

► ECONOMIC DEVELOPMENT Update

► Will \$18B Extra Be Enough?

As a group from Owatonna joined 1,700 business leaders from across the state of Minnesota to kick off the 2023 legislative session, the promise of an \$18 Billion surplus was everywhere. For the business community, it feels like the perfect time to reduce MN out of the #1 ranking for income taxes. State-level permitting reform was also pressed hard to Governor Walz.

The majority party leaned into issues like daycare, housing, and healthcare. Will checks be sent back to the people? Walz says yes, the legislative leaders didn't have a clear opinion.

Two Key Owatonna Asks \$1M for the 'Learn to Earn' Initiative and at least \$22M in bonding for the wastewater treatment facility.



Our Research Initiative

Owatonna has recently begun a research-driven, community-wide identity initiative. This effort will help Owatonna stand out in the marketplace as we grow toward our preferred future. Our goal is to increase interest and investment in our community from residents, entrepreneurs, companies and visitors. Currently we are conducting research inside and outside the community to uncover perceptions, attitudes and what's unique about Owatonna.



Research

We start by conducting research within Owatonna and then gather external perceptions. Our goal is to uncover what is distinct and authentic about the entire community.

► Owatonna's Branding Initiative- A Community Endeavor

The Chamber, City, Tourism, Mainstreet and Economic Development team launched a research-driven, community-wide branding initiative at the end of 2022. This project will uncover what about Owatonna is distinct, authentic, and ownable so we can highlight our key strengths through a brand we can all embrace.

Importantly, this brand will help us compete in the marketplace to attract talent, residents, and businesses. The 'boots on the ground' kick-off to this project happens in January by asking for input on experiences, opinions, and perceptions of Owatonna.

The initial process will be complete this summer-then the full 3-year marketing push begins.

► ANNUAL MEETING



Headline
Sponsor



Information
inside!

2023

BOARD OF DIRECTORS

- ▶ **Mike Herman, Chair**
Driessen Water, Inc.
- ▶ **Todd Trout, Past Chair**
US Bank
- ▶ **Kelly Boomgarden, At-Large**
Country Inn & Suites-Owatonna
- ▶ **Syd Briggs, Vice Chair**
Steele Waseca-Cooperative Electric
- ▶ **Deb Gillard, At-Large**
RE/MAX Venture
- ▶ **Oscar Mazariago, Treasurer**
American Family Insurance – Oscar
Mazariago Agency & Lava Burgers & Wings
- ▶ **Shannon Cliff**
Mayo Clinic Health System-Owatonna
- ▶ **Bonnie Cole**
Cole Electric & Torey's Restaurant & Bar
- ▶ **Brian Deml**
Deml Heating & Air Conditioning, LLC
- ▶ **Randy Doyal**
- ▶ **Megan Jenniges, Young Professionals Chair**
Federated Insurance
- ▶ **Jolene Kunkel**
Federated Insurance
- ▶ **Doug Meier**
Christian Bros. Cabinets
- ▶ **Scott Mohs**
Mohs Contracting, Inc.
- ▶ **Tom Peterson**
Climate By Design International
- ▶ **Rich Pettet**
Rich's Window Cleaning/Destiny Christian Church
- ▶ **Christy Tryhus**
Riverland Community College



▶ Chamber Visions Business Future

As the Chamber charges into 2023, armed with some key initiatives, it's exciting to be leading the Board of Directors this year. Thank you for supporting and engaging with the Owatonna Chamber.

You need to know the direction the Chamber Board has set forth through a few major areas-all geared towards growth for the community.

- 1) Community-wide Branding: expect the branding development to be complete and \$900,000 raised for the 3-year marketing campaign.
- 2) Member Communications: the Board expects the connection with our 535 members to be stronger by the end of the year.
- 3) Talent: Through SteeleCoWorks connect students and businesses for tours, internships, and work experiences.



Mike Herman
CEO Culligan Ultrapure

The Chamber will be moving locations this year as the new Riverfront Project moves forward. We'll continue to focus on downtown through the MainStreet Program, providing excellent events and opportunities for you and your employees.

Mike Herman, 2023 Chair of the Board

▶ SteeleCoWorks Next Phase



With the Workforce Coordinator position open for the SteeleCoWorks program, the partners involved in this initiative are meeting to reshape the position. The five years since this program started have seen a lot of change-the Owatonna High School has added a Career Navigator, Workforce Development has added several staff to the community, and more resources are available. Even with more resources, the need for talent will continue for businesses. The alignment of the SteeleCoWorks coordinator position will ensure that we're not duplicating efforts and bringing the most value possible to businesses and students.

