



2019
Annual
Report

Missions & Board of Directors



The Oskaloosa Area Chamber & Development Group promotes, improves, and enhances the business environment and quality of life in the Mahaska Community.

- Carri VandeRee, Board President
- Andy McGuire, Board Vice President
- Beth Brostrom, Board Treasurer
- Sarah Dickey
- Molly Walker
- Janet Kuskie
- Calvin Bandstra
- Chrissy Rainey
- Nik Rule
- Brian Myers
- Gerad Curry
- Steve Burnett
- Steve Wanders
- Ann Frost, Executive Director



MCARD is dedicated to the promotion and improvement of rural economies and value-added agricultural opportunities in the Mahaska County area and to the development of both vision and leadership to enhance the quality of life in all Mahaska County.

- Calvin Bandstra,
Board President
- Steve Wanders
- Dennis De Nooy
- Neal Brown
- Ralphi Munson
- Stacy Boender
- Sherry Ford
- Barb Davis
- Brent Swearingen
- Fran Katko
- Dave Krutzfeldt
- Ann Frost
- Deann De Groot
Executive Director



- Janet Kuskie
Board President
- Mike Gipple
- Michael Schrock
- Allison McGuire
- Brian Myers
- Sarah Kargol
- Emily Brown
Executive Director



The mission of Oskaloosa Main Street is to enhance downtown Oskaloosa as an attractive, unified, and economically sound commercial district by preserving the architectural heritage and communicating a positive image.

Mahaska Community Development Group

- James Feudner, Board President
- Beth Danowsky, Board Vice President
- Jill Ewing, Board Secretary
- Lyle Sieferring, Board Treasurer

- Paul Fenton
- Joe Crookham
- Deb Calvert
- Brad Uitermarkt

- Cornie Brouwer
- John Ottoson
- Josh Buckingham
- Kevin De Ronde

- Michael Schrock
- Steve Hicks
- Carri Vande Ree
- Mark Willet

A Year in Review 2019

Pride & Positivity

Awards & Recognition



- Annual Banquet awards were presented to 17 individuals, including Citizen of the Year awarded to Vernie Wells
- A to Z Foodie Trail: Outstanding Niche Marketing
- A to Z Foodie Trail: Outstanding Marketing Collaboration
- Main Street Iowa Business of the Year: Brown's Shoe Fit
- Main Street Iowa Remarkable Retail Promotion: Women's Night Out
- Sweet Corn Serenade was featured in the Iowan Magazine
- \$21,000 in Scholarships given to 17 high school students at five high schools
- Received three Future Ready Iowa Innovation grants for Mahaska County
- Oskaloosa Main Street was selected as one of only four communities in Iowa for Main Street Missouri to tour
- Received George Daily Trust funds to purchase new Spiral Wishing wells to raise funds for future community projects



Oskaloosa News

Membership



- 279 renewed Chamber memberships
- 21 new members welcomed in 2019
- 93% retention rate for members
- 40+ ribbon cuttings conducted by 24 active Diplomats



Welcome to Mahaska County

Website

www.oacdg.org

26,000+ Online Visitors

Constant Contact:
Sent 42,000+ Emails
37% open rate



3 Facebook Pages



6,403 Likes



6,580 Followers

Top Pages:

- 1) Business Directory: 14K+
- 2) Events: 4K+
- 3) Lighted Christmas Parade: 2K+
- 4) Jobs: 1,767 - Submitted: 67
- 5) Rentals: 683 - Submitted: 45

A Note from the Director

To Our Community:

For almost 100 years the Chamber has been the driver in efforts to grow the economy and enhance the quality of life in the Oskaloosa and Mahaska Community-from advocating for infrastructure projects around the community, preserving our downtown district, to encouraging entrepreneurship and businesses expansion.



Since our formation, the Chamber has been the voice of businesses, helped our members grow, and promoted collaboration, all while working hand in hand with business, government, and the community. In 2019 we focused on the theme "Pride and Positivity" in our community. We encouraged the community to reach out to us with good news, positive stories, and the continued attitude of having pride in who we are.

