

► OWATONNA GROWS, STAYS AHEAD OF NEARBY COMMUNITIES | Brad Meier, President/CEO



Census Update

As Owatonna strives to grow in a competitive marketplace, the US Census numbers provide some satisfaction showing growth and keeping Owatonna's population larger than surrounding communities. From 2010 to 2020 Owatonna's population grew from 25,599 to 26,420 a modest 0.3% growth rate.

Faribault shows a 2.4% growth over those same years pulling their population up to 24,453. Austin grew by 1.3% upping their numbers to 26,174. Albert Lea lost population and come in at 18,492.

As Owatonna drives forward, pushing to reach 40,000 population by 2040, the numbers aren't moving quick enough. Growth rate of 2% will be needed to reach that number over the next 20 years. In an environment where talent is hard to find, the growth in this competitive environment will be a key objective moving forward.

► THE ANTICIPATION IS BUILDING! | Julia Seykora, Events Director

Join us on **January 28th, 2022**, at the Owatonna Country Club for the Annual Meeting. This annual celebration reflects on the years successes, recognizes outstanding volunteers, and looks ahead to the next years plan of action.

For ticket information, to purchase tickets or to become a sponsor, contact **Julia Seykora, jseykora@owatonna.org or [at www.Owatonna.org](http://www.Owatonna.org)**

Date: Friday, January 28, 2022

Time: 5:30 pm – 8:30 pm

Location: Owatonna Country Club, 1991 Lemond Road, Owatonna

Price: \$65 (Individual ticket price)

Business invites will arrive in December



Headline Sponsor



► CHAMBER GOING FOR 5-STAR | Rhonda Guthrie, Director of Operations



The Owatonna Area Chamber of Commerce and Tourism has been Accredited since 1975 and since 2011 has been awarded 5-star Accreditation rating, which is the highest ranking awarded. Since 1964, the U.S. Chamber of Commerce has invited state and local chambers of commerce to participate in its Accreditation Program. This process occurs every five years with December 30, 2021 being the next submission deadline for staff.

What Does It Mean? Accreditation means that our chamber of commerce is recognized by the U.S. Chamber of Commerce as offering quality programs, practicing sound organizational procedures, effective communications and a reliably contributing to positive change in the community. In order to receive accreditation, we have to demonstrate competency in the following areas: governance, finance, human resources, government affairs, program development, technology, communications, facilities and bench-marking.

**2021
BOARD OF DIRECTORS**

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



Tourism Travel Recovery and what it means for hospitality businesses

VISIT OWATONNA WEBPAGE TRAFFIC

The intent to travel is getting stronger and people are searching places to go and for things to do in the area.

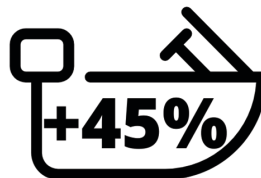
The average length of a session on visitowatonna.org has also increased from 1 min & 11 secs to 1 min & 17 secs.



RECREATION SPENDING JUMPED

According to a University of MN study, the average American consumer, buoyed by stimulus payment, continued to spend money on recreational items

American consumers doubled down (almost literally) on buying recreation-related goods and services. Sports and recreational vehicles experienced the highest percent changes during the period.



Meanwhile, consumers pulled back on spending for experience-related tourism and recreation. During the second quarter of 2021, American consumers spent 50 percent less on these services than compared to the first quarter of 2019. Personal consumption expenditures, recreation-related activities, United States.

DOMESTIC BUSINESS TRAVEL

Business travel sentiment is declining after a peak of 68% in July



NEW: JOB OPENINGS

Jobs openings are a share of total positions for the leisure and hospitality industry skyrocketed to 11% in August, compared to 7% for the total private sector



► **SOCIAL MEDIA ON THE RISE** | Lori Buegler, Social Media Expert



Owatonna Area Chamber of Commerce and Tourism
@owatonna • 5 (5 reviews) • Community Organization

[Send Message](#)



One important way we communicate with our Chamber members and the wider community is through social media. Currently the Chamber has a Facebook account liked by 2,653 people, Instagram account with 810 followers, and we recently added LinkedIn with 81 followers. In October, over 9000 people were reached through these channels, with over 3300 actively engaging with the content. We encourage you to follow the Chamber on your platform of choice.

