

## ► 20/20 VISION | Brad Meier, President

Owatonna has become an overnight sensation in the economic development world. Recent business additions of Costco Depot, Rise Modular and Minimizer have brought awareness to the robust business climate here.

Like all 'overnight' success stories, this one is built on decades of hard work (see Twin Cities Business magazine January 2020 issue-pictured).

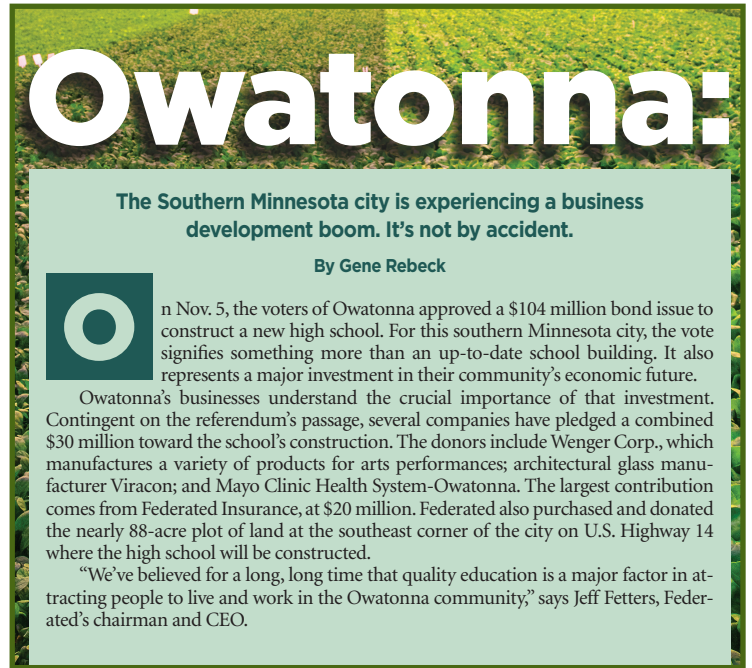
Let's take a minute and celebrate the success.

The year 2019 was one for the record books.

- 3 new companies announced their location in Owatonna
- 3 existing companies started expansions
- 1 new high school bond was passed
- New apartment buildings were constructed
- Highway 14 expansion started
- Hundreds of new jobs being added
- See page 2 for all of the changes downtown

Come celebrate this exciting time by meeting some of our new businesses, the Owatonna Partners for Economic Development, and hearing about the new growth at the Annual Dinner. Details below.

Here's to a great New Year!



### Owatonna:

The Southern Minnesota city is experiencing a business development boom. It's not by accident.

By Gene Rebeck

On Nov. 5, the voters of Owatonna approved a \$104 million bond issue to construct a new high school. For this southern Minnesota city, the vote signifies something more than an up-to-date school building. It also represents a major investment in their community's economic future.

Owatonna's businesses understand the crucial importance of that investment. Contingent on the referendum's passage, several companies have pledged a combined \$30 million toward the school's construction. The donors include Wenger Corp., which manufactures a variety of products for arts performances; architectural glass manufacturer Viracon; and Mayo Clinic Health System-Owatonna. The largest contribution comes from Federated Insurance, at \$20 million. Federated also purchased and donated the nearly 88-acre plot of land at the southeast corner of the city on U.S. Highway 14 where the high school will be constructed.

"We've believed for a long, long time that quality education is a major factor in attracting people to live and work in the Owatonna community," says Jeff Fetters, Federated's chairman and CEO.



**20/20 VISION**

Owatonna  
AREA CHAMBER OF COMMERCE & TOURISM  
**ANNUAL DINNER**

January 17, 2020  
Owatonna Country Club

HEADLINE SPONSOR



**2020  
BOARD OF DIRECTORS**

- ▶ **Nathan Dotson, Chair**  
Dotson Woodworking
- ▶ **Andy Cowell, Past Chair**  
Profinium, Inc.
- ▶ **Todd Trout, Treasurer**  
US Bank
- ▶ **Kelly Boomgarden, Tourism Rep**  
Country Inn & Suites-Owatonna
- ▶ **Paul Smith, At-Large**  
Federated Insurance
- ▶ **Wayne Starman, Ex-Officio**  
Cash Wise Foods
- ▶ **Deb Gillard, At-Large**  
RE/MAX Venture
- ▶ **Doug Betti**  
Viracon
- ▶ **Syd Briggs**  
Steele Waseca-Cooperative Electric
- ▶ **John Champa**  
Cybex
- ▶ **Randy Doyal**  
Al-Corn Clean Fuel
- ▶ **Mike Herman**  
Driessen Water, Inc.
- ▶ **Scott Mohs**  
Mohs Contracting, Inc.
- ▶ **Rich Pettet**  
Rich's Window Cleaning
- ▶ **Luke Schmidt**  
CLA (CliftonLarsonAllen, LLP)
- ▶ **Brandon Wayne**  
Ameriprise Financial -Dufresne, Wayne & Associates
- ▶ **Stacy Wilson**  
Old Town Bagels



