

TOUGH TIMES DON'T LAST A TOUGH COMMUNITY DOES

OwatonnaTM
AREA CHAMBER OF COMMERCE & TOURISM
Stronger Together

► 2021 Promises to Be Transformative | Kelly Boomgarden, 2021 Board Chair

The momentum of 2020 is pushing positivity into the new year. Big changes, including a transformation of downtown, expanding industry, new stores, and a new high school. Additional apartments and new homes will come on line. A community of growth and productivity.

Following a record-breaking \$104M in investment, Owatonna is poised for another big year. Despite the challenges facing the global economy from the pandemic, Owatonna is proving to be fertile ground for business.

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ANNUAL (VIRTUAL) MEETING
JANUARY 29 | 5:30 - 6:30

HEADLINE SPONSOR



Spirit of OwatonnaTM
STORIES OF INNOVATION & COMMUNITY

2021 BOARD OF DIRECTORS

- **Kelly Boomgarden, Chair & Tourism Rep**
Country Inn & Suites-Owatonna
- **Nathan Dotson, Past Chair**
Dotson Woodworking
- **Todd Trout, Treasurer**
US Bank
- **Wayne Starman, Ex-Officio**
Cash Wise Foods
- **Deb Gillard, At-Large**
RE/MAX Venture
- **Doug Betti**
Viracon
- **Syd Briggs**
Steele Waseca-Cooperative Electric
- **Brian Deml**
Deml Heating & Air Conditioning, LLC
- **Randy Doyal**
AI-Corn Clean Fuel
- **Mike Herman**
Driessen Water, Inc.
- **Scott Mohs**
Mohs Contracting, Inc.
- **Jess McCoy**
Federated Insurance
- **Doug Meier**
Christian Bros. Cabinets
- **Tom Peterson**
Climate By Design, International
- **Rich Pettet**
Rich's Window Cleaning
- **Paul Smith**
Federated Insurance



2021 Transformative Year in Owatonna *Continued from Page 1*

The transformation downtown has been slowly happening for years. A building demolition here, a renovation there. This year, that transformation hits another gear. A hotel, an apartment, and two renovated buildings will rise out of the 200 block of N. Cedar, the streets and sidewalk from Central Park to Rose St. will be pulled up and a more walkable downtown will emerge.

A methodical growth of the industrial park will continue to march forward as a new distribution facility opens, three smaller projects come online and new projects take hold.

Owatonna's new \$126M (\$22M from Corporate donations) high school will begin construction in the southeast corner of the city and two apartment projects will open. It's a year of positive change for Owatonna.

Stimulus, State \$

Now is not a time for waiting. Governmental programs are in place now and if your business has been impacted by the covid closures, you are eligible and you are encouraged to apply. Many have told us, 'There are others in worse shape than us'. First, you don't know for sure. Second, the most in need will receive their dollars too. All the details of the Steele County grant program, federal Paycheck Protection Program, SBA EIDL program, Employee Retention tax credits and more are on Owatonna.org.

Welcome New OACCT Board Members



Brian Deml,
Deml Heating & Air
Conditioning, LLC



Doug Meier,
Christian Bros. Cabinets



Tom Peterson,
Climate by Design,
International



Jess McCoy,
Federated Insurance
(Young Professional Rep)

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



John Champa,
Cybox,
Life Fitness



Andy Cowell,
Profinium, Inc



Brandon Wayne,
Ameriprise Financial
-Dufresne, Wayne &
Associates



Stacy Wilson,
Old Town Bagels

Hospitality Promotion Evolves with Changing Closures

Unfortunately, the fallout from COVID-19 pandemic has created a crisis in our local hospitality industry.

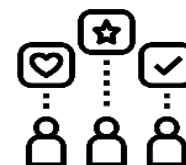
Quick reprioritization of marketing from "Visit Owatonna" to "Postpone Don't Cancel" and then to "Welcome Back! We're Excited to Welcome you Back When you're Ready to Travel Again".

