



Play



Stay



Enjoy



Live



Grow

20



Mahaska

Chamber & Development Group

Annual Report

20

A Note from the Director

To the Mahaska community:

We've had a busy year, but as we look back, we're also looking forward. In January 2020, we consolidated our efforts and joined forces as an organization. This is just one of the many ways that the Chamber has committed to being a forward thinking organization. We invite you to reflect on the past year, and look forward to everything we will accomplish together in the year to come.

As a Chamber member, you are contributing to the growth of one of the most vibrant business climates in the region. We are proud to create opportunities for you to belong, engage, lead and prosper. Thank you for your support.

Sincerely,

Deann DeGroot

Deann De Groot
Executive Director

"2020 has been a crazy year. COVID has really impacted area businesses, and our ability to have community events. In light of COVID, our group has accomplished a lot of things in 2020. None of these successes could have been possible without our key partners and Chamber Members. You all are the only reason we can make this happen."

James Feudner
2020 Board President

STRONG LEADERSHIP

Board of Directors 2020



James Feudner, Bank Iowa
Board President



Andy McGuire, George Daily
Vice President



Jill Ewing, TruBank
Board Secretary



Beth Danowsky, Musco
Business Dev. Chair



Janet Kuskie, Musco
Treasurer, Main St. Rep.



Michael Schrock
City of Oskaloosa



Calvin Bandstra, Bank Iowa
MCARD Rep.



Steve Burnett
MCG



Sarah Dickey
Mahaska Health



Gerad Curry
Oskaloosa HyVee



Steve Wanders
Mahaska Co. Supervisor



Beth Brostrom
Associate Member



Carri VandeRee
TruBank



Paula Wright
Oskaloosa Schools



John Ottoson
William Penn University



Lyle Siefering
Hawkeye Real Estate





STRATEGIC GOALS

Staff Team

MISSION: To provide vision and coordination in growing the economy to promote, improve and enhance the diverse business environment and quality of life in the Mahaska community.

VISION: The Mahaska Chamber is a leader in moving Mahaska County forward through the implementation of sustainable programs that proactively enhance the physical, social and economic atmosphere of our community.

FOCUS AREAS

- Tourism
- Business Development
- Housing
- Workforce



Deann De Groot
Executive Director
Team member since 2011



Jessica Reuter
Main Street Director
Team member since 2020



Deb Bruxvoort
Financial Manager
Team member since 1993



Michelle Kent
Administrative Assistant
Team member since 2017

Partner Organizations



Oskaloosa Main Street: Preserves the historic value of downtown and invests in the social and economic vitality of the heart of Oskaloosa.

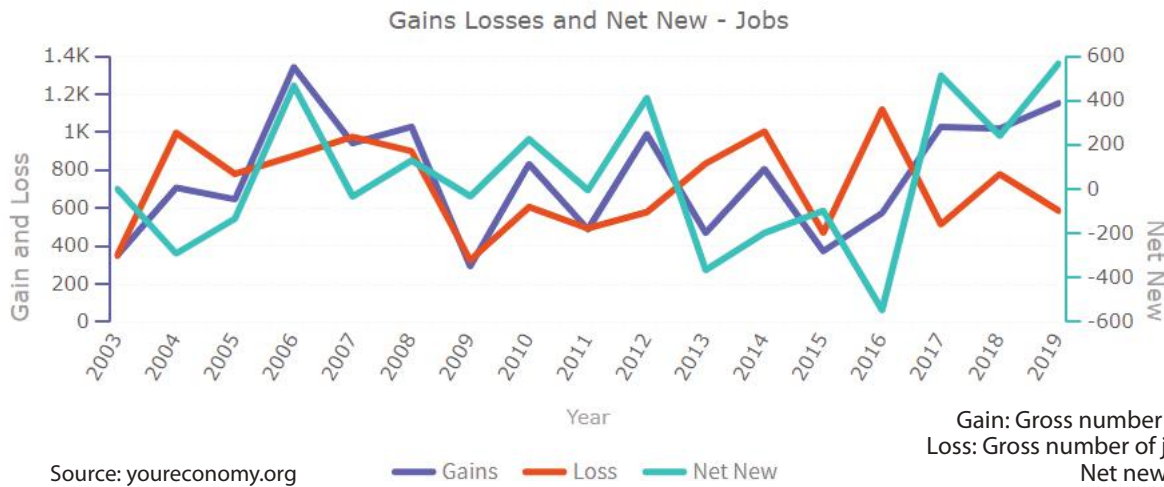


Mahaska County Ag & Rural Development: Dedicated to the promotion and improvement of rural economies and value-added agricultural opportunities in Mahaska County.