**JANUARY**

**Tuesday,  
January 28**



5:30 – 7:00 PM

**Sponsor: SpareTime Entertainment**

Location: 333 SE 18th ST, Owatonna

**FEBRUARY**

**Tuesday,  
February 25**



5:30 – 7:00 PM

**Sponsor: Elks Club, B.P.O.E. #1395**

Location: 126 E Vine ST, Owatonna



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

**Have you noticed downtown is bustling with activity?  
Look who moved into Downtown Owatonna in 2019?**

- NEW** Edward D. Jones, John Havelka & Jeff Hall at 143 W. Bridge
- NEW** Travel Leaders, 111 N. Cedar
- NEW** The 111 Vine Apartments
- NEW** K-9 Dog Grooming, 328 Bridge St.
- NEW** Unique Abilities in Home Services, 129 W. Broadway
- NEW** Music Space of Owatonna, 116 N. Cedar
- NEW** Foster Bail Bonds, 135 W. Main
- NEW** Lake Place Real Estate, 135 W. Main
- NEW** Sterling Home, 324 N. Cedar
- NEW** Mineral Springs Brewery, 111 N. Walnut
- RELOCATION** Bellbrooke Boutique moved to 118 N. Oak
- RELOCATION** Spherion, 134 E. Vine
- RELOCATION** Sun Rise Grill & Grocery
- EXPANSION** Patterson, Hoversten and Berg, 150 W. Park SQ expansion

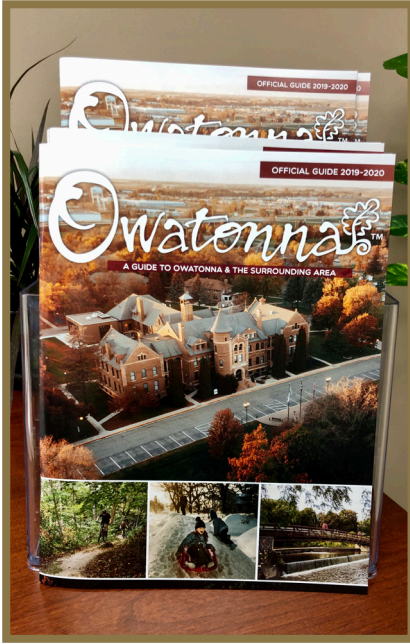
Things are happening in 2020.

**Three new businesses are getting ready to make their home in the heart of Owatonna.**

- NEW** Foremost Brewpub, 139 W. Broadway
- NEW** Philly's Billiards, 120 W. Broadway
- RELOCATION** Healthnutz, 127 W. Broadway

Keep an eye on storefronts! Things are a changing!





## Visit Owatonna partners with the Owatonna Peoples Press for the official visitors guide.

This new combined guide has a circulation of 12,000 and will be printed twice a year. The circulation includes local business, regional welcome centers and new this year, all residents will receive a copy if they are an OPP subscriber. Visit Owatonna was also selected for the Explore Minnesota Tourism partnership and will showcase the guides at the MSP airport and Mall of America.

This guide is designed to inspire potential visitors to travel to Owatonna and service as a resource for those currently living here. It is centered on the assets that makes Owatonna truly unique: history, arts & culture, local attractions, recreation, family fun and active-lifestyle opportunities the city enjoys. Additional categories were added to also feature, education, health and the services for seniors in the community.

## Printed travel guides are NOT dead

And here is why.....



**PRINT LAST LONGER**  
ONLINE ADS ONLY RUN FOR A CERTAIN TIME FRAME

TRAVEL GUIDES CAN CONTINUE TO LIVE IN HOTELS, CAFES, RETAIL STORES FOR YEARS.