By: Brad Meier, President/CEO



▶ Chamber Planning for Spring Move

When the Chamber Board agreed to sell the current chamber location and make a move to 120 S. Oak it allowed a major Riverfront project to move forward. In all, the two buildings being built will add over \$30M in investment to the community and will reshape how we

utilize the beauty of the Straight River.

The Chamber is buying the building at 120 S. Oak. The size of the building is a little bigger than the current chamber building and the conference space allows for more flexibility than the current location. The building is located on the busiest intersection in Owatonna and has recently renovated offices.

The biggest question we've heard is about parking. The new location has 4 spots in front of the building. However, most parking will be on street next to the building or in the city lot at the end of the block. There are adequate spaces that are typically open during the day. Admittedly it isn't the same as having a full public lot located immediately behind our building like we have today but we believe it will work very well.



BOLD & COLD
OWATONNA'S WINTER FESTIVAL
January 23-29, 2023

Owatonna™

m
EXPLORE
MINNESOTA

► 2023 BOLD & COLD Owatonna's Winter Festival

Get outdoors and embrace our Minnesota Winter! Activities planned for the last week in January is the perfect time to experience this winter wonderland.

Check out the fun family friendly events all week long! We welcome visitors to experience our favorite winter event in partnership with Owatonna Park & Recreation, Owatonna Business Partnership, and Owatonna People's Press.

Highlights this year include:

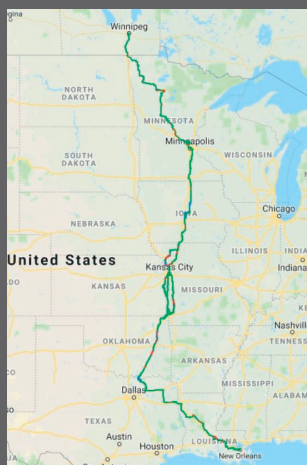
- Snow Sculpture Contest
- Medallion Hunt
- Soup Supper
- Log Rolling
- Rock on Ice Snowshoeing
- Luminary Walk

Details for each event can be found at visitowatonna.org/boldandcold



Jefferson Highway Highlights

In June 2023 Owatonna will welcome a group from the Jefferson Highway Association as a part of their annual conference road-trip.

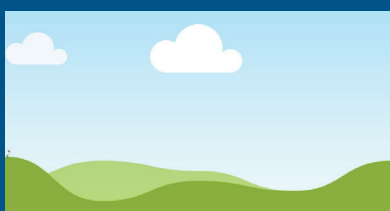


Owatonna was recently featured on <https://nationalparktraveling.com/> as a must see stop on the Jefferson Highway.

The Jefferson Highway Association, named after Thomas Jefferson, was formed in 1915 to build a highway from Winnipeg, Manitoba, Canada to New Orleans, Louisiana, in the United States.



Pictured above is our 2022 Holiday Lighted Parade Float highlighting the Governor's Pheasant Hunting Opener happening October 13-14, 2023. Watch for more details soon about how you can get involved.



► It FEELS like winter, but it's time to make plans for SUMMER!!

We are attending two shows in January focusing on upcoming summer travel and activities. Minnesota Field Trip & Activity Library's Summer Resource Fair is January 10, where coordinators will be exploring options, and making plans for summertime field trips and group outings. January 14 & 15 is the Chicago Travel Show promoting our MinneRoad Trip with our Northfield and Faribault Partners.

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

► MainStreet is Looking back but looking forward to Looking ahead!

2022 was an exciting year for the Owatonna's MainStreet Program. We started with a Downtown Clean Up day in May, held 3 successful Downtown Thursday events, formed a new Advisory Board, saw the completion and ribbon cutting of our new streetscape, completed our Strategic Plan for next year, and finished up by hosting a record-breaking Holiday Lighted Parade. It makes for a great foundation to move forward into 2023.

So, what's in store for the MainStreet Program? We continue to upgrade MainStreet's work for Owatonna starting with clear and continued communication with our business and building owners. As MainStreet Director, it is my job to keep business owners updated on what's happening – construction, store closings and openings, events happening in the MainStreet District and how they may impact your business, to name a few. I feel by having that clear communication, we develop a foundation to work together, and to be proactive instead of reactive for what comes our way.