Growth in Mahaska County

DEVELOPMENT



Gains in 2019: 1,200
 Losses in 2019: 586
 Net new in 2019: 567

Existing business calls in 2020 show that additional 200 jobs will be created in Mahaska County in 2021.

Gain: Gross number of new jobs (starts, expansions, moves)
 Loss: Gross number of jobs lost (closings, contractions, moves)
 Net news: Subtraction of job loss from job gain.

Source: youreconomy.org

Quick Facts

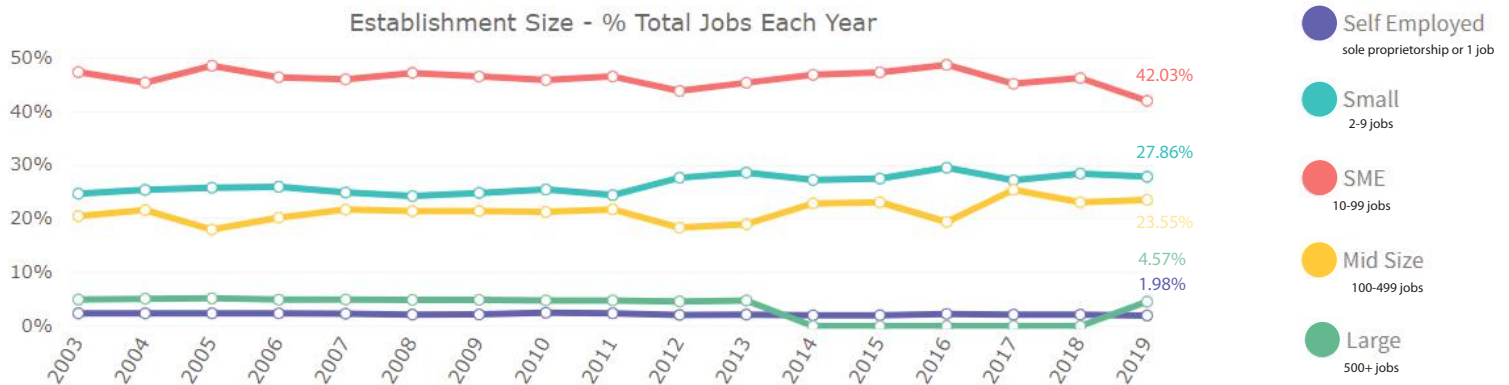
Mahaska County businesses export to over 130 countries

Projected expansion plans of \$34 million in Mahaska County from the existing industry visits.

44 active business development projects

This includes successful projects such as transfer of business ownership, retail growth and recruiting businesses to relocate in Mahaska County.

Business Retention & Expansion · Entrepreneurial Opportunities · Recruitment



Exploring an economic gardening pilot program through 'National Center for Economic Gardening'

Revolving Loan Fund ————— \$272,000 available to lend ————— 1 application pending approval

Administer the fund and bi-annually reporting to USDA. There are 7 current and active loans.



Highway 23 Development

Certified Site • Infrastructure

The Mahaska Chamber & Development Group in partnership with the City of Oskaloosa and Mahaska County are working on a certified site application. This would be located near the current Industrial Park. Weekly meetings with McClure Engineering and the partners to discuss the project and plans moving forward.

communication & marketing

Updated and created listings on Location One Information Systems (LOIS).

Created draft design work for new billboard signage by the current Industrial site.

Preparing marketing materials for business recruitment which includes updated community information.

