

► ECONOMIC DEVELOPMENT Update | Brad Meier, President/CEO & Glenda Smith, Director of Tourism

► Connecting the Soul of Our Community to the Heart of Your Consumers

We continue to move forward with the community-wide branding process, a strategic initiative to maximize resources to market Owatonna. North Star Ideas has been chosen as a partner to help move this initiative forward. Phase 1 will take up to 4 months, and will consist of conducting thorough research involving feedback from our community and stake holders, gathering insight from neighboring communities about how our community is perceived to an outsider. All of this research will be used to develop the distinct and authentic “brand” Owatonna alone owns. Watch for more details in the next month to be a part of this exciting process.

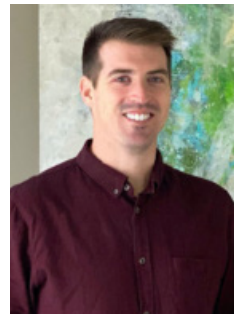


Will Ketchum

President - Leadership & Strategic Oversight

Communities are everything – spirit, pride, livelihoods, ambitions, friendships, recreation, and most of all, home. With that point of view, Will is as passionate about community and place branding as they come. From our Jacksonville office, he manages North Star operations and is always close to clients and our work. He’s advised Fortune 1000 companies, major metros and rural counties on

marketing and brand strategy over his 30 years in the agency business and has a particular focus in community economic development. He has led a community-wide visioning process to create a competitive global identity for Jacksonville which involved a wide array of city leaders, stakeholder groups and sponsors. Will’s never seen a trail he didn’t want to take – whether its traveling to solve branding challenges in amazing client communities, or traveling for fun with his family.



Sam Preston

Director of Project Management

• **Project Manager**

Having lived in the west and the southeast, Sam is well traveled. Growing up in Idaho, he developed a natural wanderlust and a love of wide open spaces, viewpoints and opportunities. His studies led him to Utah and there he caught the marketing and branding bug at some of Salt Lake City’s best branding agencies. As a Floridian, Sam now enjoys

a different kind of wide open space with his growing family. With nearly a dozen years of experience advising clients, Sam is known as a highly organized, steady force at the table for every project. He is a champion of the client’s interests, but with a keen eye for the brand and marketing approach that will serve them best.

► Pheasant Opener to be Hosted in Owatonna October of 2023

We are excited to share that Owatonna has been chosen as the host city for the 2023 Governor’s Pheasant Hunting Opener. The purpose of this event is to highlight and feature the many hunting, recreational, and travel opportunities that our community and county has to offer. We had the opportunity to participate in and observe the event in Worthington where the announcement was made. Additional details still to come as we begin planning for this event in the next couple of months.



We look forward to working with members of our community and county to host this great event in October 2023!

2022 BOARD OF DIRECTORS

- ▶ **Todd Trout, Chair**
US Bank
- ▶ **Kelly Boomgarden, Past Chair & Tourism Rep**
Country Inn & Suites-Owatonna
- ▶ **Mike Herman, Vice Chair**
Driessen Water, Inc.
- ▶ **Syd Briggs, Treasurer**
Steele Waseca-Cooperative Electric
- ▶ **Deb Gillard, At-Large**
RE/MAX Venture
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- ▶ **Doug Betti**
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- ▶ **Shannon Cliff**
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Al-Corn Clean Fuel
- ▶ **Taylor Herman, Young Professional Chair**
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- ▶ **Tom Peterson**
Climate By Design International
- ▶ **Rich Pettet**
Rich's Window Cleaning/Destiny Christian Church
- ▶ **Wayne Starman, Ex-Officio**
Cash Wise Foods



▶ Livability.com: 400K Impressions Give Owatonna Major Exposure

When the Owatonna Partners for Economic Development started the partnership with Livability.com the goal was to share with the world the great things happening right now in the community. Through a

series of 5 articles the content has captured extensive visibility. The highest performing article "How a Minnesota Brewery Is Building Community Through Beer" reached over 70,000 with 12,000 engagements showing the power of beer. "12 Reasons Owatonna, MN Is a Great Place to Live" was the next most viewed of the 5 articles. A new batch of articles will hit this winter. To see all the articles: <https://livability.com/?s=owatonna>



▶ Forums Bring Candidates to Thousands in Owatonna

Hundreds came in person, thousands have watched on line as the 2022 Candidate forum series brought 5 races to life. The forums, sponsored by the Chamber, Rotary

Clubs, and Owatonna People's Press featured candidates for Owatonna School Board, City Council, Congressional District 1, State Representatives, and Steele County Sheriff. Community members packed the room at the Owatonna Country Club to hear from the candidates in person and get their questions answered. On line at OwatonnaLive.com thousands have already viewed the forums in anticipation of Election day on November 8th. Thanks to our moderators, candidates, partners, and the community! Special thanks to Owatonna Business Women and Foremost Brewing for hosting evening community forums for city council and school board this year.