The traditional ways of marketing moved from out-of-state consumers and turned inward to help promote local businesses to local residents with real-time information.

With so many people staying at home, on line analytics shot up. This has been an opportunity to help our small businesses. Over the last 10 months, campaign results were fueled by local contests and giveaways along with user generated content that made a real emotional impact that offered our audience something unique and fresh.

2020 Campaigns Averages:

Social Media Impressions
48K



E-Newsletter Open Rate
15%



E-Newsletter Click Thru Rate
2.3%



► **NEW** Members Update | Brad Fischer, Director of Membership

► **American Family Insurance - Oscar Mazariego Agency**

Oscar Mazariego
122 S Oak, Owatonna
507-451-7734
omazarie@amfam.com



► **Corporate Graphics**

Brian Raichle
1750 Northway DR, North Mankato
507-331-7041
beraichle@corpgraph.com



► **Hidden Rose Boutique**

Melissa Ward
130 E Vine, Owatonna
507-456-6866
hiddenroseboutiqueandmore@gmail.com



► **Limberg Productions**

Scott Limberg
422 S Cedar AVE, Owatonna
507-475-1317
slimberg@charter.net



► **Presto Packaging and Foam**

Ryan Ayers
670 24th AVE NW, Owatonna
507-676-4845
ryanayers@presto-packaging.com



► **Insperity**

Jennifer Libby
8500 Normandale Lake Blvd,
STE 300, Bloomington
507-213-4771
Jennifer.libby@insperity.com



Have you noticed Downtown Owatonna has some new businesses in 2020?

NEW Businesses and a relocation in the Central Business District 2020.

Irish Eyes	312 N. Cedar	NEW service
Dollar General	201 N. Oak	NEW retail
Owatonna Grocery & Gourmet	114 W. Broadway	NEW retail/restaurant
HealthNutz	127 W. Broadway	NEW food/restaurant
Kwik Trip	401 Hoffman Drive	NEW gas/liquor
Big Dream Organics	212 W. Bridge St	NEW retail/health
Lilly & Rose Boutique	120 N Oak	NEW retail/women's wear
Cedar Floral	314 N. Cedar	NEW owner - Amy Rieck
Coldwell Banker Home Connection	128 W Bridge St.	NEW/office
CBD Relief	346 W. Bridge St.	NEW/retail/ health
Foremost Brewing Cooperative	136 W. Bridge	NEW bar restaurant
Pets and Fish	116 N. Cedar	NEW retail
The Barbershop	316 N. Cedar	NEW
American Family Insurance	122 S Oak	NEW Owner service
The Music Space of Owatonna	147 W. Bridge St	**temporary move



Flowers Help Create Attractions Downtown

Donate a flower basket or 20 as a gift, memorial, or just because you love flowers and Owatonna. The baskets are only funded by donations and memorials from individuals and businesses in the community. 100% of donations are used to purchase, water and maintain the flowers. MainStreet administrates the program. Find info online: MainStreet page at Owatonna.org and Downtown Owatonna on Facebook or use the insert in this newsletter.



► CHAMBER EVENTS Update

Annual (Virtual) Meeting
January 29
5:30 – 6:30 PM

Headline Sponsor: Culligan



February 23
5:30 – 7:00 PM

Sponsor: Elks Club of
Owatonna & Prime Home Solutions
Location: 126 E Vine St, Owatonna



Young Professional Lunch & Learn

February 16 - 12:00 - 1:00 PM

Topic: Grow Your Network Using LinkedIn
"Tips to make the most of this Social Platform"
By Holly Sobrack, Westbrack Marketing

Chamber Pack Insert Deadline

Supply 550 copies of your promotional insert by
February 24th for March/April mailing: **\$150**

◀◀ **Watch for Updates on Social Media & Owatonna.org** ▶▶



AREA CHAMBER OF COMMERCE & TOURISM

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