

TOURISM ECONOMIC IMPACT OF STEELE CO. TRAVEL & TOURISM IS A **BIG DEAL**

ROI
marketing &
advertising dollars
in traveler spending
GENERATED
\$7.3
MILLION

TOURISM INDUSTRY GROWTH

Sales at leisure & hospitality
businesses **GREW**

 **+ 1.3%**
ANNUALLY

FROM \$75.5 Million
TO \$76.5 MILLION



Saving Households

 **\$625**
IN STATE TAXES

DAILY IMPACT

\$209 
THOUSAND

average daily sales at leisure
& hospitality businesses

Sources: Explore MN Tourism Annual Report 2018 and US Census Bureau

**2019
BOARD OF DIRECTORS**

- ▶ **Andy Cowell, Chair**
Profinium, Inc.
- ▶ **Nathan Dotson, Vice Chair**
Dotson Woodworking
- ▶ **Pat McDermott, Past Chair**
JC Press
- ▶ **Todd Trout, Treasurer**
US Bank
- ▶ **Kelly Boomgarden, Tourism Rep**
Country Inn & Suites-Owatonna
- ▶ **John Champa, At-Large**
Cybex
- ▶ **Paul Smith, At-Large**
Federated Insurance
- ▶ **Wayne Starman, Ex-Officio**
Cash Wise Foods
- ▶ **Kim Schaufenbuel**
United Way of Steele County
- ▶ **Randy Doyal**
Al-Corn Clean Fuel
- ▶ **Graham Frie**
Mayo Clinic Health System-Owatonna
- ▶ **Brian Speas**
Fareway Stores, Inc.
- ▶ **Brandon Wayne**
Ameriprise Financial -Dufresne, Wayne & Associates
- ▶ **Stacy Wilson**
Old Town Bagels
- ▶ **Syd Briggs**
Steele Waseca-Cooperative Electric
- ▶ **Luke Schmidt**
CLA (CliftonLarsonAllen, LLP)
- ▶ **Rich Pettet**
Rich's Window Cleaning



NOVEMBER

**Tuesday,
November 12**
5:30 – 7:00 PM



Sponsor: Riverland Community College
Location: 965 Alexander Dr SW, Owatonna



**Great Opportunities
await in 2020 by hosting
a Business After Hours!**

**Months still available
May and November.**

*Call the chamber to
secure your spot.*

DECEMBER

**Tuesday,
December 10**
5:30 – 7:00 PM



**Sponsor: KOWZ & KRUE Radio and
Owatonna Country Club**
Location: 1991 Lemond Rd, Owatonna

▶ **MAINSTREET** Update | Shirley Schultz, MainStreet Director

**Mark Your Calendars for
Upcoming Holiday FUN in Owatonna!**



• HISTORIC DOWNTOWN •
OWATONNA
MAINSTREET



Love a parade? Owatonna does! Light up a float and add some holiday music! Register your entry in the 2019 Holiday Lighted Parade to be held December 5th by Nov. 30th. *NEW in 2019: Best Holiday Parade Float Trophy.* Check out often:



Downtown Owatonna on Facebook for inspiration from last year's parade – where companies stepped up their floats! Thousands lined the streets to watch. Register your entry online at Owatonna.org under the event page. Proceeds will go towards MainStreet lighting and wayfinding projects.



Shop Small is Saturday Nov. 30th! Build the local economy, pay salaries, and keep jobs, from guitar lessons to the Fire Department by spending money in the Owatonna area. Monies spent in Owatonna generate up to **8x** the amount by rolling over in the local economy to other businesses. Independent small businesses have the largest impact on the community. Local chains have the next biggest impact. **That's millions of local impact that is re-spent in the community, adding jobs, growing the economy and creating a vibrant community while supporting your schools, senior center, police, fire, local paper, media and causes.** Our locals will gladly try to find what you need, just ask. Call or stop in. They may be able to order in what you need.

