

BUSINESS BRIEF

MAY/JUNE 2020



Owatonna

#STRONGERTOGETHER



1

Businesses being creative and safe during the COVID-19 crisis.

- 1 Owatonna Country Club
- 2 Bellebrook Boutique
- 3 Comfort Inn
- 4 Sollid Studios
- 5 Souba Greenhouse & Garden Center



2

Owatonna is still "OPEN FOR BUSINESS"



3



4



5

2020 BOARD OF DIRECTORS

- ▶ **Nathan Dotson, Chair**
Dotson Woodworking
- ▶ **Kelly Boomgarden, Incoming Chair/ Tourism Rep**
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- ▶ **Andy Cowell, Past Chair**
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- ▶ **Deb Gillard, At-Large**
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- ▶ **Brandon Wayne**
Ameriprise Financial -Dufresne, Wayne & Associates
- ▶ **Stacy Wilson**
Old Town Bagels



A big shout out to **Kleckers Kreations** for delivering 115 beautiful plants and inspiration cards to our front line medical works at Allina Health Owatonna Hospital and Mayo Clinic Health System.



Plastic parts cut by local 3D Printers led by **Steve Frank**, plastic film sourced and donated by **Andy Michaeletz** and **Poly Plastics**, cutting by **Bob Ayers & FoamCraft Packaging**, and networking by Owatonna Area Chamber of Commerce and Tourism. Soon...we'll have as many as 700 of these ready to go! Check-out the proto-type!



This week 61 face shields were delivered to Allina HealthOwatonna Hospital

Thank you **Federated Insurance, Viracon, Poly Plastics, FoamCraft Packaging, Cindy's Tailoring, Alterations & Dry Cleaning and Mineral Springs Brewery!**



Berkshire Hathaway HomeServices Advantage Real Estate sent out some amazing bouquets yesterday to the Owatonna sheriffs office, the police chief, the fire hall and clinic that *contained gift cards from various restaurants including the pool hall, Subway, Taco John's, and Central Park coffee!*

They also brought a bouquet of sweets to our public health nurses!



Welker Custom Homes Inc.

We found 60 masks in our supply closet so we donated them to our local Mayo Clinic. May not have been a large donation, but we felt good about being able to do something to show our support!

Supporting those in need... in times of need.

Coborn's, Inc. is committing financial support our neighbors and communities who are dealing with food insecurity at this critical time of need.

Our donation will help support local food shelves in each of the communities we operate in.

You can join us in our mission to help support your friends and neighbors who may be dealing with food insecurity during this challenging time. Please contribute generously when you check out today.

Our sincere thank you for your support in this effort.

Thank You For Supporting Your Local Food Shelf	\$2	Thank You For Supporting Your Local Food Shelf	\$5	Thank You For Supporting Your Local Food Shelf	\$10
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Cash Wise Foods is committing financial support to local food shelves during this critical time. Join them by contributing when you check out!



Profinium's Owatonna crew delivered some Old Town Bagels to our medical heroes this week!



Hat Chic Clothing Co., Costas Candies & Restaurant, Kottke Jewelers, and Owatonna Shoe are spreading the love to the community during these difficult times by hanging hearts in their windows as part of the **#HappyHeartHunt**.



The local **U.S. Bank Owatonna Team** was out delivering lunches to help support all of those working on the front lines of our community!

RE/MAX Venture Owatonna have teamed up with the owners of **Old Town Bagels** to provide free lunch for Nurses, Doctors, Fireman, Ambulance EMT, Deputy Sheriff, and Police!!

Call or stop in to place order and get box lunch. They will also deliver between 11-1 to these groups for free.



HomeTown Credit Union employee Malissa assisted Community Pathways and United Way of Steele County with the drive-up efforts and was also able to donate several reusable bags for the food and supplies.



On Monday, March 23rd **Black Forest LTD** donated N95 masks to Mayo Clinic Health System



Thank you **Cindy's Tailoring, Alterations and Dry Cleaning** for helping make masks for our health care professionals!

▶ MAINSTREET Update | Shirley Schultz, MainStreet Director

What about the Farmer's Market and Downtown Thursdays and the state of Downtown?

The **Farmer's Market** is tentatively scheduled to open on June 6th. Follow Downtown Owatonna on Facebook for updates. Vendors can pick up their application at the Little Professor Book Center starting in mid-May. We are so looking forward to the flowers, veggies and cottage industry goods that are available. Check to see if your favorite vendor has a Facebook or website account – OR phone for pick up orders until then. We've had businesses grow from selling their wares at Central Park to opening a bricks and mortar store.



