





Mahaska


Chamber & Development Group



WWW.MAHASKACHAMBER.ORG

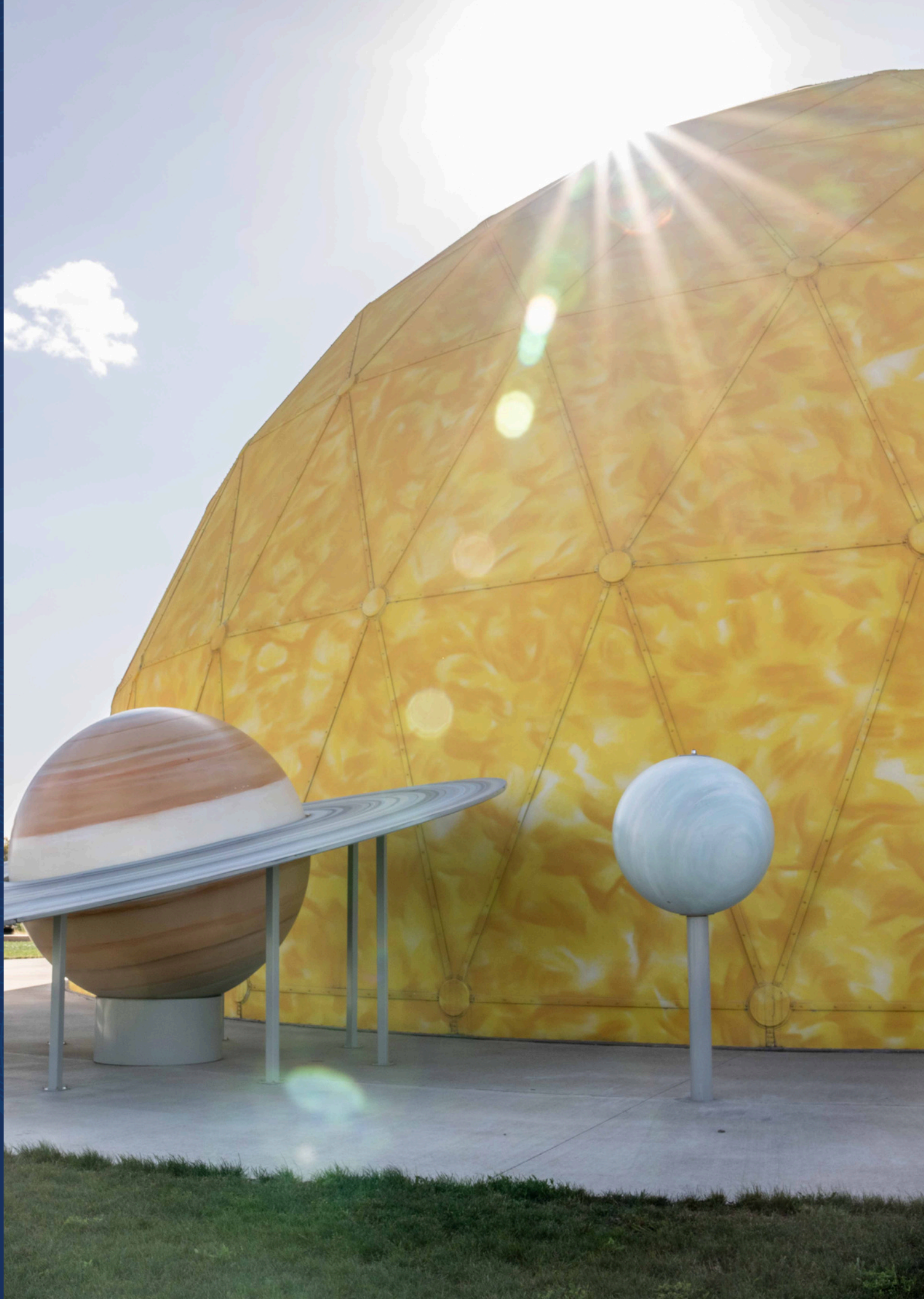


YEAR IN REVIEW

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

VIBRANT COMMUNITY

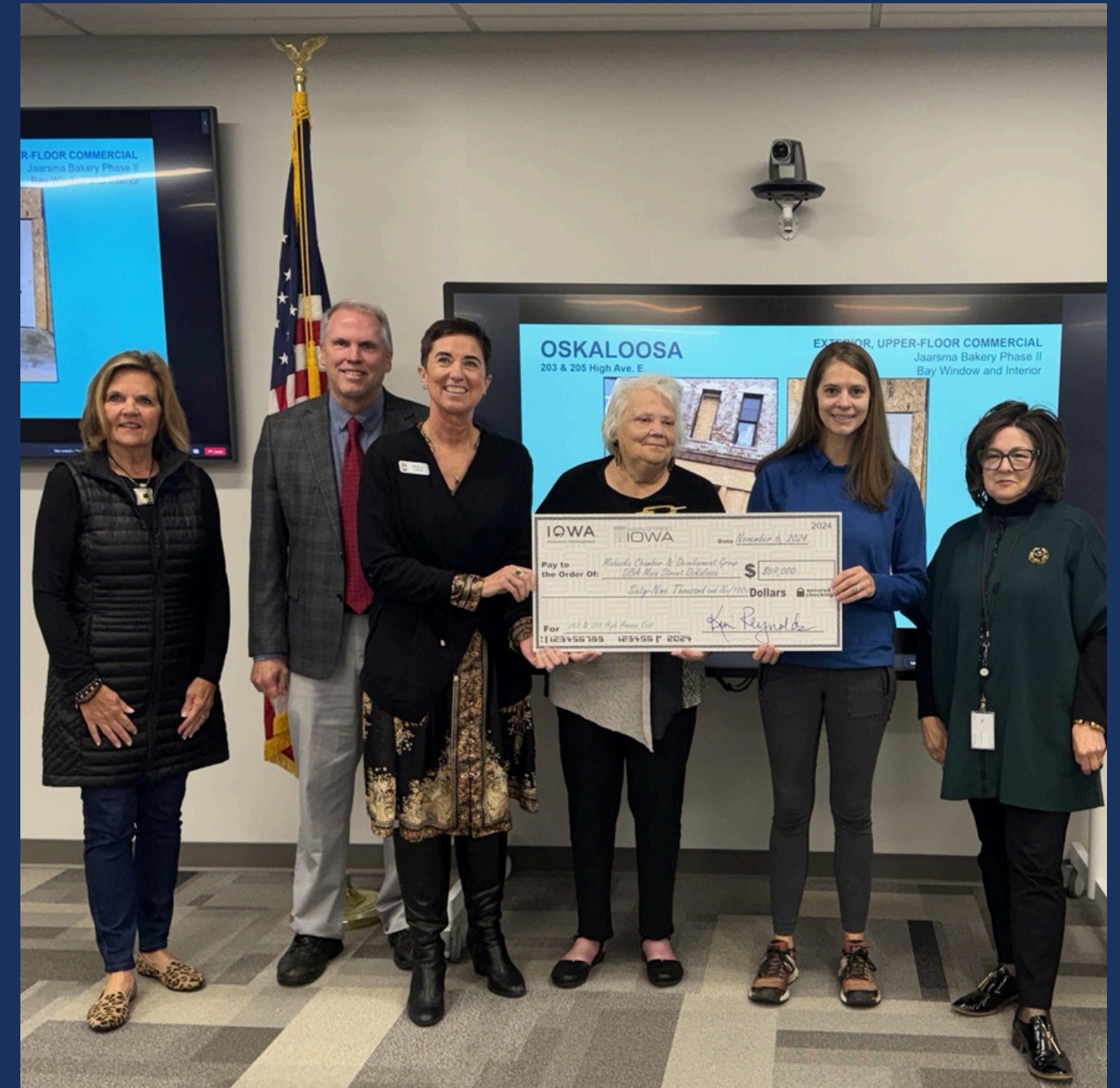
- ▶▶▶ Enhancing the downtown District
- ▶▶▶ Enhancing the brand of the community
- ▶▶▶ Grow businesses throughout the county
- ▶▶▶ Promote arts, culture and recreational opportunities



MAIN STREET CHALLENGE GRANT



Oskaloosa Main Street applied for and was awarded \$69,000 to help Jaarsma Bakery with their renovations to their new location in the Main Street District.

