

► TOURISM Update | Glenda Smith, Director of Conventions and Tourism



News reporter conducts a live TV interview at a previous Pheasant Opener!

► Pheasant Opener Brings National Attention to Owatonna

Up to 30 media representatives have a chance to experience Owatonna's greatest assets the weekend of October 13 & 14. Media mentions of this event is generated in almost all 50 states in addition to statewide and regional media attention. Media and other invited guests attending the Governor's Pheasant Hunting Opener converge on a weekend of events happening throughout the community (see insert for full list of community events).

In addition to the public events, media is exclusively invited to the following:

- Tour the new high school and learn more about the emphasis on career pathways.
- Explore ways our schools encourage hands on education with McKinley's Willow Creek Wildlife Nature area.
- Experience hunting and hunting related activities with seasoned and novice outdoorsman.

The Governor's Pheasant Hunting Opener is one of two partner events Explore Minnesota and the Minnesota Department of Natural Resources seeks host communities, and assists in the planning of this high-visibility event.

► COMMUNITY Update | Julia Seykora, Events Director

► Nineteen New Participants Start Owatonna Leadership Academy

Congratulations to the 2023-2024 Owatonna Community Leadership Academy participants!

Academy (OCLA) starts in September and runs through June. For more information on this program or how to apply for next session go to www.owatonna.org. A kick-off picnic and social was held in August at the Owatonna Country Club,



Participants and sponsors, front row left to right: Becky Hermanson Hill (Berkshire Hathaway HomeServices Advantage Real Estate), Lisa Simon (Riverland Community College), Shannon Martin (HomeTown Credit Union), Rachel Boss (City of Owatonna), Kendra Myrom (Mayo Clinic Health System – Owatonna), Jennifer Theile (Steele County Historical Society), Darcy Kubat (Fastenal), Lauren Kozelka (Owatonna Business Women), Back row, l to r: Brandon Ratkowski (Owatonna Motor Company), Andrew Kline (Viracon), Sammy Miranda (Lakeside Foods), Kyle Kriener (Profinium Inc.), Julie Klein Jacobs (Sputtering Components, Inc.), Mary Jo Robbins (Owatonna Area Chamber of Commerce & Tourism), Matthew Kern (RE/MAX Venture), Jessie Grove (KOWZ & KRUE Radio), *Not pictured: Elliot Herdina (Owatonna Hospital – Allina Health), Lindsay Schultz (Daikin Applied Americas), Annie Priebe (Federated Insurance), Sara Pichner (HomeTown Credit Union)

2023 BOARD OF DIRECTORS

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- ▶ **Christy Tryhus**
Riverland Community College



NEW MEMBERS

Brad Fischer, Director of Membership

American Legion Post #77

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Apex Industries-dba Apex Painting

Andrea Oylo
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Circle of Life Home Care Anishinaabe

Isaac Robertson
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507-214-8007
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Curly Girlz Candy, Inc.

Paula Trender
121 W Main ST, STE A, Owatonna
507-451-3396
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Exchange Club of Owatonna

Sharon Klein
PO Box 13, Owatonna
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Farmers Insurance Thaddeus Tuttle Agency

Thaddeus Tuttle
106 N Cedar, Owatonna
507-451-1168
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La Flor DeMayo Mercado

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507-413-0177
laflordemayomercado@gmail.com

Polished Commercial Cleaning Company

Fred & Carlie Veeder
1028 Linn AVE, Owatonna
612-618-1297
operations@polishedmn.com



Sound.Church

Judson Bartels
1300 N Elm AVE, Owatonna
507-200-8357
judson@sound.church



The Blast, Inc.

Alex Morgan
206 W Rose ST, Owatonna
507-455-2898
alexandriamorgam917@gmail.com



Top Dog K-9 Grooming

Ashlie Tesch
139 W Broadway, Owatonna
507-413-0571
Topdogk9grooming@yahoo.com



EVENTS

Julia Seykora, Events Director

United Way Goal is Set, Chamber to Assist

The United Way of Steele County held the official Kick-Off to the 2023 Corporate Campaign for United Way on Sunday at the SCFF. Chamber staff, board members and ambassadors attended to show their support of the great work Annette Duncan and her team does year long to help support agencies in our community. The goal was announced at \$815,000.