BUSINESS ASSISTANCE

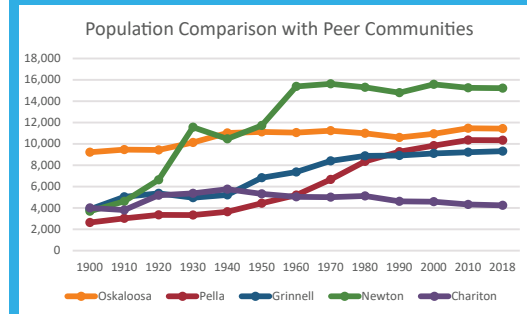
COVID-19

- ▶ 36 businesses received the Mahaska County small business grant for a total of \$60,250
- ▶ 22 businesses received the Iowa Economic Development Authority grants for a total of \$390,377. The Chamber applied and received \$15,693 through the Non-profit Recovery Grant.
- ▶ Applied and received \$5,000 in Fareway gift cards to distribute to local businesses and individuals.
- ▶ Small Business digital and media marketing assistance in partnership with Area15. Currently six businesses in Mahaska County to receive assistance.
- ▶ In April 2020, the Chamber Board contacted every Chamber member business to gather information and feedback on COVID-19 concerns.
- ▶ Created the Distance Socially, Eat Locally flyer supporting restaurants current status on hours and delivery service.

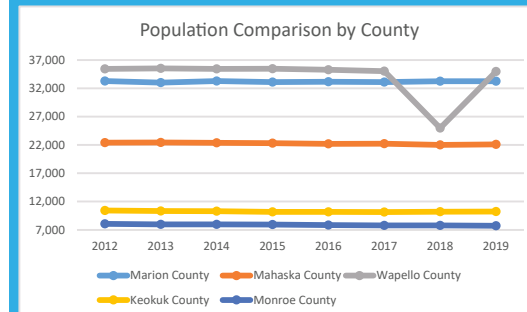


Received \$5,000 grant from MidAmerican Energy Local Partners Program for the US DOT BUILD Grant application. This project was in partnership with the City of Oskaloosa and Mahaska County.

Population 2019 Mahaska County 22,095



Mahaska County currently ranked 27th out of 99 Counties



Census Day April 1, 2020

The Chamber partnered with the City of Oskaloosa, Mahaska County and other community organizations to promote the Census 2020.

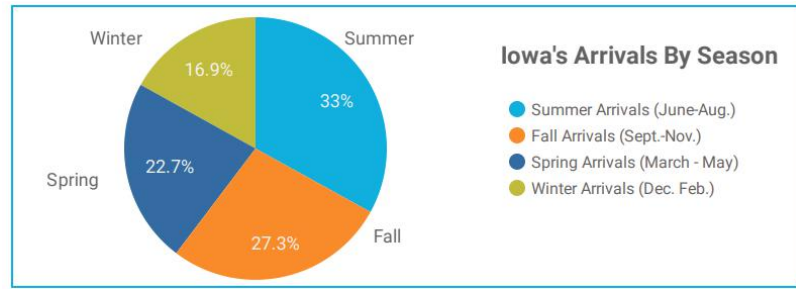
The business development committee goal is to grow the population in Mahaska County by 5% annually. The graph above gives a snapshot of the current growth trend in comparison to our peer communities.



