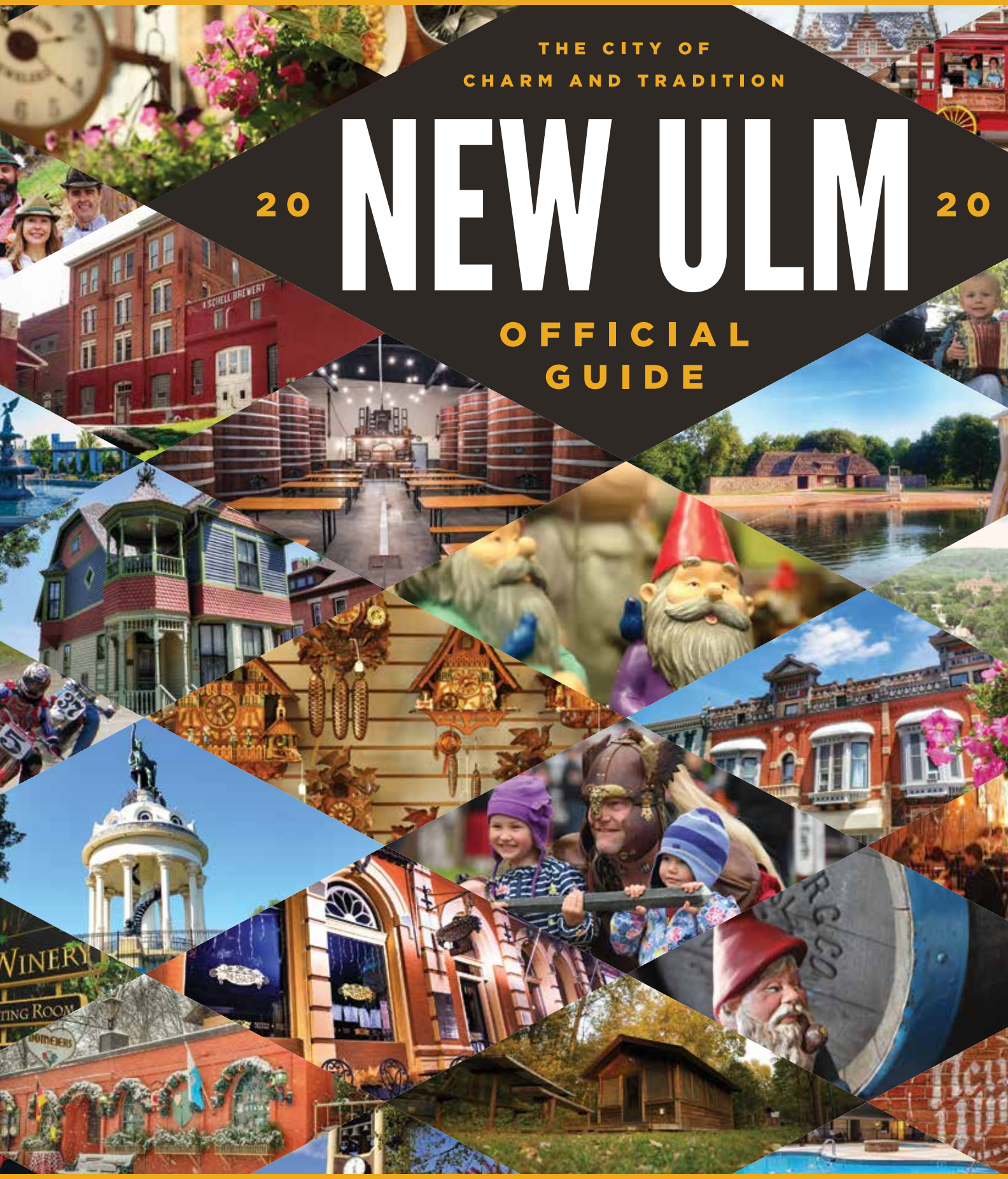
THINGS TO DO | EVENTS | SHOPPING | DINING | LODGING | RELOCATION

THE CITY OF
CHARM AND TRADITION

20 NEW ULM 20

OFFICIAL GUIDE



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SAT 8AM TO 9PM • SUN 8 AM TO 2 PM

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SPECIALS
HISTORIC MURALS

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Sunday 11am-7pm

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Best Deck in Town

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newulmturnerhall.org

WILLKOMMEN!

The greeting on the signs leading into New Ulm says it all!

WE'RE GLAD TO SEE YOU!

New Ulm invites you to experience "the most German city in America." Whether you are here to enjoy one of our festivals, to shop in our unique specialty shops, to experience the city's rich history and German heritage, or are planning to stay, New Ulm has a lot to offer.

This guide will help you find fun and exciting things to do if you are here for a day or two. It will also give you information you need if you are looking for a new home, or a place to do business.

If this is your first visit, we hope it won't be your last. We hope each new visit brings another enjoyable experience that will make New Ulm one of your favorite places, or your home.

COVER:
Matt Irwin

DESIGN:
Molly Skyles Morris
molly.skyles@gmail.com

COPY WRITER:
Eileen Madsen

COME SEE WHAT'S BREWING!

"You won't find a Minnesota town that wears (or drinks) its German heritage more proudly than New Ulm, home to America's second-oldest family brewery."
Midwest Living

"Residents of New Ulm are more likely to work and earn high incomes, on average, than those in most other American cities."
USA TODAY

"New Ulm is a quaint town full of German heritage, amazing architecture, historical sites, and more! We had a great time exploring and getting to know the area."
Katy Flint, Travel Blogger

"The town was founded by Germans and has retained much of its German charm, evident in the architecture, food, and music found throughout the city. Visit New Ulm and learn how Germans Have More Fun!"
FoodTraveler Magazine

WHAT'S INSIDE?

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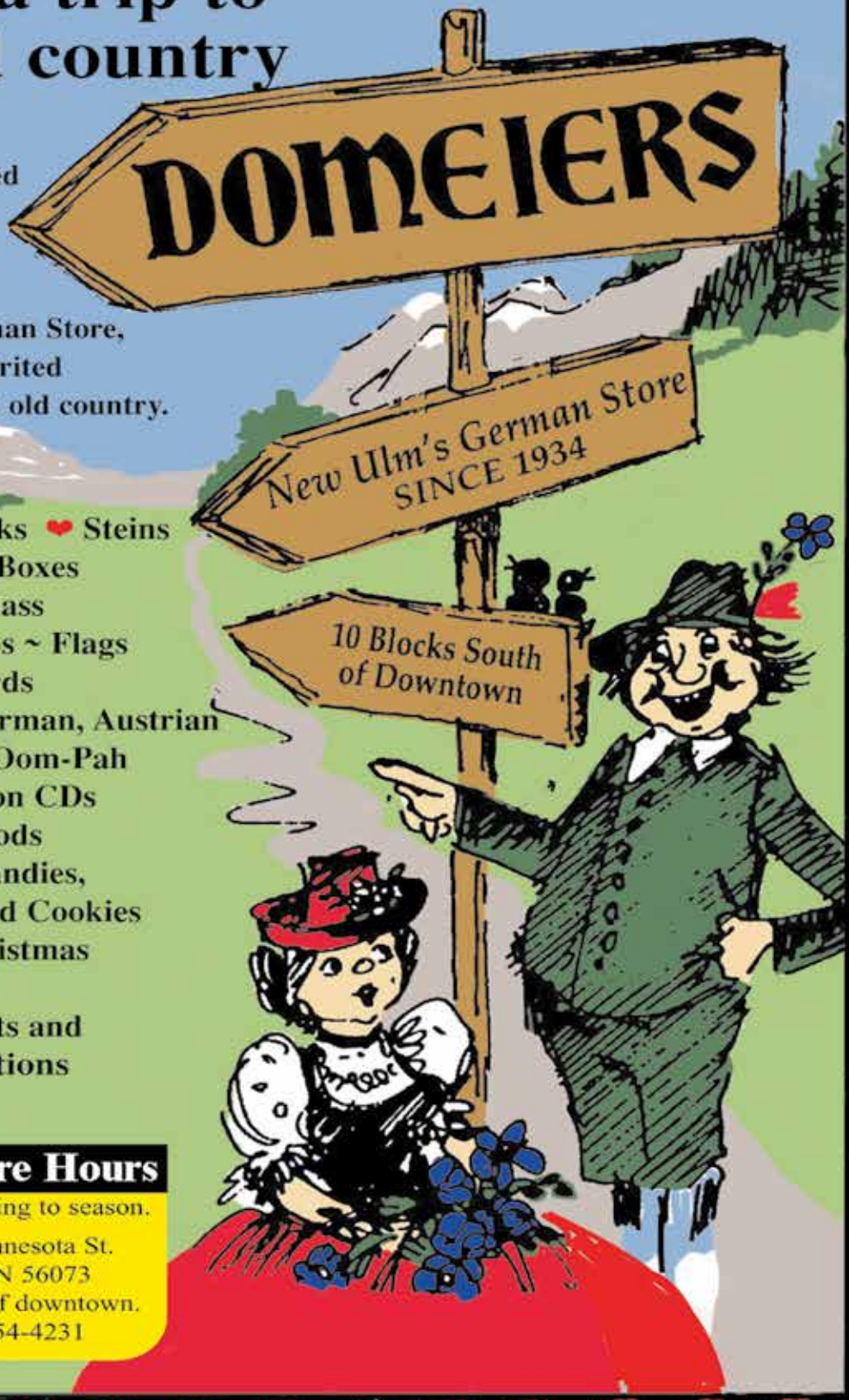
A trip to Domeier's is like a trip to the old country

Like an enchanted corner of the Black Forest, Domeier's, New Ulm's German Store, appears to be spirited straight from the old country.



- Cuckoo Clocks
- Steins
- Swiss Music Boxes
- Bohemian Glass
- Books ~ Maps ~ Flags
- Greeting Cards
- Imported German, Austrian & Domestic Oom-Pah Band music on CDs
- Imported Foods
- European Candies, Chocolate and Cookies
- German Christmas Ornaments
- Bavarian Hats and Hat Decorations

Call for Store Hours

Hours vary according to season.

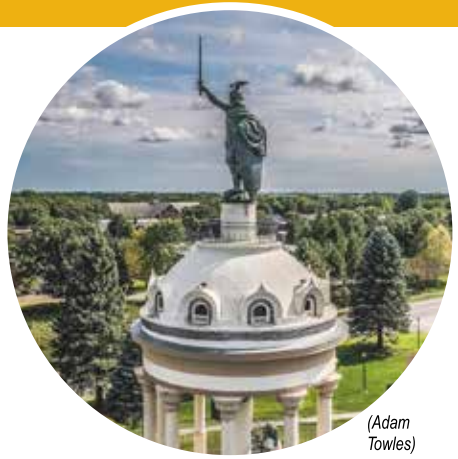
1020 South Minnesota St.
New Ulm, MN 56073
10 blocks south of downtown.
Phone 507-354-4231

MUST SEES OF NEW ULM

SCHELL'S BREWERY

Visit this 160-year-old brewery, complete with Schell's Mansion and Gardens. Museum, Gift Shop and brewery grounds open daily. Tours available year-round and include a stop in the Rathskeller.

SEE PAGE 6



(Adam Towles)

HERMANN MONUMENT

Towering over New Ulm is the 102-foot monument to Hermann the Cherusci. Visitors may climb a spiral staircase to the base of the statue for a spectacular view of New Ulm and the Minnesota River Valley.

SEE PAGE 13

GLOCKENSPIEL

Located downtown, this 45-foot tall carillon plays programmed pieces at noon, 3 PM and 5 PM while animated figures depicting characters from the city's history rotate on a platform.

SEE PAGE 13

POST YOUR FAVORITE NEW ULM PHOTOS ON INSTAGRAM!

#newulm ***#GermansHaveMoreFun***

We love when our visitors share their pics and stories about New Ulm! Contact info@newulm.com to learn more about upcoming Instameets, photo contests, or guest blogger opportunities.

@rmdixon47

@lmhazardous

@taleitalei

FOLLOW US ON SOCIAL MEDIA

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@NewUlmMinnesota

@uniemi

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PLAN YOUR VISIT TODAY!

Visit newulm.com for a list of Top 10, trip itineraries and other ideas to help plan your trip.

Sample itineraries include German Heritage, Family Getaway, Ladies Weekend, History Buffs, Active Choices and Pub Crawls.