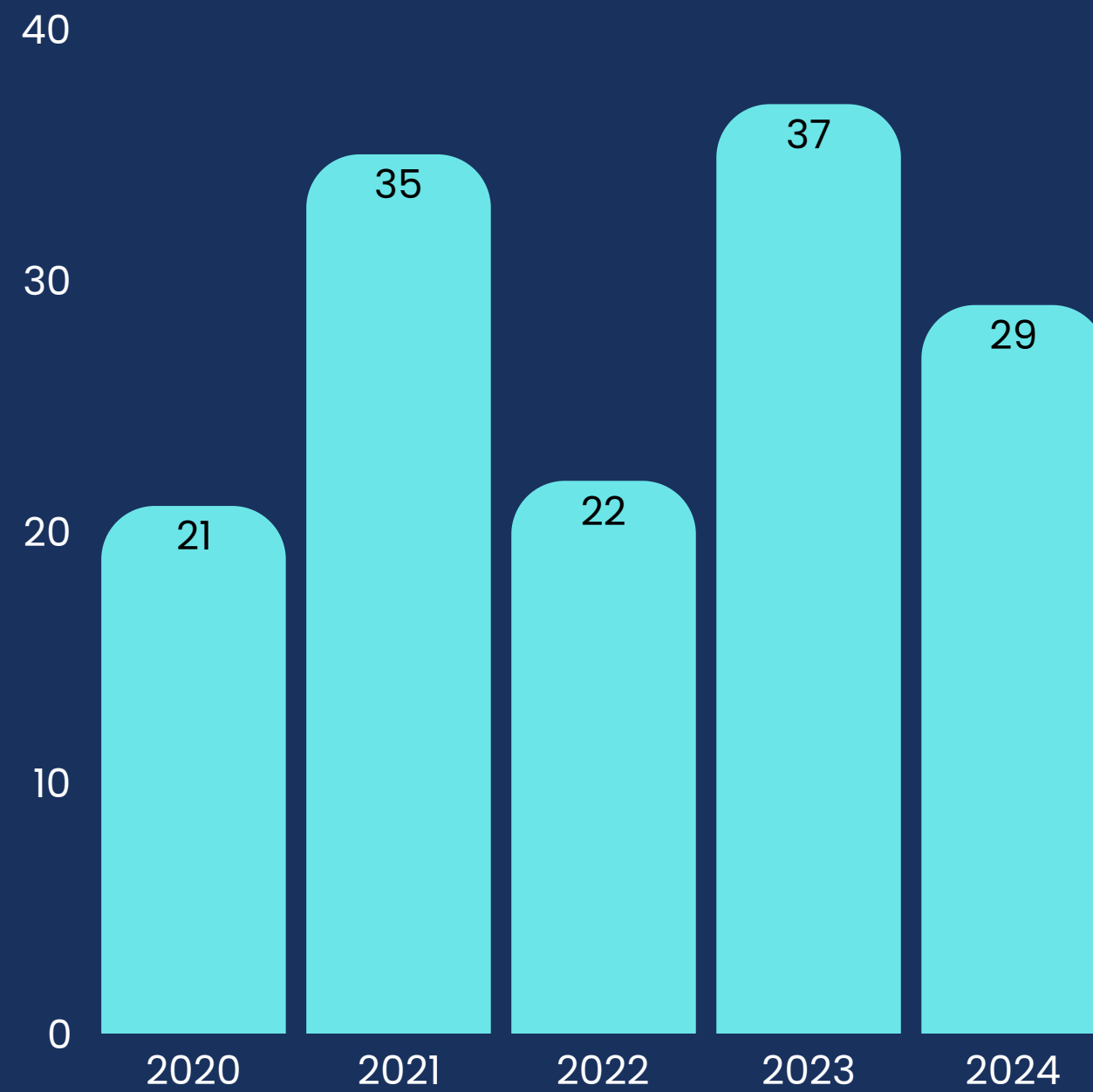


ENHANCING THE DOWNTOWN

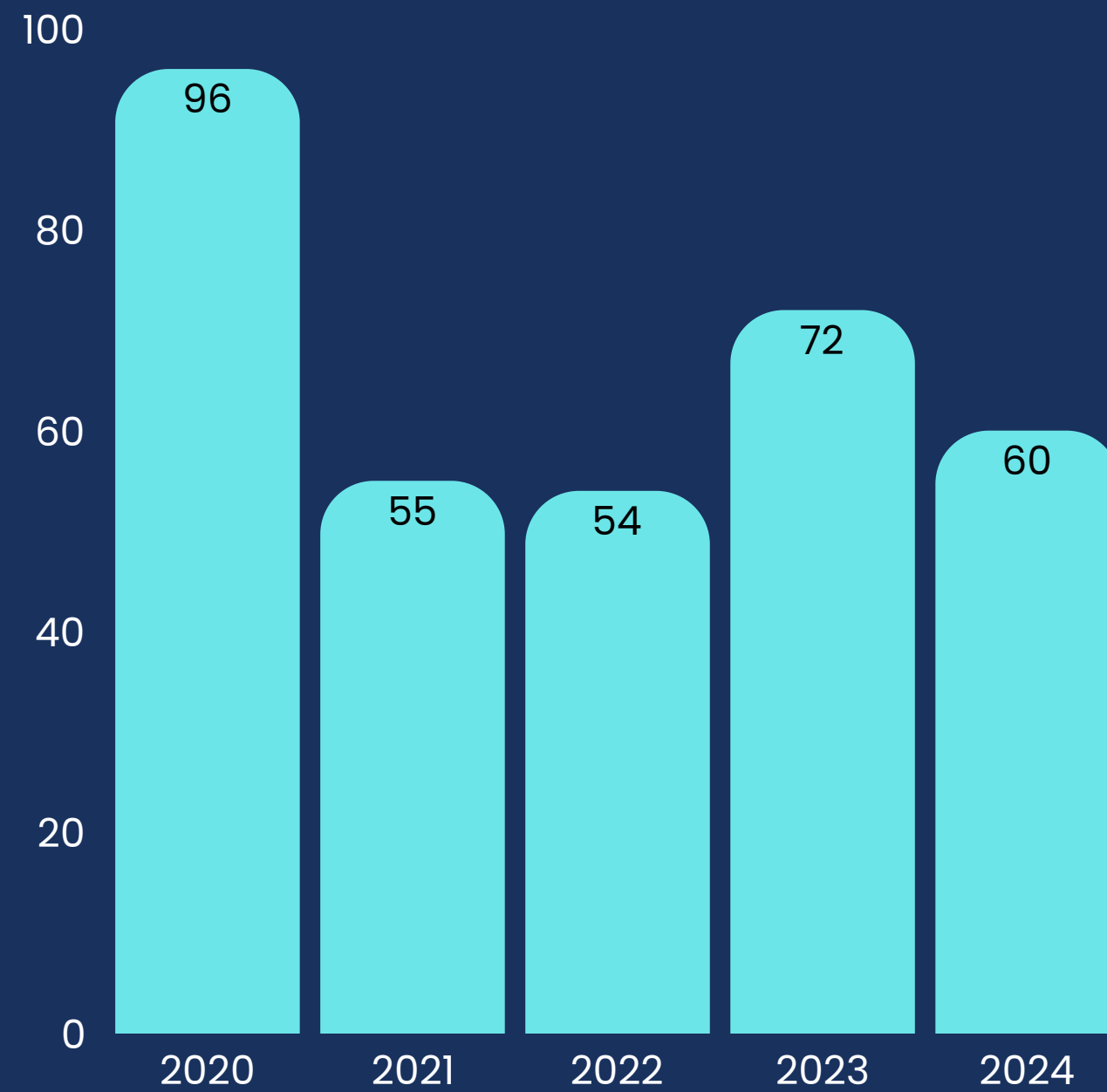
- Partnered with Oskaloosa Community Schools to clean up downtown and neighboring streets
- Partnered with Mahaska County Iowa State Extension Master Gardeners to plant downtown flowers
- Partnered with 4H Garfield Boosters to paint flower bed trim



NEW CHAMBER MEMBERS



MAHASKA COUNTY RIBBON CUTTINGS



RVTV CY-HAWK EVENT





**4,000
VISITORS**

**ALL AGES
INVOLVED**

**AVERAGE
DWEELL TIME
ALMOST
2 HOURS**

MAHASKA COUNTY MARKETING

WHO 13 News 4 days ago

When you're the home of world-famous Musco Lighting, chances are you'll go all-in on the Christmas lights. Oskaloosa goes further than that, though. Andy Fales makes a trip to the Mahaska County seat to look in on an old fashioned Christmas parade, and to find out what it means to "paint with lights."



WHO13.COM
Check out how Oskaloosa's town square is 'painted' with over 300,000 Christmas lights

You, Oskaloosa Police Department and 375 others

7 comments 161 shares

Love Comment Share

leahjanae Instagram




Finally got to check out Oskaloosa, IA for their Christmas Parade this weekend! 🎄🌟 I've been wanting to go for years and the weather was perfect this ... See more

spirit Vladimir Takinov · Winte

Travel Iowa 3 days ago

Spark some holiday magic with a festive lights road trip! 🚗🎄 Load up the car, explore dazzling displays and plan your route: <https://bit.ly/49p5qgo>



17 Holiday Light Displays in Iowa

Greater Des Moines Botanical Garden Dome for the Holidays

Oskaloosa Painting with Lights

Atlantic Christmas in Atlantic

Pella Downtown Lights

28

1 comment 11 shares

Event

Lighted Christmas Parade - 2024

Economic Impact

\$226,700

RETAIL

\$106,700

DINING

\$8,600

GAS

\$10,500

LODGING

\$352,500

TOTAL

16,620

VISITORS

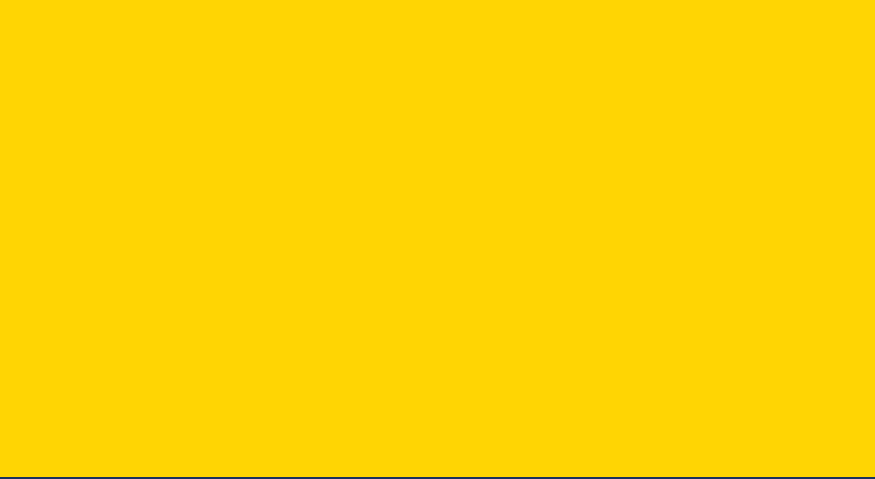
Entity

Chamber

Economic Impact

Year	Visitors	Retail	Lodging	Dining	Gas	Total
<input type="checkbox"/> 2023						
Lighted Christmas Parade	16,110	\$202,800	\$6,100	\$79,800	\$8,400	\$297,100
<input type="checkbox"/> 2024						
Lighted Christmas Parade - 2024	16,620	\$226,700	\$10,500	\$106,700	\$8,600	\$352,500