This all sounds great, but not all businesses are downtown. Why is this important to all businesses? It is my belief that a thriving downtown drives a thriving community. The investment in the MainStreet District brings a sense of pride to our community members. We talk about it. We share pictures of it. We bring visitors to it. More people hear about it and want to see it. Do these people have a reason to stay? What else does this town have to offer? We want to be a destination for people. They stay at our hotels, eat at our restaurants,

visit our tourist attractions, experience our events. And now we have created an economic impact for more businesses in Owatonna and repeat visitors because they can't fit everything into just one visit!

How is MainStreet working on these key components? We have our foundation, so what do we do with it? Focusing on the 4 Pillars of MainStreet naturally encompasses these goals. We want to have the **organization** to work efficiently with businesses, investors, community members and create a working committee for each of the 4 Pillars. We will **promote** Owatonna – with events, communication, research, learning, and thinking outside the box. When we invite people to our city, we want it to be aesthetically appealing with the first impression. Our **design** committee collaborates with different organizations and businesses to find out what is needed to make that happen. We have added an additional 30 flower baskets for this year – we can't wait for you to see them! We continue to assist with remodeling, restoring, and guidelines for buildings in the MainStreet District. As we work on these components, we want our city to have **economic vitality**. By staying informed of opportunities for businesses (new and existing), seeking out new entrepreneurs that are interested in Owatonna, and promoting building spaces available, the hope is to increase the opportunities for visitors and community members to spend their time and money in Owatonna.

I am certainly looking forward to a sensational 2023!



► Holiday Lights Part of Vibrant Downtown

The last time a big initiative took place for holiday lights for downtown Owatonna was the mid 1980's. Forty years later many of those decorations are still in use on light poles. Lights, decorations, and some light pole decor around Central Park have been replaced over the last few years.

MainStreet Owatonna is asking for the community to support the next step, a signature item for Central Park and additional light pole snowflakes. A Go Fund Me is set up to raise dollars for this. If you would like to donate as a business directly to the fund, please contact Lisa Cochran at lcochran@owatonna.org.



► \$82M in New Construction Makes '22 Another Big Year

It was another big growth year for Owatonna. The \$82M in new construction put it in the top 3 for development and comes off of 2 record years of growth. Most of the expansion comes from apartment buildings (\$24M) and manufacturing growth (\$20M). These are encouraging statistics since housing is such a big need and manufacturing is one of the key drivers to our local economy.

2023 is looking equally strong with a new manufacturing building planned along with Riverfront project and more apartment units.

► **EVENTS** | Julia Seykora, Events Director

► Why Owatonna? Past, Successful and Future Projects in Owatonna

Join us for the first 2023 Chamber Growth Breakfast Series featuring Ari Kolas – Principal at Hamilton Real Estate Group -Courtyard Owatonna Downtown and Craig Korvela – Restaurateur of Roma's Italian Eatery coming soon in the former Jerry's Supper Club in Owatonna.

7:30 – 9:00 AM

Torey's Restaurant & Bar (upper level), 208 N. Cedar AVE

Cost is \$20 per event or \$180 for entire series

Sponsors: Cole's Electric & Fastenal



COLE'S ELECTRIC, INC.



Ari Kolas



Craig Korvela

► Annual Dinner

Join us on **January 27th, 2023**, at the Owatonna Country Club for the Annual Meeting. This Annual celebration reflect on the years successes, recognizes outstanding volunteers, and looks ahead to the next years plan to action.

For ticket information, to purchase tickets or to become a sponsor, contact Julia Seykora, jseykora@owatonna.org or at www.owatonna.org.

Time: Friday, January 27, 2023, 5:30 pm – 8:30 pm Owatonna Country Club, 1991 Lemond Road, Owatonna \$65 (Individual ticket price)



Headline Sponsor





Christy Tryhus



Megan Jenniges

► Welcome New Board Members

Christy Tryhus, Dean of Academic Affairs (Business, Social Sciences, Public Safety, IT & Customized Training) at Riverland Community College will serve on the Chamber Board of Directors for a three-year term beginning in 2023.

Megan Jenniges, Systems Developer at Federated Insurance will serve as the Young Professionals representative on the Board of Directors for 2023. Congratulations and many thanks to both of you!

► Thank You to Outgoing Board Members Betti & Herman

Thank you for serving on the Chamber Board of Directors. Congratulations to Doug Betti, Viracon who served a three-year term from 2020 – 2022 and Taylor Herman, Profinium who served as the Young Professionals Chair for two years. Thank you for your input and insight!



