

# BUSINESS BRIEF

NOVEMBER/DECEMBER 2024



OWATONNA  
AREA CHAMBER OF COMMERCE

## Website available for Workforce Recruitment in Owatonna

New resources reflecting Owatonna's Community-wide brand are now available to assist in workforce recruitment.

**OwatonnaMN.us** is a website that brings together community resources in a user-friendly platform providing potential new hires & residents a comprehensive overview of Owatonna. In addition **to links to community resources and services relevant to residents**, the site includes **stories highlighting Owatonna's unique qualities** told by visitors to Owatonna, and covers everything from its strong economy, excellent schools, to its abundant recreational and social opportunities. By utilizing this one-stop website, and downloadable brochure, businesses can effectively showcase the benefits of relocating to Owatonna, and help attract top talent to our thriving community.

Owatonna.org, VisitOwatonna.org, and OwatonnaDevelopment.com are going to be redesigned in 2025.

**GOING THE EXTRA MILE TO MAKE OWATONNA HOME**

In Owatonna, we believe in the power of working together and building strong connections. We're a tight-knit community where neighbors are friends, and friends are neighbors.

Download a PDF of the brochure here to print or share

About Owatonna Brochure Web (pdf)

**DOWNLOAD**

## Chamber Releases Annual Dinner Date, Headline Sponsor

The biggest business event of the year will happen on Friday, January 24, 2025! Join over 200 business leaders at the Annual Dinner to recognize important accomplishments making Owatonna an even more Livable Community. We are excited to share that this year's Headline Sponsor is Mayo Clinic Health System-Owatonna! Invitations and more details to arrive in your mailbox soon.

OWATONNA AREA CHAMBER OF COMMERCE PRESENTS

# Livability



HEADLINE SPONSOR



**MAYO CLINIC**  
HEALTH SYSTEM

**ANNUAL MEETING**

January 24, 2025  
Owatonna Country Club

NOVEMBER/DECEMBER 2024

### What Did We Learn from 6 Candidate Forums?



Thirty candidates for 12 spots shows a deeply engaged citizenry who have ideas for how to make this community better.

Five hundred and fifty in person participants and 25,000 on line viewers show an educated electorate. Thank you to OwatonnaLIVE.com

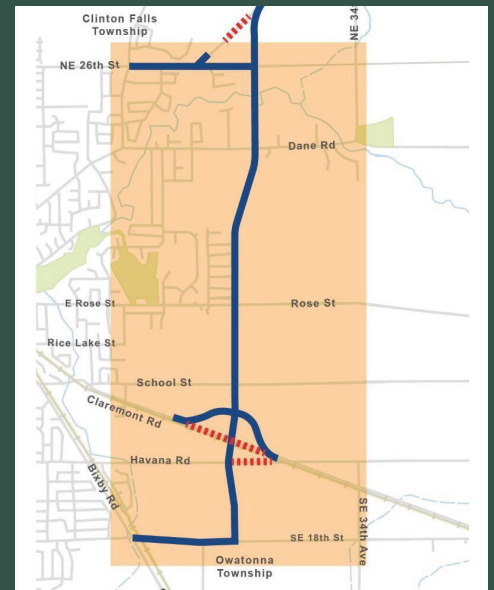
Now, the newly elected and incumbents need to put their ideas into action. Locally to get the highest value from our government for the best price, to make investments that will grow the community, and serve people. Thank you partners!



### Chamber's Position on Owatonna's East Side Corridor

The east side corridor or 29th Street project proposes to build a north-south roadway on the east side of Owatonna from near the intersection of Bixby Road and 18th Street SE to Kenyon Road with an extension of 26th Street NE.

In November of 2023, the Chamber Board approved a position in support of a east side corridor. The Board also encouraged members to support the process. The next part of the process are federal and state environmental documents which will include a series of reports describing the impact of the East Side Corridor project on people and the environment.



### ATTRACT & RETAIN TALENT

Brad Meier, President/CEO

### Grant Allows 17 Businesses to Hire Students

A grant from the Greater Twin Cities United Way allows businesses to offer students a work experience and pays for the wages. The Chamber was awarded the grant in (January) and since that time some great connections have been made. Mechanics, manufacturers, health care were some of the high demand professions where high school students earned a paycheck and experience in a field of interest.

The Greater Twin Cities United Way is offering a second round of grant funding for the program-the chamber has applied and is waiting to hear more.