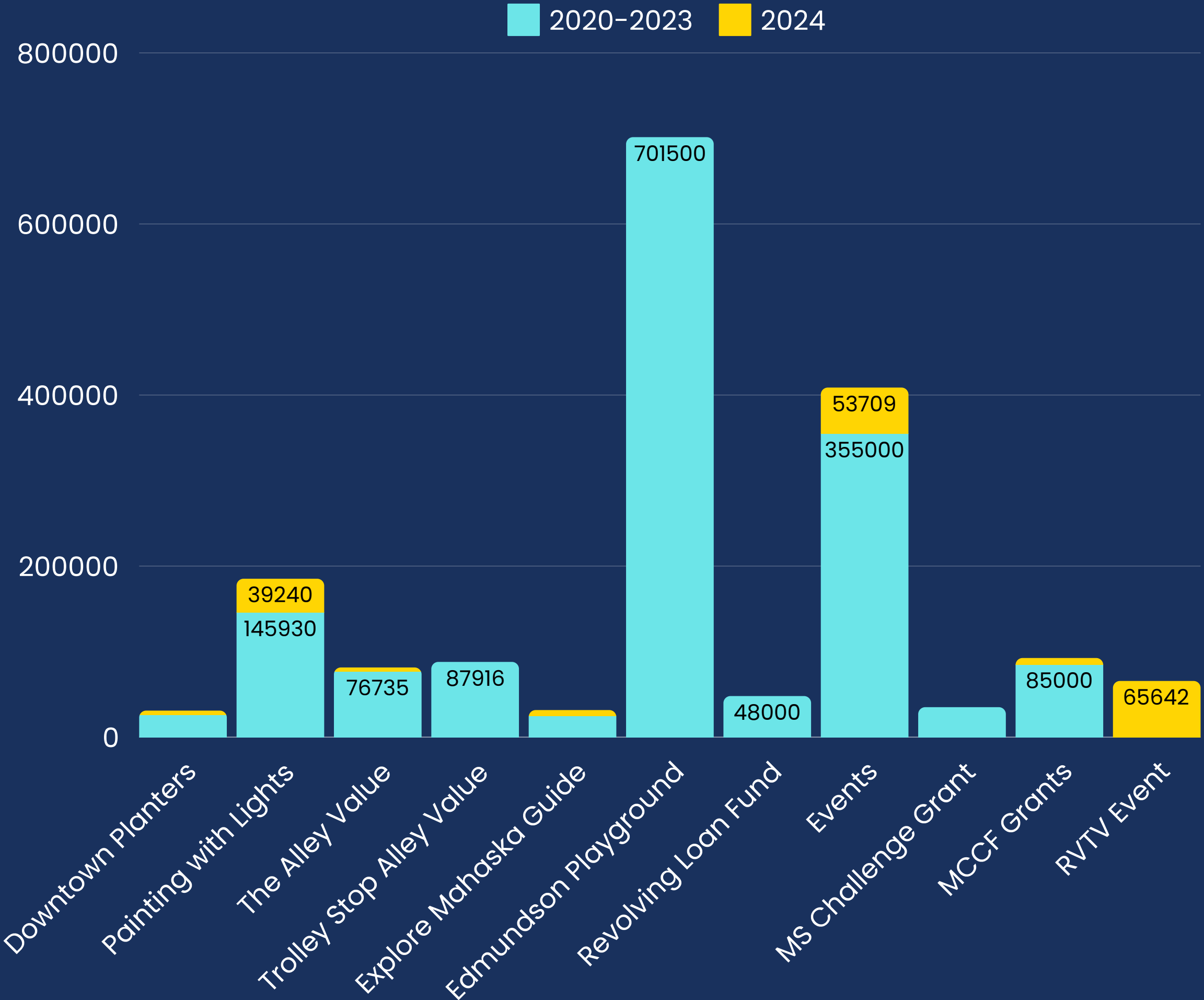
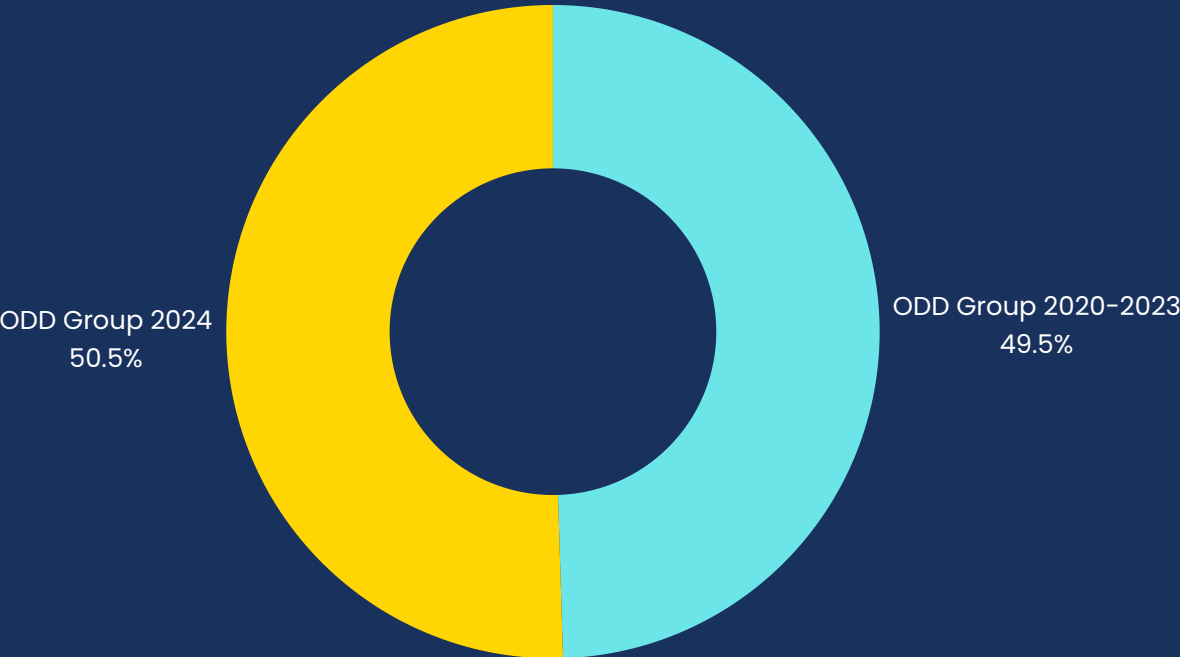




MAHASKA CHAMBER DOLLARS SPENT ON:

VIBRANT COMMUNITY

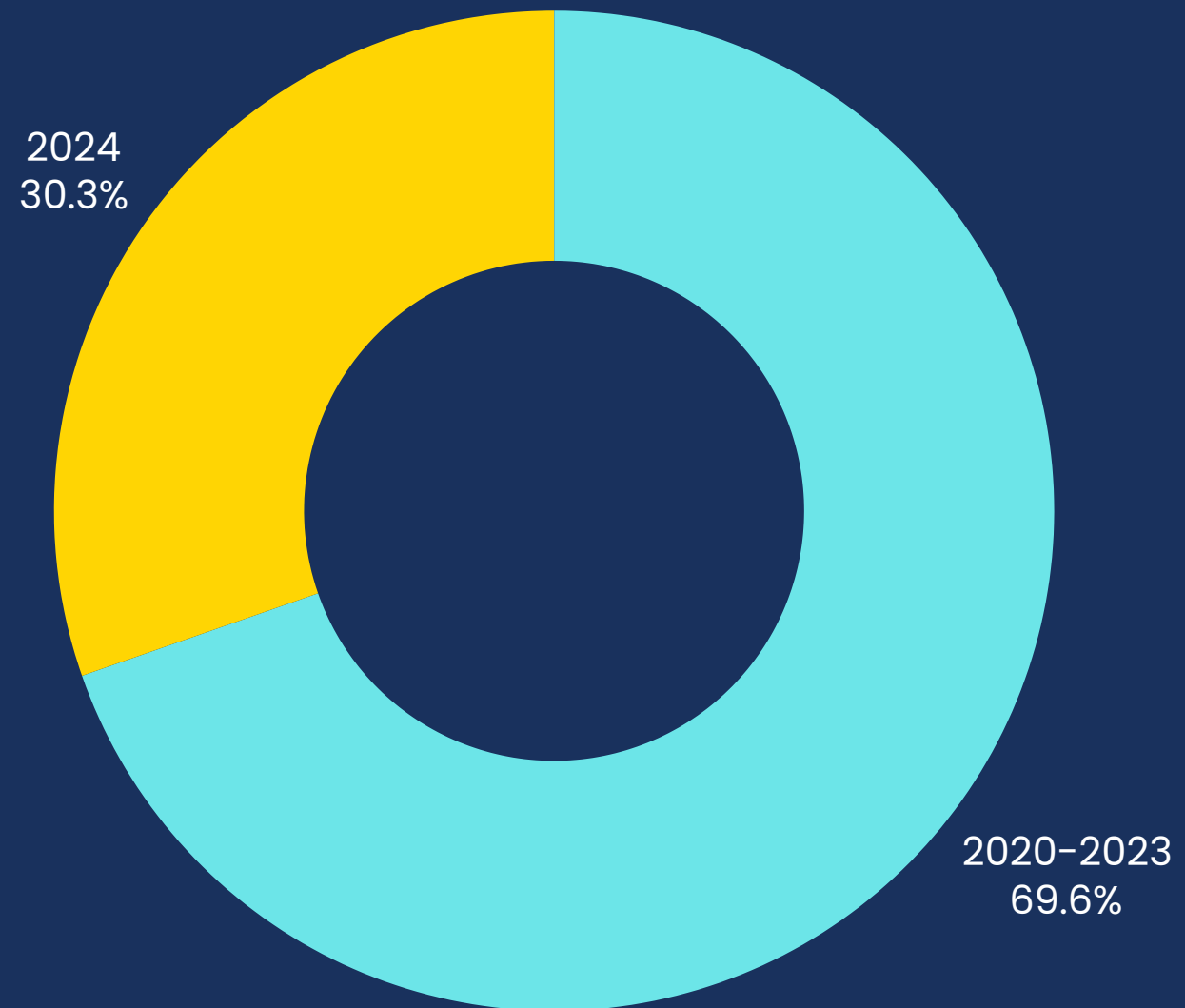
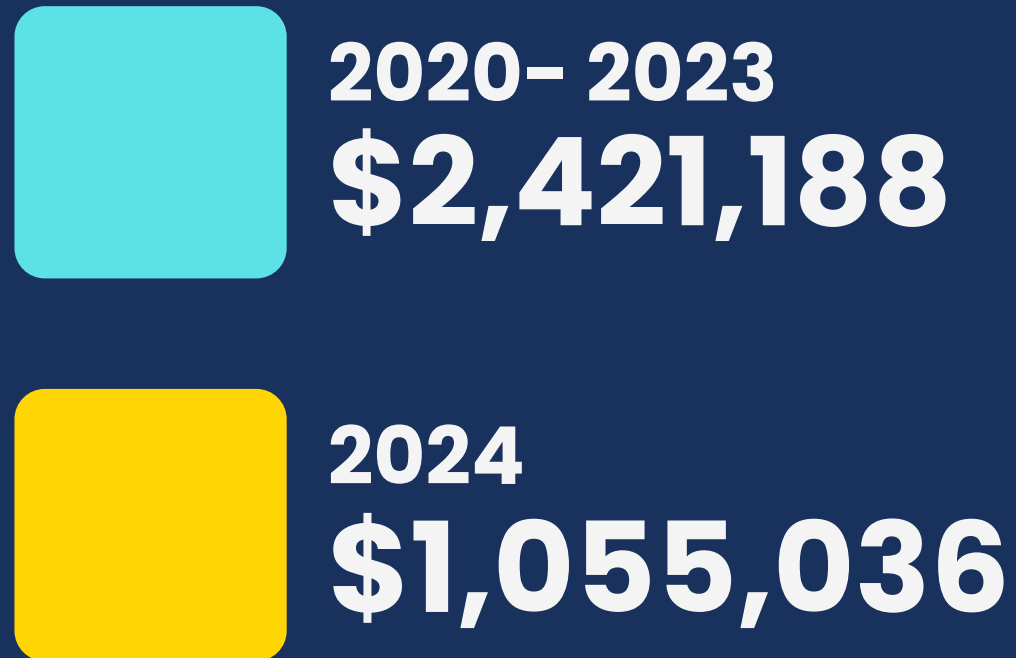
• DOES NOT INCLUDE STAFF TIME TO COMPLETE PROJECTS



MAHASKA CHAMBER DOLLARS SPENT ON:

VIBRANT COMMUNITY

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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 to participate in and be a resource for funding opportunities for their "Home Away from Home" video.