In the fall of 2019, we reached a major goal within our organization. A new partnership was formed by merging the Mahaska Community Development Group and the Oskaloosa Chamber. Together this partnership will work on utilizing economic development resources to efficiently and effectively grow the economy and enhance the quality of life even more.

The Mahaska Chamber & Development Group will be focused on the following goals:

- Market the Mahaska Community to target businesses utilizing an organized, systematic, coordinated and transparent approach.
- Coordinate efforts to improve the availability of housing in Mahaska Community
- Lead efforts to address workforce development challenges
- Improve the quality of life and environment in the community with a focus on quality recreation, education, jobs, and arts

2019 brought about change and growth for us as an organization. 2020 will be the year that we start working towards goals and making progress as a community and keep working together. Our focus will be to make sure we are communicating effectively for everyone to understand where we are headed, together. "Communication is Key" in order for us to be successful.

A Frost



Workforce

Presented to North Mahaska High School Career Exploration Program

Held 5th annual Job Fair at the Penn Central Mall with 35 employers present and approximately 170 job seekers.

Workforce committee held 1st annual Manufacturing Day at William Penn.



Welcomed 80 teachers from around the region for Educators in the Workplace program.

Business Development

New Main Street businesses. in 2019 include Muse Music Store, Loco CJ's, Enchanted Gifts, Pizza Den, Eunoia Counseling and Elevate Counseling Services. This was a net of 5 new businesses in the district.



4 Rehabilitation Projects in downtown Oskaloosa totaling \$3,325,910. This makes a total of \$23,453,276 since 1989 when Main Street was established. In addition,

Oskaloosa Main Street acted as the communications liaison for the Downtown Facade Revitalization projects.

Attended 3 IDOT meetings throughout the state of Iowa in conjunction with the Chair of the East Central Iowa Transportation Coalition Committee to advocate for a northwest bypass around the Oskaloosa community. The bypass is now in the IDOT 5-year plan.

Completed 137 business visits, including 30 Synchronist visits. The 2018 Mahaska County Synchronist report was completed and distributed in February to business leaders in Mahaska County.

\$150,000 Revolving Loan awarded to Kelderman Manufacturing for equipment expansion.

Conducted over 15 community tours, showcasing the amenities and great things happening.

Oskaloosa Main Street awarded one facade grant to Mobile Device Repair and assisted others through the design process.

Tourism & Quality of Life

- Welcomed 100 visitors to the BioWorld Congress at the Cargill Complex.
- The Painting with Lights project expanded to more downtown buildings.
- The Lighted Christmas Parade boasted over 70 entries and was held on a Saturday for the first time in history.
- 3,060 ears of corn were served at Sweet Corn Serenade. Visitors from 2 countries, 4 states and 13 Iowa counties enjoyed this summer event.
- Hosted and promoted several community events including: Eggs & Issues, Scholarship Golf Outing, Friday After Five's, Christmas in July, 4H FFA BBQ, Sweet Corn Serenade, Movies in the Park, Trick or Treat Parade, and the Lighted Christmas Parade and festivities.
- Guided high school classes with community clean-up projects and partnered with United Way for Day of Caring projects.
- Assisted the Oskaloosa retailers with quarterly events and promotion.

Housing

- Housing committee established vacant lot inventory and explored the possibility of filling these lots.
- Gathered data and metrics to determine what housing is needed in the community.
- Visited the Homes for Iowan's program in Newton, Iowa.





Did you know...

