OSKALOOSA MAIN STREET

Transformational Strategies 2026-2031

#1 CONNECTIONS TO DOWNTOWN

Creating meaningful physical and emotional connections that bring people to Downtown Oskaloosa.



PHYSICAL CONNECTIONS

- Signage & Wayfinding
- Walkability & Access
- Gateways & Visibility
- Parking Awareness

EMOTIONAL CONNECTIONS

- Community Experiences
- Historic Storytelling
- Public Art & Culture
- Downtown Pride

#2 UPPER STORY ACTIVATION

Maximizing the full use of downtown buildings by expanding upper-story housing opportunities and cultivating vibrant street-level businesses.



HOUSING FOCUS

- Upper Story Housing
- Historic Building Reuse
- Increased Downtown Population

GROUND FLOOR VITALITY

- Active Storefronts
- Diverse Business Mix
- Increased Foot Traffic
- Vibrant Downtown Experience

#3 BUILDING A STRONG & SUSTAINABLE ORGANIZATION

Leading effective downtown revitalization through a strong, sustainable nonprofit that communicates impact, develops leadership, and engages the community.



COMMUNICATION & LEADERSHIP FOCUS

- Share Our Impact
- Grow Volunteers
- Develop Leaders
- Increase Community Engagement

FUNDRAISING FOCUS

- Sustainable Revenue Sources
- Strategic Partnerships
- Grant Opportunities
- Long-Term Stability

Our Vision: A vibrant, connected, and thriving Downtown that enhances quality of life for all.

CONNECTED • ACTIVATED • SUSTAINABLE

Oskaloosa MAIN STREET