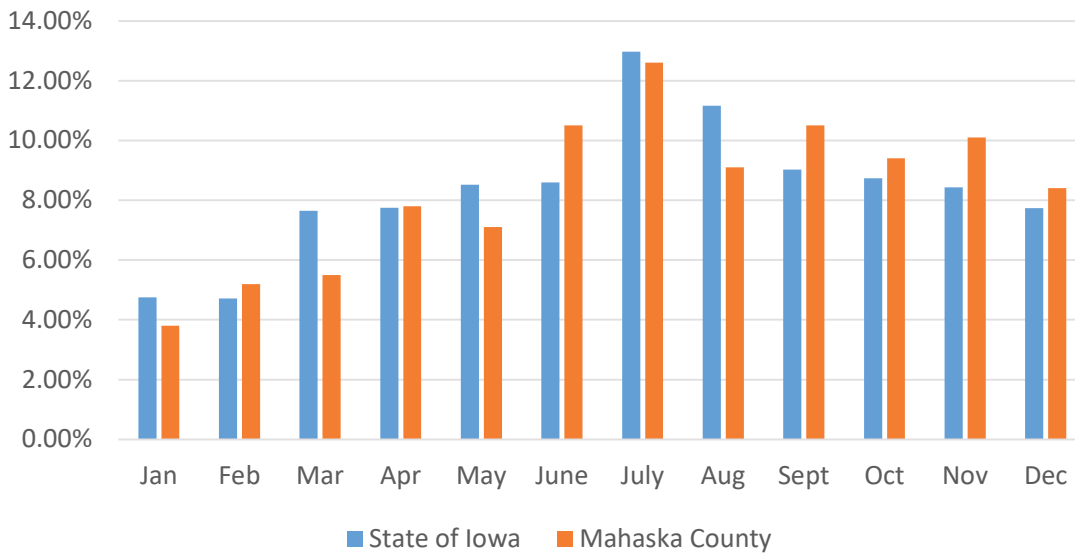
TOURISM

Each year travelers to Mahaska County spend over **\$20 million** at local shops, restaurants, lodging and attractions.
Source: Travellowa.com

Invited **6** bloggers to visit in 2021.



2019 Traveler Arrivals by Month



Did you know....

The top 3 months for visits to Mahaska County were:

- June: 13,211 travelers
- July: 15,813 travelers
- September: 13,238 travelers

Total travelers to Iowa in 2019:

28,341,495

Total travelers to Mahaska Co.

125,709

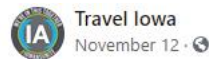
Arrivals travel at least 50 miles from home, spend at least two hours in Iowa, are adults 18+, United States visitors only and excludes commuters. Devices include larger GPS pings and smartphones.

Participated in Travel Iowa Co-op marketing, purchasing digital ad space on Travel Iowa and ads that will be published in the spring with Our Iowa and The Iowan magazines

Updated listings in Central Iowa Tourism Magazine, publication will be available in February 2021

Partnered with William Penn students to create short 60 second video clips of attractions in Mahaska County

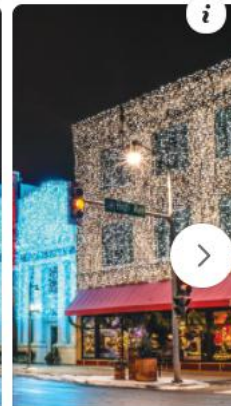
Designed and created the Visitors' and Information Guide. We focused on highlighting some experiences within Mahaska County and provided itineraries for travelers. Publication will be available January 2021.



Oskaloosa: Making Spirits Bright. The holidays may look different, but our downtown dazzles just the same. See Oskaloosa Main Street's Painting with Lights Nov. 21-Jan. 10.



Painting with Lights



Making Spirits Bright

1.2K

112 Comments 255 Shares



WORKFORCE

37.4%

people living in Oskaloosa work in other communities.

Approximately 2,654 people.

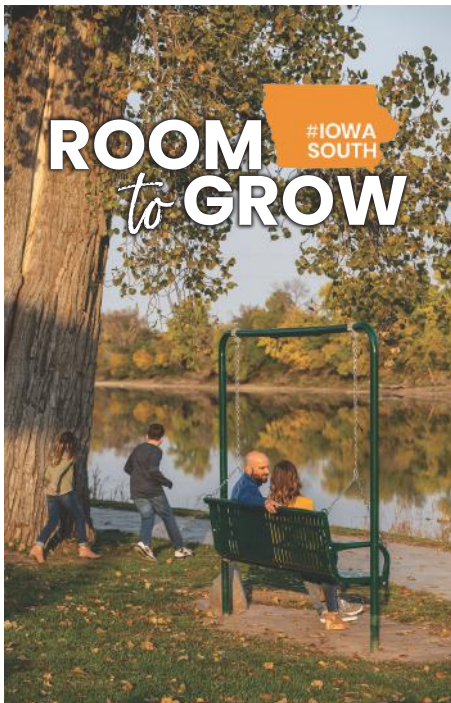


Source: 2020 Laborshed Report
More report data can be found at www.mahaskachamber.org.