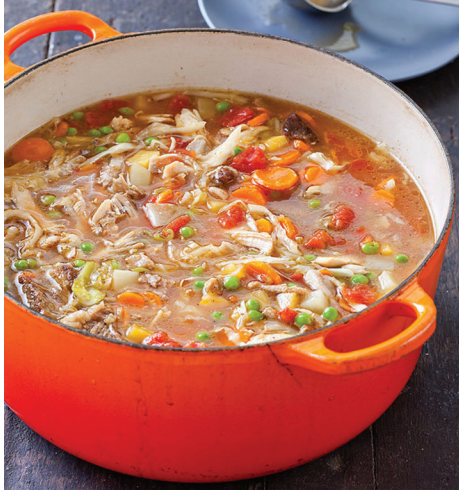
Greater Twin Cities United Way Grant provided Kooper Schroer, Advantage Cabinets to receive work experience.

## EVENTS Update

By Julia Seykora, Events Director

### Chamber Booya Competition to Benefit United Way of Steele County

Join us for the 2nd Annual BOOYA (last year was Chili) competition on Wednesday, December 18th from 11 am – 1 pm at the Chamber office. Stop in and cast your vote for the best BOOYA, prepared by chamber staff for \$5.00. All proceeds go to the United Way of Steele County.



United Way  
of Steele County



OWATONNA  
AREA CHAMBER OF COMMERCE

# BOOYA!!

Stop in at your convenience and cast your vote!

**Wednesday Dec. 18th, from 11:00 to 1:00**

The Chamber staff is competing for best **BOOYA!**

Stop in and cast your vote!

Taste all varieties & \$5.00 is your vote! You can cast as many "votes" as you want.

**All proceeds go to the United Way of Steele County**

*No time in your day? Stop in, taste some **BOOYA**,  
cast your vote, and be on your way!*

### Keep Your Young Professionals Grounded Local

We enrich the lives of Owatonna young professionals in there 20's and 30's through professional development, networking, and community activities.

For only \$60 a year, you gain access to 4 lunch and learns, 5 social events, 2 fitness/outdoor activities, 1 community event, and more.

Become a 2025  
Y-Pro Pass Holder  
today by scanning  
the QR Code below:



# OWATONNA

AREA CHAMBER OF COMMERCE

## BOARD OF DIRECTORS 2024

**Syd Briggs**, Chair

Steele Waseca-Cooperative Electric

**Deb Gillard**, Vice Chair

RE/MAX Venture

**Mike Herman**, Past Chair

Culligan ULTRAPURE, Inc.

**Todd Trout**, At-Large

US Bank

**Kelly Boomgarden**, At-Large

Country Inn & Suites–Owatonna

**Oscar Mazariego**, Treasurer

American Family Insurance – Oscar  
Mazariego Agency

**Shannon Cliff**

Mayo Clinic Health System-  
Owatonna

**Bonnie Cole**

Cole's Electric & Torey's  
Restaurant & Bar

**Randy Doyal**

**Megan Jenniges**, Young

Professionals Chair  
Federated Insurance

**Jolene Kunkel**

Federated Insurance

**Lori Lair**

Associate Member

**Doug Meier**

Christian Bros. Cabinets

**Sammy Miranda**

Lakeside Foods

**Scott Mohs**

Mohs Contracting, Inc.

**Rich Pettet**

Must Love Dogs

**Christy Tryhus**

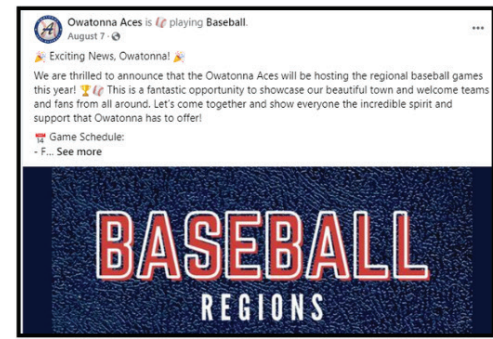
Riverland Community College



## Local connections help bring new events to Owatonna

Several local organizations recently accepted the role of advocating to host new-to-Owatonna events. Owatonna Aces, United Way of Steele County, Raise the Bar Initiative and Owatonna Boys Basketball program all hosted new-to-Owatonna events and meetings this past year.

They identified events that align with our community's strengths and resources and created compelling proposals that highlight our unique features, and leveraged their networks to promote Owatonna as a destination for their event. They actively played a role in being a promoter of our community by pursuing these opportunities. These organizations, as well as others, make a difference to our local economy and allow visitors a taste of why we love it here.



## Telling Owatonna's story through video



The past couple of months we've been capturing Owatonna through video preparing for 2025 marketing campaigns and website redevelopment. Video captured will be utilized in digital advertising, social media campaigns, email marketing campaigns, and tourism partnership campaigns.



scan for  
Hometown  
Holiday  
Events

## Hometown Holidays



Shop Owatonna for the Holidays!