- Oskaloosa Area Chamber & Development Group and Mahaska Community Development Group will be merging in 2020 as the Mahaska Chamber & Development Group. There were many strategic planning sessions and volunteer hours in 2019 for this process.
- 2,190 volunteer hours were dedicated to the Oskaloosa Area Chamber and Main Street events valued at \$55,691.
- \$35,500 sold in Osky Cash to be spent at local Chamber members.
- Oskaloosa has been a Main Street Community for 33 years.
- The Chamber held several Lunch & Learns, including Fire Safety training with hands-on fire extinguishers. Several businesses also hosted Business After Hours events.
- Mahaska County Ag & Rural Development assisted Leighton through the Mahaska County Community Foundation grant to keep their post office building updated and open for business.
- Assisted 15+ entrepreneurs with potential business info and ideas for start-up businesses.
- 6 Historical Building Markers were placed in the Main Street district, all of which are showcased on our website at oacd.org/history.

Highlighting Our Community Printed Publications & Materials

- 10,000 copies of the A to Z Foodie Trail : 2nd Course
- 1,500 Holiday Happenings brochures provided to retailers to hand out during the holiday season
- 500 printed Lighted Christmas Parade Visitor's Guides
- 7,000 Mahaska County Visitor's Guides distributed throughout Mahaska County
- Billboard graphic updated along Hwy 163
- Event sponsorship banner was created and displayed at community events. Total event sponsors for the Chamber, Main Street and MCARD was 55+.
- Strategic Plan: Vision 2020 presented to all board members and community social mixer was held.
- Communicator Newsletter published in the Oskaloosa Shopper every 1st and 3rd Wednesday showcasing Chamber and Main Street events and happenings in Mahaska County.



2019 Members

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
Americas Best Valu Inn
Ameriprise Financial
Animal Health Center of Oskaloosa
Anytime Fitness
Arnold Motor Supply
Asian Buffet
B & B Bedding
Bank Iowa
Barnyard Tenderloin Xpress
Bates Funeral Chapel
Beau Geste Farms
Bethel Baptist Church
Bethesda House, The
Better Business Bureau
BirdsEyeDesign
Book Vault
Booy Construction, Concrete & Rentals
Boyle & Henderson
Bredeaux Piza
Broom's Inc.
Brown's Shoe Fit
Bruxvoort's Decorating
Budget Inn
Burrell Elites LLC
C.L. Barnhouse
Cablevey Conveyors
Campaign Headquarters
Care Initiatives Hospice - Albia Office
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 (US Cell)
Central United Methodist Church
Century Homes of Oskaloosa
Certified Pest Control
Christian Opportunity Center
Church & Dwight
Clemons, Inc.
Clow Valve Co.
Communication Research Institute
Community 1st Credit Union
Concrete Expressions
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
DeJong Greenhouse LLC
DFS Oskaloosa LLC
Doll Distributing
Doty's
Eagleone Safety Solutions
Eagles Nest, The
Eddyville Raceway Park
Edmundson Golf Shop
Edward Jones-Coffey
Edward Jones-Main

Thank you for investing in our community. We are proud to serve Mahaska County.

Edward Jones-Norris
Edward Jones-Rozenboom
Eunioa Counseling
EverSpring Inn & Suites
Eye Care Partners, P.C.
E-Z Sales & Rental
Falconer, Paula
Fareway
Farm Bureau Financial Services
Farm Credit Services
Fine Arts & Cultural Events
First Assembly of God
First Ave Limited & K and J
Fitzpatrick Financial Services
Flyin High Drone Imagery
FocusPoint Chiropractic
Fred's Muffler Shop
Friends of Mahaska County Conservation
Frisian Farms Cheese House
G & A Custom Printing
Garden & Associates
Gardner-Collier Jewelry
Gateway Church of the Nazarene
Gateways Consulting LLC
Gatton Realty
George Daily Auditorium, Friends of
Great Clips
Great Southern Bank
Growing Place, The
Grubby's Farm Fresh Produce Market
H & R Block
Hahn Roofing
Hair Designers
Harvest Point Golf Course
Hawkeye Real Estate
Heslinga, Dixon & Hite
Home Town Wine & Spirit
Homestead Assisted Living & Memory Care
Hunt & Associates PC
Hunter's
Hy-Vee Food Store
HyVee Pharmacy
Ideal Ready Mix/ Oskaloosa Concrete
Image Solutions
Imagine the Possibilities, Inc.
IndianHillsComm.College WmPennCenter
Inglenook & Norwich Apartments
Interiors by Val/BruX.Deco.
Interpower Corporation
ISU Extension-Mahaska Co.
Izaak Walton League
Jaarsma Bakery
JC's Johns
Jerry's Pro Collision Center
Julie's Homestyle Café
KBOE Radio
Kelderman Manufacturing
Kemble Place Apts.
KFC
KIIC Radio
Kinetic Edge Physical Therapy
Kiwans Club of Oskaloosa
Klyn's Tire
Kraig Ford
KYOU Fox 15 TV
La Delicia
Langkamp Funeral Home and Crematory
Leading Edge Builders
Legacy Real Estate Group
Leighton State Bank
Lifetime Dental Solutions
Lindsay's Chatterbox
Local Disposal Inc.
Mahaska
Mahaska Bowl & Recreation
Mahaska Co. Agency on Aging