Opportunity²

Updated the regional Opportunity2 website and modernized the logo/brand.

www.op2iowa.com



Local businesses applied and received Future Ready Iowa Employer Innovation Funds. In addition, we hope to have a construction and skilled trades roundtable discussion in Mahaska County in January 2021 to be ready for future funds and apprenticeship opportunities.

www.iowasouth.com

Launched a workforce recruitment website www.iowasouth.com. Also participated in the Iowa Economic Development Authority's "This is Iowa" publication. Iowa South, in partnership with Indian Hills Community College, purchased a 16 page insert, focusing on our region, Iowa South.

includes a 'We are Hiring' page

Workforce Recruitment community video

Working in partnership with William Penn University and Mahaska Communication Group

HOUSING

4,812

number of homes and apartments in Oskaloosa

Continue to gather trend data for housing needs across Mahaska County.



Received \$5,000 grant from MidAmerican Energy Local Partners Program for a senior housing study (2 part project). This project was in partnership with the City of Oskaloosa and Mahaska County.

Attract & Retain Iowans

Source: Governor's Economic Recovery Advisory Board

- Increase Housing Supply
- Expand Housing Opportunities
- Transform Iowa's Communities through Creative Placemaking
- Chamber staff engaged on City of Oskaloosa's Creative Placemaking Committee

Explore...

...the Revolving Loan Fund program to support housing initiatives across Mahaska County.

....the Homes for Iowans program and had discussions with local builders to see if we can find a lot for a home in Mahaska County.





ECONOMIC VITALITY DESIGN ORGANIZATION PROMOTIONS

Hired Main Street Director, Jessica Reuter who started in July 2020.



Replaced new downtown planters in Spring 2020



Provided facade grants to 3 businesses on Main Street for a total of \$1,500

Encouraged the community through the COVID-19 changes to continue to support their local businesses through the 'Support Small, Shop Smart' campaign. This included visits to store owners, as well as t-shirt and decal sales.



Page Likes
January 2020: 3,200
December 2020: 3,617

Page Followers:
January 2020: 3,273
December 2020: 3,842

Phase II of Downtown Façade Improvement Program for Downtown Revitalization Program Community Development Block Grant completed (west side of Square).

City of Oskaloosa's application for Phase III (south side of Square) accepted.



Raised \$9,210 for Painting with Lights from the raffle which included 44 winners

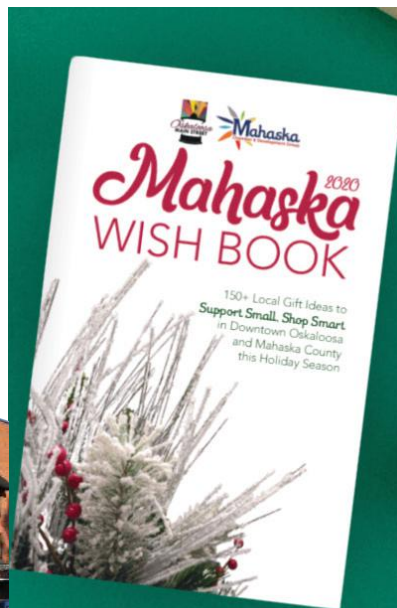


Welcomed new retail stores - Betsey's Boutique and Salvaged Designs. In addition, Ratcliff and Blake Insurance and The Office opened up storefronts.



Created and promoted the Mahaska Masquerade fall event.

Invited and encouraged KYOU TV to feature unique local stores - stories were aired on Salvaged Designs and Betsey's Boutique



NEW: Mahaska Wish Book

- distributed 1,000 wish books to local restaurants and stores to promote local shopping
- recorded a "Keep the Cheer Here" video of local store owners
- 1,551+ views of the Wish Book on the website
- QR code scanned 46+ times

Check it out:

mahaskachamber.org/wishbook





Lighted Christmas Display

OSKALOOSA

Virtual Young Ambassador's Contest

- 1200+ vehicles
- extended the event time past 8pm
- 23 float entries
- perfect parade weather

• 10 participants • Raised \$1,300

2020 STUMPK! STUMPK! STUMPK!

community events 2020

Rearranged the Chamber Annual Scholarship Golf Outing to take place in August instead of May. We had 24 sponsored teams, the most we have ever had.

With additional sponsors, we awarded 14 scholarships to Mahaska County high school students for a total of \$17,500.