Doug Betti



Taylor Herman

► Congratulations to 20+ Years

Ambassadors who have reach 20 years serving as an Ambassador can be awarded emeritus status. We thank the following for their dedication and involvement that spans over two decades. Congratulations to the following individuals who became Ambassador Emeritus recently:

Bruce Busho, Retired (1999 – 2021)
Brenda Christianson, Hair Studio One (1998 - 2019)
Kaye Fransen, Retired (1999 – 2020)
Mike Jensen, Tri M Graphics (2000 – 2022)
Cory Michaelson, Michaelson Funeral Home (2002 – 2022)

Sue Pap, (1995 – 2018)
Del Point, Retired (1997 – 2018)
Wayne Starman, Retired (1988 – 2019)
Sharon West, Retired (1995 – 2020)

► YOUNG PROFESSIONALS



Thank you to our 2022 Sponsors! (End of the Year party. SpareTime Entertainment.)

► Want to Keep Your Young Employees?

Get Them Connected Through Y-PRO Become a Young Professional! 2023 is the year to join the Young Professionals. Lunch and Learns, Social events, fitness and outdoor activities, and community engagements. Engage in your community and be seen.



► Building Stronger

Scott Mohs started Mohs Construction Company in Owatonna in 2006 specializing in roofing and siding. Backed with Scott's entrepreneurial drive, a reputation of quality craftsmanship and the support of their clients and community, the business flourished and expanded. Today, Mohs Contracting provides general contracting, design build and construction management services regionally.

Mohs Contracting takes pride in being open and honest with their clients and partners—always striving for a collaborative environment in which to share ideas, solutions and expertise. They hold themselves to the highest standards of integrity and believe it is the strength of the relationships they build along the way that are the true measure of success.

You can find Mohs team members supporting activities that are vital to our communities' vibrancy with their time, talent and treasure. Mohs Contracting is passionate about having a positive impact on our communities and fostering an environment that encourages community leadership and volunteerism.

This past year has been an exciting time for Owatonna and Mohs Contracting. They are proud to have been the general contractor for the newly opened Courtyard by Marriott and look forward to additional growth and redevelopment in downtown. Mohs Contracting will also serve as the general contractor for the recently announced ASCEND project—Owatonna's first multi use development.



**LEARN ABOUT
ASCEND**



**FROM LEFT: MATT WALERIUS, STEVE GLYNN,
SCOTT MOHS AND JOLAYNE MOHS**

In 2022, Mohs Contracting also expanded its ownership to include Steve Glynn and Matt Walerius as new shareholders. The broadening of the shareholder base ensures their growth and continued commitment to the region. Glynn currently serves as Vice President of Construction and Walerius as Vice President of Operations.

► **American Family Insurance – Jessica Gruenwald and Associates**

Jessica Gruenwald
212 S Oak, Owatonna
507-455-3501
Jmeeks1@amfam.com



► **Maeven Aesthetics**

Maeve Jensen
120 S Oak AVE, Owatonna
507-351-0599
maeve@maevenasthetics.com



► **Randall Doyal**

Randy Doyal, Owatonna
507-951-2530
rjdoyal@gmail.com

► **Southeastern Minnesota Oral & Maxillofacial Surgery**

Nancy McDermott
605 Hillcrest AVE, STE 130, Owatonna
507-451-0290
Nmcdermott17@gmail.com



► **Krazy Bling**

Kylie Zimmerman
142 W Bridge ST, Owatonna
507-473-5848
kyliezimmerman@krazybling.net



► **EVENTS**

Julia Seykora, Events Director

Chamber Growth Breakfast Series

January 19
7:30 – 9:00 AM



Location: Torey's Restaurant & Bar, 208 N. Cedar
Topic: "Why Owatonna?"

Business After Hours

February 28
5:30 – 7:00 PM



Sponsor(s): Mayo Clinic Store - Owatonna
Location: 1100 West Frontage ST, STE 160, Owatonna

Business After Hours

January 24
5:30 – 7:00 PM



Sponsor(s): Torey's Restaurant & Bar
Location: 208 N Cedar AVE, Owatonna

Chamber Growth Breakfast Series

February 16
7:30 – 9:00 AM



Location: Torey's Restaurant & Bar, 208 N. Cedar



Chris Simpson, Wenger Corporation gladly accepts gift certificate as gift from annual golf event.

► **Gift Certificate Impact to Support Local Businesses**

Gift Certificates are a great way to support our local businesses plus create economic impact while doing it! In 2022, over \$97,000 gift certificates were sold and spent locally in the Owatonna community. For your convenience, the Owatonna Chamber Shop Local initiative makes it easy to order on line on the SHOP LOCAL header on Owatonna.org.

Chamber Pack Deadline

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



AREA CHAMBER OF COMMERCE & TOURISM

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