

Participated in the annual conference hosted by the National Assembly of State Arts Agencies which was held in Iowa this year. They wanted to focus on rural communities and came to Oskaloosa.

46 art education managers • 30 different states



SMALL BUSINESS DEVELOPMENT CENTER



Hosted and participated in the Small Business Development Center learning session at William Penn University.



Virtual Coffee Break

Understanding Accounting Basics for Business

December 17, 2025 | 9-10am | Online-ZOOM

Accounting is one of the most important pieces of running a successful business. Want to learn how to record your business transactions in numbers instead of words? We will provide the most vital and basic information when it comes to recording all credits and debits. Come learn and understand how your business can grow and how profits affect your business.

Speaker: Susan Moore-Hicks **Questions:** Marissa Long | 641-683-5312



Join us for this **FREE** event! Three options for participation:

- ✓ Register online: Scan the QR code or visit <https://ihcc.edu/coffeebreak>
- ✓ Join us at the **RE** 45330 Truman St. Ottumwa, IA 52501 RSVP to Marissa.Long@indianhills.edu
- ✓ Watch with one of our local Sponsors: RSVP to your local listed sponsor.

SAVE THE DATE!

January 21: Resources & Guidance for 2026 Tax Filing

February 18: Google My Business

March 18: TBD



IOWA ECONOMIC DEVELOPMENT AUTHORITY

➤ Oskaloosa Main Street hosted the IEDA Downtown Forum. This is a quarterly forum held across the state. Oskaloosa had the most attendees at approximately 50 participants.

“IF YOU DO NOTHING, PEOPLE WILL COMPLAIN LESS.”



STATE LEADERS & ELECTED OFFICIALS

➤ We welcome opportunities to highlight our growth and economic impact, and we invite elected officials and state leaders to visit and experience it firsthand.



COFFEE & CONVERSATION



Partnered with local legislators, City of Oskaloosa, Mahaska County, Mahaska Health, Oskaloosa Community Schools, Oskaloosa Christian School, North Mahaska School, Eddyville Schools, and Mahaska County Emergency Management on Coffee & Conversation speaker panels.



EDUCATORS IN THE WORKPLACE



Partnered with Iowa South and Indian Hills Community College to hold 'Educators in the Workplace' in Mahaska County. This workshop allows teachers to receive recertification credits by touring local industries and bringing back curriculum for area schools.

2025 Visit

- William Penn Nursing Department
- Mahaska Health



SE CONNECTOR AND MODES



Organized the groundbreaking for the SE Connector project, a partnership between the City of Oskaloosa, Mahaska County, Chamber, businesses, land owners and more!



Partnered with the City of Oskaloosa and Mahaska County on the MODES Study project.



HOUSING



Working in partnership with the City of Oskaloosa, Mahaska County and George Daily Trust on the Jefferson Lofts housing project.



Thank you to the William Penn football players who helped us move a piano out of the building!



Worked with Habitat for Humanity in having Mahaska FutureView be the pass through for funds as they closed down the local organization. Funds were given to the City of Oskaloosa.



MAHASKA CHAMBER DOLLARS SPENT ON: COLLABORATIVE COMMUNITY

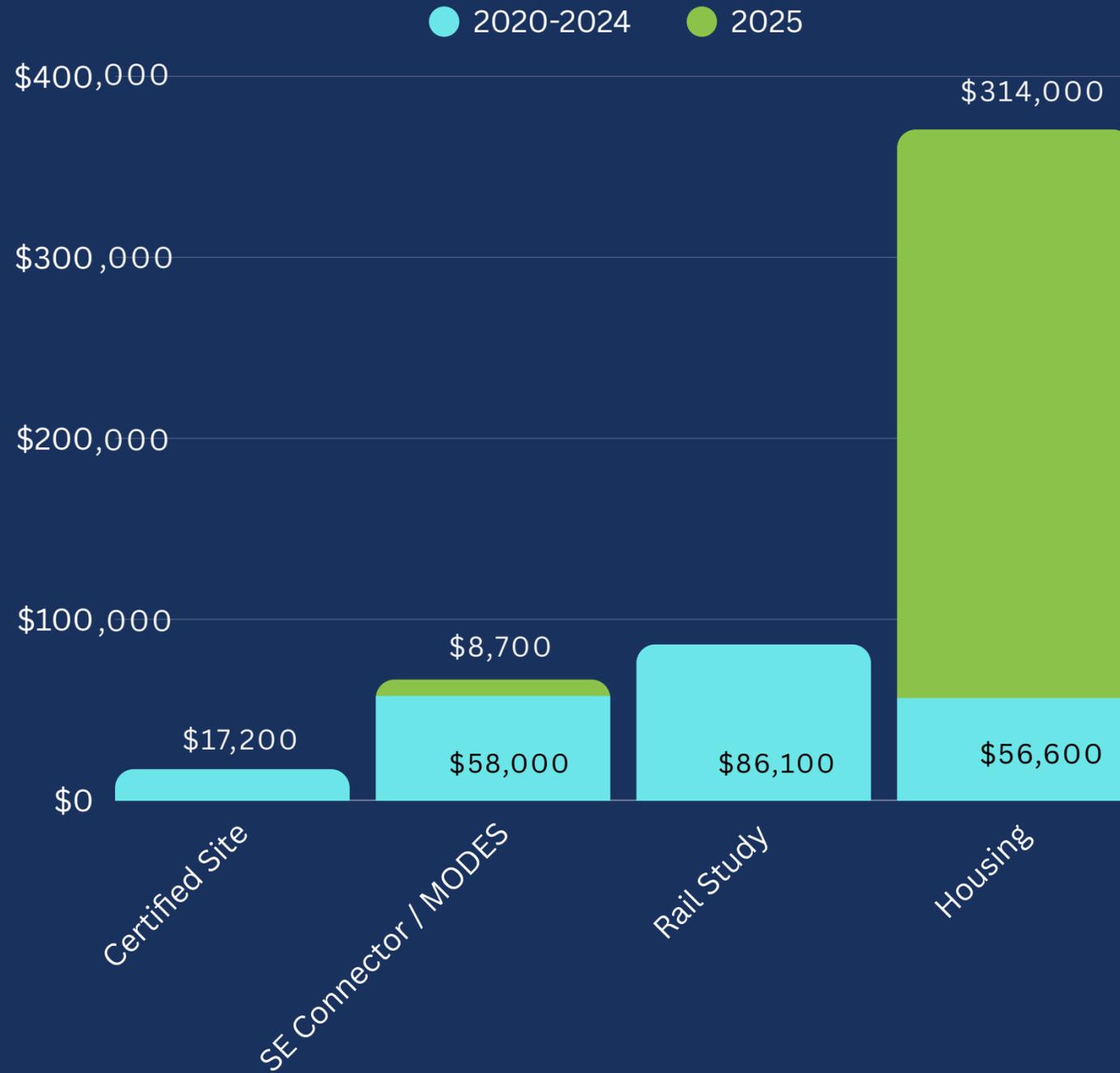
• DOES NOT INCLUDE STAFF TIME TO COMPLETE PROJECTS



