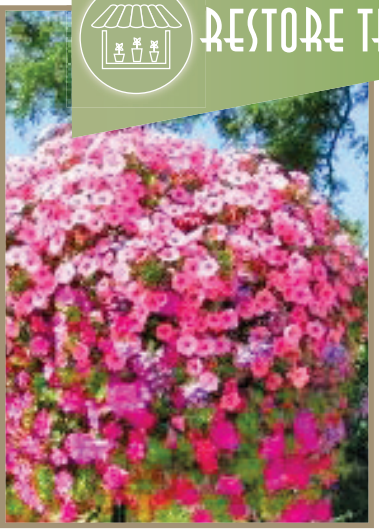
BUSINESS BRIEF

owatonna area chamber of commerce & tourism

JUNE 2018

HISTORIC DOWNTOWN OWATONNA

RESTORE THE CORE



Owatonna's MainStreet Program

MainStreet engages with community members to create long-term economic transformation through small, incremental improvements, supporting and growing locally-owned businesses, cultivating and developing entrepreneurship, and creating inclusive, accessible communities for all.

VISION:

Revitalize Owatonna's Downtown District to become a vibrant and economic center of community life.

STRATEGIES:

- Food and Entertainment
- Workers and Residents
- Health and Wellness
- Producers

CHAMBER Leaders

2018 BOARD OF DIRECTORS

- **Pat McDermott, Chair**
  JC Press
- **Julie Rethemeier, Past Chair**
  Federated Insurance Company
- **Andy Cowell, Treasurer**
  Profinium, Inc.
- **Jennifer Martin, Tourism Rep**
  Baymont Inn & Suites–Owatonna
- **Kim Schaufenbuel, At-Large**
  United Way of Steele County
- **John Champa, At-Large**
  Cybex
- **Wayne Starman, Ex-Officio**
  Cash Wise Foods
- **Nathan Dotson**
  Dotson Woodworking
- **Randy Doyal**
  Al-Corn Clean Fuel
- **Graham Frie**
  Mayo Clinic Health System-Owatonna
- **Brian Speas**
  Fareway Stores, Inc.
- **Todd Trout**
  US Bank
- **Brandon Wayne**
  Ameriprise Financial –Dufresne, Wayne & Associates
- **Stacy Wilson**
  Old Town Bagels

TOURISM Update | Karen Pehrson, Director of Conventions & Tourism

How has Social Media Influenced the Tourism Industry?

52% of Facebook users are inspired to travel by friends photos

Over 1/3 of travelers will share vacation related online content if they think friends /family will enjoy seeing it

46% of people 'Check in" to a location

64% of consumers have made a purchase decision based on social media content

Social media has changed the way that many companies communicate with and market to their target audience. In particular, for the tourism industry, the rise of the Internet and the increased popularity of social channels has altered travel marketing. From the way that travelers research destinations to the activities that they participate in once they arrive, the new ways that consumers use social media to make purchasing decisions has influenced tourism marketing from start to finish.

Are you integrating social media into your offering to enhance the visitor experience?

OACCT is Pleased to Announce Tori Urch as the Tourism Associate Intern

Tori Urch is 2017 graduate of Owatonna High School and is currently a freshman at Bethel University. She is majoring in Organizational Communications with an emphasis on event management and a minor in business in hopes of pursuing a career in communications, business, and events. Throughout her time at OHS, she held many leadership roles that granted her experience in managing events such as being Senior Class President and Prom Committee Head. Tori's event planning and marketing experience continued during her internship at the Owatonna Degner Regional Airport during the summer of 2017. During this time, she organized a family movie night and youth aviation camp, and she helped with the airport's new branding launch and wellness initiative. At Bethel University, Tori is the BethelBiz Junior Events and Marketing Fellow and plays on the volleyball team. She is looking forward to serving the Owatonna Chamber of Commerce and Tourism because of its reputation of excellence and mission to advance the wonderful community of Owatonna.