- SHOP SMALL SATURDAY NOVEMBER 30
- SHOP OWATONNA FOR THE HOLIDAYS NOVEMBER 29-DECEMBER 15 (STORES OPEN SUNDAYS FOR HOLIDAY SHOPPING)



HOLIDAY LIGHTED PARADE & LIGHTING OF THE LIGHTS- DEC 6 @ 6PM



STEELE COUNTY HISTORICAL SOCIETY'S COOKIE SALE-DEC 4 & 5  
CHRISTMAS IN THE VILLAGE- DEC 6-7



GIVE HOPE CONCERT- DEC 7 @ 7PM & DEC 8 @ 2PM  
OWATONNA HIGH SCHOOL





Daikin Applied designs and manufactures advanced heating and cooling systems for commercial and industrial facilities. For example, they build air handlers that help deliver fresh, clean air to patients and staff in a hospital. Daikin Applied also produce chillers that keep equipment in data centers cool and functioning properly. Overall, technology and services play a vital role in creating effective, efficient and comfortable spaces to work and live.

Sustainability is a central area of focus too. In 2023, they introduced an array of solutions that use low-global warming potential refrigerants, deliver maximum energy efficiency and use electricity-powered heat pumps to eliminate the consumption of fossil fuels for heating and cooling. Many of these offerings are conceived, tested and built in Minnesota.

Part of Osaka, Japan-based Daikin Industries Limited — the world's largest air-conditioning innovator and provider — Daikin Applied is headquartered just outside of

Minneapolis and they have three factories in southern Minnesota. The plant in Owatonna opened in 2000, and has expanded from 60,000 square feet to 350,000 square feet, more than 8 acres. They currently employ 550 people at this location.

The expertise and commitment of Daikin Applied manufacturing employees is the driver behind their growth. They invest heavily in their development and well-being. The goal is to help team members unlock their unlimited potential and they have a variety of programs in place to support this objective, including unique dojo-based training to enhance manufacturing skills. Beyond training and skills growth, however, Daikin Applied place the highest premium on employee safety and are thrilled that the Owatonna plant has won the Minnesota Governor's Safety Award the past two years.

Outside of facilities, Daikin Applied is committed to the communities where their business operates and employees live. They are proud to be part of the Owatonna community, and engage in local activities and events, such as supporting the high school robotics club, hosting recycling events, planting milkweed for the monarch butterfly trail and building homes for Habitat for Humanity. Daikin Applied also supports the local United Way, donating nearly \$170,000 in 2023.



**To learn more about Daikin Applied, visit [daikinapplied.com](https://daikinapplied.com).**

## GET READY FOR THE 15TH SMALL BUSINESS SATURDAY®



Shop Small Saturday is almost here – November 30th! On Shop Small Saturday our locally owned businesses have one of their most successful days of the year. It's the best time to support small, locally owned businesses. Join Lisa in the Main Street District on November 30th! She'll be on Facebook doing some "Live" videos (Downtown Owatonna), handing out surprises to some lucky shoppers. Brad & Brad will be getting to retailers around town doing Facebook videos as well.

**If your business is interested in being on the Small Business Saturday map, setting up a Facebook Live visit, or receiving free marketing materials, please email Lisa Cochran at [lc Cochran@owatonna.org](mailto:lc Cochran@owatonna.org) or call 507-451-7970**

## Why Should Your Business be an Entry in Main Street's Holiday Lighted Parade

Hear what our winner from last year has to say:

*"Life Fitness proudly displayed the Lighted Holiday Parade Trophy we won in 2023 with our Barbie themed pink float "I'm a Barbie Girl Doing a Barbie Curl". Several Life Fitness employees and their family members volunteered their time to help decorate the float and participate the night of the parade. Featured on our float was a custom-built Life Fitness pink Arc Trainer and weight bench, featuring Ken and Barbie. Following the parade, our employees had the opportunity to purchase the Bench and Arc Trainer.*



*The money raised from the sale was donated to two local charities. The Chamber Dollars that we received from Chamber of Commerce for winning 1st place was donated back to the community to help purchase toys for Toys for Tots. We are looking forward to this year's parade and are already planning our theme! We have some fun things planned for our float and will once again feature some of the equipment built in our Owatonna factory. Kids young and old will love it!!"*

-Kelly Anderson, Human Resources Manager, Life Fitness

**To submit your entry, [Owatonna.org](http://Owatonna.org)**

## WELCOME NEW MEMBERS

### JERRY BESSER (ASSOCIATE MEMBER)

622 S Cedar, Owatonna  
507-456-6562  
[Tonemusic1990@gmail.com](mailto:Tonemusic1990@gmail.com)

### MARTHALER HONDA

Chris Knutson  
26th ST in between E. Frontage RDD  
and Straight River, Owatonna  
507-373-2341  
[cknutson@marthaler.com](mailto:cknutson@marthaler.com)