▶ Staff Anniversaries

The OACCT Staff are working hard to provide programs and services to the entire membership, tourism attractions and property owners and mainstreet businesses. Longevity of the staff are vital to the success of the organization. Congratulations on some monumental anniversaries!

- Brad Meier, President/CEO – 15 years**
- Rhonda Guthier, Director of Operations – 21 years**
- Brad Fischer, Membership Director – 3 ½ years**
- Julia Seykora, Events Director – 1 ½ years**
- Mary Jo Robbins, Office Support Manager – 1 year**
- Lisa Cochran, MainStreet Director – 6 months**
- Glenda Smith, Tourism Director – 6 months**

► Key Workforce Program Features Manufacturing and Construction Jobs

Donning reflective vests and protective gear, close to 70 high school age students toured manufacturing facilities and a major construction site in Owatonna.

The Made in Owatonna day program is part of SteeleCoWorks program and a partner with Junior Achievement, United Way of Steele County, Owatonna Public Schools, and the Chamber. It is funded through a grant provided by the Bosch Community Fund.

The first of 3 Made in Owatonna Days took students to Viracon, Bosch, Climate by Design International and the new Owatonna High School site. Students learned about the opportunities that include entry level, skilled labor/trades, engineering, Human Resources, Marketing, and more. The program's goal is to give students a broader understanding of the opportunities here in their own backyard.



► 235 Students, 85 Employers make 4th year of SteeleCoWorks a Success

Employers continue to engage with the SteeleCoWorks program to raise the awareness of their business and share the opportunities of employment. These opportunities include providing business tours, job shadows, internships, and work experiences. How can you participate? There are opportunities to speak at the high school, set up a table near the lunch room and participate in career fairs. Simply shoot an email to Megan Horton, Workforce Coordinator at mhorton@wdimn.org to participate.



Partners





► 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

Y-Pro 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. Y-Pro 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 2023 programming (4 lunch & learns, 4 social events, 4 fitness/outdoor activity, 2 community events, an end of the year social event and any other additional Y-Pro events. Any questions, contact Julia Seykora, jseykora@owatonna.org

Thank you 2022 Y-Pro sponsors!

Platinum: Federated Insurance

Gold: CLA and HomeTown Credit Union

Silver: Profinium and Graif Clothing



Bronze: Owatonna Motor Company, Commerce Bank of Geneva and Mineral Springs Brewery

► Why Are People Attending the New Growth Breakfast Series?

November 17th Topic: Branding

December 15th Topic: Legislative Preview

Testimonials:

"The Chamber's Growth Breakfast is time well spent for increasing knowledge and connection. Each month there are high-quality speakers/panels to increase my knowledge and understanding of state and industry trends."

I look forward to attending each month to connect with people from the community."

~**Christy Tryhus** (Dean of Academic Affairs
– Riverland Community College



"The communication that the Chamber of Commerce helps to bring forward for our Businesses in Owatonna is a valuable resource. The Chamber Growth Breakfast is no exception to this. The topics that are brought forward are presented by experts on the topics and this series is a valuable resource for our members to take advantage of. In addition, it provides opportunities to network with and see our fellow business partners in Owatonna. I do my best not to miss a single one!"

~**Todd A Trout** (Community Bank President
| Business Banking Rel Manager)



Hometown Holidays!



LIGHTING OF THE LIGHTS & OHS CAROLERS
CENTRAL PARK - DECEMBER 1



CHRISTMAS IN THE VILLAGE
STEELE COUNTY HISTORICAL SOCIETY
DECEMBER 2 & 3



HOLIDAY LIGHTED PARADE
N. CEDAR AVENUE - DECEMBER 1

► Hometown Holidays Return

Owatonna, with all its charm, has done its best once again to let tradition reign. All the stops have been pulled to make certain there is no other place to be than our Hometown for the Holidays.

Holiday events kick off in November with Santa visits at Cabela's, Shop Owatonna, and the Lighted Parade on Cedar. Events go into December with the Steele County History Center's Christmas in the Village. Check our website for a list of dates and times for all events!