What's going on in Owatonna for the Holidays? Watch for the posters and 3000 brochures that are going up around town mid November for Holiday events. \$60 sponsor ships available. Register sponsorship online at Owatonna.org under events for HHP poster and brochure sponsorship event or call for OACCT info.

Business Gifts Huge Community Benefit New High School Long-Term Investment

One of the largest private gifts to a public high school project in the entire country is in Owatonna. Saying 'thank you' is not enough. This is the best deal for taxpayers-close to \$25M in private dollars, combined with low financing rates. We will never see a higher value for a lower cost on a high school project.

The time is NOW.

THANK YOU...

Federated Insurance for the \$20M plus \$2M (land budget)

Wenger Corporation and **Wenger Foundation** for the \$2M + donations.

Viracon for donating glass to the project at cost.

Mayo Clinic Health Systems for outfitting health labs and scoreboards.



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

Beltone Hearing Care is hosting a Grand Re-Opening for its Owatonna office located at 577 State AVE, Owatonna. The ribbon cutting will take place on November 5, 2019 at 1:00 pm, with an ongoing open house from 9 am – 4 pm. The public is invited to attend for raffles, prizes, snacks, and the chance to win a free hearing aid.

Bridge Street Chiropractic will be changing its name and doing business as "**Bridges Chiropractic Health Clinic**". Dr. Darren Roemhildt will be moving his clinic office temporarily to 317 Cedar Ave. as the new clinic building finishes construction on 18th ST SE, Owatonna with a spring 2020 opening planned.

Bremer announces the Otto Bremer Trust has awarded \$10,257,564 in grants as part of its most recent grantmaking cycle. Since its founding, OBT has invested more than \$700 million in people, places, and opportunities in the Upper Midwest. Southeastern Minnesota grants in Owatonna were awarded to Exchange Club Center for Family Unity, Owatonna Healthy Seniors Program, Owatonna Soccer Association, Steele County Clothesline, Inc., Steele County Food Shelf, Inc. and United Way of Steele County.

Einhaus, Mattison, Carver & Haberman, P.A. were awarded the ACE award by real estate title company, Attorney's Title Guaranty Fund. The award is granted to title agents who showed a combination of a high level of knowledge of both real estate and title insurance, showed a willingness to seek solutions to title issues, worked closely with underwriting, and exhibited being a strong advocate for their clients.

HomeTown Credit Union of Owatonna has been chosen as the 2019 Small Business LIVE UNITED award recipient. The award, sponsored by United Way of Steele County, recognizes business leaders that give, advocate, and volunteer in their community.

Owatonna People's Press/APG will be hosting an Owatonna Job Fair..A Path to Your Future in partnership with Minnesota Workforce Center on November 13, 2019 from 3-6 pm at the Owatonna Holiday Inn, 2365 43rd ST NW, Owatonna.

Owatonna School District 761 has identified an approximately 88-acre parcel of land suitable for a new high school, following an extensive review of land options done in partnership with city and county officials. Federated Insurance has signed a letter of intent with the landowner to purchase the land and donate it to the school district, if voters approve the November 5 ballot question requesting funding for a new high school.

Profinium appoints leaders to new roles as the organization continues to grow and evolve with its people and clients of the region. Jerry Kopel is the new East Region Business Development Director with over 40 years of banking industry experience. Andrew Cowell has been appointed Owatonna President and he has have over 16 years in the industry and began his career with Profinium in 2015.

Southern Minnesota Initiative Foundatoin (SMIF) recently approved six grants totaling \$48,800 to support small towns of 5,000 or less in SMIF's 20-county region. Recipients include: Amboy Area Community Club, Blue Earth Economic Development Authority, City of Eagle Lake, City of Grand Meadow, City of Kasota and Saint Charles Public Schools. SMIF's Small Town Grants is intended to breathe life into ideas that support important community initiatives.