EXPLORE
Mahaska
COUNTY



MAHASKA COUNTY COMMUNITY FOUNDATION GRANT

Completed applications and assisted the City of Leighton, City of New Sharon and the Mahaska Chamber's application.

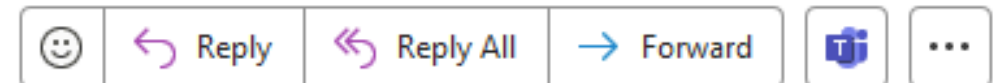
Re: [External] FW: MCCF 2024: City of Leighton Application



Dan Gleason <dangleason@titanprosci.com>

To Deann De Groot

Cc Ivan and Sharla; aksytsma123@gmail.com; francis.a.ready@gmail.com; Henry Van Roekel; Nieuwsma Steve; Janna Ver Meer; Kim Sytsma



Wed 2/28/2024 11:06 AM

Thank you for letting me know Deann. I have cc'd the council in to share this good news!

I appreciate your help on this project Deann. You have been and remain a real advocate for the city of Leighton!



Daniel G. Gleason

Chief Operating Officer, Titan Pro SCI

P: 641.357.7283 | M: 641-204-1492 | dangleason@titanprosci.com | www.titanprosci.com

SMALL BUSINESS WORKSHOPS



Provided workshops and resources for small businesses including:

- **Breakfast Blueprint series: Who is your customer? How do you market to your customers? Do you know your Point of Sales systems? Have you used AI to help leverage your marketing?**
- **Partnered with The Exchange for Entrepreneurs to learn about 'How to Raise Venture Capital for your startup' .**
- **Partnered with Indian Hills Community College with their monthly 'Coffee Break' series on various small business topics.**

BREAKFAST BLUEPRINT

Master Your Business Marketing - 5 Workshops

September 19 - 7 am - 8:30 am
Discover Who Your Customer Truly Is

October 3 - 7 am - 8:30 am
The Data Advantage: What to Do with Your Analytics

October 17 - 7 am - 8:30 am
More than a receipt: Enhancing Operations with POS Integration

October 31 - 7 am - 8:30 am
The AI Advantage: Supercharging Marketing with Data

November 14 - 7 am - 8:30 am
Together We Thrive: Community-Driven Business Marketing

Gain a competitive edge with our exclusive series of five workshops, featuring top experts from across the state. These sessions are specifically designed to help Mahaska County businesses dive into customer insights.

You'll learn practical strategies to keep your customers engaged and informed about your business. Each session is packed with actionable advice you can put to work right away, ensuring immediate impact and lasting results.

Open to all businesses
RSVP - (641) 672-2591
events@mahaskachamber.org

**Musco Training Center
(Penn Central Mall)**

Cost: \$5 / session or \$15 for all five
High School and college students free

HEARTLAND HUSTLE:

How to Raise Venture Capital
For Your Startup

- Transform your startup journey
- Learn how to attract investments
- Advice + insights tailored to Iowa's startup ecosystem

Coming to **SMOKEY ROW** in
OSKALOOSA
May 17th at 7:30am.

Sign up now, it's **FREE**

Scan here to register

Presented by Kaylee Williams
Investment Director - InnoVenture Iowa

InnoVenture Iowa

AMERICA'S SBDC IOWA

the EXCHANGE for Entrepreneurs

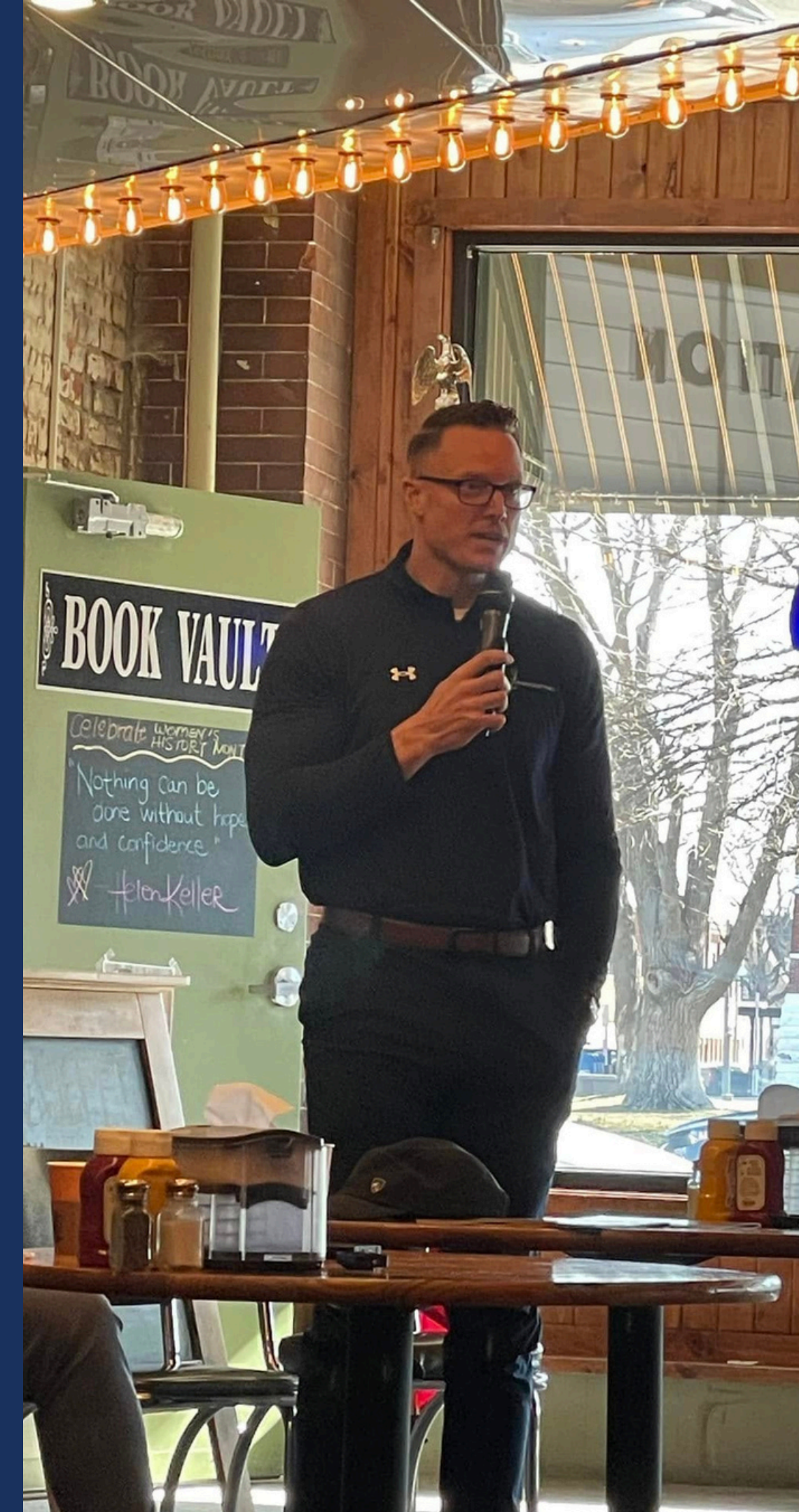
Mahaska Chamber & Development Group

INDIAN HILLS COMMUNITY COLLEGE

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

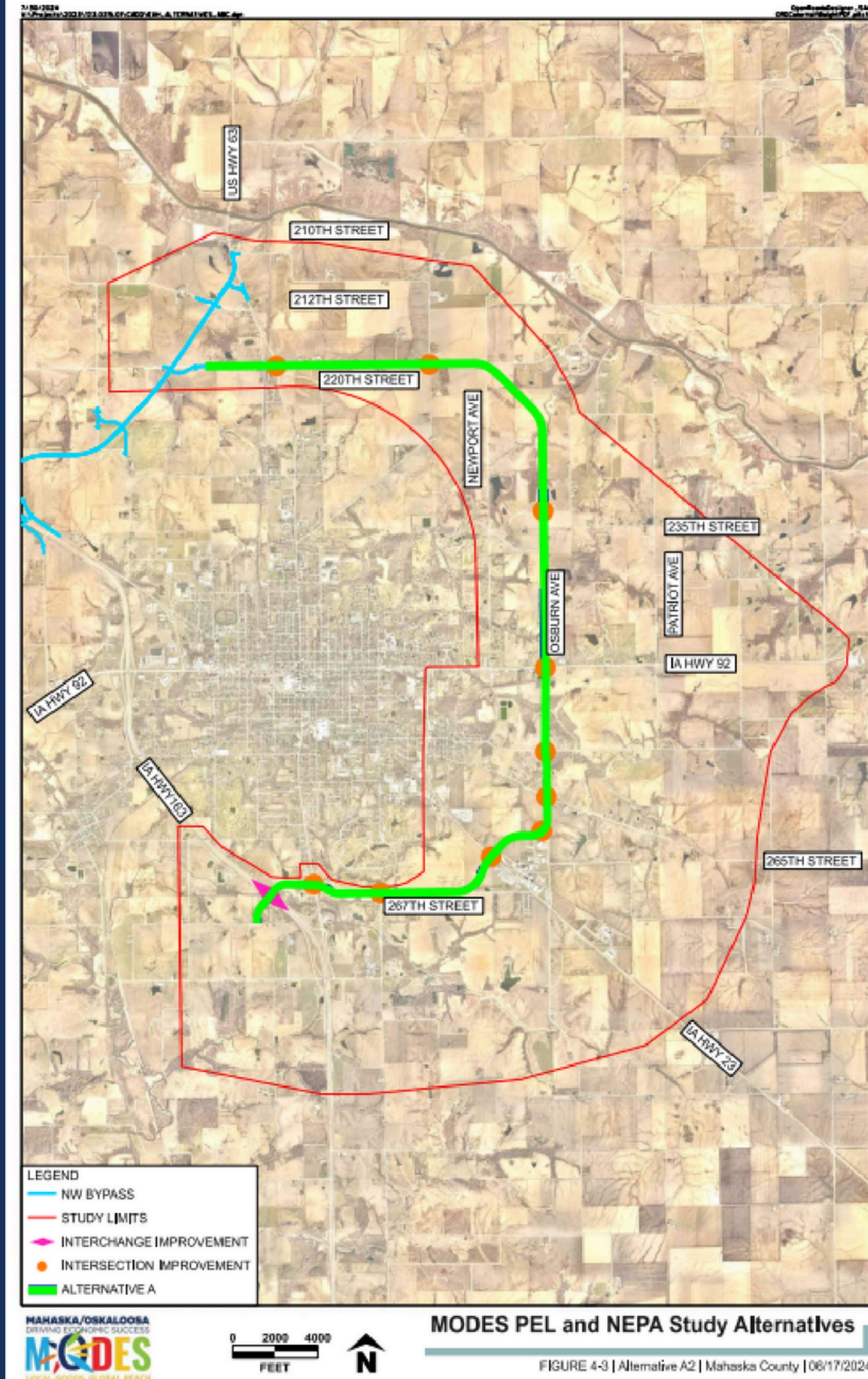


Partnered with Iowa South and Indian Hills Community College to hold 'Educators in the Workplace' in Mahaska County. This workshop allows teachers to receive recertification credits by touring local industries and bringing back curriculum for area schools.