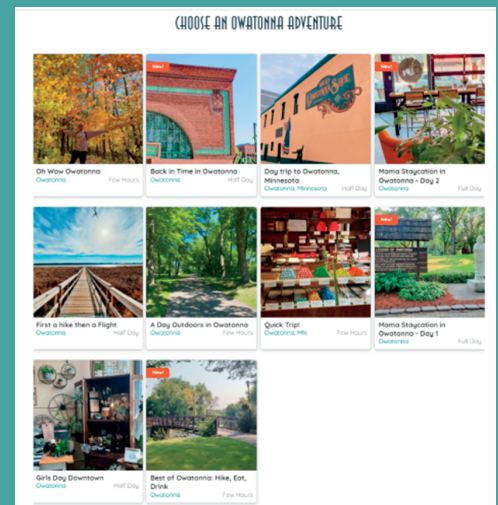
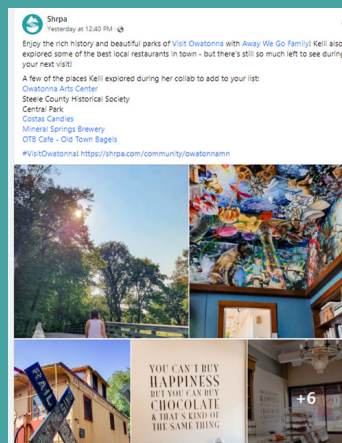
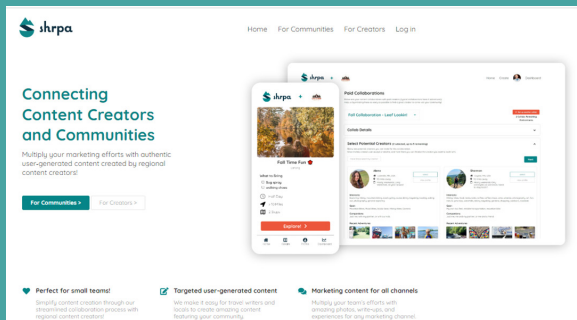
VISITOWATONNA.ORG/HOMETOWNHOLIDAYS



► SHRPA Visits Owatonna

We have partnered with SHRPA to invite "Content Creators" to come visit, then share their Owatonna experiences. Content creators visit up to 12 locations within a community, then build 4 personalized adventures for each collaboration.

Find all the current adventures here:
<https://shrpa.com/community/owatonna>



► Promote Your Event

We can help you get the word out if you share your event information with us! Call or email the details and we can connect you with resources to help promote your event!



507-451-7970



oacct@owatonna.org

► Find an Event

If you are looking for things to do in Owatonna, go to our community calendar to find out what's going on each day!



Community Calendar

visitowatonna.org/calendar-of-events

► Share your Experience

Add #visitowatonna to your posts to share with other your favorite ways to spend time in Owatonna!



#visitowatonna

◀ Visit visitowatonna.org/calendar-of-events/ for the most up to date information about events. ▶

► Put Your Business In Front of Thousands at the Lighted Parade

Let's meet in Downtown Owatonna on Thursday, December 1st for the Annual Lighted Holiday Parade and Lighting of the Lights!

The parade begins at 6:00pm at Rose Street and Cedar Avenue and will travel south along our new streetscape to Central Park, then around Central Park onto West Park Square. After the parade, join the excitement as we switch the lights on in Central Park. The OHS Carolers will perform on the bandshell stage and Santa and Mrs. Claus will mingle in the park. There will be cookies and cider available as well.

This event kicks off the Owatonna Hometown Holiday Weekend that includes shopping, activities, food, music and family fun.

Would you rather be IN the parade? Registration is only \$25 and a trophy will be awarded to the best lighted entry!

Help needed for the parade: MainStreet needs some help with crowd control. If you would like to have the best spot to enjoy the parade while helping us, please sign up to be a Parade Volunteer. We will even have a cool safety vest for you to wear!

Contact Lisa Cochran lcochran@owatonna.org for registration, volunteering or questions.



► Streetscape 'Officially' Open Downtown

After almost 2 years of construction, community members gathered downtown on October 13th for the ribbon cutting for the new Downtown Cedar Avenue Streetscape.

Mayor Tom Kuntz welcomed everyone in attendance, Kris Busse, City Administrator, thanked several city departments, JJD, ISG and the Chamber of Commerce for their respective roles during the 4.5 million dollar project. Mainstreet specifically thanks the businesses that were directly impacted by the construction and the Owatonna Business Partnership for their positivity and communication throughout the entire process.

Jeremy Poland and Lantz Dale, favorite performers from Downtown Thursday this past summer, performed on the Showmobile Stage despite the cold and had an appreciative crowd until the end. Games, face painting and photo ops were also available. The streetscape upgrades are beneficial to retailers, customers and anyone who comes to downtown. It really improves the quality of living for Owatonna!