### VANITY SALON

Madison Miranda  
210 W Bridge ST, Owatonna  
5070-497-4309  
[Madimae1322@gmail.com](mailto:Madimae1322@gmail.com)



### WITH THERAPY SERVICES

Kenda Daugherty  
115 Landmark DR NE, STE 1, Owatonna  
507-237-6336  
[withyou@withtherapyservices.com](mailto:withyou@withtherapyservices.com)



## Forgivable Loans up to \$20K for Building Improvements Downtown

The Owatonna Economic Development Authority (EDA) still has funds available for business and building owners looking to improve their properties. Through the EDA's Forgivable Loan program, owners can receive up to \$10,000 in matching funds for projects such as window repairs or replacements, new awnings, fresh paint, updated doors, signage, and brickwork improvements like tuck pointing.

In addition to exterior improvements, the EDA also offers up to \$10,000 in matching funds for interior projects. Eligible improvements include installing sprinkler systems and bringing the building into compliance with ADA regulations (such as restrooms and elevators). Business and building owners can apply for both exterior and interior projects simultaneously, allowing for up to \$20,000 in total funding for building enhancements.



**Applications are available at [owatonna.biz/funding](http://owatonna.biz/funding). For more information, contact Lisa Cochran, Main Street Director, at [lcochran@owatonna.org](mailto:lcochran@owatonna.org).**



## Encourage Employees to Shop Local with Chamber Bucks

Looking to thank your great employees? Look no further! Keep your money local by using Owatonna Chamber Gift Certificates for all your holiday needs. They come in \$5, \$10 & \$25 increments and can be spent at any Chamber member business.

**You can purchase Chamber Certificates by calling 507-451-7970, or emailing [mrobbins@owatonna.org](mailto:mrobbins@owatonna.org). You can also stop by our Chamber office at 120 South Oak Ave., or shop online at [Owatonna.org](http://Owatonna.org) on the Shop Local Tab.**

Thank you for shopping local and keeping Owatonna Strong!



# CALENDAR OF EVENTS

## GROWTH BREAKFAST SERIES

November 14

7:30 – 9:00 AM

Location: Steele County History Center, 1700 Austin Road

Topic: Insights & Visions: A Round Table with

Our Newly Elected Local Officials

## CHAMBER 101

November 15

8:00 – 9:00 AM

Sponsor(s): Farmers Insurance

D Strand Agency

Location: Ted G. Ringhofer Conference

Center, 120 South Oak AVE



## BUSINESS AFTER HOURS

November 19

5:30 – 7:00 PM

Sponsor: Home2Suites by Hilton

Location: 230 Allen Avenue SW, Owatonna



## LIGHTED HOLIDAY PARADE

December 6

6:00 – 8:00 PM (lineup begins at 5 pm)

Location: Float line up on Cedar AVE and Front ST, parade will travel south on North Cedar AVE to Central Park

## BUSINESS AFTER HOURS

December 17

5:30 – 7:00 PM

Sponsor(s): KOWZ & KRUE Radio

and Owatonna Country Club

Location: 1991 Lemond Road



# BUSINESS *after* HOURS

## 2nd ANNUAL BOOYA!!

(All proceeds go to the United Way of Steele County)

December 18

11:00 AM – 1:00 PM

Location: 120 South Oak AVE

## CHAMBER GROWTH BREAKFAST SERIES

December 19

7:30 – 9:00 AM

Location: Torey's Restaurant & Bar (Event Center), 208 N. Cedar

Topic: Breaking Ground: A Panel Discussion on the Future of Marijuana Legislation presented by Madeleine K. Haberman, Esq., Einhaus, Mattison, Carver & Haberman, PA-Attorneys At Law and Jill A. Mead, Senior Lead Council at Federated Insurance-Corporate Legal Department

Thank you to our Chamber Growth Breakfast Series Sponsors:



## HOLIDAY HOURS:

The OACCT office will be closed on Thursday, November 28th and Friday, November 29th for the Thanksgiving Holiday. Tuesday, December 24th at noon and all day Wednesday, December 25th for the Christmas Holiday. Tuesday, December 31st the office will be closing at noon for New Year's Eve and all day on Wednesday, January 1st for the New Year. The Chamber Board of Directors and staff wish you a happy, safe and prosperous New Year!

## CHAMBER PACK DEADLINE

Supply 550 copies of your promotional insert by for January/February mailing; \$150 by **December 27th**.



**OWATONNA**  
AREA CHAMBER OF COMMERCE

120 South Oak Ave | Owatonna, MN | [owatonna.org](http://owatonna.org)

P: 507.451.7970 | E: [oacct@owatonna.org](mailto:oacct@owatonna.org)

Hours: Monday–Friday, 8 AM–5 PM



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Chamber of Commerce & Tourism