SE CONNECTOR AND MODES

- Partnered with the City of Oskaloosa and Mahaska County on the SE Connector Road project.
- Partnered with the City of Oskaloosa and Mahaska County on the MODES Study project. Several public meetings were held at the Environmental Learning Center. This also included looking at the future funding for MODES and attending a meeting in Ames with Iowa DOT representatives.



RAIL STUDY

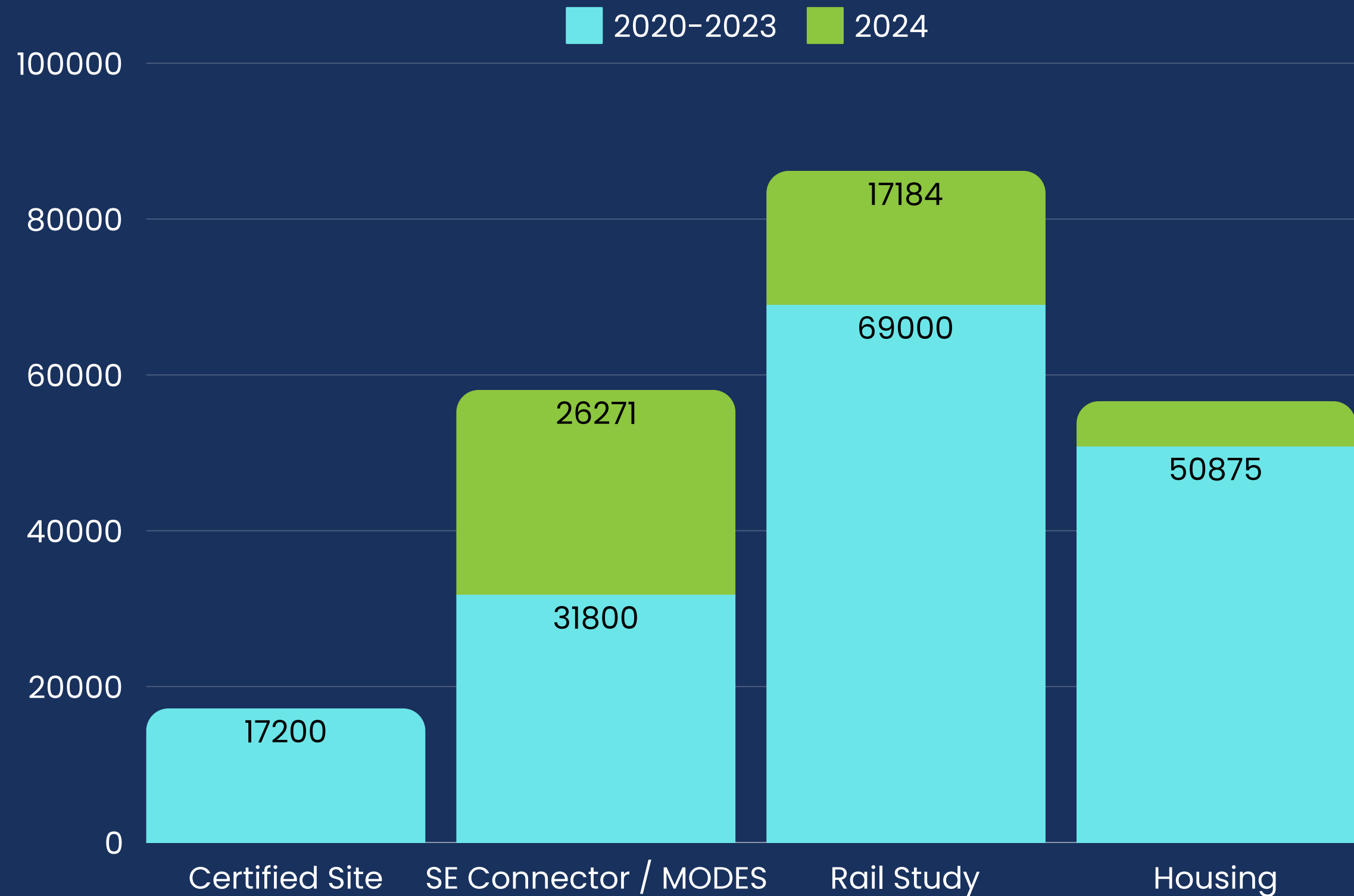


Completed the Rail Study and presented the study findings in a public meeting. The Chamber's Business Development Committee will continue to evaluate and study to see what the best approach is for the Oskaloosa Innovation Park rail needs.



MAHASKA CHAMBER DOLLARS SPENT ON: COLLABORATIVE COMMUNITY

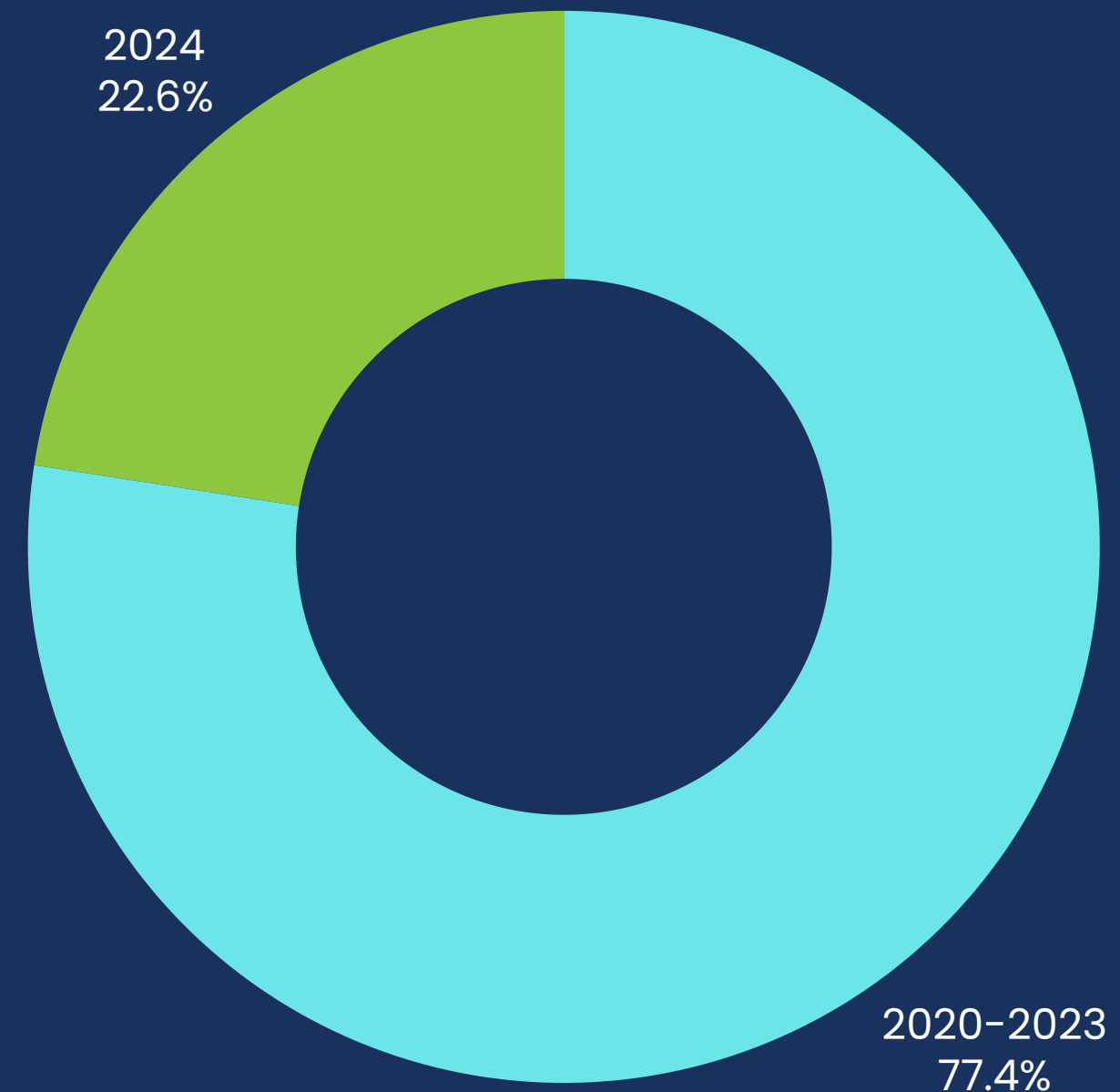
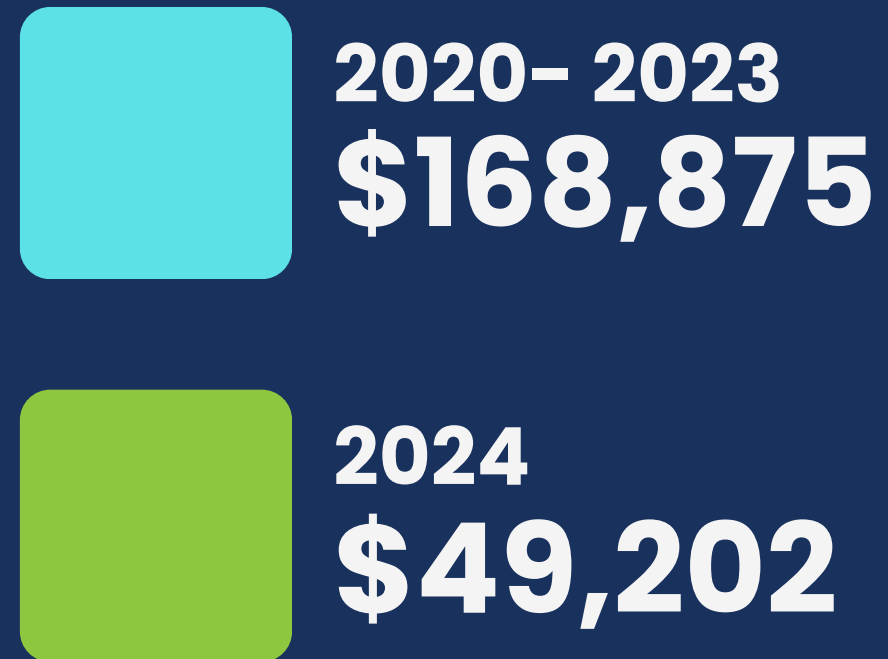
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MAHASKA CHAMBER DOLLARS SPENT ON:

