

► ECONOMIC DEVELOPMENT Update | Brad Meier, President/CEO



► Owatonna Approaching 4th Straight Year of \$100M Investment

Through September of 2023, just under \$96M of investment has happened in Owatonna this year. This pace has the community 25% more investment than this same time last year and could approach one of the largest investments in

any year of the past. No surprise, the growth has been driven by industrial buildings, renovations, and apartments.

Sixty-seven (67) percent of the overall growth falls into the Industrial/commercial category. Led by projects like KAMP Automation it is adding 50,000 sq ft of space just north of Gopher Sport in the industrial park.

Another 16% comes from work done on upgrading existing facilities or adding on to existing buildings. The next category was apartments making up 13% of the growth. This includes the new apartment project going up near Lowe's and Kohls.

Since 2020, when Owatonna hit \$100M for the first time, the community has achieved at or near \$100M each of the last 4 years. The building explosion started in the industrial park when Costco Depot, Rise Modular, and High Bar Brands (Minimizer) were located here. It was followed by downtown development, a new High School, and multiple apartment projects.

► COMMUNITY BRANDING Update | Glenda Smith, Director of Conventions and Tourism



OWATONNA
where the extra mile takes you



Logo Rationale:

The Owatonna logo borrows elements of the City's past and brings them into the future. The circular mark and typography reference the Louis Sullivan-designed bank building (early prairie style), but the simplified, streamlined shape of the logo gives it a modern-day feel. The colorful circle is also symbolic of the community coming together toward a common purpose. The color palette reflects the tones of both Owatonna's natural assets and its famous architecture.

Slogan Rationale:

Going the extra mile for others or a goal is a way of life here, and this line allows us to tell those stories across every audience. It delivers the idea that Owatonna is a place where you can achieve and get things done. It can also be used to communicate our favorable location for business and community. Lastly, it positions the community as a prize or reward where you can get the life or experience you desire and deserve.

**10.1M Media Impressions
from Pheasant Opener**

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**2023
BOARD OF DIRECTORS**

- **Mike Herman, Chair**
Culligan ULTRAPURE, 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 Mazario, Treasurer**
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Mazario Agency & Lava Burgers & Wings
- **Shannon Cliff**
Mayo Clinic Health System-Owatonna
- **Bonnie Cole**
Cole Electric & Torey's Restaurant & Bar
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- **Randy Doyal**
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Church
- **Christy Tryhus**
Riverland Community College



► **Chamber Policy Committee Continues Work at
Local Government Meetings**



*Chris Laughlin, Doherty Staffing Solutions
(2023 Public Policy Chair)*

The Chamber public policy committee continues to attend city council and county commissioner meetings. Providing feedback on city and county preliminary levies, policy members and chamber members encourage lower levy increase. Final approvals take place in December.

The City of Owatonna a 2024 Proposed Budget-Interactive Document that allows the community to take a deeper dive look at the numbers making up the proposed budget increase. It can be found at // Owatonna.gov/government/finance.

Thank you to the Public Policy Committee for advocating on behalf of the business community year-round.

Ethan Cords, *Spark Plug Chargers, Inc.*
 Andy Cowell, *Profinium, Inc.*
 John Eickhoff, *Federated Insurance*
 John Havelka, *Edward Jones Financial Advisor – John Havelka*
 Michael Jordal, *Black Forest, LTD*
 Andy Michaletz, *Owatonna Business Park, LLC*
 Eric Miller, *U.S. Bank*
 Pam Seaser, *Steele County Republican Party*

The Public Policy Committee meets the second Thursday of each month at noon. If you are interested in serving on the committee, please contact **Brad Meier, bmeier@owatonna.org** or **Rhonda Guthier, rguthier@owatonna.org**

► **Owatonna Retail Recognized
for Spirit of Working Together**

When the Minnesota Retailers Association awarded Owatonna as the Minnesota Retail Community of the Year, they highlighted the way businesses work together. They noted that even though they are competitors, all work towards each other's success through their work with the Owatonna Business Partnership, the Owatonna Chamber, and Main Street Owatonna.

The award was presented to the Community at an event at the Mall of America in October.



► Students Gain Career Experience at Local Businesses

Students are busy exploring what future careers they are interested in and finding how to connect with businesses locally. SteeleCo Works is in front of students at various opportunities such as: classroom conversations, student open houses, one-on-one conversations and career fairs. Students are excited to make a local connection to the workforce while still in high school. Senior students nearing graduation are focusing on where they will go after walking across the stage in June. For those not attending a post-secondary option we are tuning their skills and opportunities to enter the workforce. Many students are ready to get to work and currently reaching out to businesses to set up various work experiences. Weekly, the SteeleCo Works program will see an average of 20 students in a one-on-one conversation about employment. Students' 9th through 11th grade are curious to learn about ways they can start earning money and explore a potential career path at the same time.