Your Owatonna Area Chamber of Commerce and Tourism has the great honor of being the 2023 Workforce Campaign Leader.

See the insert in the chamber pack to find out more on why and how you can donate to the United Way of Steele County.



Stephen McDaniel, Owatonna People's Press

► **Community-Wide Branding Will Start to Roll Out This Fall**

The extensive process of bringing the community together to uncover Owatonna's unique identity has taken close to 8 months. The brand will start to be used this fall after all the partners have a chance for final review. These are the organizations who will adopt the new brands:

City of Owatonna

Owatonna Area Chamber of Commerce

Visit Owatonna

Main Street Owatonna

Owatonna Partners for Economic Development

There will be a 6th community brand that will be used more broadly. Each brand will be different but similar. A full marketing campaign will follow.

► **New Owatonna High School opening**

The opening of the new high school this month marks a key point in time for the growth of the Owatonna community. Placing a major financial investment into a modern educational institution is a strong signal about Owatonna's ambitions to grow and attract talent to the area. The private business investment of over \$24M is an even stronger indicator of the importance of a 21st Century learning institution and how it ties to the health of the economy.

Congratulations on the opening of the New OHS!



► **New Chamber Conference Room Nearing Completion**

The finishing touches are going on the north part of the new Chamber building at 120 S. Oak. This space will be used for numerous Chamber committee and Board meetings, but will also be available to Chamber members for use at no cost. The remodel will include a tribute to the legendary Ted G. Ringhofer who was Chamber President for 29 years as well as modern technology and open seating space.



How well do you know...?



Did you have a chance to test your knowledge at the Chamber's booth at the Steele County Free Fair this year? Daily trivia featured questions and facts about Owatonna and Steele County.

Congratulations to our daily Trivia winners! Amy Simon, Katie Meiners, Ollie Schmidt, Chris Fiske, Katie Olson, and Nancy Mullenbach.

Thanks to Karl's Appliance for lending the large screen TV to display our Leaderboard, thanks to the Steele County Free Fair, Steele County History Center, Sparetime Entertainment, and MainStreet businesses who offered daily prizes, and to all of our members who helped staff the booth!

Minnesota Field Trip Library Show

Anne Peterson with the State School Orphanage Museum, and Jamie Patiska with RadZoo helped promote Owatonna at the Minnesota Field Trip Library show in St. Paul on August 15. Over 300 group planners attended the show to learn more about group tours in Owatonna.

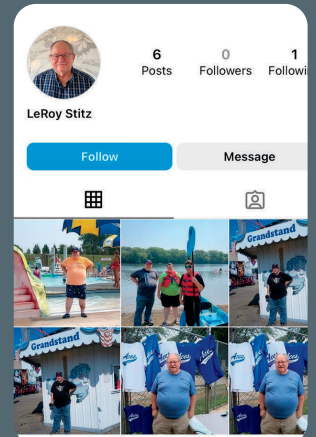
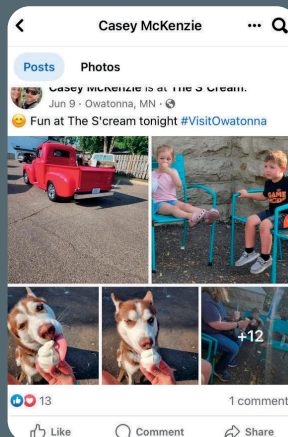


Congratulations to our Summer "Tour Our Town" Winners!

Summer is all about adventure, and these three enjoyed some of Owatonna's favorite attractions while they "Toured Our Town".

Congratulations to Casey Barker, June winner; Tiffany Kriesel, July winner; and LeRoy Stitz, August winner.

Be sure to post your Owatonna adventures this fall on Facebook or Instagram, and make your post public. Use #visitowatonna for your chance to win \$100 in Chamber Dollars! The promotion continues through April 2024.



Steele County Free Fair Photo Re-Cap



Thanks to everyone who continues to make the Steele County Free Fair, our most attended event each year, a great success and offers a way for everyone to celebrate our community and summer. This year SCFF was highlighted on KSTP's Minnesota Live!