► YOUNG PROFESSIONALS PLANNING 2022



WHAT IS YPRO?

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

BENEFITS TO EMPLOYEES

YPro can help you develop relationships with other Owatonna young professionals, expand your business connections, enhance your leadership skills, and provide opportunities to get involved in our community. Join Y-Pro of Owatonna and take advantage of these valuable opportunities!

BENEFITS TO EMPLOYERS

Once Young Professionals are exposed to all there is to do in the region and establish a network of friends and colleagues in the area, they are more likely to stay and enjoy the Owatonna Area. Supporting Y-Pro will help your business recruit and retain young professionals.

YPro will help members get involved in and feel connected to the Owatonna community. Get your employees involved today!

The best way to be involved in Y-Pro is to become a Y-Pro Pass Holder. For just \$40 you are IN for the whole year! The pass includes access to 2022 programming (4 lunch & learns, 4 social events, 2 fitness/outdoor activity, 1 community event, an end of the year social event and any other additional Y-Pro event.



"Real Estate as a secondary source of income" Lunch and Learn. Featuring a panel of local experts, agents, and investors.



BBQ Class on how to make finger licking good BBQ

► OCLA EXPLORES HISTORY AND SERVICES FOR COMMUNITY | Julia Seykora, Events Director

To provide an opportunity for the participants to understand what makes living in Owatonna different from other communities, and amenities we have, the resources for our residents, and the opportunities for leadership and involvement.



Anne Peterson, MN State Orphanage Museum Director spoke on the history of the Minnesota State School Orphanage and gave a tour of Cottage 11.



Jerry Ganfield on the history of Steele County.

▶ FOUR DECADES OF HELPING LOCAL BUSINESSES

Fastenal in Owatonna, a Visionary Member

Fastenal wasn't always a global organization. They started as a 1,000 square-foot store in Winona with one employee and a few dozen boxes of fasteners.

To go from small-town store to Fortune 500 company, they focused on you, the customer. Many think their job was to sell bolts, but their real job was to listen and evolve. Those two simple steps paved the way for everything Fastenal did next.

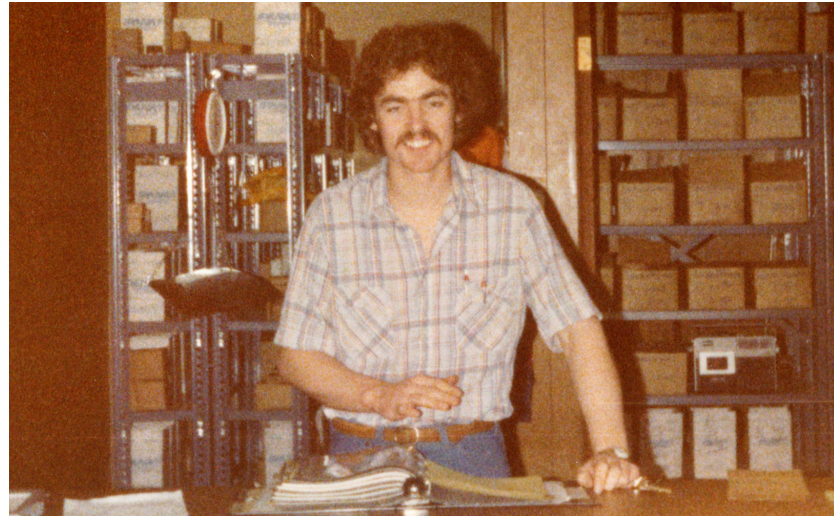
All the products and better ways of managing them, all the control over the supply chain and technology that simplifies processes, everything stemmed from the idea of *Growth Through Customer Service*.