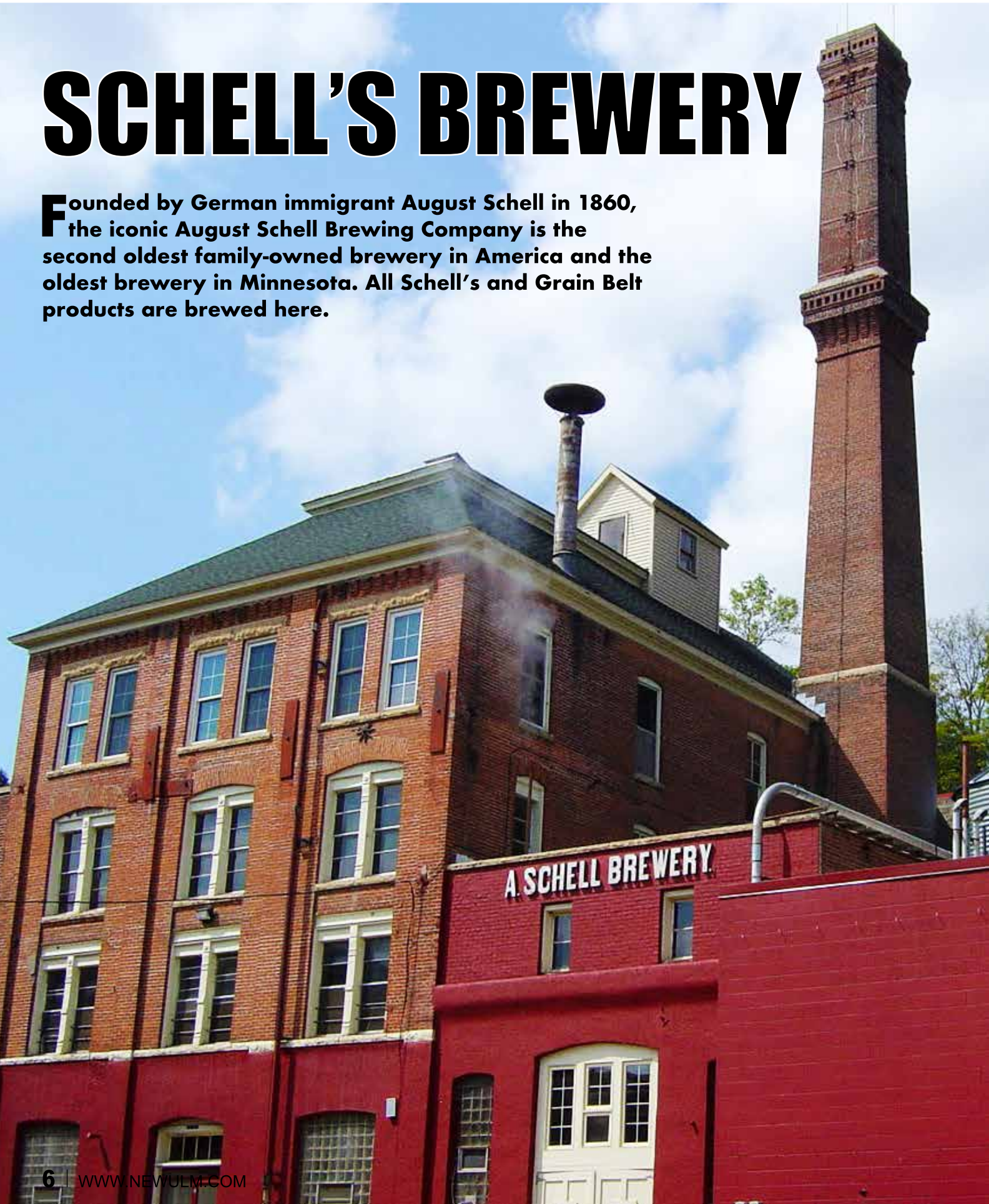
Or stop into the Visitor Center for brochures, maps, coupons and personalized recommendations from a friendly, knowledgeable staff.

New Ulm Visitor Center

1 N Minnesota Street
(in historic downtown)
New Ulm, MN 56073
507-233-4300
or 888-463-9856
info@newulm.com

SCHELL'S BREWERY

Founded by German immigrant August Schell in 1860, the iconic August Schell Brewing Company is the second oldest family-owned brewery in America and the oldest brewery in Minnesota. All Schell's and Grain Belt products are brewed here.



Schell's Brewing Company

AUGUST SCHELL BREWING CO

This "must-see" nestled amongst the trees in Flandrau State Park alongside the meandering Cottonwood River, has free-roaming peacocks, a deer enclosure, water feature, flower-lined paths and an outdoor beer garden, as well as a German-style Rathskellar tap room to entice visitors as well as locals. Take a tour, visit the 2,000 sq. ft. part museum-part gift shop, or simply have a quintessential New Ulm experience enjoying nature while sampling one or two of the many beer selections.

A popular gathering place for the famous festivals in New Ulm, there are many opportunities to see what's brewing at Schell's.

AUGUST SCHELL BREWING COMPANY
1860 Schell Road
800-770-5020 | 507-354-5528
schells@schellsbrewery.com

THE STARKELLER
2215 N Garden Street
507-359-7827
starkeller@schellsbrewery.com

NEW ULM *Nuggets*

COME SEE WHAT'S BREWING! Local Schell's Brewery has 22 different beers between their year 'round and legacy series, seasonal crafts and those with limited availability.

THE STARKELLER

If you're looking for champagne dreams, Starkeller Brewing Co., a division of Schell's on the west end of New Ulm, is your weekend destination with a twist.

On tap are craft beers with sour power, more reminiscent of champagne with fruit overtones. The taproom itself has a museum of artifacts including a cut-in-half moonshine still from the Prohibition era.

Ten restored 1936 cypress wood lagering tanks, towering 12 feet tall, age this unique addition of mixed-culture Berliner weisse beers and are on display providing an authentic brewery experience. When you come to the Starkeller you'll have the unique experience of sitting at the bar made of an old copper kettle from the brewery.

And when you see the tin on the back wall — that came from the farm that once stood in its place. The 10 tanks that line the taproom are the beers you'll be toasting with a year from now. Get your friends together and plan your next classic New Ulm outing.

The historic Schell's mansion on the brewery grounds

A peacock at Schell's (Kyle Krenz)

Schell's

SINCE **BEER** 1860

THE SECOND OLDEST FAMILY OWNED BREWERY

BREWERY EVENTS

Bock Fest - Mar. 7, 2020 • 11:00am - 4:30pm
Oktoberfest: Oct. 9, 2020 • 4:30am - 9:30pm
Oktoberfest: Oct. 10, 2020 • 11:00am - 5:00pm

BREWERY TOURS

Memorial Day-Labor Day:

- Mon-Fri 1:00, 2:30 & 4:00pm
- Saturday: 12:00, 1:00, 2:00, 3:00 & 4:00pm
- Sunday: 1:00, 2:00, 3:00 & 4:00pm

Off Season: Call for tour times.
Private tours by appt, call brewery in advance.
Admission charged. ID required for tasting.
***Tour size is limited and do sell out.**

SCHELL'S BIERGARTEN

Open daily Memorial Day-Labor Day
Weekdays:12:00 - 5:00PM Sat. & Sun. 11:00 - 5:00PM
***Weather permitting**

MUSEUM OF BREWING

Memorial Day-Labor Day:
M-F, Sun: 12:00 - 5:00pm • Sat 11:00 - 5:00
Off-Season:
Fri. 12:00 - 4:00pm, Sat. 12:00 - 5:00pm, Sun. 12:00 - 3:00pm

GIFT HAUS

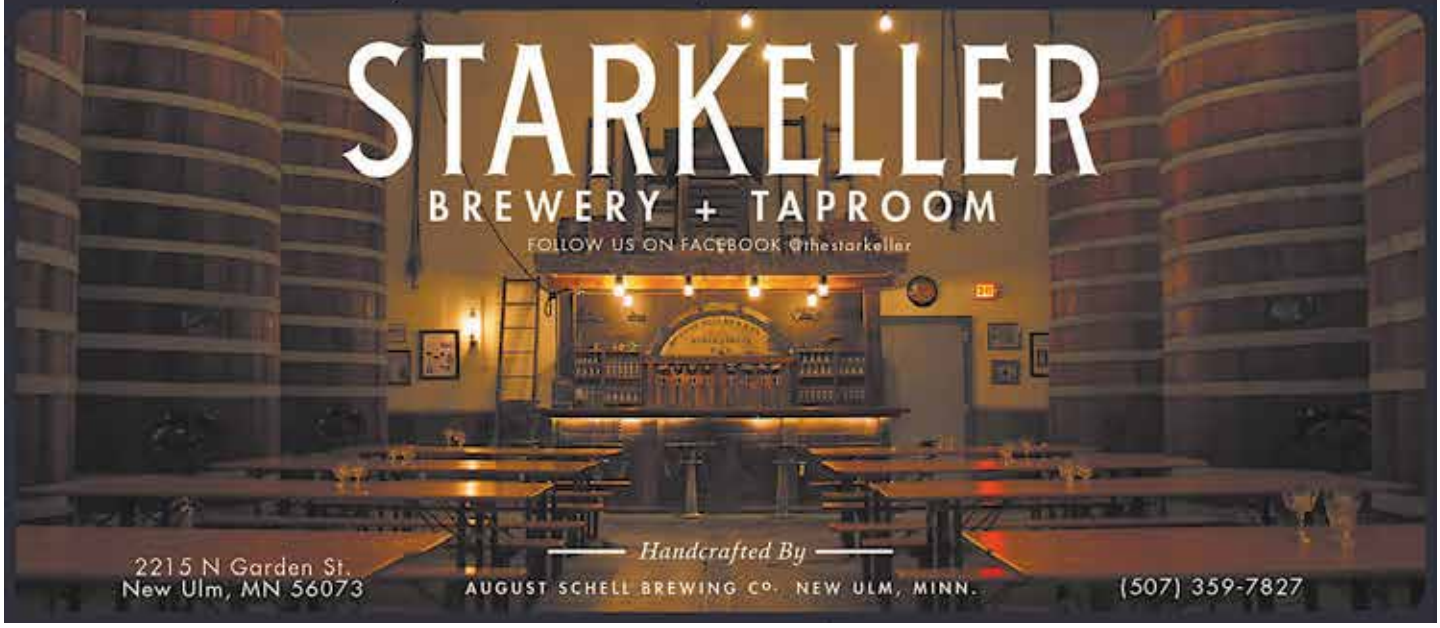
T-shirts, hats, glassware & much more!
Open daily 11:00am - 5:00pm

STARKELLER HOURS

Saturday: 2:00-9:00pm
Call or visit the Schellsbrewery.com for Friday/Sunday Hours

STAY CONNECTED! Visit us online www.schellsbrewery.com & Like us on Facebook!
Twitter: @schellsbrewery | @grainbeltbeer • Instagram: @schellsbeer | @grainbeltbeer

Schell's Brewery 1860 Schell's Road, New Ulm MN 56073 • 507-354-5528



2215 N Garden St.
New Ulm, MN 56073

(507) 359-7827

WINERIES

Morgan Creek Vineyards

TOP 10 COOLEST TOWNS IN MN

Highway Highlights

Ladies at Morgan Creek Vineyards

MORGAN CREEK VINEYARDS

The nationally award-winning Morgan Creek Vineyards has been producing distinctive fine wines since 1993. This agri-tourist culinary destination promotes regionally-produced food and wine and is Minnesota's only eco-friendly, underground winery. They specialize in growing and producing German, French, and American style wines, including Minnesota cold-hardy varietals. Nestled in the countryside, family-owned Morgan Creek Vineyards celebrates events year around that reflect a true appreciation of the seasons and good times together.

Located between New Ulm
and Mankato off of scenic Hwy 68
507-947-3547
martimcv@aol.com
morgancreekvineyards.com

DOPPELEICHEN VINEYARDS

Located on the picturesque Minnesota River, this family-owned and operated winery produces quality wines primarily from Minnesota-grown grapes. Vineyard and winery hours and details will be available in the spring of 2020. Please visit Facebook, website or call for updated information. Enjoy Doppeleichen wines at MonaLena Kitchen and Bar in downtown New Ulm.

58608 County Road 21
507-766-7297
doppel.mona@gmail.com
doppeleichenvineyards.com

John Lind House
New Ulm
Tour the Historic John Lind House
Built in 1887 by Minnesota's 14th Govenor
Tours: $3 per person, 12 & Under Free
June, July, Aug: Thurs.-Sun. 1-4pm
Sept - Oct 5th Fri-Sun 1-4 pm
By Appointment rest of the year
CLOSED HOLIDAYS
Available to rent for private events

622 CENTER STREET 507-354-8802 LINDHOUSE.ORG

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knuj@knuj.net

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New Ulm, MN 56073
Phone: (507) 354-9059

Advance Tickets Available On
www.TheLyric3.com

August 12-16th 2020

BROWN COUNTY FREE FAIR

Free Entry and Parking

www.BrownCountyFreeFair.com

A FAMILY DESTINATION

When visitors come to New Ulm for a weekend or day trip, they are in for a surprise.