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SAFE & HEALTHY COMMUNITY

- **Optimize public safety and emergency management service resources**
- **Partner with Mahska Health engaging in ongoing and regular communication to meet the needs of the community**
- **Have a sound disaster preparedness framework and model for the broader community**



SAFETY WORKSHOPS

 Partnered with Mahaska County Emergency Management and Safeguard of Iowa to provide a free workshop to the community. Workshop focused on accessing and mitigating threats before they become disasters in your business.

 Partnered with MidWestOne Bank to provide a free Fraud Prevention workshop for the community.

FRAUD PREVENTION SEMINAR

Learn how to protect yourself and your business from fraud activity.



August 27
8AM-9AM or 2PM-3PM

Mahaska County YMCA Community Room
1521 Green St. Oskaloosa, IA

Unfortunately, fraud happens every day. That's why we're excited to offer this public seminar to learn how to protect yourself and your business. Join us to receive tips to proactively stay safe and avoid the frustration and possible financial loss from fraud activity. You won't want to miss this great presentation covering business email compromise, ID Theft, Investment scams, romance scams, and a host of other topics.

Justine Bemis, Vice President-Fraud Services, has been with MidWestOne Bank for over 25 years. Justine is responsible for developing and implementing all processes and policies designed to safeguard the Bank and its customers from fraud. She also works to mitigate loss and risk after fraud occurs.

RSVP to 641.673.8303

Sponsored by:



EVENT SAFETY



Partnered with local law enforcement to ensure the safety of the community at all Oskaloosa Main Street and Mahaska Chamber events.



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**



CENTER ON RURAL INNOVATION

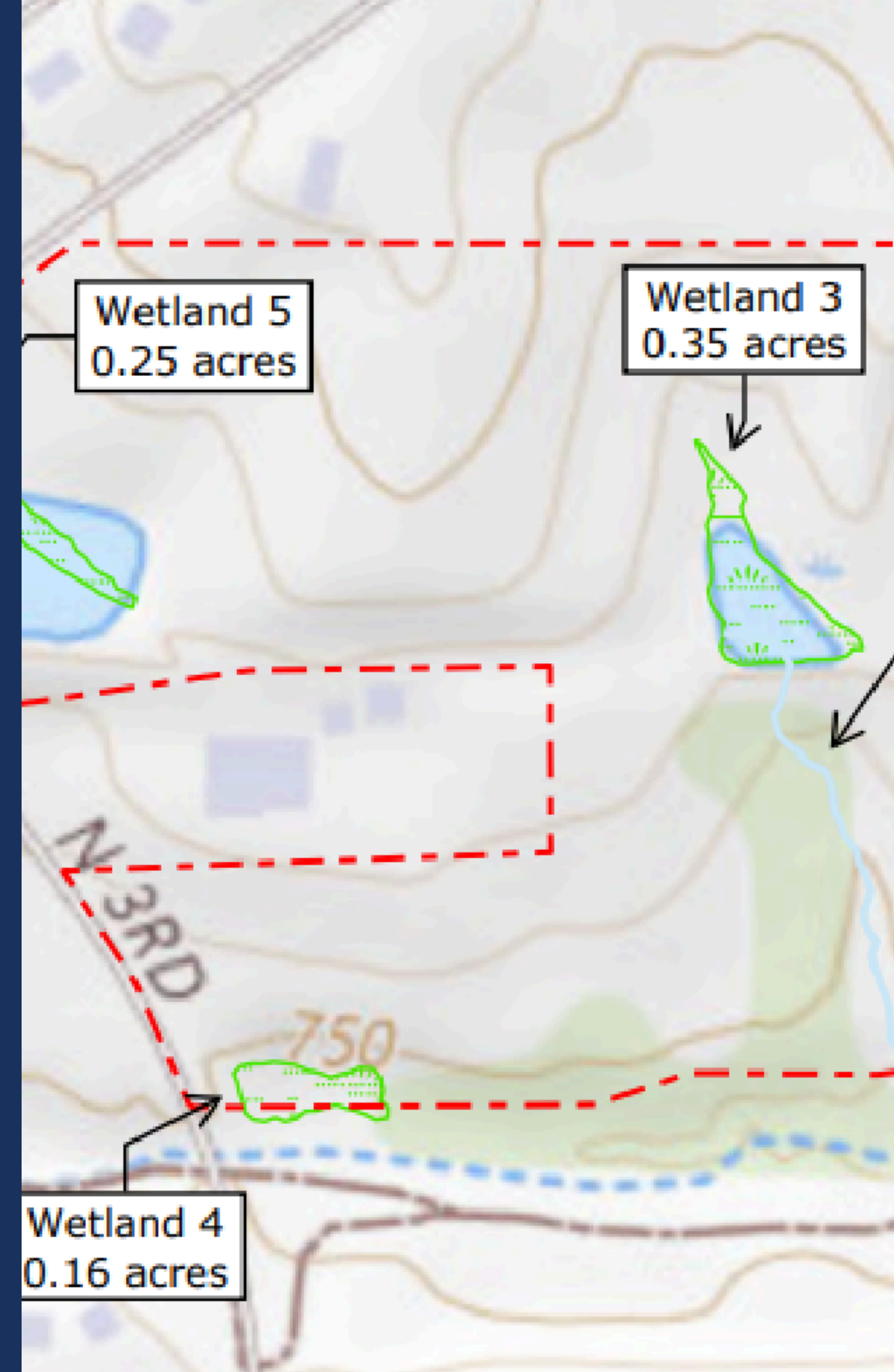
- Received Tech Economy and Strategy Report in February
- Held Idea Lab for those interested in exploring entrepreneurship



