

# OSKALOOSA MAMMOTHLY CREATIVE

IOWA GREAT PLACES, OSKALOOSA CITY COUNCIL UPDATE MAY 1, 2023



# OSKALOOSA – AN IOWA GREAT PLACE



City of Oskaloosa  
designated July 25, 2022

**Great Places is designed to showcase the unique and authentic qualities of communities – Oskaloosa!**

**Oskaloosa’s designation is built on a strong tradition of music and support for the arts, sculpture tour, historic preservation, theater, and maker spaces. We are the only Great Place community led by an Arts Roundtable.**



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## **AMENITIES AND QUALITY OF LIFE ARE KEY**

MORE THAN TWO THIRDS OF YOUNG PEOPLE CHOOSE A **PLACE** TO LIVE BEFORE A **JOB**.

**ARTS & CULTURE IN IOWA:** ACCOUNT FOR MORE THAN \$4.5B IN ECONOMIC ACTIVITY AND 2/3 OF IOWA'S ECONOMY, AND GENERATE 43,000 JOBS.

# OSKALOOSA GREAT PLACE

## Vision Plan Highlights:

- Develop a shared communication hub/app for the public to promote
- Hold quarterly forum for community arts & cultural affairs
- Conduct annual business owner/operator meetings
- Expand existing programs – night life!
- Expand culinary offerings in Oskaloosa
- Invite international business partners
- Multigenerational engagement in arts



## 2022 HIGHLIGHTS – AND GREAT HAPPENINGS

- The Roundtable considered a Great Places grant proposal for improvements to serve the team w/marketing, printing, office, printing, café. Create a revenue generator. – Decided we were thinking too small!
- FACE - World Renowned Puppeteer Andrew Kim workshop, New Sculptures on the Tour, workshops for all ages, home school classes, Open Wall/Open Mic, Winter Concert Series
- George Daily Auditorium 25<sup>th</sup> Anniversary, Professional Season, Children's Theater, School programming, restoration of Woodhaven Amphitheater, WorldFest x2 – Okra Playground, Pamyua Alaskan inuit band
- Oskaloosa Public Library – Makerspace, 3D printing, Robotics/Electronics, Video Production Library, Crafters Corner, Rock Tumbling
- Nelson Pioneer – adding staff, large exhibits updated, collection management, focus on visitors and repeat visits
- William Penn New Media and Theatre Arts – growing the filmmaking and theatre arts programs.
- Studio Osky – expanding tenants, hosting openings and entertainers, renovation underway
- Rosso and Wine opened in Penn Central Mall
- Golden Goose Club – have donated \$320,000 to community projects since start-up

# GREAT PLACES ANNUAL MEETING – WHAT WE LEARNED



IOWA ARTS COUNCIL  
IOWA DEPARTMENT OF CULTURAL AFFAIRS

Artwork by Laura Palmer, XO-LP

# GREAT PLACES ANNUAL MEETING



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Align Great Places with Plan Osky –  
Successful communities work as Teams to  
achieve shared goals.

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Suggest we envision Oskaloosa as a Place  
where art is incorporated everywhere to  
create a sense of community and  
connectedness, strengthen our identity,  
and attract newcomers through fun,  
meaningful, quality of life amenities.