Not only is New Ulm a German-experience destination with its variety of festivals, but it's also a fun-filled adventure for families. From the laid back to down-right dizzying to the delicious, pack up the family (bring grandma too!) and head toward the **Laura Ingalls Wilder Historic Highway** until you see the beautiful **Minnesota River Valley** with its surrounding bluffs. Keep an eye out for deer, geese, swans, ducks and the occasional opossums that also call the New Ulm area their home.

Hungry? Order up! Have a quick hot dog or burger and fries, dine on world-famous ribs and kraut, enjoy gourmet burgers, steaks, ethnic cuisine and unique deli items. Pack a picnic from our many grocery stores or grab some takeout.

Then hit one of New Ulm's 40 parks! Play like a pirate or spot eagles at **Riverside Park** and meet **Gertie the Goose**; meander around German Park's flowered paths and eat by the fountain or in the shade of the bandstand; or head up the hill and have fun under the watchful eye of **Hermann the German** in **Hermann Heights Park**. You can even take the stairs to the top of the monument for a breathtaking, panoramic view of the town and its surroundings. Not for the faint of heart but well worth the climb!

Make sure the kids bring their blades, bikes or skateboards to roll down the 13 miles of paved trail that cuts through woods, town and parks. Or, for the dare-devils in the family, head to the skate park and jump off some energy.

Family in the garden at Schell's Brewery

After that it's time for a swim! Suit up and head to **Flandrau State Park** to splash in the large sand pool, and enjoy the beauty of the **Cottonwood River** and surrounding woods. If you visit in fall or winter, explore the trails on foot, snowshoes, or cross country skis.

Children at Flandrau State Park sand pool

Got teens? New Ulm is a boutique haven for female fashion mavens. A great mother-daughter day trip.

While you're downtown, you might as well take in some local history with a self-guided walking tour, then stroll through the **Brown County Historical Society Museum** or the **Music Hall of Fame**.

If you're up for a something wild, then New Ulm's long-lived motorcycle club, the **Flying Dutchmen**, can take you along for the ride with one of their many cycle events, including flat-track races and hill climbs.

Your family fun time isn't complete until you have refreshments at the iconic **Schell's Brewery**. Bring home souvenirs from the gift shop, take a tour, discover hidden gnomes, enjoy the gardens and meet & greet a peacock or two.

Our nationally recognized community has been cited in several state and national publications including Minnesota Monthly and USA Today. Plus, it's also great to know that New Ulm is in the top 2% of the safest cities in the state.

There are plenty more activities and events to participate in year around whether for a friends' get-together, date night, or romantic weekend. Enjoy the specialty shops, bars and nightlife, live theater, and festivals galore.

Visit newulm.com for what to do, where to stay and more.

"While we make quick stops in New Ulm a few times a year on our way to visit family in the Marshall area, I had the delightful opportunity to spend two nights at a New Ulm bed and breakfast with my four sisters, two sisters-in-law and mom recently. We loved the B&B, plus enjoyed treatments at a downtown spa, browsed the stores (found some great items!) and spent time relaxing in the parks. In the evening we visited the local winery. It was a perfect getaway!"

– Amy Hunt of McHenry, Illinois

Amy Hunt and her family

5 Hottest Small Town Destinations in MN

Star Tribune (2019)

join us this season...

2020

TASTING ROOM & GIFT SHOP
Friday & Saturday 11 - 9 pm
Sunday 11 - 5 pm
Private Event bookings by appointment only.
morgancreekvineyards.com/reservations

CULINARY EVENTS
Gourmet Wood Fired Appetizer Menu
Monthly Chef Special
Sunday Brunch with music & "Eggs Benny"
IMU pit oven "Farm to Form Wine Dinner's
Annual "Winemaker's Dinner"

PERFORMING ARTIST
SUMMER SERIES:
classical, jazz, street opera & tango!
Winedown for the Weekend! *Friday 6:30-9:00pm*
Jazz Nite! *Saturdays 6:30-9:00pm*
Jim McGuire Jazz Trio; Ben Marti Jazz Ensemble

TASTE
artisan wines, local organic foods, and specialty baked goods from River Rock Coffee, St. Peter, MN. Grapes & Grains - New Ulm NOSH- artisan wine & craft beer events.

TOAST!
celebrations, intimate gatherings
Seasonal Winery Festivals
Private Wine Tastings
Weddings
Bridal Showers
Bachelorette Tastings
Grooms Dinners
Corporate Retreats
Group Tours

MORGAN CREEK VINEYARDS est. 1993

23707 478th Ave., New Ulm, MN 56073
Located between Mankato and New Ulm off of Hwy 68.
At Junction 47 turn south, drive 2 miles to 101 south.
First farm on left, second entrance.
507.947.3547
www.morgancreekvineyards.com

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- Fresh Delicatessen – featuring cheeses from around the world
- Floral Shop – (delivery available)
- ATM
- Dine-in or Take-out Hy-Vee Kitchen
- Baked Fresh Bakery
- Postal Service
- Western Union
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Hy-Vee Wine & Spirits
• Open 8am - 10pm Monday-Saturday, Sunday 11am - 6pm
• Great Selection of Liquor, Wine & Beer • Find all the Schells Specialty Beers here

Hy-Vee Gas • 24-Hour Pay at the Pump

Hermann Monument (Carolyn Marti Smith)

Glockenspiel

MUSEUMS & HISTORY

NEW ULM *Nuggets*

HEFTY HERMANN: The Hermann the German Monument is 102 feet tall and weighs 4,000 lbs.

WE'VE GOT THE TIME: The downtown glockenspiel is 45 feet high. Twelve figurines rotate as 37 bells play music three times daily.

One of the best places in America to spend the weekend

Expedia Viewfinder

HERMANN MONUMENT

This 102-foot, 4,000-pound monument towering over New Ulm depicts Hermann, a legendary Germanic freedom fighter, and a symbol of German-American honor and pride. It is the third largest copper sheath statue in the United States. Climb the staircase to the base of the statue for a stunning, panoramic view of New Ulm and the Minnesota River valley. The monument sits on the grounds of Hermann Heights Park, which has a state-of-the-art inclusive playground and picnic facilities.

The Hermann Monument and Hermann Heights Park may be closed all or part of 2020 for parking lot and retaining wall construction projects. Check newulm.com for updates.

Call 507-359-8344 to reserve picnic shelter
10 Monument Street, top of Center Street hill
10 AM-7 PM | Open seasonally and early October
Admission charged

GLOCKENSPIEL

Located downtown, the 45-foot-tall, 37-bell Glockenspiel chimes the time throughout the day and plays programmed music. Twelve figurines depicting characters from the city's history rotate on a circulating stage during performances. It is one of the few free-standing carillons of its size in the world.

SCHONLAU PARK
Minnesota Street and 4th N Street
Noon, 3 & 5 PM daily;
plus 10:30 AM, 1 PM during festivals

See More Museums & History on page 15 »

LIVE
ENTERTAINMENT
Great Food & Drinks
Friday & Saturday
Doors Open at 6pm
Music at 7pm

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Pottery, Jewelry, Artwork, Clothing & More

THE GRAND
CENTER FOR ARTS & CULTURE
Gallery, Arts Education, Artist Studios, & Cellar Press
Gallery & Office Hours: Tuesday - Friday 10am - 4pm and Sat. 11am - 3pm
210 N. Minnesota St. • New Ulm
507.359.9222 • www.thegrandnewulm.com

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GRAND OPENING NOV. 6, 1998

Extensive audio tour and huge displays highlighting the 180+ inductees, including Whoopee John, Judy Garland, Bob Dylan, Prince and many more!

ARTIFACTS • MEMORABILIA
INSTRUMENTS & MUCH MORE!

mnmusichalloffame.org

Explore the Past at the
Brown County Museum & Kiesling House
Located Downtown New Ulm

Fun For Children

Tour The Museum
See the award-winning U.S. - Dakota War of 1862 exhibit and other exhibits that interpret interesting subjects of Brown County heritage.

2 North Broadway

MUSEUM HOURS
Tuesday - Friday: 10am - 4pm
Saturday: 10am - 3pm
Research Library is closed from Noon - 1pm
ADMISSION
Adults - $7, Seniors & Students - $5
Under 5 years of age - Free

Operated by the Brown County Historical Society • 507-233-2620
www.browncountyhistorymn.org
Like Us on Facebook at BrownCountyHistoryMN

Brown County Historical Society
MINNESOTA

Experience the Historic Kiesling House
220 Minnesota Street
Open 1-4pm Weekends
Memorial Day - Labor Day
and by appointment
Admission: $3.00

« Museums & History cont.

IMMIGRANT MONUMENT

Names of 350 German-Bohemians who settled near the river along the southern boundaries of New Ulm, commonly called Goosetown, are depicted on the base of this monument.

German Park, Second N/German Streets

Visit the German-Bohemian Heritage Society's Research Center for ancestral and immigration information.

The Grand Center for Arts and Culture
359-2333
germanbohemianheritagesociety.com

DEFENDERS MONUMENT

The 1891 Defenders Monument honors those who defended New Ulm during the Dakota War. Walk up to the stone-looking, metal monument to see the bas reliefs, created by Anton Gag, on the base and read the inscriptions.

In the median of Center Street,
between State and Washington Streets

ULMER SPATZ

Ulmer Spatz — meaning sparrows — is the symbol for the city of Ulm, Germany, sister city of New Ulm. The birds are found above businesses painted to represent what the particular store sells as well as statues in parks. See our "sister spatz" north of the New Ulm Community Center.

Hans Joohs Park, 600 N German Street

BROWN COUNTY VETERANS MEMORIAL

This uniquely-featured memorial with over 2,000 commemorative paver blocks and an eternal flame was presented to Brown County as a lasting tribute to veterans who honorably served the United States during periods of peacetime and armed conflict.

Brown County Courthouse lawn
14 S State Street

Brown County Historical Society Museum (Carolyn Marti Smith)

HERMANN FOOTPRINT

Mounted on the outside wall of the Visitor Center downtown is a 4-foot cast of Hermann the German's footprint! Cast into the base of this artifact are the words, "Deutsche Haben Mehr Spass" meaning "Germans Have More Fun!" Rub the footprint and you will too!

Visitor Center | 1 N Minnesota Street

HERITAGE TREE

When German settlers founded New Ulm, they used a stately oak tree that still grows at 3rd South and German Streets as the reference for the town plat. Reminiscent of those that decorate German towns, the Heritage Tree depicts different stages of the town's history.

101 S Minnesota Street

BROWN COUNTY HISTORICAL SOCIETY MUSEUM

The Brown County Historical Society Museum is housed in a 1910 German-Renaissance style brick building. Originally the post office, it's one of the city's most architecturally distinctive structures. The third floor houses the award-winning exhibit that tells the story of Brown County and the U.S.-Dakota War of 1862. The research library is one of the largest in the state.

2 N Broadway | 507-233-2616
browncountyhistorymn.org
Open year-round | Admission

See More Museums & History on page 17 »

Child with Hermann's Footprint

Heritage Tree (Kyle Krenz)

Best small town for history buffs
Star Tribune

Schmidts MEAT MARKET

From our *Wonderful Aroma*

to our *Unforgetable Flavor*

YOUR PERFECT EXPERIENCE

Award Winning Meats | Jerky | Sausages | Cheeses
Salads | Wild Game Processing & Much More!

JUST 15 MINUTES FROM NEW ULM!

319 Pine Street | Nicollet | 507.232.3438

Hours: Monday - Friday 7:30am-5:30pm • Saturday 7:30am-4:30pm

www.schmidtsmeatmarket.com

New Ulm's Only Locally Owned Full Service Liquor Store

FEATURING THE AREA'S LARGEST SELECTION OF

WINE LIQUOR BEER

AT EVERDAY LOW PRICES!

LIQUOR MART

1527 North Broadway | New Ulm | 507.354.8778

Locally Owned Since 1970

The New Ulm Country Club is a picturesque 18-hole, par 71, semi-private course surrounded by Flandrau State Park and perched atop the bluffs of the Cottonwood River. The fairways are bordered by many mature oak trees. The Country Club was established in 1929 as a 9-hole course and expanded to 18 holes in 1968. We have leagues, tournaments and programs for every golfer.

Our clubhouse is open to the public and home to the Cottonwood Grill and offers a variety on the menu for everyone, as well as a banquet area suited to host up to 350 guests, with no rental fee.

We have a fully-stocked Pro Shop with the latest styles, equipment, and our PGA Professional, Tim Huffman, that can help with club fitting, lessons or repair.

New Ulm Country Club – 1 Golf Drive – New Ulm, MN – 507.354.8896 – golfnewulm.com

Minnesota Music Hall of Fame (Carolyn Marti Smith)

Harkin Store

« Museums & History cont.