HOUSING



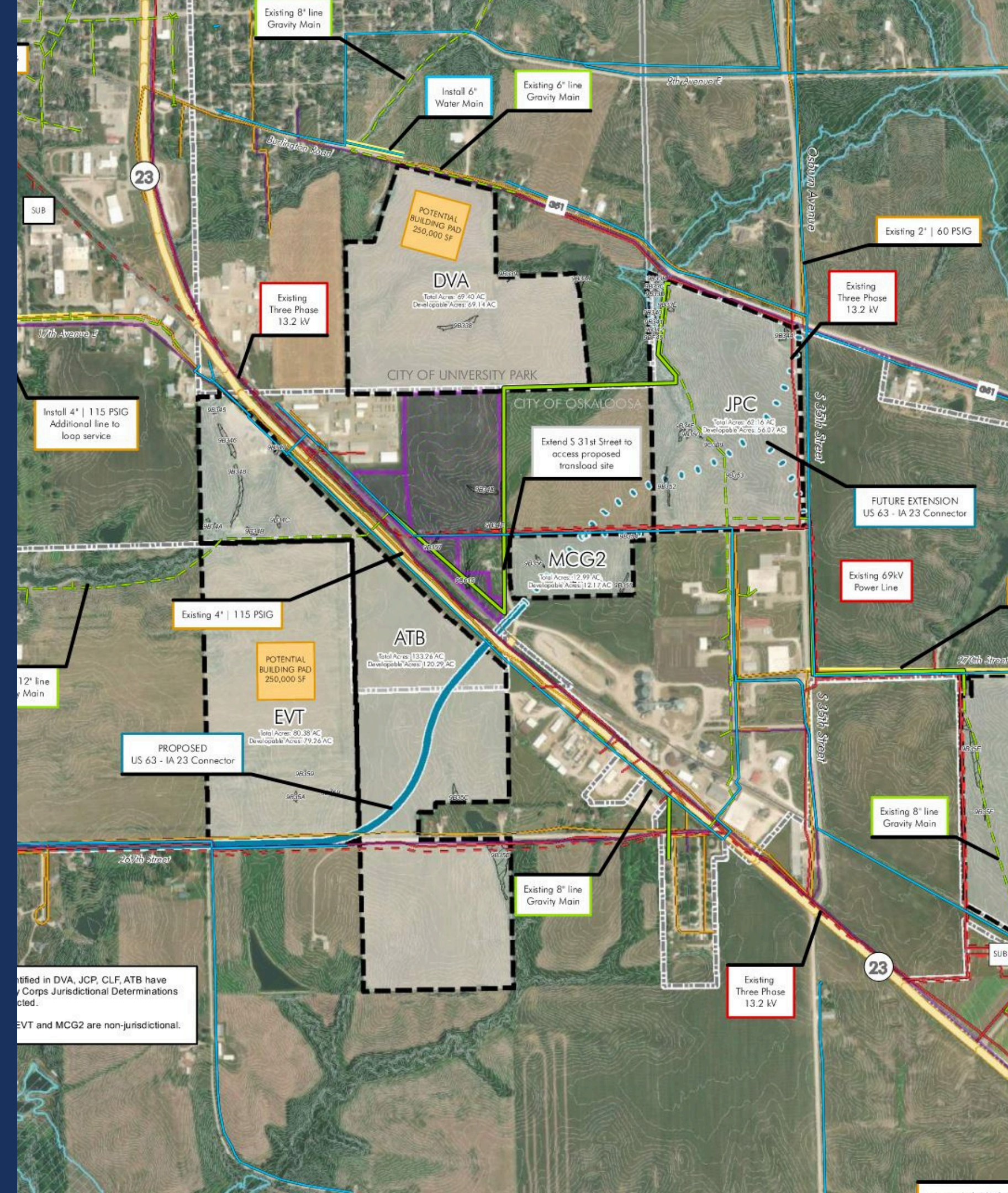
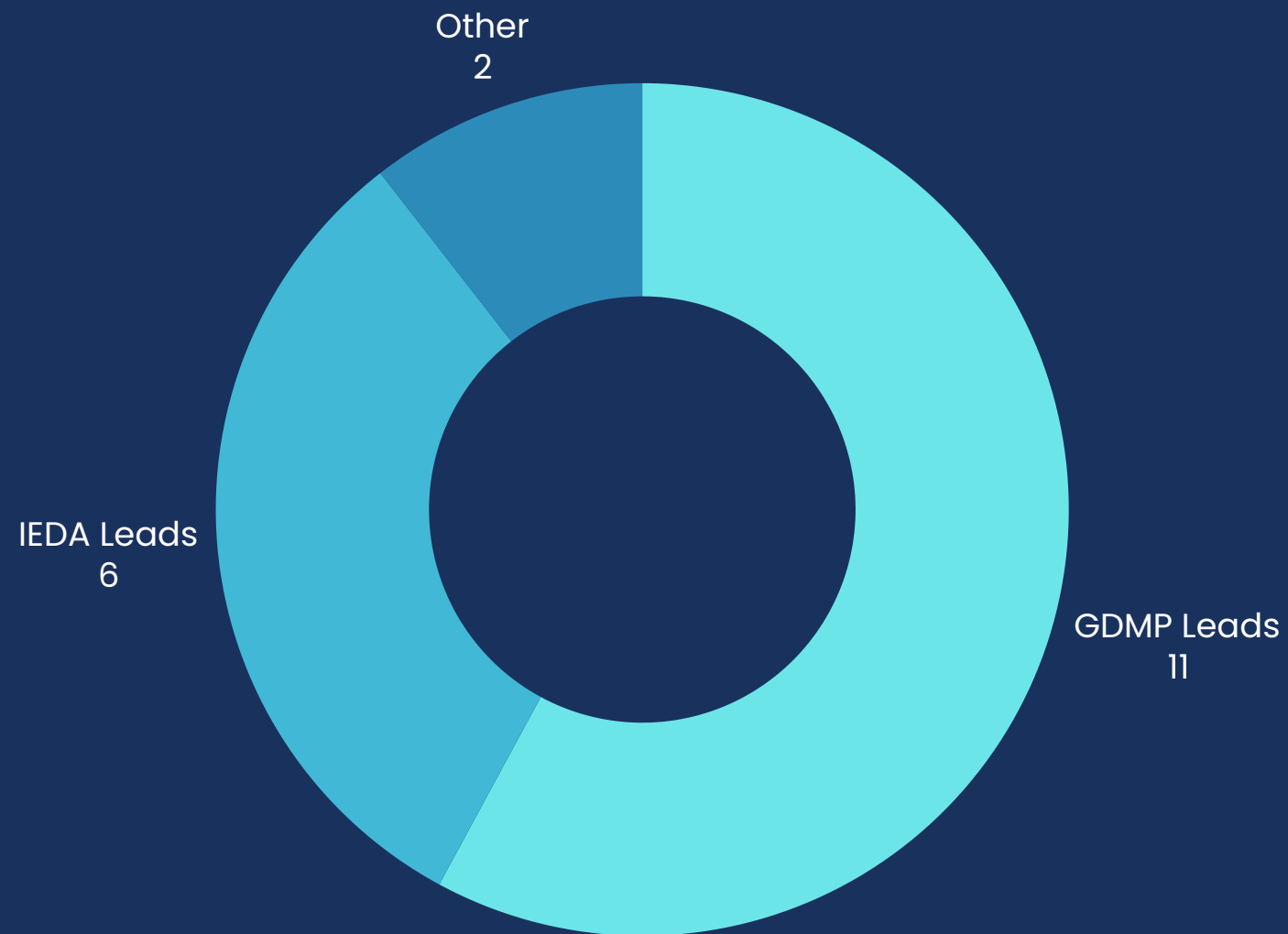
Working in partnership with the City of Oskaloosa and local businesses and industries on housing needs.



CERTIFIED SITE



In 2024 we submitted the information on the Oskaloosa Innovation Park to interested 'buyers'.