▶ NEW Members

▶ Beltone Hearing Care

Angela Duis
577 State AVE, Owatonna
507-451-1750
aduis@beltone.com



▶ Nelson Decorating Center

Beth Wolner
121 Oakdale ST, Owatonna
507-451-3710
bwolner@nelsondecoratingcenter.com



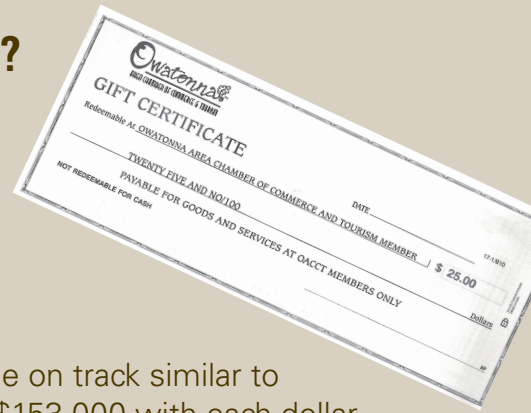
▶ Seykora Automotive Repair

Clint Seykora
195 SE 18th ST, Owatonna
507-413-8010
seykoraauto@gmail.com



Did You Know?

It has been 33 years since the inception of the Chamber Gift Certificate program, often referred to as Chamber Bucks!



2019 is looking to be on track similar to 2018 sales around \$153,000 with each dollar spent at a local member business, it generates 8x the amount by rolling over in the local economy.

- **Members** of OACCT are the **only businesses** that can accept Chamber Dollars of a sale
- Chamber dollars do not expire
- Sold in increments of \$5, \$10 and \$25
- Payments accepted by check, cash or major credit cards
- OACCT office is open from 8 – 5; Monday - Friday

▶ NOVEMBER & DECEMBER Events

▶ BUSINESS AFTER HOURS

November 12
5:30 – 7:00 PM
Sponsor: Riverland Community College
Location: 965 Alexander DR SW, Owatonna



▶ BUSINESS BOOT CAMP

(Partner Meeting with South Central SHRM)
November 21
11:30 AM – 1:00 PM
Owatonna Country Club, 1991 Lemond Road, Owatonna
Topic: Marijuana in the Workplace
Speaker: Jo McGuire, Executive Director of the National Drug and Alcohol Screening Association
Sponsor: National Mutual Benefit



▶ YOUNG PROFESSIONALS – COMMUNITY EVENT

November 21
6:00 -8:00 pm
Location: Owatonna Middle School

▶ CHAMBER PACK INSERT DEADLINE

Supply 550 copies of your promotional insert by November 22 for December's mailing; \$150

▶ YOUNG PROFESSIONALS – SOCIAL EVENT

December 5
Location & Time: Check Young Professionals Facebook Page

▶ BUSINESS AFTER HOURS

December 10
5:30 – 7:00 PM
Sponsor: KOWZ & KRUE Radio and Owatonna Country Club
Location: 1991 Lemond RD, Owatonna



▶ BUSINESS BOOT CAMP

December 19
12:00 – 1:00 pm
Owatonna Public Library – Gainey Room, 105 N Elm AVE
Topic: Millennials at Work with Becki Tindall, Federated Insurance
Sponsor: CliftonLarsonAllen (CLA)



▶ CHAMBER PACK INSERT DEADLINE

Supply 550 copies of your promotional insert by December 27 for January's mailing; \$150

▶ ANNUAL DINNER

January 17, 2020
5:30 – 8:00 pm
Location: Owatonna County Club, 1991 Lemond Rd



The OACCT Offices will be closed on November 28 and 29 in observance of the Thanksgiving Holiday. Office hours will resume on December 2.



Business Brief is published by the Owatonna Area Chamber of Commerce & Tourism



320 Hoffman Dr | Owatonna, MN | owatonna.org
P: 507.451.7970 | E: oacct@owatonna.org | F: 507.451.7972
Hours: Monday–Friday, 8 AM–5 PM

4 NOVEMBER 2019 BUSINESS BRIEF Owatonna Area Chamber of Commerce & Tourism

ADVERTISING SPOTS AVAILABLE

See Your Business Here Call the Owatonna Chamber of Commerce & Tourism at 507.451.7970 to reserve your space.