Oktoberfest

- 9/16 Foremost Brewing Cooperative
- 9/22 -23 Mineral Springs Brewery
- 9/30 Steele County History Center

Upcoming Events

- 9/8-9/17 Welcoming Week
- 9/16 State School Orphanage Fall Celebration
- 9/16 Rustic Mama's Fall Show
- 10/03 Owatonna Foundation @ Mineral Springs Brewery
- 10/13-14 Governor's Pheasant Hunting Opener Weekend
- 10/28 Trick or Treat (Downtown & SCHC)
- 12/1 Lighted Holiday Parade & Lighting of the Lights
- 12/1-12/3 Holiday Weekend & Christmas in the Village

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

► Downtown Thursdays are over – now what do we do?

The 4th Downtown Thursday events MainStreet hosted this summer were such a huge success and very well-attended. But now that they are done, that doesn't mean we won't have incredibly fun things to do in Downtown Owatonna. Check out what's coming up!

Week of September 25th – Homecoming Window Decorating Contest (sponsored by Guaranteed Rate) and the Homecoming Parade on Friday, September 29th at 1:30 pm, from E. Broadway to N. Cedar Ave.



Friday, October 13th – Community Event for Governor's Pheasant Home Opener, 5:00pm-8:00pm. Pheasants, Food, and Festivities in Central Park will include Food Trucks, family activities, s'mores, and Red Dirt Band playing 6:00pm-8:00pm.



Saturday, October 28th – Trick or Treating Downtown. Businesses and organizations set up along Cedar Ave., Central Park, and side streets to hand out treats to trick-or-treaters as they parade around in funny, scary, and clever costumes. Starts at 11:00am and goes until the candy runs out or 1:00pm.



► MainStreet Needs YOU!

As our MainStreet continues to grow, with new businesses and more events with record-breaking attendees, we are looking for additional people to serve on the committees that are vital in making these things happen. There are 3 areas the committees focus on, and chances are YOU would be an amazing asset to one of them!

Design: Do you have an eye for detail? Do you enjoy taking the time to make things look aesthetically pleasing? Are you interested in making Downtown Owatonna a welcoming spot for community members and visitors? Then the Design Committee is for YOU! Design supports a community's transformation by enhancing the physical and visual elements of downtown while capitalizing on the unique assets that set the commercial district apart. Meetings are held every other month, or as needed if we are tackling a large project. Right now, we have new banners and holiday decorations in the works.

Economic Vitality: Economic Vitality is at the core of a Main Street community. It involves taking a proactive, collaborative approach to building and growing a diverse economic base by working with developers, city leaders, elected officials, residents, civic and non-profit organizations, educators, healthcare workers, faith-based organizations and business and building owners. That must include EVERYONE reading this article, right? Meetings are once per quarter.

Promotion: Do you like to be at the center of attention? The Promotion committee positions our downtown district as the center of the community and hub of economic activity. In a nutshell, Promotions Committee wants to bring people downtown to shop, work, live, have fun, and invest. Promotions meetings are once a month.

Please contact Lisa Cochran, MainStreet Director, for additional information or to join the fun!

► Allina Health Owatonna Hospital

For more than a century, Allina Health Owatonna Hospital has provided exceptional care to residents in and around Steele County with inpatient, outpatient and emergency care services close to home. The original hospital was a two-story brick home with a barn and opened in 1901. While it has changed names and moved locations in the decades since, Allina Health Owatonna Hospital has not lost sight of its mission to serve the community.

The current hospital, located near Interstate 35, works in collaboration with the Owatonna Clinic, operated by Mayo Health System and opened in 2009.



The campus offers the following specialty care services:

- Birth Center
- Courage Kenny Rehabilitation Institute
 - o Aquatic (pool) Physical Therapy services
- Mental Health and Addiction Care
- Surgery Center (inpatient & outpatient)
- Penny George® Institute for Health and Healing
- Stryker Mako Robotic Assisted-Arm™ orthopedic surgery

Recent recognition for Owatonna Hospital includes:

- American Heart Association's Get with the Guidelines Award for stroke treatment
- Leapfrog Group 'A' grade for patient safety measures
- Vizient Bernard A. Birnbaum Quality and Accountability Award for high quality care
- Practice Greenhealth Environmental Excellence Partner of Change Award

To promote healing for patients and families, the campus has indoor and outdoor walking paths, outdoor gardens and a Reflection Center. Community partnerships have supported these comforts to families during times of need.

