

[DOWNTOWN *Okaloosa*]

A Quick Guide for Investors



DOWNTOWN OSKALOOSA

A Thriving District

A healthy downtown reflects a healthy community. A community's downtown is a symbol of its economic health. Successful downtowns are a key element in industrial, commercial, and professional recruitment to the community.

Oskaloosa's historic downtown encompasses an iconic bandstand in City Square Park surrounded by downtown businesses. The area serves as the location for numerous community events and gatherings throughout the year, attracting thousands of visitors every year.

For almost three decades, Iowa's Main Street communities have made a commitment to the long term revitalization of commercial, historical districts. Oskaloosa Main Street has served to maintain this promise to the community since 1986.

175+
Downtown
Residents
(May 2018)

**115 Upper
Story
Residential
Units**

**400 Full Time
196 Part Time
Downtown
Employees**
(Jan 2018)

**14% First
Floor Vacancy
Rate within
the Main
Street District**
(May 2018)

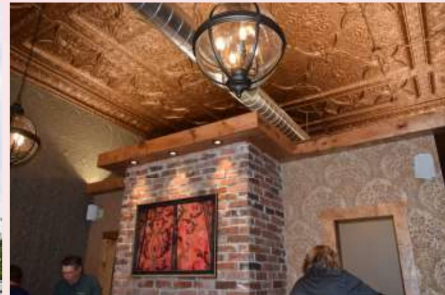
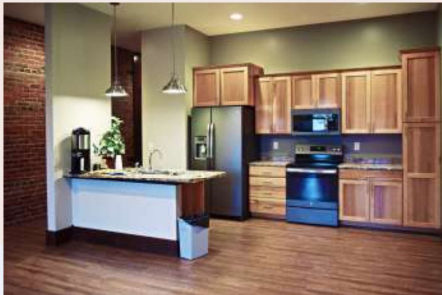
Investment & Progress on Main Street

Main Street Iowa Investment

Over **\$375K** in Main Street Iowa Challenge Grants have been awarded to downtown Oskaloosa projects since 2009.

Public/Private Investment

Currently underway, the Community Development Block Grant Downtown Facade Revitalization Program has invested **\$1.164M** of City, State, and Private Funds into 18 downtown buildings.



Local Investment

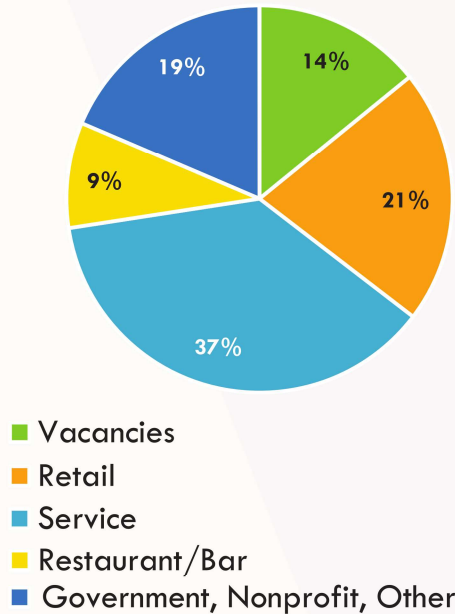
Main Street Oskaloosa's Local Facade Grant is a small-scale matching grant that can be utilized by district building and businesses owners to fund misc. facade repairs, signage, etc.

Private Investment

Over **\$3.8M** have been invested in Main Street district rehabilitation and revitalization projects and property acquisition since 2014. (2017 CDBG Program Private Investment Not Included in this Number)

Downtown Market Analysis

Main Street Business Mix



2018

Total Retail, Food & Drink Trade Surplus

(Based on downtown Oskaloosa drive time areas)

\$60.2M

5 MIN

\$42.9M

10 MIN

\$9.1M

20 MIN

(Source: Oskaloosa Main Street Market Analysis 201 Market Snapshot, 2018)

2018 Top Prospects Survey Results

Which one of the following types of new or expanded businesses or attractions in Downtown Oskaloosa would you be most likely to frequent?



(Source: Oskaloosa Main Street Market Analysis Top Prospects Survey)

The Main Street Approach[©]

The Main Street Four Point Approach[©] was developed in 1977 by the National Trust for Historic Preservation in Washington D.C. It is a trademarked and copyrighted process which offers a comprehensive and integrated strategy to commercial district revitalization using four key facets: **Organization, Economic Vitality, Design, and Promotion.**

Using the Main Street Four Point Approach[©], Oskaloosa Main Street is able to address the value and needs of the downtown Oskaloosa district.



ORGANIZATION addresses the civic value of Main Street by building strong, broad-based support in the public and private sector for the commercial district and revitalization initiative.

PROMOTION addresses the social value of Main Street by attracting people to the district through marketing of its unique assets and improving its image.