GOVERNOR LIND HOUSE

This stately 1887 Queen Anne-style home was once the home of Minnesota Gov. John Lind. This home features beautiful woodwork extending to the elaborate staircase, a Victorian square grand piano and other elegant furnishings. Tours, special events, and rentals available.

622 Center Street | 507-354-8802
lindhouse.org | Open seasonally or
year-round by appointment | Admission

TURNER HALL

Turner Hall was founded by the New Ulm Turners in 1856 and is home to the oldest bar and gym in Minnesota. Cozy Rathskeller dining room offers unmatched history and atmosphere with 70 feet of beautiful hand-painted murals of Switzerland, Italy and Germany.

102 S State Street | 507-354-4916
newulmturnerhall.org | Open year-round

HARKIN STORE

In the late 1870s, riverboat travelers along the Minnesota River would stop in the small hamlet of West Newton, home to a hotel, sawmill, blacksmith, livery and general store. Today, all that remains of West Newton is the Harkin Store. The general store has been frozen in time with 40 percent of the original inventory on the shelves!

9 miles northwest of New Ulm on Hwy 21
mnhs.org/places/sites/hs | 888-463-9856
Open seasonally, early fall | Admission

MINNESOTA MUSIC HALL OF FAME

Organized in 1987, the Hall of Fame was established to honor musicians, past and present, who have contributed significantly to the Minnesota music scene. Over 155 inductees are featured displays including Whoopee John, Judy Garland, Bob Dylan, Prince, and Fezz Fritsche.

27 N Broadway | 507-354-7305
mnmusichalloffame.org
Open seasonally | 507-276-5587 | Admission

WANDA GAG HOUSE

The childhood home of renowned artist and author, Wanda Gag, was designed by her father, Anton, in 1894. Anton, a talented artist, incorporated several artistic touches in his home, such as faux-woodwork and hand-stenciled wall borders. The Queen Anne-style home has been restored and now houses lithographs, paintings and drawings by members of the Gag family.

226 N Washington | 507-359-2632
wandagaghouse.org | Open seasonally and
by appointment | Admission

KIESLING HOUSE

Constructed in 1861, it survived the U.S. Dakota War of 1862 and is the only wood-framed house from that era remaining in Brown County. Learn about early pioneer settlement, customs and traditions that shaped New Ulm, view displays and demonstrations and participate in hands-on craft activities.

220 N Minnesota | 507-351-2636
kieslinghouse.org
Open Memorial Day to Labor Day
and year-round by appointment | Admission

Wanda Gag House

NEW ULM *Nuggets*

WONDER ABOUT WANDA?

New Ulm writer and artist Wanda Gag was 53 when she died. She was a teacher for one year, in Springfield, Minnesota. She was 15 when her first illustrated story was published. In 2016 a sculpture of Wanda sketching a cat for her famous book "Millions of Cats," was unveiled in front of the New Ulm Public Library.

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RELIGIOUS SITES

Way of the Cross (Kyle Krenz)

St. Joseph Church (Kyle Krenz)

WAY OF THE CROSS

New Ulm's Way of the Cross provides a quiet, reflective walk up a gentle incline to a chapel dedicated to the Mother of Sorrows. It features 14 stations, with statues imported from Bavaria, depicting the Passion and Death of Jesus.

1500 5th North, behind the New Ulm Medical Center

MARTIN LUTHER COLLEGE CHAPEL

The Chapel of the Christ was built to commemorate the 150th anniversary of the Wisconsin Evangelical Lutheran Synod. With soaring beams, fine artistry, and musical emphasis it makes the most of the superior acoustics for the 57-rank Schantz organ.

Waldheim Drive, on the MLC Campus | 507-354-8221

ST. JOSEPH SHRINE | FIRST CATHOLIC CHURCH & CEMETERY

The first Catholic Church in Brown County was built in 1859. The original church building was sold for $65 to an area farmer who moved it to his homestead. On the grounds stands the restored church, a combined grave, an altar and crucifix. Inside the church are statues and items of religious interest.

Take State Hwy 15 south and go west 1 mile
on County Road 25 | 507-359-4375
Open daily Memorial Day to Labor Day

CATHEDRAL OF THE HOLY TRINITY

Completed in 1903, this seat of New Ulm Diocese is a fine example of German Baroque architecture. All are welcome to visit the glorious interior, originally created by local artists Alexander Schwendinger, Christ Heller and Anton Gag.

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PARKS & REC

New Ulm boasts 43 parks and a variety of recreational activities!

Fountain at German Park

Children with Gertie the Goose at Riverside Park

COME PLAY IN NEW ULM

Open to all, the city's **Recreation Center** (122 S Garden Street) has an indoor swimming pool, whirlpool and aquatic climbing wall; a three-lane indoor track; indoor tennis, basketball, volleyball, racquetball and walleyball courts; strength and cardio facilities with group fitness area; and cycling classes.

The **Minnesota Department of Natural Resources Regional Office** (21371 State Hwy 15) has information on outdoor recreation opportunities and natural resources, such as hiking, biking, prairies, fishing, hunting, wildlife watching, snowmobiling, camping, canoeing, river maps and more. Call 507-359-6000 or visit dnr.state.mn for more information.

New Ulm Civic Center (1212 N Franklin) houses two arenas, including one with year-round ice. The building also has eight team rooms and meeting space available for rent. Outdoor ice skating (hockey and open-skate) is available at **Harman Park** (101 N Garden Street). Warming house and restrooms on site.

Riverside Park (101 S. Front Street) is home to Riverside History & Nature Learning Center (see next page). Make like a pirate on the ship and sea creature playground, visit Gertie the Goose statue with its spectacular river view. Stroll along the shore, fish, or launch your boat at the nearby Minnecon Park.

Bikers at the New Ulm Skate Park and BMX Track

German Park (200 N German) boasts monuments, flower gardens and an angel fountain. Popular for lunch breaks and strolls. Free music concerts are offered Monday nights in the summer, with New Ulm Municipal Band concerts every Wednesday in June and July. Have fun on the playground equipment or climb on the Herbie Hedgehog statue, created by artist Jason Jaspersen.

New Ulm offers a 13-mile paved **Bike Loop**, traveling from Broadway and 24th N Street to German and 20th S Street. The trail is clearly marked and largely shaded, with benches along the way. There are also designated safe biking paths throughout the city. Visit newulm.com or stop by the Visitor Center for maps (1 N Minnesota Street, 507-233-4300).

For a different type of biking, New Ulm has a **Skate Park and BMX Track** (315 1st S Street). Both parks are free with BMX Park use limited May through September. The skate park may be used by inline skaters or skateboarders. The New Ulm BMX Track is known around the region for its exciting, free races held Monday evenings beginning in May. Visit their Facebook page for details.

Built in partnership with the Happy Tails Dog Group, **New Ulm's Dog Park** (527 S German Street) offers off-leash supervised play. It has two adjacent, separate fenced areas for larger and smaller dogs, off street parking, play apparatuses/obstacles, lighting and water.

See More Parks & Rec on page 22 »

RIVERSIDE HISTORY & NATURE LEARNING CENTER

The Riverside History & Nature Learning Center, in the heart of Goosetown, provides a hands-on learning experience for visitors.

Housed in the old 1892 Franklin School building, curator Ron Bolduan took space made available by the Coalition for a Clean Minnesota River to establish a river history and nature site. The center provides history of Goosetown (the area of New Ulm east of the railroad tracks, paralleling the Minnesota River), the story of clamming on the river, information on riverboats, and a photo wall depicting a multitude of fish and those who've landed them.

This environmental learning center has everything from a live monarch display to ancient bison bones and many birds. There's a section dedicated to clam (mussel) fishing and Native American artifacts.

Visit www.ci.newulm.mn.us for a list of park facilities and the amenities available at each location.

Park shelters can be reserved at 507-359-8344.

NEW ULM *Nuggets*

PARK IT! New Ulm has over 40 parks from large to small, and is home to the first inclusive playground in southern Minnesota, located at Hermann Heights Park.

River at Riverside Park (Don Borstad)

« Parks & Rec cont.

NEW ULM STEEL HOCKEY

New Ulm is home to the New Ulm Steel, a part of the North American Tier III Hockey League (NA3HL), consisting of players between the ages of 16-20 from all over the world. #steelstrong

1212 N Franklin | 320-760-3030
nusteelhockey.com

FLYING DUTCHMEN MOTORCYCLE CLUB

The Flying Dutchmen Motorcycle Club sponsors Hillclimb & Flat Track Races along with road runs at their wooded site outside New Ulm, but they also boast an unusual barn structure as their clubhouse.

20153 11th Ave | 504-354-2306
flyingdutchmenmotorcycleclub.com

THE PINBALL PLACE

The Pinball Place features 24 pinball machines all on free play on the main floor and 75 more for rotation. They can host groups from 10-50 people for birthdays, family get-togethers, business gatherings and more by reservation.

827 N Broadway | 507-276-7771
Facebook @ The Pinball Place

FLANDRAU STATE PARK

Flandrau State Park is located just minutes from downtown. Comprised of 1,000 acres, including grasslands, marshes, and wooded areas along the Big Cottonwood River, its amenities include eight miles of hiking and groomed cross-country trails (boot and ski rentals available), a chlorinated, sand-bottomed pool, beach, sand volleyball court, playground equipment and fire and horseshoe pits. The park has 88 campsites in three campgrounds, two year-round cabins, and a group shelter.

1300 Summit Ave
507-233-9800 | 866-85PARKS
Open year-round | vehicle entry fee

Flying Dutchmen Motorcycle Club

NEW ULM COUNTRY CLUB

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1 Golf Drive | 507-354-8896
golfnewulm.com

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419 19th North | 507-354-2923
www.concordialanes.com

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NEW ULM *Nuggets*

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"Charlie Brown" at State Street Theater Company

STATE STREET THEATER COMPANY

This historic 850-seat auditorium and stage space brings the joy of theater to all ages. It has a variety of performances, events and entertainment year-round. Rental of the theater is also available.

1 N State Street | 507-359-9990
statestreettheater@gmail.com
statestreetnewulm.org

THE GRAND KABARET

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210 N Minnesota Street
507-359-9222
grand@thegrandnewulm.com
thegrandnewulm.com

MARTIN LUTHER COLLEGE FORUM

Martin Luther College's theatre organization dedicates their time, talents, and love of theatre to provide a variety of performances throughout the school year. Past productions include "Crazy For You: The New Gerschwin Musical," "Cinderella and the Substitute Fairy Godmother," "The Crucible" and others.

1995 Luther Court | 507-233-9114
mlc-wels-edu/forum

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1995 Luther Court | 507-354-8221
summitavenuemusic.com

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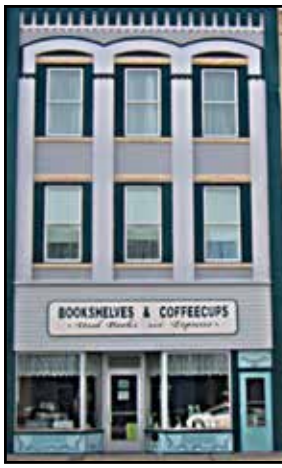

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NEW ULM EVENTS

Car Parade at the Brown County Fair (Kyle Krenz)

JANUARY

JAN 11: State Street Theater presents Billy & Elton: The Hits

JAN 19: Summit Ave Music Series presents Strings Attached

FEBRUARY

FEB 8: NUMC Foundation Gala

FEB 16: Eis Bar Dinner

FEB 17-22: Braised – Restaurant Week

FEB 20: Mingle With A Purpose, Women's Networking Event

FEB 21: Winter Ball at State Street Theater

FEB 22: New Ulm's Annual Arctic Plunge

FEB 22: Fasching

MARCH

MARCH 5: Rib Feast at Turner Hall

MARCH 6-7: Farm Show

MARCH 7: Schell's Bock Fest

MARCH 14-15: New Ulm Trade Fair & Living History Event

MARCH 14: Irish Ladies Tea & Luncheon

MARCH 17: St. Patrick's Day Parade

MARCH 22: MN Music Hall of Fame Fundraiser & Concertina Jamboree

MARCH 27-29: New Ulm's Home & Health Show

APRIL

APRIL 3-4: New Ulm Quilt Show

APRIL 3: State Street Theater presents Johnny Cash Tribute Show

APRIL 5: Summit Ave Music Series presents Strings Attached

APRIL 17-19: State Street Theater presents Over the River and Through the Woods

APRIL 18: Spring Fashion Event

APRIL 19: KNUJ Spring Dance at Turner Hall

MAY

MAY 2: Mai Fest

MAY 7: State Street Theater presents The Britins (Beatles Tribute Band)

MAY 16: Bacchus Fest

MAY 16-17: Flat Track Races at Flying Dutchmen Motorcycle Club

MAY 30: Fire Department 5k Walk/Run

JUNE

JUNE 5-6: Community-Wide Garage Sale

JUNE 7: Road Run at Flying Dutchmen Motorcycle Club

JUNE 28: Autofest

JULY

JULY 3: July 3rd Celebration at Riverside Park

JULY 4: 4th of July at Turner Hall Park

JULY 16-19: Bavarian Blast

JULY 17-19: German Winefest

JULY 24-25: Crazy Days

JULY 24-AUG 1: State Street Theater presents Peter Pan the Musical

AUGUST

AUG 12-16: Brown County Free Fair

AUG 18-23: US-Dakota War Commemoration

AUG 30: Hill Climb at Flying Dutchmen Motorcycle Club

SEPTEMBER

SEPT 12: HermannFest

SEPT 13: Lions Club Fly-in Breakfast

SEPT 16: Fall Fashion Event

SEPT 17: Newcomers Event

SEPT 19-20: 150 Year Celebration – New Ulm Fire Department

SEPT 19-20: Flat Track Races at Flying Dutchmen Motorcycle Club

SEPT 20: New Ulm Area Wedding Show

SEPT 24: Turner Ladies Sauerkraut Supper

SEPT 26: Popcorn Wagon Blast

OCTOBER

OCT 2-3 & 9-10: Oktoberfest

OCT 3: STOMP New Ulm!

