



CHAMBER NEWS

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New Ulm Area Chamber of Commerce Connection to Local Businesses, Economic Development & Community Events
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You're Invited to the World's Largest 1-day Leadership Event

Friday, May 5, 2017
Martin Luther College Auditorium
1995 Luther Ct, New Ulm

Brought to you by the
New Ulm Area
Chamber of Commerce



Speakers



Donald Miller



Suzy Welch



Tyler Perry



Andy Stanley



Dr. Henry Cloud



Molly Fletcher



Jess Ekstrom



Daniel Pink



Jim McKelvey

WILLKOMMEN VISIT



In the photo are: Randy Schroeder, Frandsen Bank & Trust; Theresa Keaveny, Sustainable Farming Association; Sandy Scheibel, Kemske; Kathy Van Roekel, NU-Telecom and Chamber of Commerce Board Chair.

Theresa Keaveny has become a new member of the New Ulm Area Chamber of Commerce, and the Willkommen Committee met with her recently to welcome her. Theresa is the new Executive Director for the Sustainable Farming Association (SFA). She was most recently the Office Manager at the Brown County Museum, but she has a rural community/agricultural background, so this is a great fit for her. The Sustainable Farming Association of Minnesota supports the development and enhancement of sustainable farming systems through farmer-to-farmer networking, innovation, demonstration, and education. This is a state-wide 501c3 organization, and Theresa will be able to keep offices here in New Ulm. She is hoping to connect professionally with more chamber members here in the area and wants to let the community know about the services the Sustainable Farming Association offers. To learn more, visit www.sfa-mn.org. Welcome, Theresa!

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NATIONAL TRAVEL & TOURISM WEEK MAY 7-13, 2017

May 7-13 is National Travel & Tourism Week! This is a great chance to recognize the economic impact that tourism has on our state and our community! Here are some facts from the 2017 Tourism and Minnesota's Economy Fact Sheet published by Explore Minnesota (using 2015 data).

Be A Tourist In Your Town!

Sometimes it's easy to forget what is right in our own backyard! Is there a museum or attraction here that you've always been meaning to visit, but haven't gotten around to it yet? Spend some time during National Travel & Tourism week getting acquainted, or re-acquainted, with our museums, monuments, and attractions that draw tourists from all over the world! Visit www.newulm.com for sample itineraries and details about the many attractions and activities available here.

Travel and Tourism in MN generates:

- Sales
 - o \$14.4 billion in gross sales (almost \$40 million a day!)
- Jobs
 - o Almost 260,000 full- and part-time jobs
 - o 11% of total private sector employment
 - o \$5.1 billion in wages
- Revenue
 - o \$930 million in state sales tax
 - o 17% of state sales tax revenues

And tourism is on the rise!

- Sales at leisure and hospitality businesses grew 41% from 2005 to 2015, including 6% annual growth for 2015

Traveler spending by sector:

- Food 24%
- Lodging 21%
- Retail 17%
- Transportation 16%
- Recreation 16%
- Second Homes 6%

Traveler spending by season:

- Spring 14%
- Summer 37%
- Fall 25%
- Winter 24%

Brown County Stats:

- Gross Sales: \$40,644,628
- Sales Tax: \$2,722,672
- Private Sector Employment: 1,137

Tourism Trivia!

1. New Ulm's Hermann Monument is modeled after the one in which German town?
2. What physical deformity did Governor Lind have?
3. What was the Group Camp section of Flandrau State Park used for during the end of World War II?
4. The Harkin Store is the only survivor of what former village?
5. What was the original purpose of the Brown County Museum in New Ulm?

A. Detmold, Germany in the northwest part of the country.
A. He lost his left hand in a hunting accident when he was a teenager.
A. A Prisoner of War camp for German air-force soldiers in 1944 + + + 45.
A. West Newton
A. It was New Ulm's Post Office



Hospitality Table Sponsorship for April Frandsen Bank & Trust 100 N Minnesota

Thanks to Frandsen Bank & Trust for sponsoring the hospitality table for the month of April. Please stop in to have a cup of coffee and visit YOUR chamber staff.



Availability of Housing in New Ulm

- A house selling in 4 hours?
- Three new hired employees looking to buy the same house?
- New Ulm companies hiring new people but they are finding housing in other communities?

What is going on with housing in New Ulm?

Out of the NU 2020 Visioning Conference hosted by the New Ulm Area Foundation in November of 2016, the availability of housing came up as a top concern and priority for the community. To respond to this topic, a Housing Needs Initiative (HNI) was formed with members of local government and community leaders to address this need and facilitate collaboration between the groups.

At the May Hot Topics, we'll hear about the need and the progress from a panel of local realtors, employers and community leaders. Join us for lunch at the **New Ulm Country Club on Thursday, May 11 at noon.** Cost is \$10. Please RSVP to the New Ulm Chamber by Tuesday, May 9 by calling (507) 233-4300 or sending an email to chamber@newulm.com.

NATIONAL SMALL BUSINESS WEEK APRIL 30-MAY 6, 2017 | #DreamSmallBiz



National Small Business Week

80% of the members in the New Ulm Chamber are small businesses!

According to Entrepreneur.com, small businesses employ half of all private sector workers and 39% of employees in high-tech jobs in the United States.

- Account for 52.6% of all retail sales
- Account for 24.8% of all manufacturing sales
- Pay 44.3% of the total U.S. private payroll.

Classic Car Cruise-In

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