



GREATER
OTTUMWA
[PARTNERS IN PROGRESS]

ANNUAL REPORT

FISCAL YEAR 2020

July 1, 2019 – June 30, 2020

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CEO Report to the Community

Dear Investors and Supporters

Welcome to the first annual report presented by Greater Ottumwa Partners in Progress. Little did we know last January when the merger between Ottumwa Area Chamber of Commerce and Ottumwa Economic Development Corporation (along with associate members Main Street Ottumwa and Greater Ottumwa Convention & Visitors Bureau) was formalized that we would experience such growing pains- and in so many ways. Who could have predicted the challenges that have presented themselves in 2020? But, like any new organization, growing pains were to be expected, but they were also to be overcome and managed to achieve success. A review of our greatest accomplishments and our outlook for the future will unfold in the following pages.

Like many of you, GOPIP had to address both focus to mission & productivity with the health and safety concerns of our staff and the many customers with which we interact. Many events had to be postponed or cancelled, and that's unfortunate, because we know you've come to enjoy so many of our regular activities like Ladies Night Out, State of the Economy, and even our annual banquet, whose highlight is always the unveiling of the Gene Schultz Community Service Award.

What we learned- and grew from- is the ability to be productive without being confined to an office building. Perhaps remote work can be more closely aligned with our future projects that require long-distance or large group collaboration. Technology products are a strength when used correctly and/or with in-person activities. Sometimes, a project discussion or an exchange of ideas can happen over the phone or via Zoom, but sometimes those things are best left to sharing a cup of coffee in the morning or lunching on an outdoor patio. We look forward to the day when we can more easily resume face-to-face connections and enjoy the creativity sparked by engaging with our colleagues and investors.

As always, I want to thank the staff that does the boots-on-the-ground work of communicating, prospecting, planning, grant-writing, and reconciling all of the social, economic vitality, and networking activities of this organization. There are few seeds that aren't planted, better yet harvested, by this strong group of professionals. There are a lot of wins in our past and many more expected in our future.

Our commitment to being a collaborative group focused on promoting the greater Ottumwa area through business partnership opportunities and supporting community enrichment and visitor experiences will continue through 2021 and beyond. Your continued support and encouragement is appreciated beyond words.

TJ Heller, CEO

Mission Statement

Greater Ottumwa Partners in Progress is a collaborative group committed to promoting the greater Ottumwa area through community and business partnership opportunities.

ACTIVITY Highlights 2019-2020

Merger Completed

- Documents approved by board of directors and membership to consolidate assets and administrative functions. Completed December 17, 2019
- Consolidation of websites into one organized multi-function location www.gopip.org
- 92% retention rate of member investors
- Rebranding of all collateral material, promotional items, website, and social media

Coping with COVID

- Creation of the Reopening Playbook, one of GOPIP website's most visited pages during 2020
- After a long-awaited launch of Ottumwa's labor shed, data was finally available for collection by June, 2020 and a report subsequently released in September <https://www.gopip.org/industrial-development/site-selectors/laborshed-data/p/item/12188/laborshed-analysis-2020-greater-ottumwa-area>
- Office protocols and work-from-home guidelines established and initiated, while maintaining options for customer service functions
- Applied for and received Paycheck Protection Program subsidy

Talent Attraction Program

- Launch of "This is Iowa", a multi-media campaign designed to help local businesses fill their pipeline with talented professionals to grow the region's population and economy
- Branding of IowaSouth which includes Appanoose, Davis, Jefferson, Keokuk, Lucas, Mahaska, Monroe, Van Buren, Wapello and Wayne Counties
- Dedicated to assisting local talent with career and skills training
- www.iowasouth@indianhills.edu

Relaunching Ottumwa Duck Races-

- Sold full capacity of 5,000 ducks
- Donated \$1 of each duck sold to a local charity
- Generated almost \$20,000 in operating revenue* to GOPIP

Rodeo Expands to 2-days

- Highest paying purse offered by Iowa Rodeo Cowboys Association
- Largest contestant participation in Iowa for 2020
- Generated just over \$5,000 in operating revenue* for GOPIP

*95.6% of GOPIP budget is privately funded thru membership, events, and grants

Ottumwa named 2020 Small Business Administration Community of the Year

The Iowa District Office of the U.S. Small Business Administration honored the city of Ottumwa as the recipient of its 2020 SBA Iowa Small Business Community of the Year Award on October 29th. One of the key economic development initiatives for which the SBA recognized Ottumwa is the creation of Greater Ottumwa Partners in Progress (GOPIP). This alliance works to ensure all local economic development efforts are coordinated and aligned to best serve the needs of Ottumwa's small business community. The award was presented by SBA Iowa's District Director Jane Armstrong during the ribbon-cutting for the opening of Main Street Ottumwa's streetscape project (photo below)