OHS – 27 direct contacts. 15 student surveys received of career interests.

ALC – 1 direct contact. 8 student surveys

BHS – 11 direct contacts. 29 student surveys

2 students experienced job shadowing.

- Curt's Truck & Diesel
- Bridges Chiropractic

13 students came to career round tables.

- 4 BHS with Steele Co Public Health
- 9 OHS with Natural Resource Conversation Service
- 5 OHS with Real-estate

Paid Work Experience

- Kibble - Hollandale (1)
- Federated Insurance (3)
- Bushel Boy (5)



► Chamber Members Will Make Push to Community Goal

As the 2023 United Way of Steele County Campaign Leader, the overall community goal is \$815,000. The chamber goal is to increase the percentage of membership giving to 50%. Help us to reach the two goals outlined so the United Way of Steele County can help support more than 15+ local programs that help residents throughout the community.



50%

19%

Chamber Members Unite!

We can achieve!

Together we can take our current membership - giving from **19% to 50%** Membership donation!

Every amount counts! Scan to donate or contact staff at theOACCT for any questions!



SCAN ME




Hometown Holidays



Lighting of the Lights



Lighted Parade



Christmas in the Village



Canadian Pacific Holiday Train



There is no other place to be than our Hometown for the Holidays! From mid-December through the end of the year there is plenty of ways to celebrate the Holidays when family and friends are in town! Check out the Hometown Holidays page for events throughout the season! Don't forget to find your guests a place to stay while they are visiting at one of our clean, comfortable and affordable hotels.

VISITOWATONNA.ORG/HOMETOWNHOLIDAYS



An estimated 10.1 million media impressions have been tracked to the Minnesota Governor's Pheasant Hunting Opener, including UK and India

Owatonna and Steele County were honored to host the 2023 Minnesota Governor's Pheasant Hunting Opener in October. The weekend brought together a community of people with a variety of interests and experiences to showcase Owatonna's outdoor recreational & hunting opportunities and area attractions. The event was successful in highlighting our community for the common purpose of sharing more reasons why we love where we live! We look forward what the coverage of the event continues to do to highlight our wonderful community! Thank you to our sponsors, planning committee, volunteers and supporters of the event. In addition to our sponsors listed in the image, a special thanks also to Minnesota Pheasants Inc, Owatonna Gun Club, Owatonna High School Clay Target Team, Izaak Walton League, Steele County History Center, Mineral Springs Brewery, Costas Candies, Foremost Brewing Cooperative, Owatonna School District, State School Orphanage Museum, Steele County Soil and Water Conservation District, Owatonna Arts Center, Jim and Karen Killen, Sherry & Matt McCartney, Matt Jessop, local Boy Scout Troop 253, and Chamber Ambassadors and Board Members.
















This event would not be possible without the generous help of our sponsors! Thank you for your contribution to making this a wonderful celebration of our community and outdoor recreation opportunities.

Advantage Cabinets American Legion-Post 77 Bosch Cashwise Foods Cedar Floral Community Bank Owatonna Culligan UltraPure	Fleet Farm Gillette/Pepsi Company Hy-Vee IFACS Klecker Kreation M&M Lawn & Leisure Minnesota Pheasants Inc	Northstar Recreation OTB Cafe-Old Town Bagels Owatonna Motor Company Riverland Community College Souba Greenhouse Southern Minnesota Hunting Retrievers Association	Sparetime Entertainment Thrivent-Nick Lewis VFW- Post 3723 Wenger Corporation West Bank Wottreng Family Dental
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Social Media impressions:
Estimated 461,000



TV Viewership: For the week of Oct. 9-15, mentions of the Minnesota Governor's Pheasant Hunting Opener in Owatonna had an estimated 976,000 viewers.

TV stations on site included: KIMT, Rochester, KTTC, Rochester, KAAL, Austin, KEYC, Mankato, FOX 9, Twin Cities

TV Coverage was also seen on: KSTP/KSTC, Twin Cities; KBJR, Duluth; WDIO, Duluth



Radio Coverage

Minnesota News Network was on-site and represented – MNN covers every corner of the state with its 99 affiliates.

WCCO-AM also had a GPHO interview, providing statewide coverage.

For the first time ever, a 30-minute radio broadcast dedicated solely to the opener (KDHL-AM, Faribault)



Online and Print impressions:

6.6 million impressions (multiple days across multiple channels – meaning that people heard the news more than one time from more than one source).



