

Vision Statement

Ottumwa will be the Southeast Iowa hub for arts, entertainment, commerce, residential and employment opportunities. Community pride will be evident in the restored buildings filled with restaurants, retail and specialty shops. Business and building owners will be involved in retaining and attracting new businesses and professionals to the city center. Downtown will welcome new and returning Iowans and be home to more people who choose to stay or return to the community. Downtown's connection to the riverfront and Bridge View Center will make it an exciting destination for entertainment, dining, shopping and meeting friends.

In Order to Accomplish Our MSO Vision, We Have Adopted the Following **Mission Statement:**

Main Street Ottumwa Mission Statement:

The mission of the Main Street Ottumwa program is to improve the social and economic well-being of our district by capitalizing on the unique identity, assets and character of our downtown area using the comprehensive Main Street Four Point Approach®.