**50%**  
OF ONLINE TRAVELERS BROWSE PRINT GUIDES TO LOOK FOR EXPERIENCES



**70%**  
OF PEOPLE ENJOY READING **PRINTED GUIDES** EVEN THOUGH THEY CAN GET THE SAME INFO ONLINE



**41%**  
OF PEOPLE AGED OVER 65 ARE NOT INTERNET USERS. **THEY DON'T GO ONLINE AT ALL.**

## New Program Opportunity

Starting in March of 2020 The Owatonna Chamber of Commerce and Tourism will begin hosting New Member Orientation breakfasts/luncheons. The orientations will help explain what your membership is all about and answer any questions you might have. It will be a great way to meet other new chamber members and tell us about your business. Several staff members will be on hand to meet you, tell you about their role at the chamber and let you know how to get the most from your chamber membership. These events will be free and take place three to four times per year. Find out how your Owatonna Area Chamber of Commerce and Tourism works for you every day!

**Dagry Tooling and Da-Rew** are fully operational at the Dagry Tooling site at the 5220 Lemond Road site.

**Elks Club B.P.O.E. #1395** announced that Owatonna will be hosting the 2020 Minnesota State Elks Convention on June 25 – 27 bringing 300 visitors over the course of three days.

**Federated Insurance** Corporate Board Members Darlene Miller and Sarah Person were named among Women Inc. Magazine Annual Listing of Most Influential Corporate Board Members. These two women were recognized for their contributions and leadership to Federated's Board.

**Little Theatre of Owatonna** has announced the cast of its winter production of "The Odd Couple" by Neil Simon. Performances will be on February 14, 15, 16, 21, 22 and 23.

**Owatonna Foundation** recently received a donation of \$2500 from CLA (CliftonLarsonAllen). Their commitment helps to continue the Foundation's mission of improving the quality of life for present and future generations by supporting Owatonna projects that focus on community, arts, recreation and education.

**Owatonna Foundation** announces Nontraditional Scholarship Recipients for the spring semester 2020. Lydia Fischer, Riverland Community College, Business, \$1,500 scholarship and Madison Prokopect, Riverland Community College, Radiography, \$2,500 scholarship. For the 2019-2020 school year, \$23,500 remains available for scholarships. The June A and Melanie Nelson scholarship was awarded to Britt Schultz receiving a \$3,000 scholarship in nursing.

**Owatonna Foundation** recently received a donation of \$50,000 from Federated Insurance to assist the Foundation with their efforts to fund capital projects related to the community, arts, recreation, and education.

**Steele County Food Shelf and Steele County Clothesline** will join forces and will be merging to form one new organization, **Community Pathways of Steele County**. The merger is validation of the teamwork and collaborative efforts that have been taking place over the last few years to better serve individuals, families, and the community. Community Pathways will continue to be at the current location at 155 Oakdale in Owatonna.

**Two Rivers Habitat for Humanity** is proud to announce the hiring of Ken Quattrin as the new Marketing and Communications Specialist. Ken will office primarily at 108 Vine Street in Owatonna and will be the primary point of contact for Habitat families, volunteers and supports in Steele and Waseca counties at 507-273-1418; kquattrin@tworivershabitat.org.

**Two Rivers Habitat for Humanity** is excited to announce the completion of a new wheelchair ramp at a home in Owatonna. As a part of the Critical Home Repairs program in providing health, safety and stability to partner families. Two Rivers Habitat for Humanity has several new projects in the works for early 2020 in Owatonna, Claremont, New Richland and Medford.

**United Way of Steele County** reaches \$693,178 or 86% of its Fundraising Goal of \$800,000 as of December 10 to meet the growing need for services in 2020. The UWSC funds twenty-seven local programs that strengthen families, assist community members to meet their basic needs, increase access to healthcare and affordable prescription medications, give seniors and disabled residents the support they need to live independent lives and youth the tools they require to succeed.

## ► **NEW** Members

### ► **Ackerman Accounting & Tax Services**

Lisa Ackerman  
221 Mineral Springs RD, STE A, Owatonna  
507-451-3399  
lisa@ackermanaccounting.com



### ► **Ballstadt Enterprises, LLC**

Nick Ballstadt  
1025 NW 28th AVE, Owatonna  
507-451-3381



### ► **Steele County Self Storage**

Kevin Hauerwas  
1010 Hoffman DR NW, STE C, Owatonna, MN  
507-451-1112  
steelecountyselfstorage@gmail.com