Owatonna has a special place in Fastenal's history.

In 1979, the city became home to the 11th Fastenal ever. And even more importantly, Will Oberton worked in Owatonna in the early '80s. He would go on to become CEO and chairman of Fastenal. Today, Ben Hayson oversees the Owatonna market, and Kody Ebner handles the local Fastenal. Between the main branch at 1065 26th Place NW and four Onsites throughout the community, 19 Fastenal employees work to keep area businesses running. Fastenal may not be a local hardware store, but it is a local team dedicated to helping local businesses.

In the end, the story is pretty simple: Fastenal is a Minnesota company with deep roots in Owatonna that has gone on to become a global industry leader.

Let's Talk! If your organization could use supply chain help or a productivity boost from industrial vending, contact Kody and his team at MNOWA@stores.fastenal.com or [507-455-0731](tel:507-455-0731).



Before he became CEO, Will Oberton spent time at the Owatonna Fastenal.



With 100,000 units around the world, Fastenal is the leader in industrial vending.

Chronology - Store Openings			
DATE	STORE	DATE	STORE
Nov, 1967	Winona	Oct, 1985	Richmond, IN
MAY, 1971	Rochester	March, 1986	Fort Wayne, IN
Nov, 1974	La Crosse	July, 1986	Dayton, Ohio
Oct, 1975	Dubuque	" "	Evansville, IN
Nov, 1976	Eau Claire	Aug, 1986	Hamilton, Ohio
July, 1977	Mankato	" "	Kokomo, IN
Feb, 1978	Madison	Sept, 1986	Decatur, IL
June, 1978	St. Cloud	" "	Columbus, IN
Oct, 1978	Wausau	Oct, 1986	Elkhart, IN
Feb, 1979	Waterloo	Nov, 1986	Wauwatosa, WI
June, 1979	Owatonna	Dec, 1986	Lima, Ohio
June, 1979	Cedar Rapids	Feb, 1987	Peoria, IL
Aug, 1979	Mason City	March, 1987	Kalamazoo, MI
Nov, 1980	Stevens Point	April, 1987	Grand Rapids, MI
Feb, 1981	Minneapolis	July, 1987	Battle Creek, MI
Aug, 1981	Appleton	" "	Muskegon, MI
Oct, 1981	Shelbyville	Aug, 1987	Springfield, Ohio
" "	Green Bay	" "	Lansing, MI
June, 1982	Beloit	Sept, 1987	Rockford, IL
Oct, 1982	Springfield, IL	" "	Rosemont, IL
Aug, 1983	Laurens, IA	Oct, 1987	...

A handwritten list of each new Fastenal shows Owatonna was the 11th location to open.



The shorter the supply chain the better, right? So, Fastenal offers Onsites. These use Fastenal employees to run inventory management right in your facility.

► **D.C. Spaar Books**

Danielle Spaar
670 Crestview Lane, Owatonna
507-213-0943
dcspar@dcspaarbooks.com



► **Open Arms Suicide Prevention**

Robert Sikel
PO Box 233, Owatonna
507-456-1884
hdizforrs@yahoo.com



► **Keller Williams Premier**

Mike Delhanty
134 E Vine ST, Owatonna
507-440-9268
Mike.delhanty@gmail.com



► **Valleyview of Owatonna Assisted Living**

Steve Friederich
1212 W Frontage RD
Owatonna
507-451-0722
Steven.friederich@vqpm.com



VALLEYVIEW OF OWATONNA
assisted living

► **PUT YOUR NAME IN LIGHTS!** | Julia Seykora, Events Director

It's Back!! Thursday December 2nd, 2021.

Parade starts at 6 p.m. More than 70 lighted holiday parade floats will go from North Cedar Ave to Central Park then around Central Park onto West Park Square. After the parade join the excitement as the switch is flipped on the lights in Central Park. Don't miss the OHS Carolers perform on the bandshell stage. Cookies & Cider will be served.