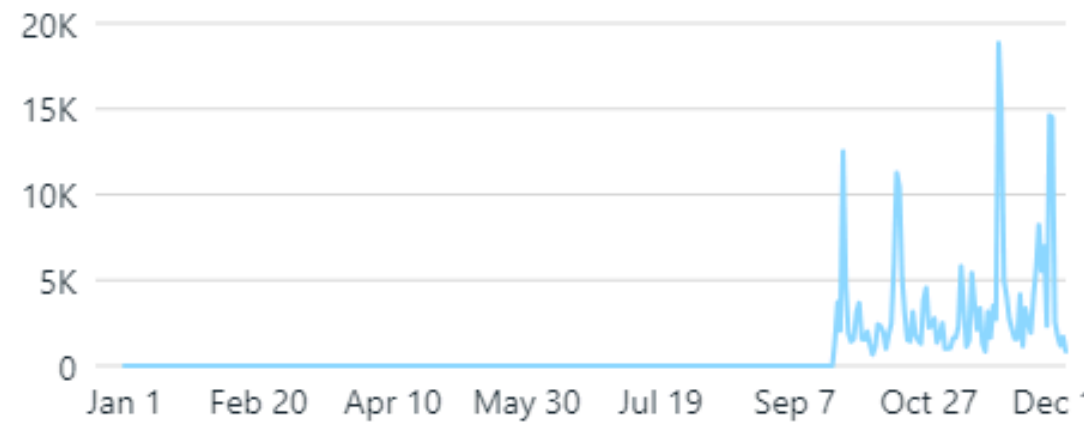


SOCIAL MEDIA



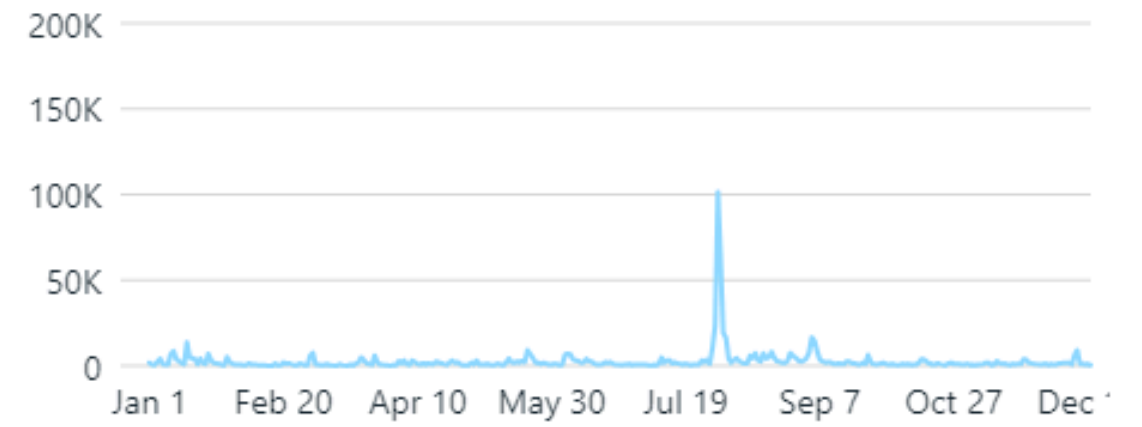
Views

306.4K



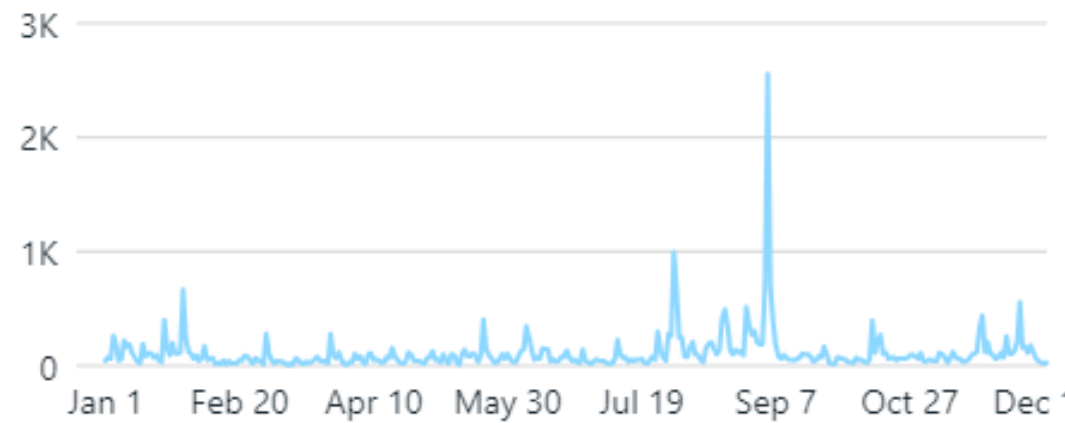
Reach

417.4K ↑ 221.1%



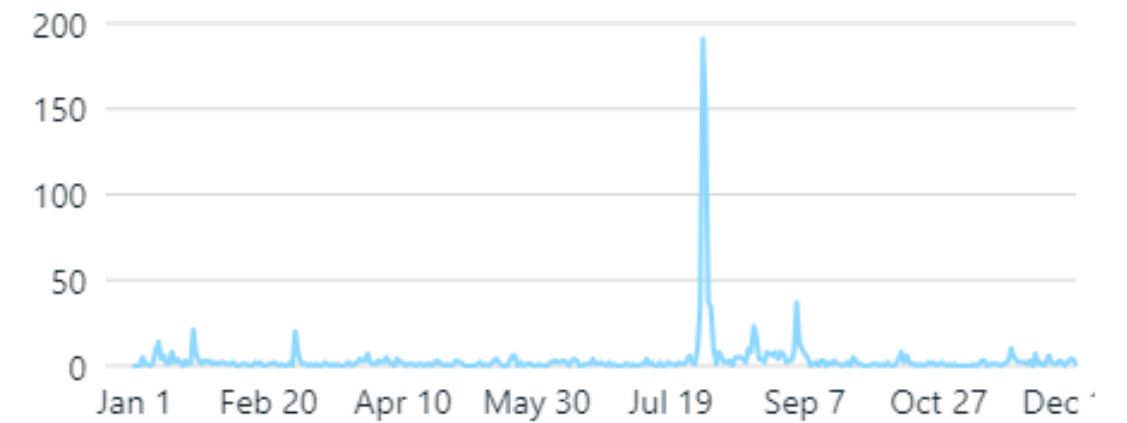
Visits

39.3K ↑ 43%



Follows

1.2K ↑ 134.4%

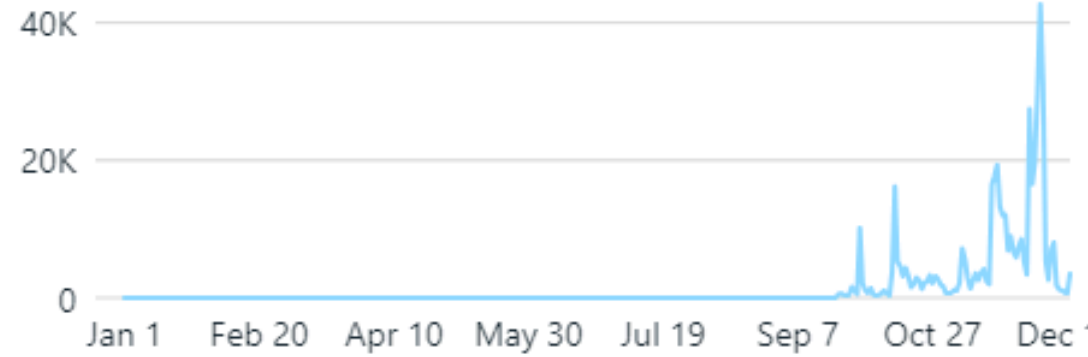


SOCIAL MEDIA



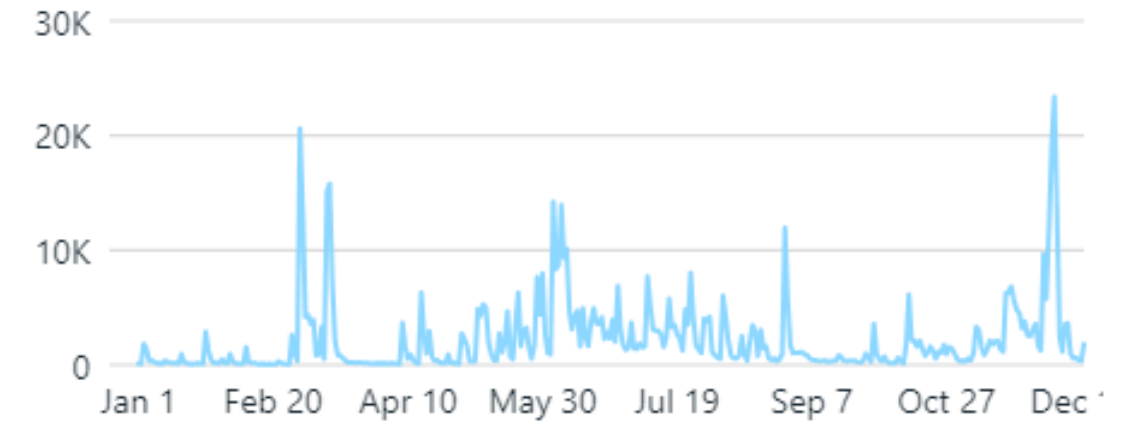
Views

483.8K



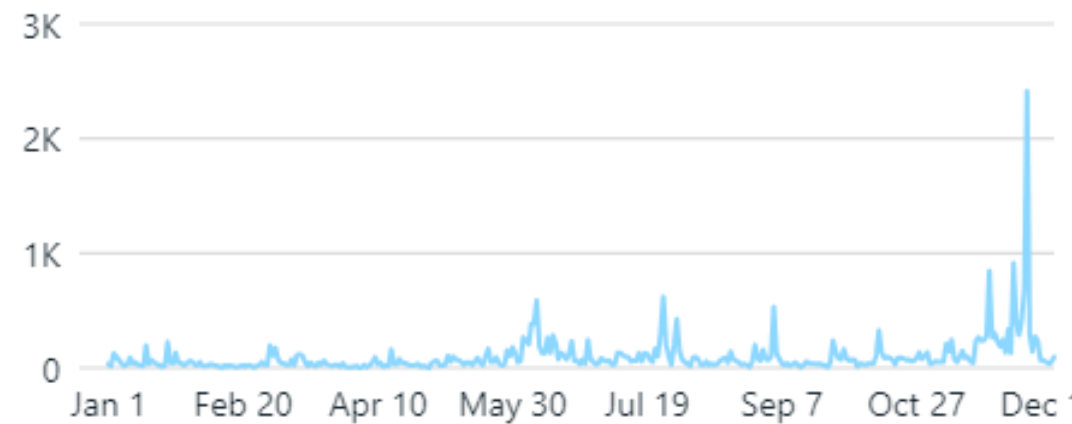
Reach

210K ↑ 56.1%



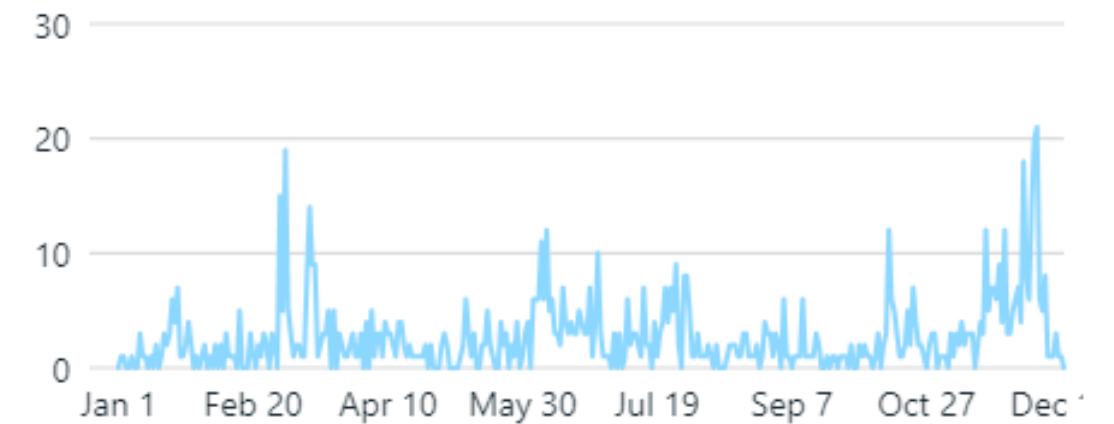
Visits

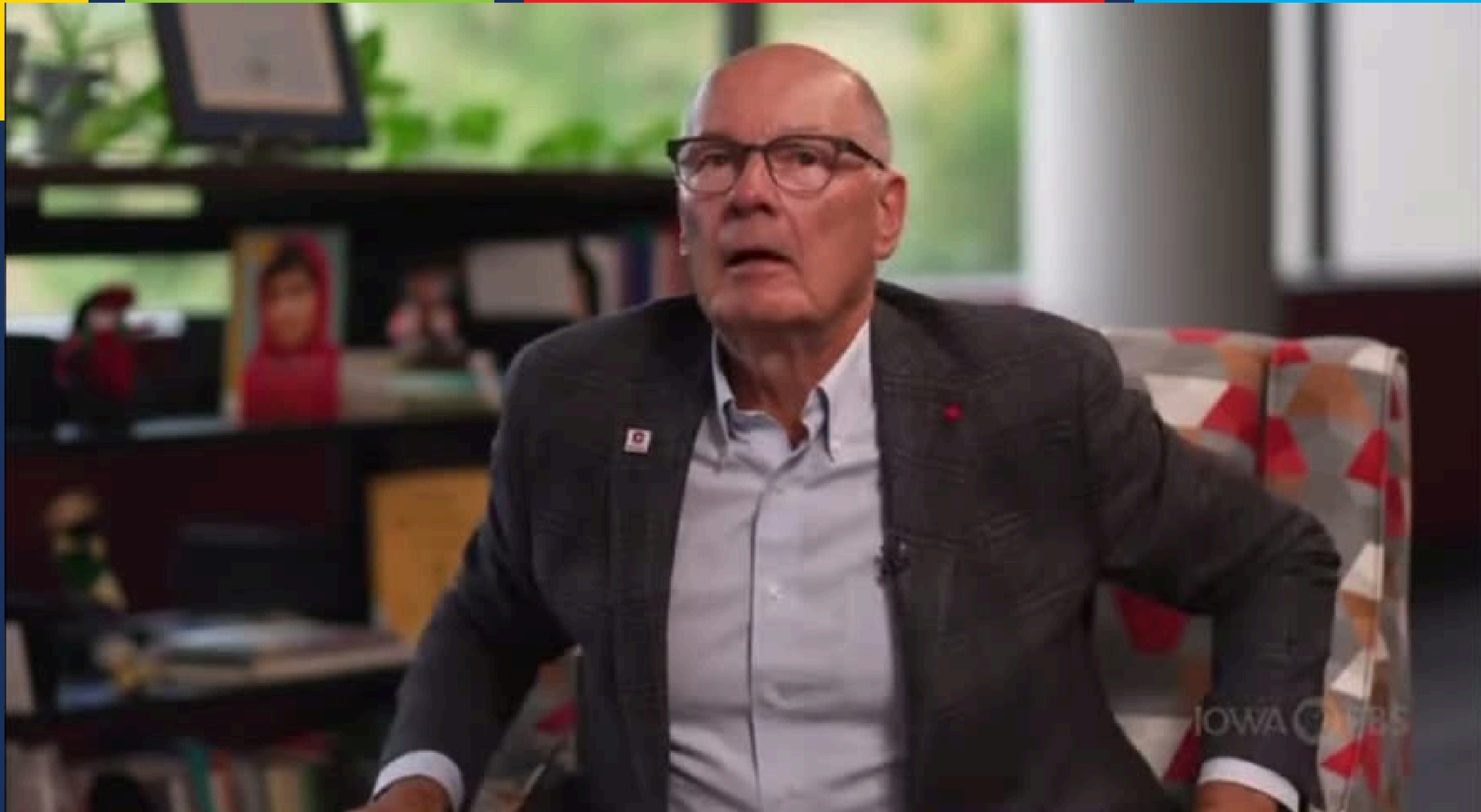
34.4K ↑ 12.9%



Follows

948 ↑ 28.8%







1

“NO ONE KNOWS ABOUT THIS. PEOPLE OUTSIDE NEED TO KNOW.”

HARRY SMITH

2

“THOSE ARE THE KINDS OF THINGS THAT SOMETIMES I FEAR WE
LOSE SITE OF - ITS SUCH A GIFT”.

HARRY SMITH



THANKS

For Your Continued Support