## ► Business After Hours

**January**

**Tuesday, January 28th**

**5:30pm – 7:00pm**

Sponsor: SpareTime Entertainment

Location: 333 18th St SE, Owatonna



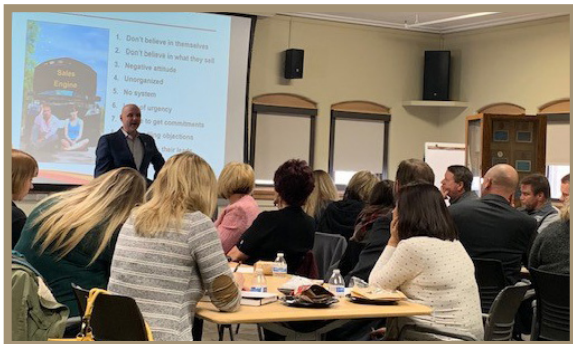
**February**

**Tuesday, February 25th**

**5:30pm – 7:00pm**

Sponsor: The Elks Club of Owatonna

Location: 126 E Vine St, Owatonna



## ► Business Bootcamp

**Thursday, January 16th**

Topic: Financial Health

Speaker: Melissa Holman, FDIC

Sponsor: Hometown Credit Union

Location: Owatonna Public Library - Gainey Room, 105 N. Elm

**Thursday, February 20th**

Topic: Marketing 101

Location: Owatonna Public Library - Gainey Room, 105 N. Elm

## ► Young Professionals of Owatonna

**Tuesday, February 18th**

**12 -1 pm**

Healthy Eating & Meal Planning

HyVee Dietician – Tracy Bjerke, Registered Dietician

Join as a Y-Pro passholder in 2020 along with other young professionals in the Owatonna Area! Gain access to all our events which help a young professional grow professionally, establish a group of friends and colleagues in the area, and engage in the Owatonna community.



### What is Y-Pro?

We enrich the lives of Owatonna young professionals in their 20's and 30's through professional development, networking, and community activities.

Networking Opportunities: Engage, exchange ideas and share common interests with other young professionals in the Owatonna community at all our events.

Growth and Development: Our lunch & learn events provide information related to professional/personal development. We often have prominent local business leaders and industry experts share on their experiences, tips/tricks and advice.

Engage in Community: We give young professionals the opportunity to engage in the Owatonna Community through attending community and volunteer events as a group.



# WELCOME New Board Members

## Welcome New OACCT Board Members



**Doug Betti**  
Viracon



**Mike Herman**  
Driessen Water Inc.



**Scott Mohs**  
Mohs Contracting, Inc.



**Deb Gillard**  
RE/MAX Venture

## Thank you to outgoing Board Members who have served a three-year or more term



**Pat McDermott**  
JC Press  
a division of Wallace Carlson



**Graham Frie**  
Mayo Clinic Health System - Owatonna



**Brian Speas**  
Fareway  
Meat & Grocery



**Kim Schaufenbuel**  
United Way  
of Steele County

# JANUARY & FEBRUARY Events

### BUSINESS BOOT CAMP

January 16  
12:00 – 1:00 PM  
Location: Owatonna Public Library – Gainey Room, 105 N Elm AVE  
Topic: Financial Health  
Sponsor: Melissa Holman, FDIC



Sponsor a 2020 Business Bootcamp! This event helps local businesses in our community grow and thrive. Call the Chamber for details.

### ANNUAL DINNER

January 17  
5:30 – 8:00 PM  
Sponsor: Clifton Larson Allen  
Location: Owatonna County Club, 1991 Lemond RD



### BUSINESS AFTER HOURS

January 28  
5:30 – 7:00 PM  
Sponsor: SpareTime Entertainment  
Location: 333 SE 18th ST, Owatonna



### MINNESOTA CHAMBER SESSIONS PRIORITY DINNER

February 11  
4:00 – 9:00 pm  
St. Paul RiverCentre  
Cost: \$145

### YOUNG PROFESSIONALS – EDUCATION

February 18  
12:00 – 1:00 PM  
Topic: Healthy Eating & Meal Planning, Hy-Vee Registered Dietician-Tracy Bjerke

### BUSINESS BOOT CAMP

February 20  
12:00 – 1:00 PM  
Location: Owatonna Public Library – Gainey Room, 105 N. Elm  
Topic: Facebook and Instagram- How Small Businesses Can Maximize Their Marketing!

### BUSINESS AFTER HOURS

February 25  
5:30 – 7:00 PM  
Sponsor: The Elks Club of Owatonna  
Location: 126 E. Vine ST, Owatonna



### CHAMBER PACK INSERT DEADLINE

Supply 550 copies of your promotional insert by February 26 for March & April's mailing; \$150



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

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COMMUNITY COLLEGE

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Starts Here.

www.riverland.edu