OCT 4: Pumpkinfest

OCT 23-24 & 30-31: New Ulm Nightmares Haunted House

OCT 24: B the Light Gala

OCT 31: Halloween Hop

NOVEMBER

NOV 5-8: GnomeMade Market

NOV 6: MN Music Hall of Fame Induction

NOV 6-8: Shopping Opener

NOV 7: MN Music Hall of Fame Showcase

NOV 7: Women's Expo & Craft Fair

NOV 7-8: Wine Diva Days at Morgan Creek Vineyards

NOV 20: Christmas Candlelight Winetasting at Morgan Creek Vineyards

NOV 21: Turner Hall Gala

NOV 27: Parade of Lights

NOV 28: Small Business Saturday

DECEMBER

DEC 5: St. Nikolaus Day Celebration

DEC 5-6: Holiday Open House at Morgan Creek Vineyards

DEC 10: #ShopNewUlm At Night

DEC 24-25: Christmas Luminaries at Schell's

SEASONAL EVENTS

EVERY MONDAY, JUNE 1-AUG 31: Music in the Park

EVERY WEDNESDAY, JUNE AND JULY: Municipal Band Concerts

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Facebook: New Ulm Baseball Association

Artist rendering of Johnson Park

'BASEBALL CAPITAL OF MINNESOTA'

New Ulm is known for all things German: music, Schell's beer, and Hermann. Also on that list is baseball.

2020 will be a banner year for baseball in New Ulm. Historic Johnson Park will reopen after receiving a $1.4 million facelift. The Minnesota State Amateur Baseball Tournament returns to New Ulm after a 30-year hiatus. Johnson Park, along with its younger sibling Mueller Park, will host the popular tournament beginning Aug. 21, running weekends through Labor Day.

New Ulm has hosted the State Tournament five times. In 1953, over 31,000 fans attended, at the height of town team baseball's popularity. During the 1958 tournament, the St. Paul Dispatch called New Ulm the "Baseball Capital of Minnesota."

New Ulm's settlers were German. English pioneers in nearby villages brought baseball with them from out East. It didn't take long before New Ulmers took to the game. By 1873, "Germania" was travelling to Sleepy Eye by rail to play, a keg of beer to the winner.

Through the decades, many teams played around town. New Ulm fielded the Hornets, Ramblers, Tomahawks, and probably a few forgotten. There were ballfields by Turner Hall, near Hauenstein and Schell's Breweries, and at the fairgrounds.

In 1935, city leaders with the Works Progress Administration came up with a plan for a ballpark to be built in North German Park. With $9,000 in federal funds and $5,000 from New Ulm, Johnson Park opened on May 7, 1939, with a parade. On July 12, the first night game in Minnesota outside the Twin Cities was held.

Johnson Park was named for Fred Johnson. Fred is credited with the vision that is New Ulm's park system. "Johnson's Field" became Johnson Park. Eighty years later, it remains one of the most recognizable baseball venues in the Midwest.

1939 was also the inaugural season of the New Ulm Brewers. The Brewers joined the Western Minny League and won state championships in 1941 and 1943. Through the forties and fifties, crowds in the thousands came to see local stars like Hank Nicklasson, Otis Loose and Stan Wilfahrt.

New Ulm
Johnson & Mueller Parks
Baseball
State Amateur Tournament
3rd Site - Springfield
2020

New Ulm hosted two amateur teams for years. The Millers were made up of local boys while the Brewers played semi-pro ball. In 1969, the Kaiserhoff team began play. The Kaiserhoff team won the state championship in 1980 with a talented roster that included Terry, Tom and Tim Steinbach. In a memorable day for New Ulm, four local boys were chosen in the 1983 Major League draft: Terry and Tom Steinbach, Doug Palmer, and Jeff Schugel.

Besides townball, Johnson Park has been home to the successful New Ulm Eagle, Cathedral Greyhound and MVL Charger high school teams. The American Legion began fielding a team in 1931 and the VFW in 1967.

Baseball and New Ulm. The tradition will continue in 2020 as more memories are made on the diamond.

Article by Randy Krzmarzick

FESTIVALS

New Ulm has been known as the City of Festivals, but no matter the time of year, you'll find a reason to link your arms with your neighbor and schunkel!

Couple dancing at Bavarian Blast (Don Borstad)

Barrel rolling at Bavarian Blast (Don Borstad)

HermannFest (Mark Boettger)

Fasching

FASCHING

FEBRUARY 22: Fasching, or German Mardi Gras, developed in the Middle Ages as the last festival allowed by the church before entering the somber season of Lent. New Ulm carries on the tradition with a day of good food, good music and costumed revelry at the Best Western Plus Conference Center.

SCHELL'S BOCK FEST

MARCH 7: Schell's Bock Fest takes place outdoors on the grounds of Schell's brewery. Enjoy live music, an award-winning beer or root beer beside a roaring bonfire, with a few thousand friends. Partake in the Bock Medallion Hunt to win cash and prizes.

BAVARIAN BLAST

JULY 16-19: A weekend-long German-American Music Festival in July features crowd-pleasing regional bands and New Ulm's own Ambassadors of Goodwill — The Concord Singers, topped off with schnitzels, foodie treats, Schell's beers and 1919 Root Beer. Uniquely German contests, free admission for kids and the famous Bavarian Blast parade on Sunday at 12:30 PM. Pre-Blast is on Thursday night!

HERMANNFEST

SEPTEMBER 12: Come celebrate Hermann the German! The party is at Hermann Heights Park in the shadow of the 102-foot monument and below in Harman Park. German music is performed, and German and American food available. The New Ulm Municipal Band concert includes a cannon shot with 11 guns at 6 PM, and a fireworks show is at 8:30 PM.

Kids with Hermann at Oktoberfest (Don Borstad)

OKTOBERFEST

OCTOBER 2-3 & 9-10: Rated as one of the best Oktoberfest celebrations in the nation and modeled after one of the world's most famous celebrations in Munich, Germany. Celebrate Oktoberfest in historic downtown, Best Western Plus, Morgan Creek Vineyards and Schell's Brewery the first two full weekends in October.

2nd Best Oktoberfest Celebration in the Nation

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The Narren (Tim Cordes)

CONCORD SINGERS

Founded in 1931, the Concord Singers have been dubbed New Ulm's "Ambassadors of Good Will" and have performed all over the world. They have appeared on radio and TV and have several CDs available.

concordsingers.com | 507-354-8850

HEINZELMANNCHEN FAMILY

The Heinzelmannchen family includes Hans, his wife Carolla, their son Johann and daughter Angelika. These gnomes, along with Gertie the Goose and the three Morel Mushrooms, have become a featured attraction at New Ulm festivals over the years. Be on the lookout for them, and have your camera handy!

THE NARREN

Meaning "fools" in German, these characters have appeared at New Ulm and other festivals since 1989. With their hand-carved wooden masks and colorful costumes, each with their own unique personality and story, can be found mingling with the crowd or leading a snake dance.

www.narrenofnewulm.com
narrenofnewulm@yahoo.com

Concord Singers

MISS NEW ULM COURT

Join the Miss New Ulm Court at many of our festivals and New Ulm Fire Department events. They are: Miss New Ulm Olivia Owens, Second Princess Abby Voges and First Princess Malia Wagner.

HERMANN AND THUSNELDA

Out of the mists of time, mighty Hermann and his lovely wife Thusnelda are frequent visitors to New Ulm festivals and special events, especially Oktoberfest and HermannFest.

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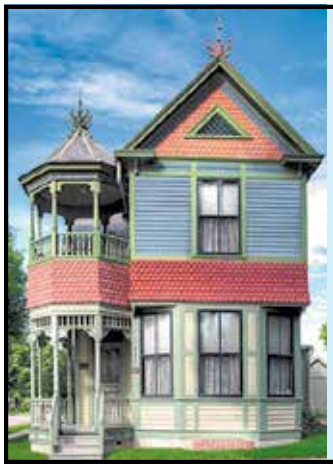

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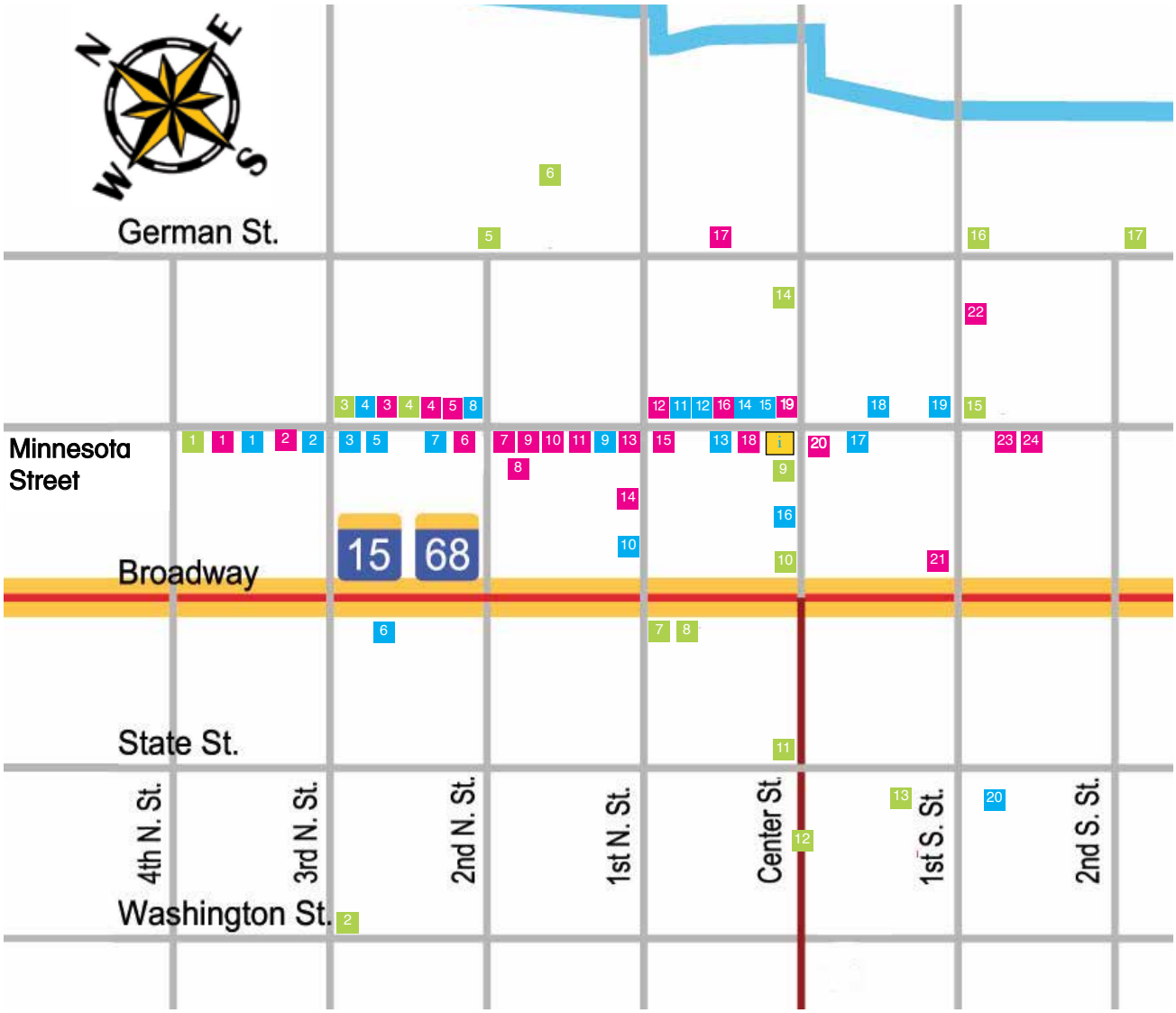
Shops, Dining & Attractions