Downtown Thursday is tentatively planned for Thursday, July 2. Jaguar Communications is our stage sponsor again this year! Tell them thank you! They paid for the bands last summer and are sponsoring them again this summer so you can enjoy a free concert! We couldn't do it without them. It will be a great release of the cabin fever we all are dealing with! Again- follow Downtown Owatonna and share updates with friends & family.

Thank you for patronizing the **small businesses** in our community. Downtown we have 34 businesses temporarily closed due to the virus. 35 are doing business on limited hours, curbside pick-up & delivery. 69 businesses are open with regular hours or by appointment only. Thank you for checking to see if they have online ordering, curbside, delivery or gift certificates. Your support helps them make rent or mortgage payments and utilities. They are thankful for you!



It's Time to JumpStart Owatonna

It is time for business owners to be allowed to operate their business safely. There are hundreds of ideas and best practices for bringing people back to work and inviting customers into businesses. It seems we will be dealing with the coronavirus for a long period of time, so helping business transition into the 'new normal' is the next focus for the chamber. We anticipate the new normal will include measures to keep people from congregating in large groups, meticulous cleaning, face masks and gloves.

We're already witnessing great creativity and diligence in transitioning business as they adapt to serve customers as virtually as possible. We've chronicled some of them in photos on the front cover of this month's newsletter.

We want to help make the transition into the covid era easier for you by anticipating ways to support, educate and provide resources to your business. Thank you to each of you: Critical businesses for your fast work to keep business moving and keep your employees safe. For Non-Critical for figuring out how to keep distance, do business where possible and support others in the community.

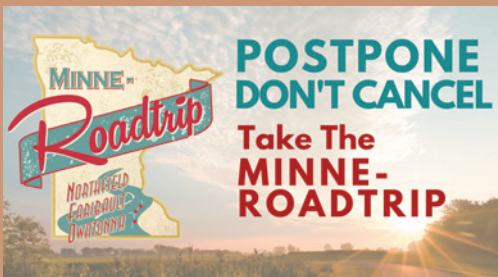
Chronicled at #OwatonnaStrongerTogether (Facebook) we are highlighting all the exceptional things our community is doing for each other. Be well!



Encouraging visitors to postpone instead of canceling

The current voice of tourism has changed over the last few weeks. Normally this time of year we would be heavily marketing and promoting our summer events and festivals, but with the Stay at Home order, we've had to adjust our messaging to our visitors during this sensitive time. Visitors are looking for someone to ease their social anxieties and take control of the narrative. Visit Owatonna has been conveying a positive message to promote and market our small businesses and tourism partners while being sensitive of social distancing.

We believe now is the time to stay in touch with conversations and let visitors know they shouldn't cancel their travel plans but instead postpone. It was great to see that Corky's Early Bird Men's softball tournament didn't cancel their event and found a timeframe to host the tournament in September. We're also continuing to work into the future and reach out to planners and event organizers to reschedule their events instead of canceling all together.



► Our Minne-Roadtrip partners designed a digital billboard with messaging that is encouraging visitors to start planning their future trips.



► Visit Owatonna has also created a Take-Out Guide Facebook page on social media and continue to share what the local restaurants are offering.



► Owatonna Park and Rec teamed up with us and promoted inspiration messages on sidewalks and a contest for the community to find places outdoors that they could take a selfie at and post on social media.

Visit Owatonna plans to continue to support our hospitality businesses by being creative with some ecommerce shopping (stay tuned) while we wait for our community to open back up.

There is no doubt that hospitality and tourism businesses will feel the pain of this challenging time, but with storm clouds come a silver lining and we know we will recover.

The tourism industry will come back stronger than ever.

We are experiencing unprecedented times

As COVID-19 challenges our businesses, our health and our way of life, we at the Chamber have shifted 100% of our focus toward providing our members assistance to keeping their businesses-and our economy as a whole-in a position of resiliency to come back from this crisis. Our goal is to have all of our businesses re-open when the pandemic is over.

In mid-March I was able to walk into businesses and visit with members. Now our Chamber staff is reaching out with phone calls. We have about 530 members, our plan is to be in touch with each of you. Let us know how you are doing, let us know how we can help. We understand the challenges that many businesses are facing right now. Our team will work with each and every one of you to ensure that you have continued access to resources and assistance from your Chamber membership.

I have had several businesses tell me that they are "closed to the public, but open for business!" I love this saying and the great attitudes of the business owners. Our Chamber office is closed to the public, but we are open for business as well.

Please don't hesitate to contact us for any help you may need. Your Chamber staff is working hard for you every day.

Stronger Together!