2020- 2024
\$217,900



2025
\$322,700



EVENT SAFETY

➤ **Additional meetings were held with Mahaska County EMA, Oskaloosa Police Department, Mahaska County Sheriff Department and the City's Public Works Department to mitigate risks and ensure safe and well-coordinated experiences for those in attendance at our events.**

➤ ***"I don't know what could be done to improve on this year's parade. It went very smoothly and was the "easiest" parade to work that I have ever been involved in." – Mahaska County Sheriff***

THANK YOU



GROWING & THRIVING COMMUNITY

- Increase the housing stock, quality of housing and access to housing options for all
- Adopt a robust economic development model that maximizes opportunities for local and new businesses in the region
- Support workforce development opportunities to attract and retain motivated and qualified talent



IGNITE OSKALOOSA

RURAL BUSINESS INITIATIVE GRANT

2024



Idea Lab + Pitch Events

Worked with the Center on Rural Innovation in fall of 2024 to support innovators, entrepreneurs, and startups transforming ideas into the critical, emerging technologies of the future.



Build to Scale

U.S. Economic Development Administration funding changed criteria of the grant funding which did not meet our needs.

2025



Strategic Planning

Mahaska Chamber completed Strategic Planning with UNI's Institute for Decision Making, noting small businesses and entrepreneurs continue to be a priority for 2026 -2030 plan.



Rural Initiative Grant

Rural Initiative Grant application accepted for 2026 Ignite Oskaloosa project. Grants funds total \$30,000.



CELEBRATING 40 YEARS

1986



2026





IGNITE KNOWLEDGE & NETWORKS

A structured four-part series that assists small businesses in enhancing their marketing strategies using analytics, artificial intelligence, point-of-sale systems, and cross-marketing networks. The goal is to help participants leverage data-driven insights and collaborative marketing to increase sales and visibility.

How often?
Quarterly in 2026





IGNITE HOSPITALITY

A professional development initiative serving all frontline employees, including restaurant servers, retail and hotel clerks, convenience store staff, and tourism site personnel. Training sessions will emphasize excellence in customer service, local heritage and attraction awareness, and continuous communication regarding current community events.

How many?
Three total trainings





IGNITE OSKALOOSA GROWTH

A recurring pitch competition series for both start-ups and established businesses. This program will create a sustainable template for ongoing entrepreneurial engagement. The Chamber will also create an Ignite Idea Lab network of banking, business mentors, marketing experts, and peers to support entrepreneurs seeking assistance.

For who?

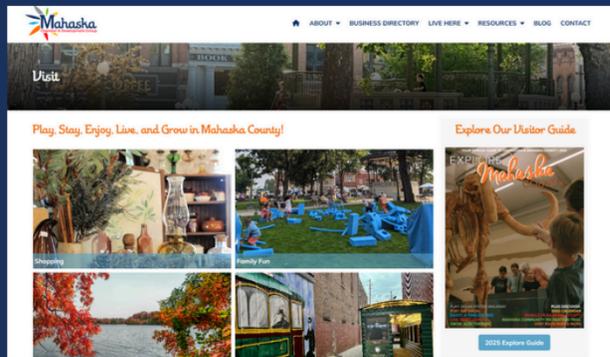
Two events

1) Start-up business 2) Existing business





WEBSITE ENHANCEMENTS IOWA TOURISM GRANT



Website Discussions

Discussions with the Chamber's tourism committee and business development committee on website enhancements.



Iowa Tourism Grant

Mahaska Chamber applies for the Iowa Tourism grant for website enhancements.



Central Iowa Tourism

Central Iowa Tourism region disbands due to state consolidation and director taking a different position. Mahaska Chamber applies for a \$2,000 grant.



Grants Awarded!

Chamber receives notice of grant funds received!

\$9,600 from Iowa Tourism
\$2,000 from Central Iowa Tourism

SOCIAL MEDIA



ENGAGEMENT

↑ 10%

VIEWS

OVER 1,300,000

TOTAL FOLLOWERS

6,263 • ↑ 9%

TOTAL FOLLOWERS

7,800 • ↑ 9%





THANK YOU

MAHASKA CHAMBER & DEVELOPMENT GROUP + OSKALOOSA MAIN STREET