Mahaska Co. Cattlemen's Assn.
Mahaska Co. Farm Bureau Federation
Mahaska Communication Group
Mahaska Community Recreation Found.
Mahaska County Conservation Board
Mahaska County Habitat for Humanity
Mahaska County Outreach
Mahaska County Treasurer
Mahaska Drug, Inc.
Mahaska Habitat for Humanity
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
Mary Kay Cosmetics-Sue Miller
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 Mobile Lighting
Musco Sign
Music Square
Neapolitan Labs
Nelson Pioneer Farm/Mah. Co. Historical Society
New Hope Community/Thrift Shop
NoCoast Beer Co.
Northern Mahaska Specialty Care
NuCara Home Medical
Office Center
Old School Pinball & Arcade
Optimist Club of Oskaloosa
Orscheln Farm & Home L.L.C.
Oskaloosa Area Chamber & Development Group
Oskaloosa Care Center
Oskaloosa Chiropractic
Oskaloosa Christian School
Oskaloosa Community School District
Oskaloosa Eagles, Fraternal Order Eagles #276
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
Peekaboo Point Children's Learning Center
Pella Printing
Pella Security Products, Inc.

Penn Central Regional Mall
Peppertree, The
PFLAG Oskaloosa
Pro-Line Building Company of Iowa, Inc.
QQGIS Consulting
Ratcliff & Blake Insurance Professionals
RE/MAX Pride Inc.
Reynolds & Reynolds
Rielly Insurance
Riverside Family Restaurant II
Rob's Mini Donuts
Rock Island Tap LLC
Rollin Oldies
Rozenboom, Calvin
Rozenboom, Gary
Russell, Emily
S.C.I.a. Independent Living Center
Salty Hog, The
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
Sherwin-Williams
Signatures Salon
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
Stella's Salon
Stephen Memorial Animal Shelter
Stop N Go
Stravers Law Firm
Striegel Acres
Subway
Summers Car Credit
Sunnyslope Greenhouse
Super 8 Motel
Supreme Staffing
Swim's Sports & Engraving
Tasos' Steakhouse
Tassel Ridge Winery
Taylor Management Systems, Inc.
TDT CPAs and Advisors, PC
Tenco, Inc.
TotalScape Lawn Care
Town Square Dental Care
TruBank
True Value, Oskaloosa
Twin Oaks Retreat
United Way of Mahaska County
US Bank
Van Arkel, Cal
Van Roekel Appliance & Services
VandeRee Chiropractic Center
VanWaardhuizen Construction
VFW Post 2237 & Auxiliary
Village Cleaners
Wal-Mart
Walton Insurance
Wanderlunch
Wells Construction
Wendy's
William Penn University
Wood Iron Grille (LOMIMA LLC)
Write Design, The
YMCA, Mahaska County
Youth For Christ

