

"I love this town and this community. I also see our downtown as our future. I love the family friendly events that are put on by Main Street Ottumwa. It makes me proud to be an investor in downtown."

-Claudia Gates - Property Owner and Developer

59% of survey respondents agree

Welcome

to
**Ottumwa,
Iowa
52501**

WHY OTTUMWA?

Ottumwa is a community on the rise. Our ever-increasing diversity of residents from around the world make Ottumwa a unique cosmopolitan community while retaining small-town charm. Our community leaders are invested in progress and especially in the revitalization of our downtown.

These efforts are paying off—Ottumwa moved from 20th to 18th most populous city in Iowa from 2010 to 2020.

Population

25,565

Daytime Population

28,864

Median Age

37.0

Median HH Income

\$42,648





[MAIN STREET]
O T T U M W A

ACHIEVEMENTS

59 Business Starts
/Expansions

424 Net
New Jobs

266 Building improvement
projects

Main Street Ottumwa
launched in 2006

42,664

volunteer hours

\$17,155,142

dollars invested

Main Street Ottumwa and our community partners are taking a proactive approach to spurring growth in the downtown business district and it shows through our new businesses, increased jobs, and ever-growing private investment in the district.

Main Street Ottumwa supports businesses and property owners with dedicated staff and volunteers always working to attract shoppers to the district with marketing, design and event initiatives. Main Street also provides educational opportunities for business owners and helpful resources.

District businesses and properties have access to city funding programs for façade improvements, roof replacement assistance, white boxing, paint program, and interest buy-down loan program. Main Street funding opportunities as well.

EVENTS

Ladies'
Night Out

Holiday Open
Houses

Central Park
Cinema

Downtown
Bike Night

Lights of Love
Tree Lighting

Small Business
Saturday

PLUS many more events and promotions throughout the year

BUSINESSES IN DEMAND TOP PROSPECT SURVEY RESULTS

34.2% Clothing Store

28.5% Entertainment Center

15.0% Outdoor Rec/Sports

22.4% Restaurant

13.8% Home and Garden

14.8% Pizzeria



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