MEMBERSHIP Update | Craig Thompson, Membership Director

2018 OACCT Members

The OACCT is pleased to recognize the following businesses who have renewed their Chamber Membership between April 14 and May 13, 2018. We appreciate their continued support!

3-Day Mattress
Arrow Ace Hardware
Bank Plus
Black Forest LTD
Blast Softserve
Brookdale Senior Living
Choice Technical Academy
Country Inn & Suites
Joe Falteysek Construction
Farmer's Insurance
Lindsay Macht
KODA
Mantronics
Precision Lining & Sewer
Pro-Pet
Steele County
Humane Society
Wells Fargo Home Mortgage

MAINSTREET Update | Shirley Schultz, MainStreet Director

Flowers & Farmers & Music this Summer

Owatonna Foundation
Supporting community progress

Thank you Owatonna Foundation for supporting our SUMMER 2018 flower program! Look for Foundation Banners hanging on light poles downtown! The Owatonna Foundation sponsorship allows the donations collected this summer to determine the number of baskets we will order in September for next summer! Funding for 112 out of a goal of 125 baskets has been raised. We are still seeking supporters for 13 more baskets. 100% of each donation is used to purchase, water, fertilize and maintain the flowers for the season. Contact Shirley Schultz, MainStreet Director at 451-7970 for more information.

Did you know that the Farmer's Market can now stay open til 3 PM? (Opening at 7 AM)

Drop downtown for a series of concerts on Thursdays evenings starting May 31st. The 11@7 Concerts are beginning Thursdays at 7 PM!

PRESIDENT'S Piece | Brad Meier, President/CEO

Big Day for Highway 14

As the session drew to a close on May 20th, funding that would get Highway 14 done from Owatonna to Dodge Center was included in the bonding bill passed by the House and Senate.

At the time of writing this, Governor Dayton hasn't made a decision on signing the bill. If he does, this will mark a major victory in completing this decades long project.

Thank you to Senator Jasinski and Representative Petersburg for pushing this funding and to each of you who sent emails to the Governor and legislators.

Owatonna is On the Move

Construction season has begun and it is bringing an excitement about the future of our community.

- Housing, specifically apartments are coming out of the ground: a) South Pointe will open in August; b) Another apartment complex near the movie theater is set to begin; c) Demo on the building behind Owatonna Shoe is soon (5 story apartments); and d) Pearl Street in downtown is planning their 34 units to be built this summer.
- Lucky Dice game store (think Games by James) is opening in the former St. Clair's space downtown.
- City Parking lots are under repair, including the lot right behind the chamber (pictured).

- High School and College kids are flooding back and into local jobs. Anisha Zak our Workforce Coordinator is working with close to 100 Steele County students.
- Bellebrook Boutique is now open in the former A+ Sew and Vac space (210 W Main).
- Learning RX and Owatonna Fitness are moving to the former ALC space next to the Elks.
- Chamber Ambassadors just welcomed two new members: Matt Ketelsen, KOWZ KRUE Radio and Dr. Mike Peterson, Balanced Healthcare Centers!

NEW Members

Welcome!

Apex painting since 1979
THE PEAK OF EXCELLENCE
COMMERCIAL & INDUSTRIAL COATINGS

Apex Industries – dba Apex Painting
Wende Oyloe
205 Wall AVE, PO Box 721 | Owatonna
(507) 413-6266
wende@apexpainting.biz

BOUNCE TOWN

Bounce Town
Jaci Hanson
9750 W Frontage RD, STE 301 | Owatonna
(507) 446-8696
bouncetownmn@gmail.com

RICH'S Window Cleaning
507-213-6501

Rich's Window Cleaning
Richarad Pettet
617 NE 14th St | Owatonna
(507) 213-6501
Rich1070@yahoo.com

Youth 1st

Youth 1st
Mark Arjes
1018 NE 11th AVE | Owatonna
(612) 968-9192
mark.arjes@youth1st.com

BUSINESS BREAK Member Announcements | Please submit by the 15th of the month

Owatonna Foundation is pleased to announce a marketing partnership with the Owatonna Area Chamber of Commerce and Tourism for the 2018 Flower Basket Program. The Owatonna Foundation is celebrating its 60th anniversary this year and as part of recognizing that historic milestone, the Foundation will be helping to sponsor the flower baskets.