Allina Health Owatonna Hospital works closely with community partners to improve the health of residents through its focus on housing stability, engaging youth in supporting their mental well-being through the Change to Chill program and identifying ways to improve access to healthy foods.

The Allina Health Owatonna Hospital Auxiliary has been a strong supporter of local students who are interested in pursuing health care careers. This academic year, they were able to provide more than \$10,000 dollars in scholarships, funded by events at the Festival of Tables, the Steele County Fair and the Holiday Bazaar. The Auxiliary oversees volunteer services and invites interested community members to join the organization.



We are grateful to the staff and volunteers who help us live our mission of providing exceptional care each day, especially during the challenges of the past few years. We are proud to be a part of the Owatonna community and greatly appreciate the support of our friends and neighbors.



► MainStreet Owatonna gets visit from MainStreet MN!

On August 22nd, MainStreet Director Lisa Cochran, along with Chamber President Brad Meier and Board Members Bonnie Cole, Troy Klecker, and Aubrey Meier welcomed members from Rethos, the MN MainStreet representatives, for our annual Accreditation visit.

After going through the 6 points of accreditation paperwork, the visitors were taken on a tour of part of our MainStreet District. They absolutely loved the new streetscape, especially the use of the alleyways as places to gather and stay.

They enjoyed seeing the changes that have taken place in Downtown Owatonna the past several years and commended everyone that was involved with the planning and implementing of the project.

We ended the visit at Old Town Bagels for a cool, ice cream treat!



SteeleCoWorks

Connecting young people to resources in our community.

Are you a business interested in giving students an opportunity to put their studies to use in real life? SteeleCoWorks, a collaborative between the Owatonna Area Chamber of Commerce and Tourism, United Way of Steele County and the Owatonna School Districts places seniors in apprenticeships, internships and job shadowing experiences throughout the region. The SteeleCoWorks Workforce Coordinator is ready to empower employers and equip Steele County students to plan and build bright, sustainable futures. Interested in participating as an employer or enrolling as a student? Reach out today!

Complete the employer participation survey today!



Targeted support for students ages 16-24 seeking career-focused opportunities include:

- One-on-one counseling
- Interviewing skills
- Resume writing
- Job searching
- College exploration
- Job shadowing
- Internships
- Special events

Reach out today!



**SteeleCoWorks
Workforce Coordinator**
Missy Koch
mkoch@wdimn.org
507.701.8003

INTERESTED?

► BUSINESS AFTER HOURS

September 26

5:30 – 7:00 PM

Sponsor(s): Urban Loft, 303 N Cedar AVE, Owatonna

Help us celebrate Urban Loft's 5 Year Anniversary in business downtown Owatonna!

Urban
LOFT

► Y-PRO MIXOLOGY CLASS

October 3

5:30 – 7:00 PM

Owatonna Country Club, 1991 Lemond RD, Owatonna

Free to passholders/ \$15 for guests



► Y-PRO FAMILY FEUD

October 8

7:00 – 8:00 PM

Trinity Lutheran Church, Owatonna

Young Professionals versus BNI



BUSINESS after HOURS

► FROM THE HEART & SOUL RUN

October 14

8:00 AM – 12:00 PM

Check the website for details on run times for categories



► BUSINESS AFTER HOURS

October 24

5:30 – 7:00 PM

Sponsor(s): Riverland Community College

Location: 965 Alexander Drive SW, Owatonna



► Growth Breakfast Series Brings State Leaders to Owatonna

The breakfast series will bring informative topics from dynamic speakers from across the state of Minnesota to Owatonna. Presenters will cover important topics to help grow your business and the community. The series runs September-June and if you buy a series pass you get a discounted rate!

The first three series topics:

September 21st: Why the Pheasant Opener Will Bring National Attention to Owatonna

October 26th: How Successful Businesses Plan for Diversity in their Workforce

November 9th: How Owatonna's new Branding & Marketing Initiative Will Attract Talent

All events are 7:30-9:00AM at Torey's Event Space.

Chamber Pack Deadline

Supply 550 copies of your promotional insert by for November/December mailing; \$150 by **October 31st**.



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Hours: Monday-Friday, 8 AM-5 PM

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Commerce & Tourism