Fundraiser total:
\$7,876

Sweet Corn Serenade took place with a drive-thru meal option. The event was successful and provided the community a safe summer event in 2020.

vendors • food • live music



2021 Calendar of Events

June 4	Friday After Five
June 11	Friday After Five
June 12	Art on the Square
July 10	Christmas in July
July 29	Sweet Corn Serenade
Aug 6	Friday After Five
Dec 4	Lighted Christmas Parade
Nov Dec Jan	Painting with Lights Late Nov - Early Jan



Play • Stay • Enjoy • Live • Grow



Email Marketing
Constant Contact

40% open rate

2019 Awards presented virtually in June after the Annual Banquet was cancelled in May - over 3,000 views

Social Media

Mahaska Chamber & Development Group



3,300 page likes
up 300 from 2019

3,472 page followers
up 470 from 2019

NEW domain name
www.mahaskachamber.org

22,071
Page Views

Most Visited

9,627
Membership
Directory

2,766
Visit Oskaloosa

1,713
Events Page

Membership in 2020

310 Chamber Members

29 new members joined

Included an Associate membership drive and a fall membership drive. New members received some donated advertising through MCG and the Oskaloosa Herald.



96 Diplomat Visits

18 active Diplomats from area businesses



Attended the Iowa Tourism Conference where Jane Nicholson was presented two awards:

Outstanding Retail Experience
Outstanding Individual Leader



Involved in community clubs and organizations:

- Rotary Club
- Lions Club

Applied for community grants through George Daily Trust, Mahaska County Community Foundation and Golden Goose Club.



Held the annual Eggs & Issues in January and February of 2020

\$ \$35,585
Chamber Cash purchased in 2020 to spend with members



TOURISM

- Goal #1: Hotel/Motel tax increase, working with the City of Oskaloosa
- Goal #2: Iowa Bloggers: Goal of 3 in 2021
- Goal #3: Partner with William Penn on marketing the community
- Goal #4: Updates to the Central Iowa Tourism magazine
- Goal #5: Create unique experiences and modern design for the Information & Visitors' Guide
- Goal #6: Participate in Co-op state marketing, future ads to promote Mahaska County
- Goal #7: Create a highlight marketing brochure to distribute to venues and stores

WORKFORCE

- Goal #1: Apply for appropriate grants, ongoing
- Goal #2: Education of opportunities, specifically for construction trades
- Goal #3: Continue to complete the Community Video
- Goal #4: Manufacturing Day to take place every other year, 2021
- Goal #5: Have Mahaska County well represented in the Iowa South branding and marketing initiatives.

BUSINESS DEVELOPMENT

- Goal #1: Synchronist, increase data gathering to all industries and commercial areas
- Goal #2: Grow population by 5% annually
- Goal #3: Locate available sites in Mahaska County and input into Location One Information System
- Goal #4: Create sustainable infrastructure to support businesses in Mahaska County
- Goal #5: Develop electronic and printed materials
- Goal #6: Business & Industry Roundtable discussions
- Goal #7: Succession planning - define available resources

HOUSING

- Goal #1: Complete Phase 1 of Senior Housing study and launch Phase 2 survey
- Goal #2: Finalize incentive program and have program operating
- Goal #3: Revisit Homes for Iowa Program and see 1 home located and placed in Mahaska County in 2021.