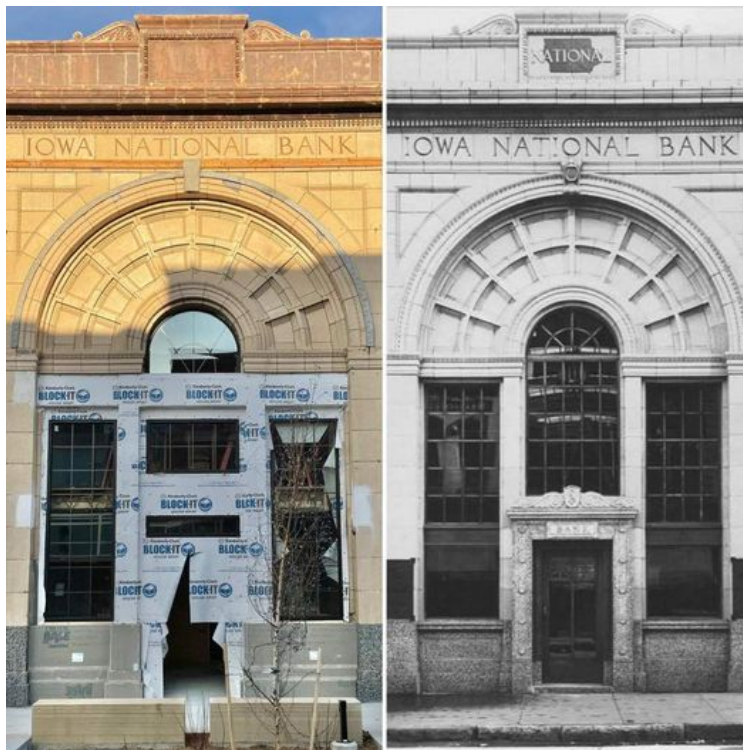
Main Street Ottumwa Activity Highlights

- Implemented a weekly streetscape progress report regarding construction in the 200-100 blocks to all downtown merchants, community leadership, and general public
- Updated website to include Small Business Association and CARES Act loans and grants designed for audiences such as downtown restaurants and retail shops
- Awarded an Iowa Economic Development Authority Challenge grant in the amount of \$75,000 for reconstruction of front and back elements at 219 E. Main St.

*81% of MSO budget is privately funded through donations, events, and grants

Greater Ottumwa Convention & Visitors Bureau Highlights

- Collaborated with CVB offices in Pella & Oskaloosa and the Midwest Travel Network to develop a regional marketing event tagged Road Trip 2021 which will feature events and activities in all three communities focused on attracting weekend visitors from markets such as Kansas City, St. Louis, Chicago, and Minneapolis
- Developed and provided Destination Advocacy training to Ottumwa businesses and organizations free of charge. Training combines engagement and customer service skills with points on how to advocate Ottumwa as a destination when interacting with visitors. More than 50 organizations were served
- Worked with the University of Iowa to develop an economic impact model that measures the financial impact to Ottumwa of a specific event or function



Looking Forward

The Strategic Priorities set forth for the fiscal year July 1, 2021 through June 30, 2022 include activities designed to increase company profile, add revenue, and assist business and industry with growth goals as follows:

- 1) Lemonade Day- Lemonade Day is a fun, experiential program that teaches middle-schoolers how to start, own, and operate their own business- a lemonade stand. Each year, in participating cities, young people have the opportunity to experience entrepreneurship by preparing a business, marketing, and sales plan. They learn responsibility, financial literacy, goal setting, and team work
- 2) Digital Media Marketing for Small Business- The rapid onset of COVID-19, and its immediate effect on the economy, left retailers and small business with few options and little income set aside for professional development or expansion of online marketing strategies. Partners has a program to change that--
<https://www.gopip.org/news/p/item/30076/no-cost-digital-media-and-marketing-assistance>
- 3) PayPal Portal- GOPIP is adding a new feature to its website, allowing investors to pay annual dues, register for events, and provide sponsorship support to projects directly on the website through use of PayPal
- 4) Sale of Helgerson Flats Property- Partners in Progress will be making its 1st foray into targeted international outreach and collaboration with industrial realtor professionals, making a bold attempt at securing reshoring companies
- 5) Ability to physically host the Professional Developers of Iowa Annual Conference September 29 through October 1
- 6) Complete renovations at 219 E. Main St. and 307 E. Main St. improving both interior and exterior structure elements, and preparing them for occupancy
- 7) CVB hosting The Babe Ruth World Series (2021), American Planners Association (2022), Iowa Filmmakers Association (2021) and the Iowa Missouri Ford Club Show (2020 and 2021)
- 8) CVB developing a new brand including a revised and updated website, a new restaurant guide, a new visitor guide and a digital press kit
- 9) Explore the potential of creating a revolving loan fund designated to help female and/or minority owned business and entrepreneurs
- 10) Ottumwa Sports Complex- having planned nearly 30 years to launch an indoor sports complex, GOPIP is harnessing the current momentum of fund development into construction phase thus prioritizing youth sports in Ottumwa
- 11) Research creative ways in which to increase revenue streams for operational support