Southern Minnesota Initiative Foundation in partnership with Enterprise Minnesota will be hosting The State of Manufacturing on June 5, 2018 in Owatonna for 9 am – 12 pm at the Steele County History Center, 1700 Austin Road. Cost is free to attend, space is limited. Register at: https://enterpriseminnesota.formstack.com/forms/state_of_manufacturing_2018_events

Steele County Clothesline receives continued support from the Otto Bremer Trust. They are proud to have partnered with them since 2013. This grant helps our organization continue to serve our community by providing the basic need of clothing and household items to individuals and families in a respectful yet responsible manner to encourage and support self-sufficiency.

Steele County Historical Society's new exhibit, Toys & Play, 1970 to Today, will allow your kids to see and experience what you played with as a child. The exhibit covers childhood memories, how we learn from play, the history of marketing to children, and figuring out what exactly toys tell us about the world we live in. The Toys & Play, 1970 to Today will display for one year and will offer a wide range of events and activities throughout the exhibit.

Steele County Historical Society's Over Here, Over There: The Great War 100 now on exhibit and will be on display into 2019 offering a wide range of events and activities, with new experiences and events being introduced throughout the exhibit. This is the largest, most comprehensive exhibit ever produced with spanning over two years.

Steele County Historical Society invites you to join them for a nostalgic ride on the Como-Harriet Streetcar Line and tour of the Lake Minnetonka aboard the Steamboat Minnehaha on June 19. Meet at the History Center at 8:30 am and tickets are $65.00 for members, $75.00 for non-members, space is limited.

The Retrofit Companies will be holding their collection event on Saturday, June 2, 2018 at 1010 Hoffman Drive, Owatonna from 9 am – 1 pm. The event encourages the responsible dispose of electronics and appliances.

TPS Insurance along with the **OACCT Ambassadors** have selected Mason Padilla as the 21st Annual Recipient of the Ted G. Ringhofer Memorial scholarship. Mason is the son of Diane & Ruben Padilla and I planning on attending the University of Minnesota –Twin Cities majoring in International Business.

SAVE THE DATE
FOR THE 2018 GOLF EVENT

Thursday, August 2, 2018
Owatonna Country Club

10 am Check-In & Lunch | 11 am Shot Gun Start
5 pm Social & Evening Meal | All- inclusive cost per golfer $160 | **To register call the OACCT or visit: owatonna.org**

JUNE & JULY Events

FARMERS MARKET
May 5 – October 27
Saturday's
7:00 am – 1:00 pm

BUSINESS AFTER HOURS
****One week earlier****
June 19
Sponsor(s): Steele County Historical Society & Hy-Vee Food Store
Location: Steele County History Center
1700 Austin RD, Owatonna
5:30 pm – 7:00 pm

YOUNG PROFESSIONALS
Educational Lunch and Learn
June 26

CHAMBER PACK INSERT DEADLINE
Supply 550 copies of your promotional insert by June 28 for July's mailing; $150

FARMERS MARKET
May 5 – October 27
Saturday's
7:00 am – 1:00 pm

BUSINESS AFTER HOURS
July 24
Sponsor(s) and Location: Fame Award Signs and Specialties
1020 E School St, Owatonna
5:30 pm – 7:00 pm

YOUNG PROFESSIONALS
Fitness or Outdoor
TBD

CHAMBER PACK INSERT DEADLINE
Supply 550 copies of your promotional insert by July 25 for August's mailing; $150

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The power of human connections
2411 West Bridge Street, Owatonna MN 55060
507.451.7340 • fax: 507.446.4242
swce@swce.coop • www.swce.coop

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Hours: Monday–Friday, 8 AM–5 PM
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