A+ Quality Pest Control LLC
 Access Systems
 Across The Board Inc
 Aflac-Holly Brink
 After Hours Archery
 Ajinomoto North America, Inc.
 American Family Insurance
 American Legion
 Ameriprise Financial
 Animal Health Center of Oskaloosa
 Anytime Fitness
 Arnold Motor Supply
 Asian Buffet
 Bailey Office Outfitters
 Bank Iowa
Barnswallow Flowers
 Barnyard Tenderloin Xpress
 Bates Funeral Chapel
 Beau Geste Farms
 Bethel Baptist Church
 Bethesda House, The
Betsy's Boutique
 BirdsEyeDesign
 Book Vault
 Boyle & Henderson
 Bredeaux Piza
 Broom's Inc.
Brostrom, Beth
 Brown's Shoe Fit
Bruxvoort, Deb and Byron
 Bruxvoort's Home Center
 Burrell Elites LLC
Busy Bee Daycare
 Cablevey Conveyors
 Campaign Headquarters
 Care Initiatives Hospice
 Casey's - 1310 A Ave. W
 Casey's - 1902 S. Market
 Casey's - 413 A Ave. W
 Casey's - 901 So. Market
 Casey's - East
 Cellular Advantage
 Central United Methodist Church
 Century Homes of Oskaloosa
 Certified Pest Control
 Christian Opportunity Center
 Church & Dwight
 Clow Valve Co.
 Communication Research Institute
 Community 1st Credit Union
 Cork & Bottle Liquor Store
 Credit Bureau Services of Iowa
 Crisis Intervention Services
 Crookham Johnson Law Office
 CrossFit OFC
 Crouse's House of Flowers, Inc.
 Crystal Heights Care Center
 Cunningham Inc.
 Curtis Architecture & Design
 db Landscaping
 Debbie's Celebration Barn
 Debbie's Merle Norman
 DeBruin Electric
DeGroot, Deann
 DeJong Greenhouse LLC
 DFS Oskaloosa LLC
Diamond Dance Academy
 Doll Distributing
 Doty's
 Eagleone Safety Solutions
 Eagles Nest Christian Book Store
 Eddyville Raceway Park
 Edmundson Golf Shop
 Edward Jones-Coffey
 Edward Jones-Main
 Edward Jones-Rozenboom
 Eunoia Counseling
 EverSpring Inn & Suites

Eye Care Partners, P.C.
 E-Z Sales & Rental
Fairfield Inn & Suites
 Falconer, Paula
 Fareway
 Farm Bureau Financial Services
 Farm Credit Services
Feudner, James
 Fine Arts & Cultural Events
 First Assembly of God
 First Ave Limited & K and J
 First Resources/Tenco
 Fitzpatrick Financial Services
 FocusPoint Chiropractic
 Fred's Muffler Shop
 Friends of Mahaska Co. Conservation
Frost, Ann
 Garden & Associates
 Gardner-Collier Jewelry
 Gateway Church of the Nazarene
 Gattton Realty
 George Daily Auditorium, Friends of
 Great Clips
 Great Southern Bank
 Grubby's Farm Fresh Produce Market
 H & R Block
 Hahn Roofing
 Hair Designers
 Harvest Point Golf Course
 Hawkeye Real Estate
 Heslinga, Dixon & Hite
Home Plate Sports Cards
 Homestead Assisted Living
 Hunt & Associates PC
 Hunter's
 Hy-Vee Food Store
 Ideal Ready Mix/ Oskaloosa Concrete
 Imagine the Possibilities, Inc.
 Indian Hills Community College
 Inglenook & Norwich Apartments
 Interiors by Val
 Interpower Corporation
 ISU Extension-Mahaska Co.
 Izaak Walton League
 Jaarsma Bakery
 JC's Johns
Jeremy Empie Web Design
 Jerry's Pro Collision Center
 Julie's Homestyle Café
 KBOE Radio
 Kelderman Manufacturing
 Kemble Place Apts.
Kent, Michelle & Charles
 KFC
 KIIC Radio
 Kinetic Edge Physical Therapy
 Kiwanis Club of Oskaloosa
 Klyn's Tire
 Kraig Ford Chevrolet
 KYOU Fox 15 TV
Lake Painting
 Langkamp Funeral Home and Crematory
 Leading Edge Builders
 Leighton State Bank
 Lifetime Dental Solutions
Linder-Lake Property Group
 Lindsay's Chatterbox
 Local Disposal Inc.
Love INC of Mahaska County
M & M Audio Security and Sound
 Mahaska
 Mahaska Co. Agency on Aging
 Mahaska Co. Cattlemen's Assn.
 Mahaska Co. Farm Bureau Federation