Investor Listing

AFLAC
Ajinomoto
All Ages Pediatrics
Allstate Insurance
Alliant Energy
Alpha Media LLC
Alzheimer's Assoc. -Greater Ottumwa
American Home Finding
AmericInn of Ottumwa
Ameriprise Financial
Anderson Larkin & Co.
Applebee's
Atomic Termite & Pest Control
Brad Barnes, CPA
Bauman State Farm
Bellevue University
Berthel Fisher & Co.
Black's Tire Co.
Boitnott Enterprises
Bowling Motors Co.
Bridge City Design Studio
Bridge City Realty
Bridge View Center
Buena Vista University
Canteen Lunch in the Alley
Casey's General Store
Cedar Creek Golf Course
Central Iowa KFC
Champion Bowl
Check It Out
City of Ottumwa
Clemons Inc. of Ottumwa
Coal Palace Café & Books
Larry Cofer
Comfort Keepers
Commercial Sanitation
Community 1st Credit Union
Computerland

Courtside bar & Grill
Credit Bureau Services of Iowa
Crescent Electric Supply
Curtis Architecture & Design
DP Plumbing
Dani's Auto Supply LLC
Davis & Lewis, CPA
Desi Productions
Domino's
Double C Cowboy Country
Downtown Fitness
Eastview Animal Hospital
Edd the Florist
Edward Jones- Alex Morley
Edward Jones- David Uehling
Elliott Oil
Family First Chiropractic
Fareway Store
Farmers Insurance- Lori Mason
Farmers Insurance- Tom Shafer
Financial Services Inc.
First Resources
First State Bank
Fizzix Manufacturing
Floor to Ceiling
Food Bank of Iowa
Foot & Ankle Professional Centers
Forefront Dermatology
Frase Co.
French-Reneker Assoc.
Foudree's Graphics
Garden & Assoc.
Mary Gaskill
Gaumer, Emanuel, Carpenter & Goldsmith
Get Well Clinic
Gilworth Furniture
David Goodman, CPA
Great Prairie AEA
Greiner Implement
Hammer & Brechon DDS
Hampton Inn

Concept by Iowa Hearing Aid Centers

Happy Joe's
 Harrison, Mooreland, Webber & Simplot
 Heartland Humane Society
 Hill Productions & Media Group
 Hindman/Person Heating & Air
 Hospice Inc.
 Hotel Ottumwa
 HyVee- north, south, drugstore
 Ideal Ready Mix Concrete
 Indian Hills Community College
 Infomax Office Systems
 Iowa Beverage
 Iowa State University Extension
 J&S Electronic Business Systems
 JBS USA Pork
 John Deere Ottumwa Works
 KBOE
 Keurig Dr. Pepper
 KG Corporate Housing
 KIIC
 Krafka Law
 Bill Kramer
 KMGO/KEDB
 KTVO
 KYOU
 Peg Lazio
 Tom Lazio
 Lee's Photography
 Lineage Logistics
 LISCO
 Loktronics Security Corp.
 M&J Art Gallery
 MAHASKA
 MAD Ave. Quick Shop
 Mann's McDonalds
 Manpower Services, Inc
 Martha's Nook & Cranny
 Martz Auto Sales
 Mast Vinyl Windows