258 mentions in Minnesota coverage area
(includes LaCrosse, WI, Fargo, ND; Sioux Falls, SD)

(Estimates are as of November 1)

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



BOSCH

► **Bosch...Products that are “Invented for Life”**

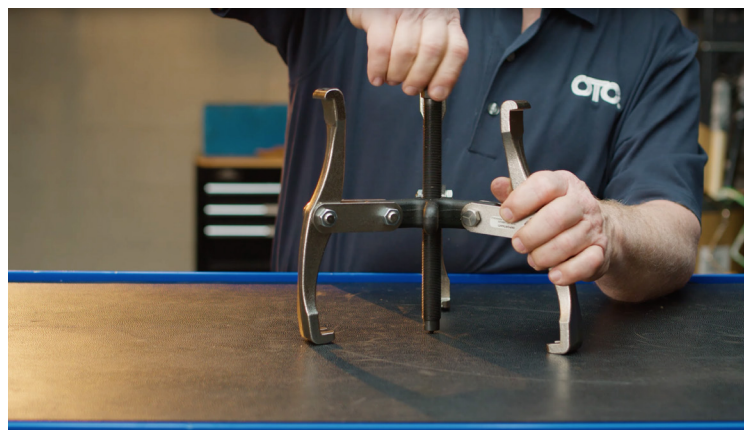
Bosch is a major manufacturer and supplier of vehicle electronic diagnostic equipment and more. Bosch produces products under many different brand names, locally the OTC brand has been part of the Owatonna community for decades.

The Automotive Aftermarket division (AA) provides the aftermarket and repair shops worldwide with a complete range of diagnostic and repair shop equipment and a wide range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles. Its product portfolio includes products made as Bosch original equipment, as well as aftermarket products and services developed and manufactured in-house. More than 18,000 associates in 150 countries, as well as a global logistics network, ensure that some 650,000 different spare parts reach customers quickly and on time. In its “Automotive Service Solutions” operations, AA supplies testing and repair-shop technology, diagnostic software, service training, and information services under the Bosch, OTC and Robinair brands.. In addition, the division is responsible for the “Bosch Service” repair-shop franchise, one of the world’s largest independent chains of repair-shops, with some 17,000 workshops. In addition, AA is responsible for more than 1,000 “AutoCrew” partners.

Additional information can be accessed at:

www.bosch-automotive.com

Having established a regional presence in 1906 in North America, the Bosch Group employs about 37,000 associates in more than 100 locations, as of December 31, 2022. Bosch generated consolidated sales of \$15 billion in the U.S., Canada, and Mexico.





▶ Engaging Talents, Fostering Loyalty, Keeping Employees in Owatonna



young professionals

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 \$60 you are IN for the whole year! The pass includes access to all 2024 programming (4 lunch & learns, 4 social events, 4 fitness/outdoor activity, 2 community events, an end of the year social event and any additional Y-Pro events.

Any questions, contact Julia Seykora, jseykora@owatonna.org.

Thank you to our 2023 Sponsors!!

- **Platinum:** HomeTown Credit Union
- **Gold:** Federated Insurance, CLA, and Wenger Corporation
- **Silver:** Graif Clothing, KOWZ & KRUE, and Profinium
- **Bronze:** Commerce Bank, Express Employment Professionals, Mineral Springs Brewery, Owatonna Motor Company, PharmD Financial Planning LLC, and the Steele County Free Fair

▶ Shaping Owatonna By Telling Our Unique Story

Save the date for the 2024 Annual Dinner on Friday, January 26, 2024 at the Owatonna Country Club starting at 5:30 PM. Celebrate the next steps in growth for the business community. Hear about the chamber accomplishments, awards, message from outgoing chair Mike Herman and incoming chair Syd Briggs and a look at 2024.



OWATONNA
where the extra mile takes you



ANNUAL MEETING
January 26, 2024
Owatonna Country Club

New Name, Same Spirit!

The 4th Annual "Extra Mile Award" is accepting nominations!

For criteria or to submit nominations, please email Julia Seykora @ jseykora@owatonna.org. Awarded at the Chamber Annual Dinner on January 26th, 2024.

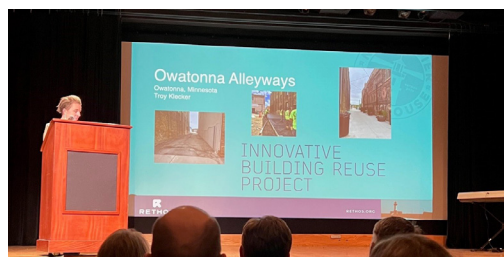


► Make a BIG Impact by Shopping SMALL

Shop Small Saturday is almost here – November 25th is the day! On Shop Small Saturday our small, locally owned businesses have one of their most successful days of the year. It's a great time to support the local businesses and I'd love to see you in the Main Street District that morning. I will be capturing some Facebook Live moments, handing out surprises to a bunch of lucky shoppers, and checking out what our small businesses have to offer.