Go to **Owatonna.org** to register. Or email **jseykora@owatonna.org**.

Trophy presented in for best lighted entry.



► **WANT A SEAT AT THE TABLE?**

Don't Wait for an invitation, take your seat now!

This dynamic series will take place once a month on the third Thursday at 7:30am to 9am, breakfast include, at Torey's Event Space Starting in January through June 2022. The Series was developed to bring together business and academic leaders, providing a platform for national, state, and local speakers to present on cutting-edge topics relevant to our community.

For Season tickets to the series or for sponsorship information, please contact Julia Seykora, jseykora@owatonna.org

**Chamber:
Growth
Breakfast Series**

Every Third Thursday from
7:30 to 9:00am
Torey's Event Space
January-June 2022

~Bring together business and academic leaders, providing a platform for national, state and local speakers to present on cutting-edge topics relevant to our community.

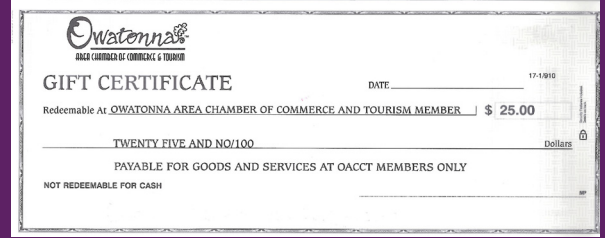
Owatonna
AREA CHAMBER OF COMMERCE & TOURISM

► WHY NOT KEEP DOLLARS LOCAL?

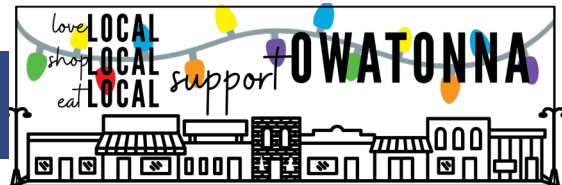
By Rhonda Guthrie, Director of Operations

With each dollar spent at a local member business, it generates 8x the amount by rolling over in the local economy. With the continued struggles with COVID-19 and workforce challenges, help support local businesses and keep the spending in Owatonna!

- Can be used at any current Chamber Member business
- Chamber dollars DO NOT expire
- Sold in increments of \$5, \$10, and \$25
- Shop our On-Line Store at Owatonna.org for your convenience
- Payment accepted by check, cash, or major credit cards
- OACCT office is open from 8 – 5; Monday – Friday
- Please call ahead for larger orders so your WAIT time is limited



► MAKING AN IMPACT



Use the QR Code to sign up your deals

List Your Deals for Small Business Saturday

As a Shop Small ambassador, OACCT encourages shop small, shop local every day of the year. In partnership with Owatonna Business Partnership, the Chamber is collecting your retail deals to promote.

In 2010, American Express created Small Business Saturday on the Saturday after Thanksgiving to encourage people to Shop Small and bring more holiday shopping to small businesses. Saturday, November 27th is a day to focus primarily on MainStreet businesses in our community to support shopping local.

BUSINESS *after* HOURS

November 16*
5:30 – 7:00 PM

Sponsor: Rise Modular
Location: 2355 Lemond RD
Owatonna



Chamber Pack Deadline

Supply 550 copies of your promotional insert by for January/February mailing; \$150 by **December 28th.**

December 21*
5:30 – 7:00 PM

Sponsors:
KOWZ & KRUE 92 Radio
& Owatonna Country Club
Location: Owatonna Country Club,
1991 Lemond RD, Owatonna



Holiday Hours: The OACCT office will be closed on Thursday, November 24; open until noon on Friday, November 25 in observance of Thanksgiving. Offices will be closed on Friday, December 24 at Noon and Monday, December 27 for the Christmas Holiday. Closing at noon on December 31 and on Monday, January 3 for the New Year. The Chamber of Commerce board and staff would like to wish each of you a safe and joyous Holiday Season! ***Business after hours for November and December will be held one week earlier due to the holidays**

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



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

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



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