McCune & Reed Insurance
 McKinley Advertising Co.
 Mediacom Business

Mercy Clinic Ottumwa
 Meridian Credit Union
 Messerschmitt Ice Service
 Robert Meyers
 Mid American Energy
 Mid Iowa Council
 Mid States Farm Management
 Mike's Pizza & Steakhouse
 Milestones Area Agency on Aging
 Millennium Surfaces
 Mississippi Valley Regional Blood Center
 Mitchell and Sons Heating & Cooling
 Mobile 1 Lube Express/ProLube North
 Neapolitan Labs LLC
 New York Life- Paul Katsion
 Noel Insurance
 Norris Asphalt/Douds Stone
 NuCara Pharmacy
 Oak Meadow Delight Bed & Breakfast
 O'Hara's True Value Hardware
 Optical Shoppe
 Optimae Life Services
 Orsborn, Mitchell, Goedken & Larson
 Orscheln Farm & Home
 Ostranders Flowers
 Ottumwa 8 Theaters
 Ottumwa Christian School
 Ottumwa Community Schools
 Ottumwa Courier
 Ottumwa Eye Care
 Ottumwa Family YMCA
 Ottumwa Glass
 Ottumwa Golf & Social Club
 Ottumwa Habitat for Humanity
 Ottumwa Job Corps Center
 Ottumwa Printing
 Ottumwa Public Library
 Ottumwa Radio Group
 Ottumwa Regional Health Center
 Ottumwa Regional Legacy Foundation
 Ottumwa Symphony Orchestra
 Ottumwa Water & Hydro
 P&M Mowing
 Parks of Iowa

Patritto Orthodontics
Pella Regional
Pennsylvania Place
Pre-Approved Auto
Pipestone Vet Clinic of Ottumwa
Polar Xpress
Prairie Hills Assisted Living
Principal Financial
Professional Computer Solutions, Inc.
Quality Inn & Suites
Quincy Place Mall
Reece Funeral
Reed Excavation Co.
Reed Overhead Door
RE/MAX Pride of Ottumwa
Richwell Carpet & Cabinet Co.
Ridgeway Electric
River Hills Community Health Center
Rogue Rodeo
Rominger Insurance/True North Companies
Rosenmann's
Saveottumwa.com
Schroeder Graphics
Schumacher Elevator
Schwartz Insurance
SERVPRO of Ottumwa/Oskaloosa
Sherwin Williams Co.
Shelter Insurance- Marvin Boyer
Sinclair Tractor
Son Risk Management
Southeast Iowa Symphony Orchestra
South Ottumwa Savings Bank
Southern Iowa Crane
Southern Iowa Diesel

Southern Iowa Mental Health
State Farm Insurance- Jim Carnahan
Stokesberry Warehouse
Subway Sandwich Shop #0758
Subway Sandwich Shop #10104
Super 8
Supreme Staffing
TEAM Real Estate
Tee Rex Mini Golf
Tenco Industries
The Sewing House
The Stitch Doctor
Thomas Veterinary Clinic
Thumbs Up
Top Hat Coffee & Entertainment
Total Choice Shipping
United Way of Wapello County
US Bank
US Cellular
Greg Vannucci DDS
Van Meter Industrial Inc.
Vaughn Automotive
Vetter's Culligan
Vista Woods Care Center
Wacker BioSolutions
Walmart
Wapello County Regional Fair
Wapello County Supervisors
Wells Fargo
Whispering Woods
Wolf Eye Clinic
Yates & Yates Glass
Yesway Convenience Store

Maximize your Membership: GOPIP provides Influence, Networking, Promotion, Engagement and Sponsorship opportunities

If you'd like to become a new member investor, visit <https://www.gopip.org/organization-advantages/join>

Board Members

FY2020

Lesley Conning

John Deere Ottumwa Works
OEDC representative

Mike Dunlap

Tenco
Chamber of Commerce representative
(resigned/moved)

Mark Franke

Community 1st Credit Union
Board President

Kelly Genners

Ottumwa Regional Legacy Foundation
Stakeholder representative

Greg Hanshaw

Community 1st Credit Union
OEDC representative

Dennis Hunger

Ottumwa Regional Health Center
Bridge View Center representative

Fred Jenkins

KMGO
Main Street Ottumwa representative

Tom Lazio

City of Ottumwa
Stakeholder representative

Brian McWilliams

McCune & Reed
Chamber of Commerce representative

Phil Noel

Ottumwa Regional Health Center
Vice President

Marc Roe

Tenco
Treasurer

Blaire Seims

Indian Hills Community College Foundation
Main Street Ottumwa representative
Secretary

Mike Sprau

South Ottumwa Savings Bank
Convention & Visitors Bureau representative

David Vollmar

Alliant Energy (joined November 2020)

TJ Heller

GOPIP
CEO

Partners in Progress has done its best to transparently represent its accomplishments and its investors based on active status as of 6/30/2020. If there are corrections to be made, please forgive our human error and contact:

Sharon Stroh, Editor
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