DESIGN addresses the physical value of Main Street by improving the appearance of the district through historic preservation and sustainable strategies.

ECONOMIC VITALITY addresses the economic value of Main Street by repositioning the district's economy through market-driven retention and development strategies.

The Main Street Advantage

Businesses located in the Main Street District (map on rear) enjoy many benefits. Downtown is centrally located, and close to main thoroughfares. Main Street communities are eligible for exclusive grants, trainings, and technical assistance from Main Street Iowa and the Iowa Economic Development Authority. Benefits to Main Street property and business owners include:

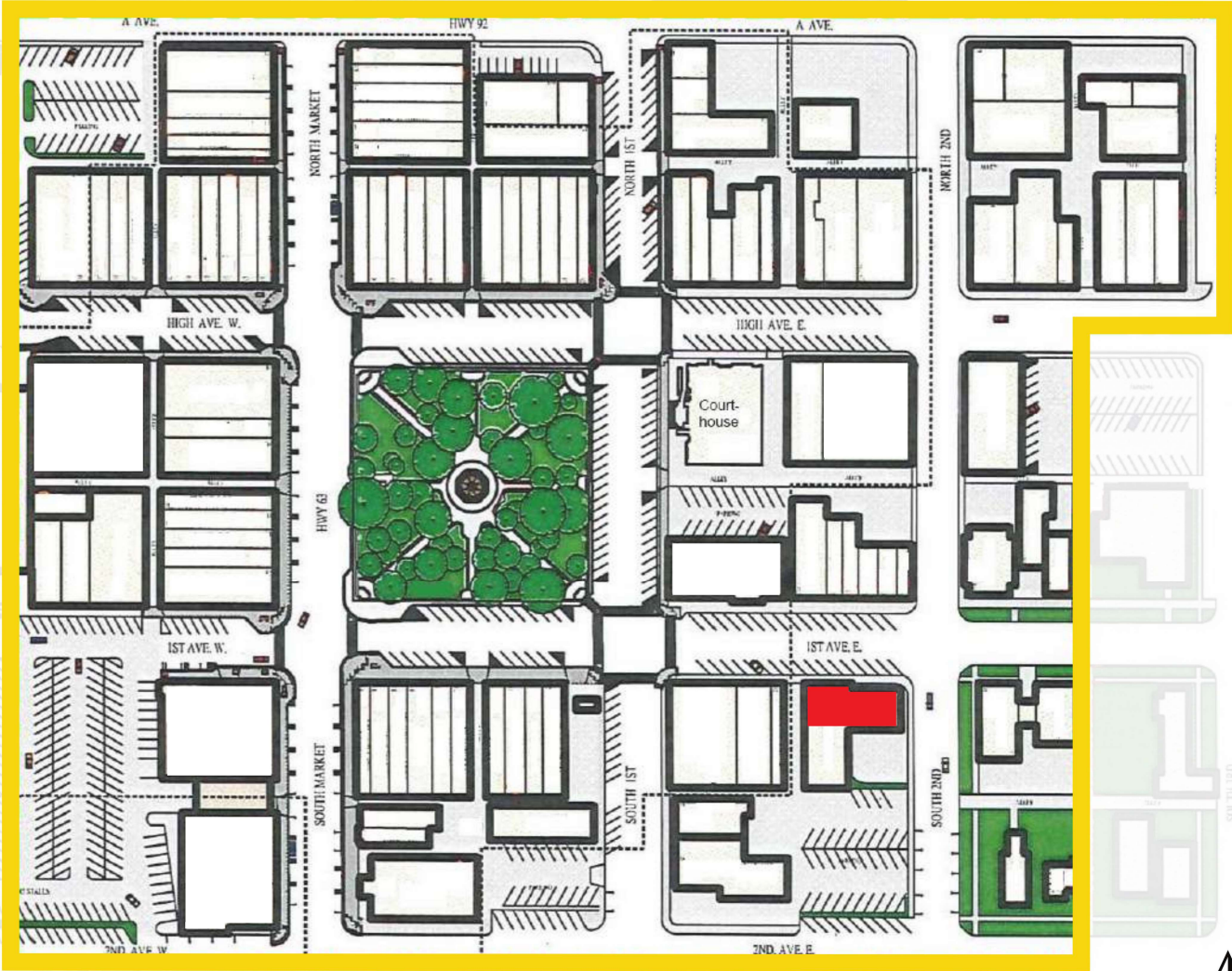
Design Assistance

Business Assistance

Grants & Other Funding Opportunities

And More!

Downtown Oskaloosa



-  Oskaloosa Main Street District
-  Oskaloosa Historic District
-  Oskaloosa Main Street/OACDGO Office (2nd Floor)
Stair & Elevator Access



**Oskaloosa Main Street
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Oskaloosa Main Street is a proud partner of the Oskaloosa Area Chamber and Development Group