ATTRACTIONS

1 - Glockenspiel
2 - Wanda Gag House
3 - Kiesling House
4 - Grand Center for Arts & Culture/4 Pillars Art Gallery
5 - German-Bohemian Monument
6 - German Park
7 - MN Music Hall of Fame
8 - Wanda Gag Sculpture
9 - Hermann Footprint
10 - Brown County History Museum
11 - Governor Lind House
12 - Defender's Monument
13 - Veteran's Memorial
14 - Lyric 3 Movie Theater
15 - Heritage Tree
16 - Skate Park
17 - BMX Park

DINING/BARS

1 - Domino's Pizza
2 - George's Fine Steaks & Spirits
3 - MonaLena Kitchen & Bar
4 - Lamplighter Bar & Grill
5 - Veigel's Kaiserhoff
6 - Jimmy John's
7 - Sozial Restaurant & Bar
8 - Crush 80/20
9 - The Ulmer Cafe
10 - Lakes on 1st
11 - Joni's Restaurant
12 - Mowan's Bar
13 - B&L Bar
14 - Lola - An American Bistro
15 - MN Eis Ice Cream
16 - The Retz 227
17 - Rodney's Tavern
18 - American Legion
19 - Backerei
20 - Historic Turner Hall

SHOPPING

1 - KNUJ Polka Parade
2 - The Journal
3 - The Grand Gift Shop
4 - Nadel Kunst/New Ulm's Own
5 - Red Dragon Gaming
6 - Kemske at River Bend Business Products Co.
7 - GutenTag Haus
8 - Corner Home Medical
9 - Bookshelves & Coffee Cups
10 - Inspired
11 - Patterson's Diamond Center
12 - Antiques Plus
13 - Bailey Creek Boutique
14 - New Ulm Community Market
15 - Nuvera
16 - Gallery 512
17 - New Ulm Furniture
18 - Bumbelou
19 - Ashlee Boutique & Bridal
20 - Thimble Box
21 - A to Zinnia Floral & Gifts
22 - Fruit Cellar
23 - Spinning Spools Quilt Shop
24 - Earthen Art

i -Visitor Center/Chamber of Commerce

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SHOPPING

Cuckoo clocks for sale in New Ulm

With New Ulm's unique specialty shops, many clothing boutiques and more, you never know what treasures you'll discover.

How about a cuckoo clock or beer stein imported from Germany? Deck out in the latest fashions, stock up on quilt supplies, or bring home some local beers and wine.

After visiting the historic downtown, explore the rest of city, end to end, and find numerous grocery stores, sporting goods, vehicle dealerships, thrift shops, a full range of services and even a few surprises!

New Ulm hosts a variety of special shopping events throughout the year, including a Spring Fashion Event, Holiday Shopping Opener, Fall Fashion Event, and #ShopNewUlm events.

View the Event Calendar at www.newulm.com to plan your next shopping trip, and thank you for choosing to #ShopNewUlm! More information about shopping in New Ulm, including a directory of stores, can be found at www.newulm.com/shopping

Shopping at a New Ulm boutique

Downtown New Ulm decorated for the holidays (Kyle Krenz)

'TIS THE SEASON

It's beginning to look a lot like an old fashioned Christmas in downtown New Ulm as the snow falls and real Christmas trees adorned with cheerful red bows line the sidewalk.

Kick off the shopping season at the **Holiday Shopping Opener** November 6-8 during opening weekend of deer season. The New Ulm Specialty Shops have joined together for open houses, tasty treats, events and giveaways.

The **15th Annual New Ulm Women's Expo & Craft Fair** will be held on November 7, from 9am to 2pm. Over 100 tables of crafts, home businesses, wellness, and a variety of other vendors all under one roof. Check out newulm.com or inquire at the Visitors Center (1 N Minnesota Street) for a list of vendors.

The **GnomeMade Artisan Market** held November 5-8, offers handmade and vintage items of all kinds at 16 historic locations and charming artisan homes. Makes for a perfect weekend getaway and curious shopping adventure.

On the Friday evening after Thanksgiving, New Ulm welcomes Santa to town with a Parade of Lights. The **32nd Annual Parade of Lights** will be held November 27, at 6pm. Over 60 units, all decked out with thousands of twinkling lights, makes their way through historic downtown. Live music, open houses, shopping and more! Watch the official Christmas tree lighting ceremony at City Hall after the parade.

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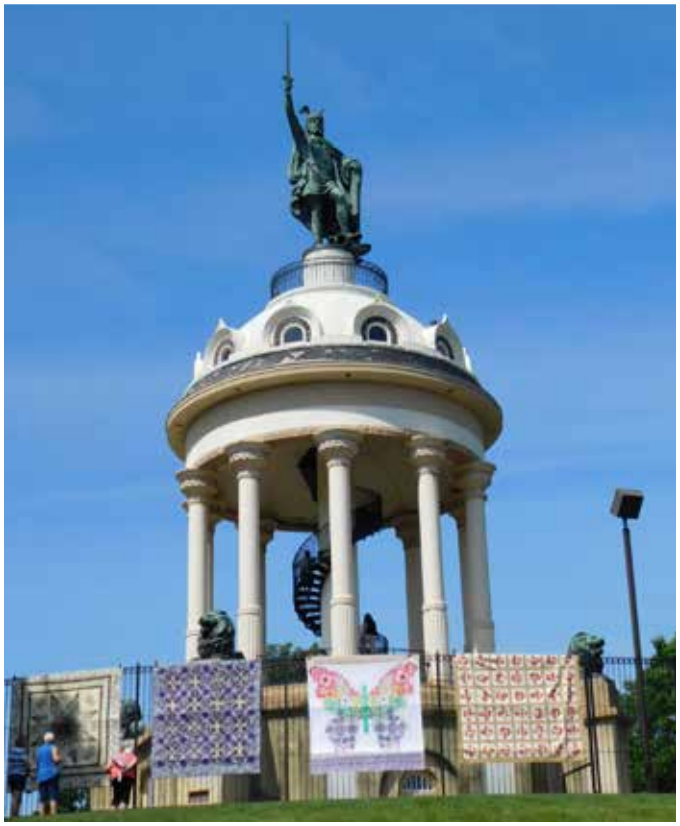

Quilts in front of Hermann during Quiltistry

QUILTING

NEW ULM QUILT SHOW

APRIL 3-4, NEW ULM EVENT CENTER: The Prairie Piecemakers Quilt Guild is an organization of quilt lovers, novices and experts alike who share their love of fabrics, design, color and the finished product. The organization consists of 70 plus members that meet monthly from Sept to May. New members and visitors are always welcome to attend the meetings, enjoy the great speakers and programs and share with the guild the passion of color, fabric and the creation of beautiful quilts. Every other year, the club puts their passion to work to host the New Ulm Quilt Show. Visit newulmquiltshow.com.

QUILT MINNESOTA SHOP HOP

JULY 31-AUGUST 16: Sixty shops throughout Minnesota, including those in New Ulm, participate in this two-week event. Over 1,000 quilters come to our community for this event which features exclusive fabric lines and numerous prizes. Visit quiltminnesota.com for details.

QUILTISTRY

This local bi-annual event will take place in June of 2021. Visit newulm.com for details.

The Journal

YOU'LL FIND THE JOURNAL AT THESE LOCATIONS

New Ulm - Kwik Trip, Cash Wise, Freedom, Hy Vee, Backerie, Clark, Walgreen's, Casey's, Holiday
Arlington - Fill Me Up, Jerry's Home Quality Foods
Buffalo Lake - Main Street Market
Comfrey - C-Store
Courtland - Courtland Mart
Fairfax - Smart Mart, Casey's
Franklin - BP
Gaylord - Jerry's Home Quality Foods, Shell, Fill Me Up, Casey's
Gibbon - Fill Me Up
Hanska - Ampride
Lafayette - Fill Me Up
Madelia - Roger's, Expressway
Morgan - Becker's, Shell's
Nicollet - Nicollet Mart
Redwood Falls - Casey's
Sandborn - Expressway
Sleepy Eye - Randy's Drug, Casey's, Schultz Foods, Janu 4, Expressway
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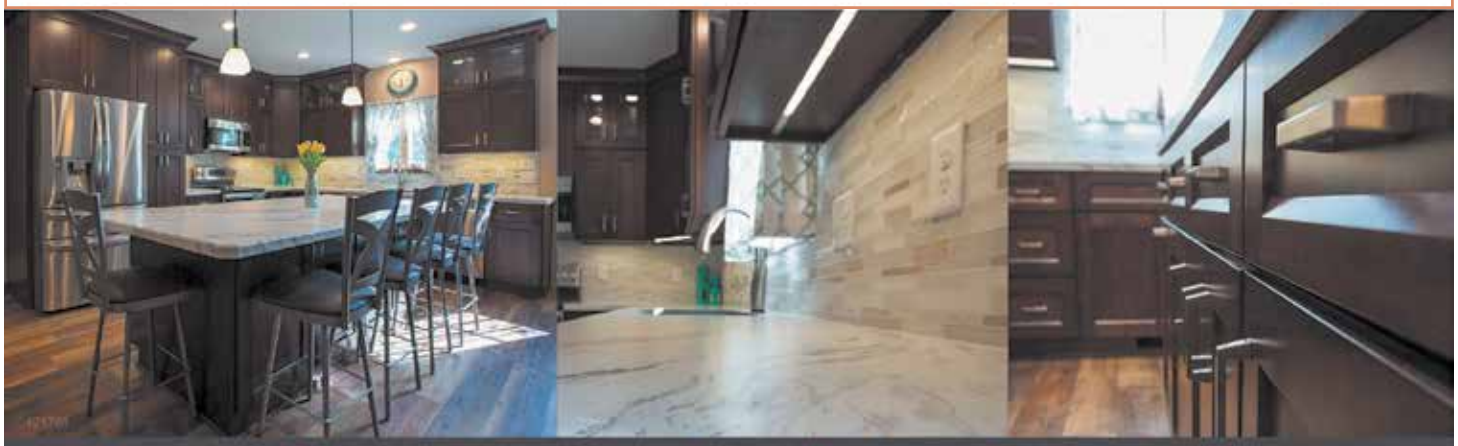

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A TRAVEL DESTINATION

DIANE SCHWEKE
BUFFALO, MN

"A trip to New Ulm is an opportunity to celebrate my husband's German heritage. We enjoy the Oktoberfest activities – listening to the music, especially the legendary Concord Singers and the Narren. Plus the scenery and fall colors. Each year I collect a new pin for my father-in-law's Tyrolean hat."

ORIN AND DOT SCHUELLER
SUN CITY, AZ

"We like to attend the German festivals and events when there are different displays and stands downtown. We especially enjoy the Rathskeller bar at Turner Hall. We also like to get in on any sporting events that happen to be going on when we are in town."

ALEXANDER ROTH
NEW ULM, MN

"On the weekends, I love meeting friends at The Retz or listening to music at Morgan Creek Vineyards, with a view of the picture perfect oak tree. If friends come to visit, the Schell's Brewery is a must. I also take them to the Hermann Monument to take in the panoramic view of the Minnesota River Valley."