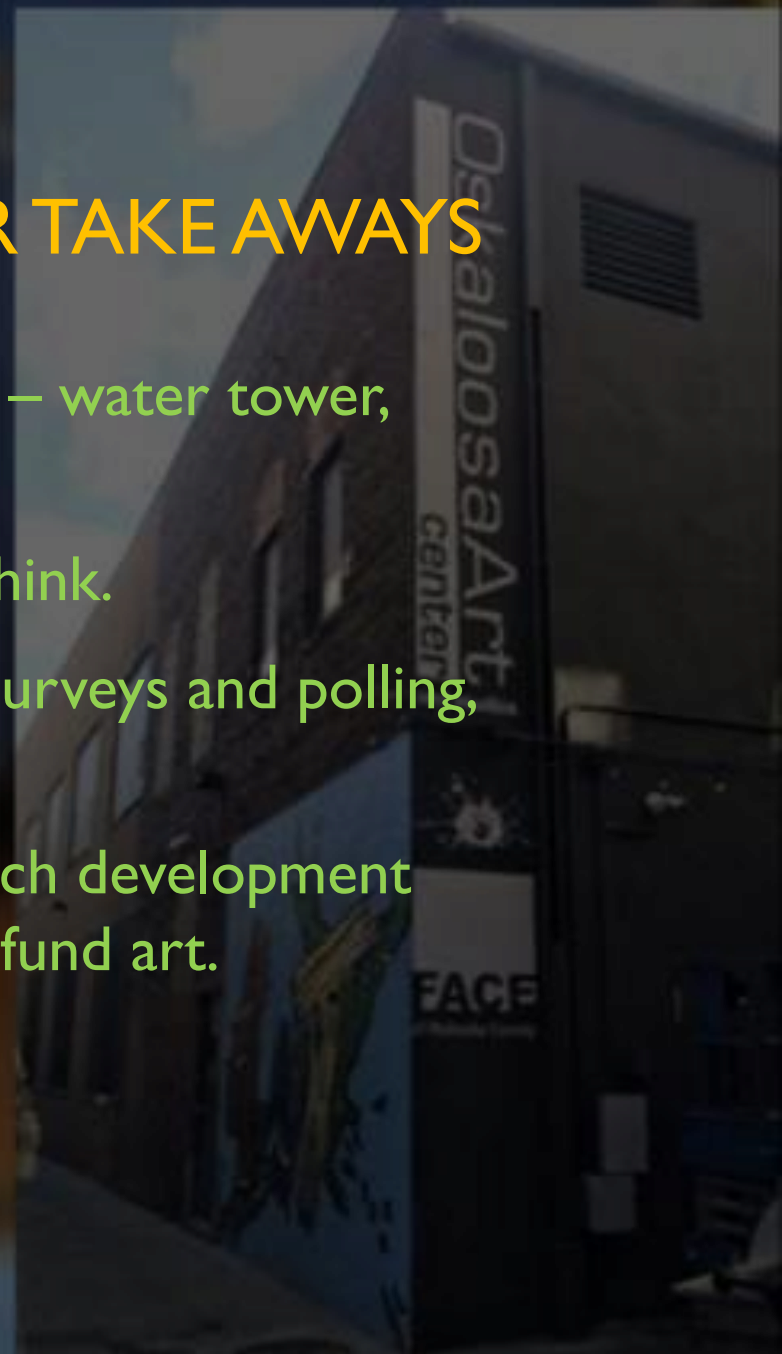
## GREAT PLACES ANNUAL MEETING

- **PLAN OSKY** calls for Oskaloosa to find ways to bring arts to the forefront and promote uniqueness in architecture and culture.
- Create an Arts & Culture Commission
- Sustain Osky's recognized character while planning for change that builds on the past
- Create places where residents can gather, be active, and build social connections
- Value and support the arts as a foundation of community and the appearance of the built environment
- Encourage diverse membership to boards.



## GREAT PLACES ANNUAL MEETING – OTHER TAKE AWAYS

- Identify what defines us and incorporate that in BIG ways – water tower, murals, sculptures, trails...
- Timeline to achieve the mission/goals is longer than you think.
- Build a team and involve the community in focus groups, surveys and polling, storytelling, brainstorming...
- Fundraising – other cities are receiving a percentage of each development (either through a TIF agreement, or other mechanism) to fund art.



## Next Steps:

Begin meeting and working collectively to align Great Places and Plan Osky goals.

Build a diverse team.

Implement!

## Lessons from Geese

“As each bird flaps its wings it creates an ‘uplift’ for the bird following. By flying in a “V” formation, the whole flock adds 71% greater flying range than if a bird flew alone.”

### THE LESSON:

People who share common direction and sense of community can get where they are going quicker and easier because they are traveling on the thrust of one another.

– Lessons from Geese, Milton Olson