NEW Members

► **Begin Again: Health & Wellbeing LLC**

Dawn Ritter
516 N Cedar, Owatonna
507-676-7308
dawn@beginagainhealthandwellbeing.com



► **Farmers Union Insurance Agency - Ben Flemke**

Ben Flemke
210 W Main ST, Owatonna
507-413-616
benf@mnfuia.com



► **Stadheim Properties**

Darrin Stadheim
11401 SW 72nd AVE, Ellendale
507-456-1471
stadheimproperties@hotmail.com



We Are Here To Help Owatonna!

Owatonna.org/Covid-19-Resources

TOUGH TIMES DON'T LAST A TOUGH COMMUNITY DOES

Stronger Together

SUPPORT LOCAL EACH & EVERY INDUSTRY

Religious Organizations "Attend" church online or donate (money, time, resources)	Ag, Fishing, Forestry Explore a state park and learn about agriculture	Pet Shelter Consider fostering an animal from a local shelter
Public Utilities, Environment Find ways to improve your utilities and usage on your providers websites	Industrial Supplies & Service Clean your property! recycle, replace, and update tools	Legal Develop a company crisis management plan.
Arts, Culture, Entertainment Stay in touch with updates and use extra time at home for life skills building activities	Sports & Recreation Take an online workout class	Personal Services & Care Make a purchase online or buy gift cards for future use
Government & Education Stay in touch with updates & use extra time at home for life skill building activities	Transportation Thank a driver for delivering supplies to us	Travel & Lodging Postpone trips - don't cancel!
Computers & Telecommunications Update, replace & research how to keep business going online	Real Estate, Moving & Storage Research your new home	Road - Trip Take advantage of low gas prices and take a day trip
Manufacturing Educate friends & kids on manufacturing opportunities	Home & Garden Finish that remodel!	Advertise & Media Continue to prepare communication & marketing campaigns
Family, Civic, Community Donate local items. Help make masks for our medical staff	Order Take-Out Call to order take-out at a local business	Construction Plan that remodel or addition
Put an item on hold Call a small business and have an item set aside to pick up later	Finance & Insurance Make sure your policies support your financial goals	Health Care Stay home if sick. Call ahead if you need an appointment. Deliver a meal to a healthcare worker
Plan ahead for your office!	Review ways to go GREEN	Design & print new materials
Business & Professional Services		
Plan a training for your employees	Plan a training for your employees	Plan a training for your employees

Owatonna Community Leadership Academy Celebrating 20th Year!

The 2020-2021 OCLA committee is accepting applications for the program that will start in September with a kick-off picnic being held in August. This comprehensive nine-month leadership program designed to enable candidates to learn about Owatonna resources, values, strengths, weaknesses, and challenges. The in-depth brochure and application are available at Owatonna.org with a deadline to submit by Friday, May 22nd. Questions? Contact me at rguthier@owatonna.org.

We would love to have you be part of the 335 alumni that have already had the experience!



Owatonna Community Leadership Academy or OCLA, is a comprehensive nine-month leadership program designed to enable candidates to learn about Owatonna resources, values, strengths, weaknesses, and challenges.

▶ MAY & JUNE Events

During these uncharted times, OACCT is finding creative ways to hold networking, educational and social events while adhering to social distancing requirements. Look for more details on Facebook or Tuesday Talk notices.

▶ BUSINESS AFTER HOURS

May 26
5:30 – 7:00 pm
VIRTUAL- watch for further details on social media platforms

▶ June 23rd 5:30pm – 7pm



Sponsor: Minnesota Secured Title
Location: 245 18th St SE, #101, Owatonna

▶ CHAMBER PACK INSERT DEADLINE

Supply 550 copies of your promotional insert by June 24 for July/August mailing; \$150

The OACCT Office will be closed at noon on Monday, May 25th, 2020 in observance of Memorial Day.



young professionals of **Owatonna**
AREA CHAMBER OF COMMERCE & TOURISM

Follow the OACCT Young Professionals on Facebook!

Upcoming events...

watch for further details on social media platforms

Need a reason to join the Young Professionals of Owatonna?

There are many reasons to join but here is an important one... Building Relationships! Whether you are from the area or just moved to town; joining Y-Pro can connect you with a whole new group of friends from outside your normal circle.

▶ Need Notary Services?

Even though our country is in uncertain times, business is still being conducted and legal paperwork sometimes needs to be notarized. If your financial institution or insurance agent cannot help, let the Chamber fill the need by utilizing our registered Notary at no charge to members by emailing, oaacct@owatonna.org or 451-7970 to set up an appointment.

SAVE THE DATE

Mark your calendars! The OACCT Golf Event is scheduled for Thursday, August 6th at the Owatonna Country Club with a theme of "Swingin Into the 80's".

Thank you to Title Sponsor
Steele-Waseca Cooperative Electric!



More details will be finalized and published soon!



AREA CHAMBER OF COMMERCE & TOURISM

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

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