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Points of Interest:

- Chamber of Commerce & Tourist Office, D2
- Hospital / Medical Center, C3
- Brown County Seat, D2
- New Ulm Municipal Airport, B4
- 1 Brown County Fairgrounds, B2
- 2 Brown County Historical Museum, D2
- 3 Schell's Brewery, F3
- 4 The Starkeller, A3
- 5 Morgan Creek Vineyards
- 6 Doppeleichen Vineyards, C1
- 7 Hermann Monument, D3
- 8 Wanda Gag House, D2
- 9 Governor Lind House, D2
- 10 Defender's Monument, D2
- 11 Turner Hall, D2
- 12 Kiesling House, D2
- 13 Harkin Store
- 14 Glockenspiel, D2
- 15 Heritage Tree Monument, D2
- 16 Veteran's Memorial, D2
- 17 German-Bohemian Monument, D2
- 18 Minnesota Music Hall of Fame, D2
- 19 Way of the Cross / Diocese, C3
- 20 Martin Luther College, D3
- 21 DNR Regional Headquarters, G3
- 22 Flandrau State Park, E4
- 23 German Park, D2
- 24 Harman Park, D3
- 25 Lincoln Park, E2
- 26 Minnicon Park, D1
- 27 Nehls Park, E3
- 28 Riverside Park, D2
- 29 South Park, F3
- 30 Washington Park, C
- 31 Dog Park, E2
- 32 New Ulm Country C
- 33 BMX Park, D2
- 34 Skate Park, D2
- 35 Civic Center, C2
- 36 Johnson Park Ball F
- 37 Mueller Park, D2
- 38 North Park, B3
- 39 Recreation Center, D
- 40 Soccer Fields, D4

- 41 Trap Range, B2
- 42 Community Garden, F2
- 43 Pollinator Park, A2
- 44 Cathedral of the Holy Trinity Church, C2
- 45 Christ the King Lutheran Church, B3
- 46 Faith Lutheran Church CLC, D2
- 47 First Baptist Church, D3
- 48 First United Methodist Church, D2
- 49 Kingdom Hall of Jehovah's Witnesses, B3
- 50 Oakwood United Methodist Church, D4
- 51 Our Savior's Lutheran Church, E2
- 52 Redeemer Lutheran Church LCMS, E2
- 53 River Valley Church, D2
- 54 St. John's Lutheran Church Wisc Synod, E2
- 55 St. Mary's Catholic Church, D2
- 56 St. Paul's Lutheran Church WELS, D2
- 57 St. Peter's Episcopal Church, D2
- 58 Victory in Jesus Fellowship, D2
- 59 United Church of Christ, D2
- 60 Cemetery, B3
- 61 New Ulm High School, C4
- 62 New Ulm Middle School/Jefferson, D3
- 63 New Ulm Cathedral, C3
- 64 MVL High School, G1
- 65 St. Paul's Lutheran, D3
- 66 Washington Learning Center, B3
- 67 Best Western Plus, F2
- 68 Microtel, F2
- 69 Econolodge, F2
- 70 Colonial Inn, C2
- 71 Affordable New Ulm Motel, E2
- 72 Bingham Hall B&B, E2

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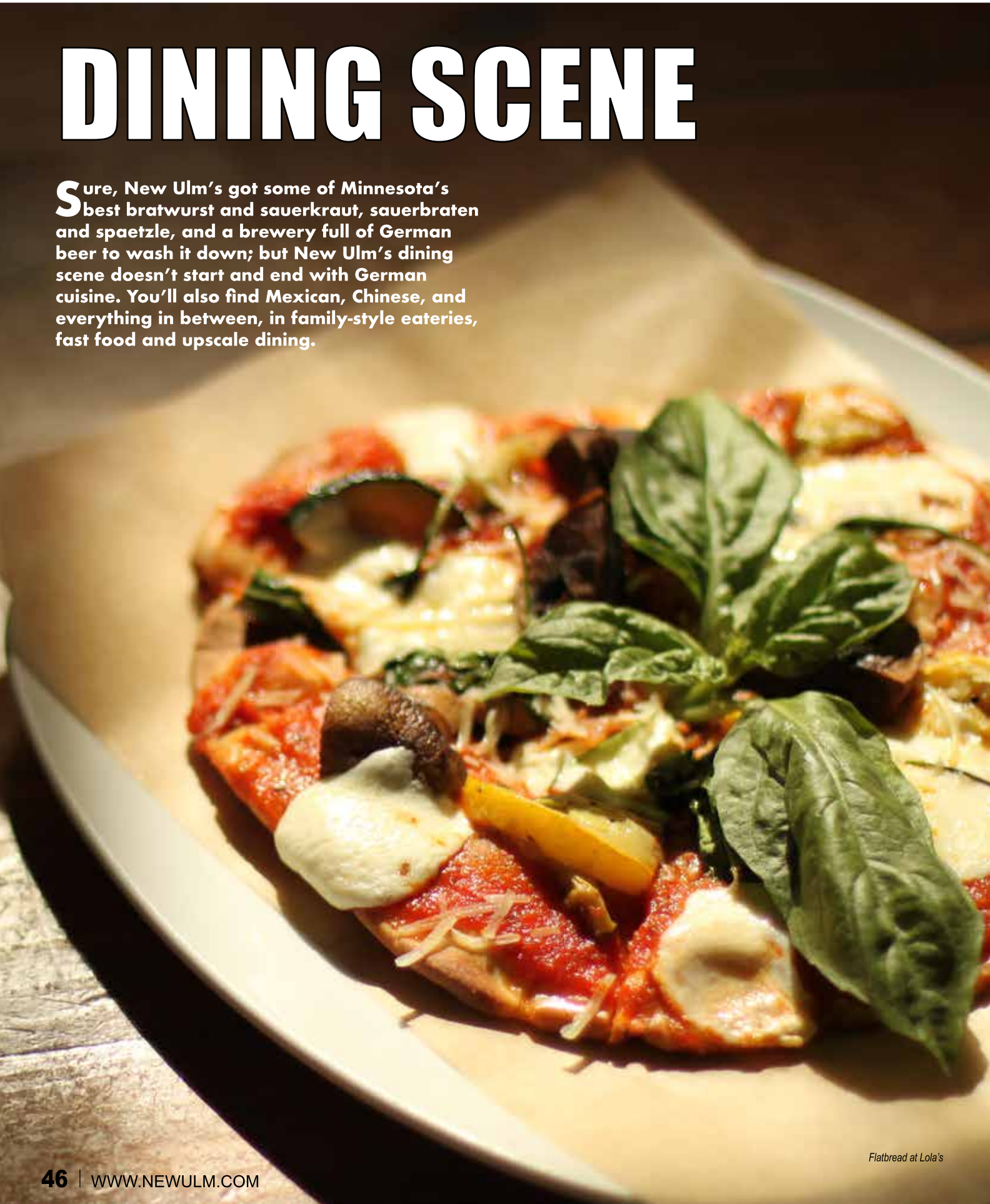
DINING SCENE

Sure, New Ulm's got some of Minnesota's best bratwurst and sauerkraut, sauerbraten and spaetzle, and a brewery full of German beer to wash it down; but New Ulm's dining scene doesn't start and end with German cuisine. You'll also find Mexican, Chinese, and everything in between, in family-style eateries, fast food and upscale dining.



Flatbread at Lola's

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See More Dining on page 48 »

HEART OF NEW ULM

The award-winning Heart of New Ulm Project has made significant changes in New Ulm since its inception 11 years ago. The restaurant program aims to improve the availability, identification and promotion of affordable healthier foods — especially fruits and vegetables. The project partners with locally owned, non-chain restaurants that are committed to serving the same great-tasting food, while making it easier for people to eat healthier.

RESULTS: Restaurants learned that healthy items are easy to make as well as profitable. They started offering more salads, fruits and vegetables. 94% of consumers agreed that more healthy choices are now available. heartofnewulm.com

« Dining cont.

Gutes Essen Deli
Oak Hills Living Center, 1314 8th Street N
507-233-0814
oakhillsnewulm.com/catering
Affordable lunches, soups and sandwiches.

Happy Joe's
1700 N Broadway Street | 507-359-9811

Hardee's
1710 Westridge Road | 507-354-0224

Hy-Vee's Kitchen
2015 S Broadway Street | 507-354-8255
Cafe-style restaurant with take-out service, catering, Caribou Coffee.

Jimmy John's
219 N Broadway Street | 507-354-9933

Joni's Restaurant and Catering
24 S Minnesota Street | 507-359-2018
www.jonisrestaurantandcatering.com
Specializing in "home cooking."

Veigel's Kaiserhoff
221 N Minnesota Street | 507-359-2071
www.kaiserhoff.org
New Ulm's oldest restaurant; German/American cuisine; casual dining; kid's menu.

Lakes on 1st
512 1st N Street | 507-354-0306

Best little food towns in MN you need to explore before they get too popular
OnlyInYourState.com, 2018

Margarita and chips at Plaza Garibaldi Mexican Restaurant

A dish at the Green Mill Restaurant and Bar

Fresh salad at Lola's-An American Bistro

Meet me at the Dairy Queen

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Daily Specials
served
Monday-Friday
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Lamplighter Sports Bar & Grill
214 N Minnesota Street | 507-354-2185
www.lamplighterbarandgrill.com
Family restaurant, sports bar. Try the burgers.

Lola-An American Bistro
16 N Minnesota Street | 507-359-2500
www.lolaamericanbistro.com
"Culinary delights...in a comfortable space." Espresso drinks and treats.

Main Jiang House
1702 Westridge Road
507-354-1218 | 507-354-1228
Chinese cuisine with a Chinatown atmosphere.

McDonald's
1705 S Broadway Street | 507-359-9529

MN Eis
10 N Minnesota Street
Opening Spring 2020! Ice cream, candy, homemade treats.

MonaLena Kitchen + Bar
225 N Minnesota Street | 507-354-1111
www.monalenanewulm.com
Craft beer, great food, amazing cocktails.

Morgan Creek Vineyards
23707 478th Avenue | 507-947-3547
www.morgancreekvineyards.com
Wood-fired cuisine, wine cafe, brunch.

Papa Murphy's Pizza
1612 S Broadway Street | 507-359-3939

Perkins Restaurant and Bakery
1727 S Broadway Street | 507-354-6688

Pioneer College Caterers at Martin Luther College
1995 Luther Court | 507-354-2001
www.mlc-wels.edu/cafeteria
Pizza, deli bar, soup/salad & 35 beverages.

Pizza Ranch
1927 S Broadway Street | 507-354-7772

Plaza Garibaldi Mexican Restaurant
1707 N Broadway Street | 507-359-7073
www.plazagaribaldinewulm.com
Mexican food in a full-service restaurant.

Guests dining at Turner Hall

Rodney's Tavern
6 S Minnesota Street | 507-354-3040

Searles Bar and Grill
Downtown Searles | 507-359-7699
Full-service restaurant 4 miles south of New Ulm.

Sippet Coffee & Bagels
701 N German Street | 507-276-4868
www.sippetcoffee.com
Drive through for coffee & bagels – fresh brewed & baked!

Sozial Restaurant and Bar
209 N Minnesota Street | 507-354-9922
www.sozialnewulm.com
Your place to eat, drink and Sozial-ize.

Subway
1404 S Broadway Street | 507-354-7976
1720 Westridge Road (WalMart) | 507-354-6223

Taco John's
1301 S Broadway Street | 507-354-8226

Turner Hall/Rathskeller
102 S State Street | 507-354-4916
www.newulmturnerhall.org
Restaurant and lounge in 1873 building with German murals!

Ulmer Cafe
115 N Minnesota Street | 507-354-8122
Breakfast and lunch in a hometown cafe atmosphere. Just like mom used to make!

Chamber member
Heart of New Ulm participant

NEW ULM *Nuggets*

OLDIES BUT GOODIES: Veigel's Kaiserhoff is the oldest restaurant in New Ulm, est. 1938. The Rathskeller bar at Turner Hall is considered the oldest continuously used bar in the state.

• Broasted Chicken • Gourmet Burgers
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Check out our fun patio!

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Mon-Thurs 2-5 p.m.
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The Journal's 2019 Reader's Choice Best BAR & BURGER

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354-7477
sippetcoffee.com

THAT'S MY STORY

PEOPLE CHOOSE TO LIVE, WORK, OR RETIRE IN NEW ULM FOR A VARIETY OF REASONS. THESE RESIDENTS TELL THEIR NEW ULM STORY.

CLIFF AND SHERYLL VATH, RETIREES

Why do you choose to live/retire in New Ulm?

They always say "home is where the heart is." We realized after just a few visits to the town while we still lived in Iowa, that New Ulm has a huge heart.

What is special about this community?

The community genuinely cares about the town and is very proud of its heritage. It is displayed in the congeniality of the of the town residents that you meet in the streets and events. Everyone from the mayor, chamber, and their staffs have a purpose and sense of direction that maintains the positive image. They walk the talk and truly work hard to ensure New Ulm continues to thrive and is a great place to live and raise a family. An example is of this is the information posted on the town benches.

SCOTT AND JILL KNISLEY FAMILY

Why do you choose to live in New Ulm?

There were two main reasons we chose to stay in New Ulm, our jobs and family. As time went on and we decided to have a family of our own, we felt a smaller town with family close by was important as we raised our children. Now with three boys ages 1, 3, and 6 we are glad we made the choice to stay here.

What would you tell a family considering locating in New Ulm?

The community is strong in heritage and tradition. New Ulm provides a culture that encourages its residents to get involved. Living in New Ulm allows us to enjoy simple life style.

CHAD AND LORI WENGERT

Why do you choose to live in New Ulm?

New Ulm is filled with people from all walks of life. Yet everyone is like one big family.

What do you enjoy doing here?