Mahaska Communication Group
 Mahaska Community Recreation Found.
 Mahaska Co. Conservation Board
 Mahaska Co. Habitat for Humanity
 Mahaska County Outreach
 Mahaska County Treasurer
 Mahaska Drug, Inc.
 Mahaska Health
 Mahaska Health Massage Therapy
 Mahaska Hearing Aid Center
 Mahaska Rural Water Systems
 Mahaska Title-Johnson Abstract
 Mahaska Veterinary Clinic
 Maid Rite
 Malcom Lumber, Windows, Doors
 Matthew B Moore, The Law Offices of
 McCloud Water Systems
 McCoy, Faulkner & Broerman
 McDonald's
 McKay Group
 McNeill Stone Mansion B&B
 Mediacom
 Mefford Masonry
 Melody's Kitchen
 Mi Ranchito
 MidAmerican Energy
 Midwest Sanitation & Recycling
 MidWestOne Bank
 Mississippi Valley Reg. Blood Center
 Mobile Device Repair
 Moore, Eugene R., CPA
 Mr. Taco
 Musco Corporation
 Musco Sign
 Neapolitan Labs
 Nelson Pioneer Farm/Mah. Co. Historical Society
 New Hope Community/Thrift Shop
New York Life
 NoCoast Beer Co.
North Creek Antiques
 Northern Mahaska Specialty Care
 NuCara Home Medical
Office, The
 Old Castle APG
 Old School Pinball & Arcade
 Optimist Club of Oskaloosa
 Orscheln Farm & Home L.L.C.
 Oskaloosa Care Center
 Oskaloosa Chiropractic
 Oskaloosa Christian School
 Oskaloosa Community School District
 Oskaloosa Eagles, Fraternal Order #276
Oskaloosa Engineering
 Oskaloosa Food Products
 Oskaloosa Herald/Shopper
 Oskaloosa Monument Company
 Oskaloosa News
 Oskaloosa Public Golf
 Oskaloosa Quality Rental
 Oskaloosa Rotary Club
 Oskaloosa Symphony Orchestra
 Oskaloosa Vendors & Farmers Market
 Oskaloosa Vision Center
 Oskaloosa, City of
 Oskey Dental
 Ottumwa Radio
 Palmer Law Firm
 Patriotto Orthodontics
 Pediatric and Young Adult Clinic
 Pella Printing
 Pella Security Products, Inc.
Pella Technology Services
 Penn Central Mall
 Peppertree, The
 PFLAG Oskaloosa
Phoenix Law PLLC

Pro-Line Company Building Company
 QGIS Consulting
 Ratcliff & Blake Insurance Professionals
 RE/MAX Pride Inc.
 Reynolds & Reynolds
 Rielly Insurance
 Riverside Family Restaurant II
 Rock Island Tap LLC
 Rollin Oldies
 Rozenboom, Calvin
 Rozenboom, Gary
RP Support America
 Russell, Emily
 S.C.I.a. Independent Living Center
 Sam's Groom Room Inc
 Scotch Hill Christmas Trees
 Sereg Builders Inc.
 SERVPRO of Oskaloosa/Ottumwa
 Shadowland Kennels Obedience & Boarding
 Shag T-Shirts and More, LLC
 Sha-Ran Enterprises
Silver Elements
 Smokey Row Coffeehouse
 Sodexo
 South Central Truck and Trailer Repair LLC
 Southern Iowa Fair
 St. James' Episcopal Church
 Stam Greenhouse
 State Bank of Bussey
 State Farm - Wyndell Campbell
 State Farm Agent Kelli Steil
 Statesmen Lanes & Recreation
 Stella's Salon and Boutique
 Stephen Memorial Animal Shelter
 Stravers Law Firm
 Striegel Acres
Style Me Crazy Salon & Boutique
 Subway
 Summers Car Credit
 Sunnyslope Greenhouse
 Super 8 Oskaloosa
 Supreme Staffing
 Swim's Sports & Engraving
 Tasos' Steakhouse
 Taylor Management Systems, Inc.
 TDT CPAs and Advisors, PC
 TotalScape Lawn Care
 Town Square Dental Care
 TruBank
 True Value, Oskaloosa
 Twin Oaks Retreat
 United Way of Mahaska County
 Van Roekel Appliance & Services
 Van Weelden, Willie
 VandeRee Chiropractic Center
VanEngelenhoven, Deb
 VanWaardhuizen Construction
 VFW Post 2237 & Auxiliary
 Village Cleaners
 Wal-Mart
 Walton Insurance
 Wanderlunch
Wanders Farms LLC
Welgaard CPAs & Advisors
 Wells Construction
 William Penn University
 Wood Iron Grille
 Write Design, The
 YMCA, Mahaska County
 Youth For Christ