► Shop Local - Shop Small

Supporting our small businesses is important all year round. However, on Shop Small Saturday, many businesses have one of their best days of the 4th quarter! Shop Small Saturday will be on Saturday, November 26th and MainStreet will be downtown visiting stores, doing live videos, and maybe even giving away a prize or two. Hope to see you in Downtown Owatonna for Shop Small Saturday!



► **Courtyard Owatonna Downtown**

► **About**

Located in the heart of downtown Owatonna, The Courtyard Owatonna Downtown provides a seamless, convenient transition between work, play and rest. Experience the new state-of-the-art lobby and guestrooms or enjoy breakfast or drinks at The Bistro. Your stay at Courtyard Owatonna Downtown is more than just a trip - it's travel that propels you.

► **Rooms**

After a busy day in Owatonna, relax with plush linens and homelike furnishings. With plush bedding, flexible workspaces, and fast & free Wi-Fi, our thoughtfully designed guestrooms give you the space and comfort you need.

► **Amenities**

- **Business Center:** Need a computer, printer or just another space to do some work? Our Business Center has exactly what you need to be productive.
- **Fitness & Pool:** Start your day with a workout in the 24-hour fitness center or take a quick dip in the indoor pool.
- **Connect:** With fast & Free Wi-Fi and casual spaces to meet or work, you can connect virtually or personally. The choice is yours.

► **The Bistro**

- **Breakfast:** From Avocado Toast to Eggs Your Way, fresh fruit to steaming Starbucks coffee, wake up and enjoy a selection of delicious breakfast items without having to step outside.
- **Bistro Bites:** Meeting up for appetizers? Choose from a variety of shareable plates like our Margherita Flatbread. For the perfect pairing, try one of our crafted cocktails or premium wines.
- **Dinner:** Whether you're in the mood for a crisp Caesar salad, a satisfying Mediterranean Grain Bowl, or a hearty Bistro Burger – end your day right with exactly what you're craving.



► **Meetings & Events**

Looking for a place to hold your meeting or block of guestrooms? The Courtyard Owatonna Downtown has two meeting spaces and 106 guestrooms. For more information, contact sales@courtyardowatonnadowntown.com.

► **Holiday Promotion**

Make The Courtyard Owatonna Downtown your holiday destination for family and friends. Stay with us over the holiday season and receive a 20% discount. To make a reservation, visit www.marriott.com/rstoc or call 507.431.4130.



► **Holiday Stationstore #519**

Shane Davidson
330 W North ST, Owatonna
507-573-5011
shane.davidson@circlek.com



► **Paradise Center for the Arts**

Heidi Nelson
321 Central Ave, Faribault
507-332-7372
director@paradisecenterforthearts.org



► **Hospitality House of Owatonna, Inc.**

Ashley VonRuden
250 E Main ST, Owatonna
507-444-4042
hospitalityhouse.owatonna@gmail.com



► **Steele Threads/Spotted Sunflower Boutique**

Bre Smith
110 North Cedar AVE, Owatonna
507-571-9440
bre@spottedsunflowerboutique.com



► **KIK Marketing**

Tyler Kruckeberg
110 Highway North, Blooming Prairie
507-583-7713
tyler@usekik.com



► **Tavern Nine**

Mona Schultz
1369 Cherry ST, Owatonna
507-431-3660
1319tavern@gmail.com



► **OMR Services, LLC**

Nathan Everson
1705 19th Ave N, Fargo, ND
701-730-0372
operationas@flyomr.com



BUSINESS
after **HOURS**



November 22
5:30 – 7:00 PM

Sponsor: Fastenal Company

Location: 2929 Park Drive, STE 2, Owatonna

Chamber Pack Deadline

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



December 20
5:30 – 7:00 PM



Sponsors: KOWZ & KRUE Radio
& Owatonna Country Club

Location: 1991 Lemond RD, Owatonna



Chamber Annual Dinner

Date: January 27, 2023

Time: 5:30 pm

Location: Owatonna Country Club

Sponsored By:



Culligan. ULTRAPURE

Holiday Hours

The Chamber office will be closed the following dates so staff can enjoy the holiday's with family and friends.

Thursday, November 24 – Closed | Friday, November 25 – Closing at Noon | Friday, December 23 – Closing at Noon
Monday, December 26 – Closed | Friday, December 30 – Closing at Noon | Monday, January 2 – Closed

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



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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8 NOVEMBER/DECEMBER 2022 BUSINESS BRIEF Owatonna Area Chamber of Commerce & Tourism

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