► Statewide Recognition for Streetscape Alley Activation

What: The activation of our alleyways as gathering spaces during our streetscape project is one of four nominees in the Innovative Building Reuse category at Rethos' 2023 Annual Gala. Nominees for this award are outstanding examples of places reimagined using forward and innovative thinking, along with exciting ways this project revitalized old buildings (spaces) for new uses. Rethos celebrates the creativity and imagination of those who turn their vision for an older building (area) into a shining example of reuse.



Rethos 2023 Gala – Owatonna Nomination



Progression of the alleyway in the 300 block of North Cedar Avenue.



► Last Year Your Float Captivated 4,000 Spectators

Looking for a way to get your business' name in front of thousands of people? Look no further than your Owatonna Main Street! Lighted Holiday Parade will be on Friday, December 1st (note day change from previous years) and starts at 6:00pm. Last year it was estimated we had over 4000 people viewing the parade in person and even more online. It's a great way for a business to be seen, to participate in a community event, and have fun! If you are interested in participating, please complete the online form and mail or drop off at the Chamber Office, 120 South Oak Ave.

If your business wants to participate, but doesn't feel like stringing lights, come help us keep everyone safe! We need assistance at the beginning of the parade for check-in and line up, crowd control along the parade route, and "spotters" to keep the parade moving at an efficient pace. If you are interested in participating, complete the on-line registration form at [//Owatonna.org/MainStreet/HolidayLightedParade](http://Owatonna.org/MainStreet/HolidayLightedParade)

► How You Can Support Shopping Local This Holiday?

Since the inception in 1985, the Chamber Gift Certificate program has been going strong. Chamber dollars are a great way to reward or recognize employees and keep dollars local. Dollars come in \$5, \$10 and \$25 increments and can be used for purchases at any chamber member business. You can place your order by calling 451-7970, email at ocact@owatonna.org, stop by our new facility at 120 South Oak AVE or place your order on the SHOP LOCAL tab on Owatonna.org.



► BUSINESS AFTER HOURS

November 28

5:30 – 7:00 PM

Sponsor(s): Hy-Vee Food Store, 1620 S Cedar AVE, Owatonna



► LIGHTED HOLIDAY PARADE

December 1

6:00 – 8:00 PM

Cedar AVE

Line-Up begins at Front Steet @ 5 pm

► BUSINESS AFTER HOURS

December 19

5:30 – 7:00 PM

Sponsor(s): KOWZ & KRUE Radio

& Owatonna Country Club

Location: 1991 Lemond Road, Owatonna



► CHAMBER GROWTH BREAKFAST SERIES

December 21

7:30 – 9:00 AM

Location: Torey's Restaurant & Bar

Topic: Legislative Preview featuring Greater MN Partnership, MN Chamber, State & Local Representatives

Sponsors: Cole's Electric, Keen Bank

and Riverland Community College

► CHAMBER GROWTH BREAKFAST

January 18

7:30 – 9:00 AM

Location: Torey's Restaurant & Bar

Topic: State of the City with Kris Busse & Mayor Kuntz

Sponsors: Cole's Electric, Keen Bank, Riverland Community College



► ANNUAL DINNER

January 26

5:30 – 8:00 PM

Location: Owatonna Country Club

Theme: Branding Owatonna



NEW MEMBERS

Brad Fischer, Director of Membership

► Daryl Bauer Home Resource Group

RE/Max Advantage Plus

Daryl Bauer
1645 Lyndale AVE N, Faribault
952-240-5773
daryl@darylbauer.com



► Roma's Italian Eatery

Ken Pankow
203 N Cedar, Owatonna
507-413-0278
kpankow@freetime-restaurants.com



► Waseca County Auto Sales, Inc.

Jacob Dougherty
1421 State Street South, Waseca
507-835-4052
wasecacountyauto@gmail.com



► Meier, Leroy

1980 Richway Lane SE, Owatonna
507-451-2212
d.meier@live.com

► The Dress Shop

Karie Pankowski
315 N Cedar, Owatonna
507-413-6160
kpankowski@yahoo.com



► Wealth Management Solutions – Ameriprise Financial

Becca Sorenson
3092 S County Rd 45, STE 1, Owatonna
507-413-6888
Wealth-management-solutions@ampf.com



Wealth Management Solutions
Ameriprise Private Wealth Advisory Practice

Chamber Pack Deadline

Supply 550 copies of your promotional insert by for January/February mailing; \$150 by **December 22nd.**



AREA CHAMBER OF COMMERCE & TOURISM

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Hours: Monday–Friday, 8 AM–5 PM

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