



# Mahaska Chamber & Development Group Communicator

## Oskaloosa Main Street Celebrates a Successful 2025 Lighted Christmas Parade and Holiday Season

The 2025 Lighted Christmas Parade held on Saturday, December 6, was a huge success! Thank you to all who participated, volunteered, and sponsored the 38th Annual Lighted Christmas Parade. "It was a night to remember," shared Angella Foster, Oskaloosa Main Street Director. "Seeing the joy on people's faces, from the little children marveling at the stunning lighted floats to families singing along with the Oskaloosa City Band members, was truly heart-warming. The way our community and visitors come together to celebrate in our beautifully decorated city square is what makes Oskaloosa so magical during the holidays."

With more than 70 participating floats and over 11,300 people in attendance, there was an immense economic impact on the community. An estimated \$228,000 was spent on dining, lodging, travel expenses, and fuel for this one-night event.

This year's Parade winners are as follows:

Most Outstanding 1st and 2nd Place Non-Profit – 1st Mahaska Community Recreation Foundation, 2nd Oskaloosa Marching Indians  
 Most Outstanding 1st and 2nd Place For-Profit – 1st Musco Sports Lighting, 2nd Mahaska  
 Judge's Choice – Sparks Family Entrepreneurs  
 Children's Choice – Mahaska Drug  
 Honorable Mentions – Van Donselaar Automotive, G&G Pronto, & Nutrien Ag Solutions- Oskaloosa

The week-long festivities leading up to the Lighted Christmas Parade bring so much holiday cheer. On Monday, December 1, Koen Martin and Kaelynn Graham were announced as the 2025 Oskaloosa Main Street Young Ambassador King and Queen. The pair, along with 14 other participants, raised over \$2,500. This year's beneficiaries are the New Sharon Child Care & Preschool and the Lighted Christmas Parade.

Oskaloosa's annual Window Decorating Contest had 8 participants. Oskaloosa Main Street volunteers selected Mahaska Drug, located at 205 N E St. as this year's winner for using festive decorations and perfectly matching the theme "Holiday Joys & Toys." The winner is awarded the coveted traveling trophy and \$50 in Chamber Cash.

Several Oskaloosa residents dressed up their homes to enter this year's Home Decorating Competition. Lori Oaks (Hawkeye Real Estate), and helpers drove through Oskaloosa looking for the best Christmas light displays. Each of the five winners will receive \$100 in Chamber Cash and a yard sign display. Thank you to the many sponsors who help make the Home Decorating Contest possible each year! Best in Show: Enza Lobberecht, 1868 270th St.; The Griswold Award: Rob & Dana Lines, 304 C Ave East; Most Festive: Wade & Jodi Steinlage, 201 West Glendale; Best Use of Lights: Mark Mauer, 2000 Carbonado Road; Best Use of Color: Ben & Mindy Hoskinson, 2116 Forrest Ave.



## Coffee & Conversation 2026

The Mahaska Chamber & Development Group is getting ready for the Coffee & Conversation events. This engaging series of informative sessions provides Mahaska County residents with invaluable insights to state, county and local topics, fostering opportunities for community members to meet, learn, and discuss subjects important to community improvement. Join us at Smokey Row (109 S Market, St., Oskaloosa) from 8:30 AM to 9:30 AM for these enlightening conversations. The dates will be the 2nd and 4th Saturdays of January, February and March. A special thank you to MidWestOne Bank for sponsoring coffee for all attendees. Please reach out to Deann De Groot at the Chamber with any questions about the forum at [ddegroot@mahaskachamber.org](mailto:ddegroot@mahaskachamber.org) or by phone 641.672.2591.



The Mahaska Diplomats were thrilled to help celebrate a Ribbon Cutting at Bare and Bougie on Thursday, December 11! Please help us welcome Ava to the business community! She's offering an amazing 20% off your first visit! At Bare & Bougie, Ava offers: Facials, Brow & Lash Lamination, Lash Lifts, and Waxing.

Bare and Bougie is located in Studio Oskey at 212 N Market Street in Oskaloosa. Her hours are: Monday: 4:00–8:00 p.m. • Thursday–Saturday: 10:00 a.m.–7:00 p.m.



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