Chad and I enjoy being involved with the Narren, New Ulm Battery, Riverside Environmental Learning Center, River and community clean ups, learning New Ulm history and running the Facebook group New Ulm Now and Then. There are so many wetlands and nature areas around also for us to do nature photography and we enjoy doing programs and outings to get the area youth outdoors. We are fortunate to have Flandrau state park with its trails and pool. Schell's Brewery, where we can get up close to deer and peacocks, and just enjoy the beauty of the grounds along with the many city parks, art centers, sport and exercise facilities.

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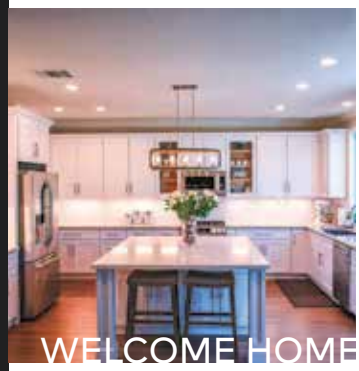

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New Ulm, MN

COMMUNITY

New Ulm boasts a six-day-a-week newspaper, local radio station, progressive locally owned and national telecommunications businesses, community transportation, a host of financial institutions, international hotels to locally owned B&B's and more. New Ulm is the county seat, and as such, is home to several other area service offices.

WHERE DO I SIGN UP FOR TELEVISION SERVICES?

Comcast
200 N Minnesota Street
507-354-4191 | www.comcast.com

Nuvera
27 N Minnesota Street
507-354-4111 | www.nuvera.net

WHERE DO I SIGN UP FOR PHONE SERVICE?

Nuvera
27 N Minnesota Street
507-354-4111
www.nuvera.net

Be Mobile
1609 S Broadway Street
507-359-5287
www.bemobile.com

Verizon Wireless
1702 Westridge Road
Ste 44 | 507-359-3670
verizonwireless.com

Cricket Wireless
1702 Westridge Road
Ste 4 | 507-359-3927
www.cricketwireless.com

Comcast
200 N Minnesota Street
800-934-6489
www.xfinity.com

TechTrends
15 Berens Boulevard
507-233-3000

WHERE DO I FIND CURRENT LOCAL INFORMATION?

RADIO: KNUJ
860 AM, 97.3 FM & SAM-107 FM
317 N Minnesota Street
507-359-2921 | www.knuj.net

NEWSPAPER: The Journal
303 N Minnesota Street
507-359-2911
www.nujournal.com

WHERE DO I SIGN UP FOR TRASH SERVICE?

River View Sanitation
P.O. Box 338 | 507-354-5355
www.riverviewsanitation.com

Waste Management
800-457-0307
www.wm.com

WHERE DO I SEND MY RECYCLING?

River View Sanitation
Residential recycling service
P.O. Box 338 | 507-354-5355
www.riverviewsanitation.com

New Ulm Steel & Recycling
Commercial/ large-scale recycling
218 19th South Street | 507-354-2555
www.newulmsteel.com

WHERE DO I COMPOST YARD WASTE?

New Ulm Compost Site
2100 N Broadway Street | 507-359-8329
Seasonal site (usually May to October)

WHERE DO I ESTABLISH MAIL SERVICE?

United States Postal Service
27 S German Street | 507-354-2011

Hy-Vee Foods and Cash Wise Foods also have limited Post Office services.

WHERE DO I GET A LIBRARY CARD?

New Ulm Public Library
17 N Broadway Street
507-359-8331

Library cards are available free of charge to all residents within the city and county limits.

WHERE DO I REGISTER TO VOTE?

Brown County Courthouse
Auditor/Treasurer's office | 14 S State Street

WHERE DO I UPDATE MY LICENSE/LICENSE PLATES?

Brown County License Bureau
1900 N Franklin Street

WHERE DO I LEARN ABOUT AREA EMPLOYMENT OPPORTUNITIES?

Career Force Center
1618 S Broadway Street | 507-354-3138 | www.careerforcemn.com/newulm

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COMMUNITY

Aerial view of New Ulm

CITY GOVERNMENT

The City of New Ulm, incorporated in 1855, comprises about 10.5 square miles. New Ulm operates under a Council-Manager form of local government, whereby the five-member City Council has policy-making and legislative authority: day-to-day administration of government is the appointed City Manager's responsibility.

The Mayor is not a voting member of the City Council, but exercises certain duties and responsibilities under Home Rule Charter authority. One City Council member is elected at-large to act as President of the City Council. The remaining councilors are elected to represent the city's four wards.

The City Council appoints several boards and commissions to act in an advisory capacity to the Council in specified areas. For a listing of advisory commissions, visit the city's website, www.ci.new-ulm.mn.us

The New Ulm Public Utility Commission (PUC) operates five utility enterprises: electric production and distribution, steam heating district, natural gas distribution, water distribution, and wastewater treatment. Members of the PUC are appointed by the Mayor, subject to City Council confirmation.

HOUSING

Our forefathers' original plat served our community well for about 130 years, providing a grid system of homes with alleys. Since then, a number of areas have been developed to offer a mix of housing options, and several private developments and a new affordable housing acreage are currently in the building stage.

New Ulm has many beautiful, historic homes, with several listed on the historic register. Residents pride themselves in the German tradition of well-kept yards, gardens and flower-beds, so a trip around town should be well rewarded.

CITY STRUCTURE & SERVICES

Organization:
City Council/City Manager

Budget:
$22,200,000 - $24,000,000

City Bond Rating:
Moody's - Aa2

Comprehensive Land Use Plan:
Redone and Approved in 2007

Recycling:
Available through County agreement

Fire Insurance Rating:
3 = In-town I.S.O.

Industrial Plans Approval:
Approval needed by Planning Commission, Building Inspector and City Council.

Fire:
Volunteer - 42 (would like 45)

Police:
Regular - 22; Volunteer - 5

Sheriff:
Regular - 35; Part-Time - 6

E.M.T.:
Regular - 5; Volunteer - 19

HOUSING STATISTICS

Single Family Units: **4,547**

Multiple Family Units: **1,121**

Mobile Homes: **314**

Percentage Owner Occupied: **87%**

Median Sales Price: **$147,333**

Average Appraised Value: **$146,605**

Median Rent: **$688**

Housing Units Built Since Last Census: **399**

Total Value of above housing units: **$753,533,500**

America's 50 best cities to live

USA Today, 2018
(New Ulm is #10)

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New Ulm

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ECONOMIC DEVELOPMENT

New Ulm is home to 13,396 people and boasts a thriving economy with a diverse and growing manufacturing base. Local government is progressive and supportive of a business-friendly environment. The City offers tax exemptions, tax credits, high-quality and available labor, low cost land.

UTILITIES

New Ulm Public Utilities Commission (PUC) oversees: Electricity, Natural Gas, Steam, Water, Wastewater

PUC Director
310 1st N Street | 507-359-8264

WATER INFORMATION

- **Water Source:** Wells
- **Storage Capacity:** 7,800,000 gal.
- **Pumping Capacity:** 3,500 gal./min.
- **Average Demand:** 2,000,000 gal./day
- **Peak Demand:** 5,295,000 gal./day
- **Total Water Hardness:** 530 ppm
- **Industrial Water:** $2.89/Thousand gal.

WASTEWATER INFORMATION

- **Treatment Type:** Mechanical Plant
- **Capacity of Plant:** 6 Million gal./day
- **Average Flow:** 2.5 Million gal./day
- **Peak Flow:** 4.5 Million gal./day
- **Commercial:** $3.94/Million gal.
- **Industrial:** $1.90/Million gal.

AGRICULTURE

Agriculture is a large economic driver in the state, and New Ulm is no exception. Brown County's 1,040 farms provide 1,689 jobs. The principal crops grown in the area include corn, soybeans and sweet corn for canning. Farms in the area also raise dairy and beef cattle, hogs and turkeys. 94% are family farms. According to the 2017 Census of Agriculture, Brown County ranks:

- 3rd in the state in sweet corn production
- 12th in the state in pork production
- 8th in the state in cattle on feed
- 11th in the state in livestock production
- 14th in the state in total ag production

COMMUNICATIONS

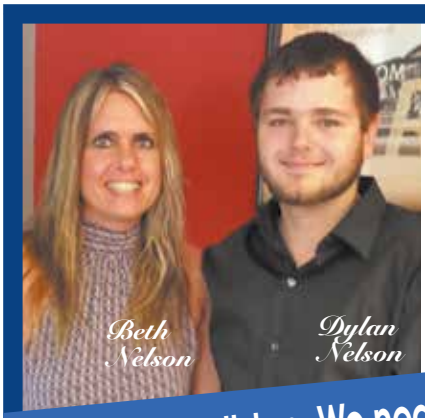
- New Ulm has a local telephone provider with additional long-distance and cell phone service providers.
- E-commerce needs can be readily handled.
- A City-administered public access channel is available.
- Public Internet access is available at the Public Library (17 N Broadway), at Nuvera (27 N Minnesota Street) and many other establishments including several city parks.
- New Ulm is "fully wired" with multiple television and broadband providers, each with state-of-the-art technology.
- Current technologies include:
  - DSL/ISDN/TI/Fiber Optics; Wired Buildings/WiFi/Networking; Digital Video TV
  - Computer Configuring & Sales; Computer, Telephone & Accessory Sales
  - Public Internet Access Sites; High-speed Broadband Internet
  - Digital Cable; High-Definition Broadcasting; On-Demand Video Service
  - Digital Video Recorders
- New Ulm enjoys a six-day-a-week newspaper, The Journal, and local radio stations, KNUJ at 860 AM, 97.3 FM and SAM at 107.3 FM

EMPLOYMENT BY INDUSTRY

Industry	Brown County	South Central Region
Natural Resources & Mining	705	3,536
Construction	717	4,920
Manufacturing	2,885	19,520
Transportation, Trade & Utilities	2,802	21,003
Information	275	2,098
Financial Activities	483	3,716
Professional & Business Services	854	5,780
Education & Health Services	3,055	28,109
Leisure & Hospitality	1,176	8,949
Other Services	284	3,073
Public Administration	672	5,614

TOP TEN MAJOR EMPLOYERS

3M Corporation: **700**
New Ulm Medical Center: **600**
Kraft Heinz Company: **495**
New Ulm Public Schools: **306**
Brown County: **275**
Associated Milk Producers, Inc.: **252**
J&R Schugel Trucking: **220**
Hy-Vee Foods: **216**
MRCI: **200**
Cash Wise Foods: **200**



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- Shop Heat & Ventilation
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CHAMBER

Chamber office and visitor center

The mission of the New Ulm Area Chamber is to encourage economic growth in our community by supporting our members through business development, networking, education, advocacy, and access to resources. Approximately 350 industrial, retail, service businesses, non-profit organizations and individuals support these efforts through membership dues.

The Wilkommen ambassadors visit new businesses and celebrate expansions and ribbon cuttings

Our committees like the Business & Retail Association, Convention and Visitors Bureau, Business Action Team, HYPE (Helping Young Professionals Evolve), Downtown Action Team and Willkommen ambassadors help us address the needs of our membership and the business community. New Ulm is a Minnesota Main Street Community.

OUR EFFORTS

- Keeping abreast of legislative and community actions affecting our membership and advocating on their behalf.
- Supporting retail development and promotional efforts.
- Providing discussions and events focused on workforce issues.
- Promoting tourism through advertising, event development and a tourist information center.
- Supporting local education and health care initiatives.
- Maintaining a website that promotes and informs our members and our community, reaches out to visitors and shares information on economic development opportunities.
- Offering training and opportunities for networking, issues awareness and leadership development.

We offer value-added benefits to better serve our various member categories and have a strong Chamber Dollar program to support spending locally.

BUSINESS SERVICES

- Economic Development Corporation
- Economic Development Authority
- County Development Authority
- Chamber of Commerce
- Retail Services

INCENTIVES

- T.I.F. (tax increment financing)
- Tax abatement
- Two local revolving loan funds, with build-to-suit/lease-back arrangements
- Electric bill rebate
- Job creation fund

ASSISTANCE

- Site Location Assistance
- Technical Assistance in accessing regional, state or federal loans
- Technology transfers or access to world-wide markets
- Workforce training grants

CONTACT THE CHAMBER OF COMMERCE FOR ADDITIONAL INFORMATION AT 507-233-4300

Network New Ulm Leadership Program provides training for a diverse group of emerging and existing community leaders

GET INVOLVED

Network New Ulm is designed to strengthen the quality of local leadership, which continues to be the key ingredient in giving the New Ulm area its well-earned reputation as an outstanding community. Network New Ulm seeks to build a stronger community by providing a diverse group of emerging and existing leaders with the opportunities to enhance their community knowledge, civic network and leadership skills.

Individuals from a variety of backgrounds and experiences are invited to participate. The program, which runs September through May, one day each month, covers a variety of topics. Brochures and applications are available in mid-May. Tuition fee applies. Contact the Chamber at 507-233-4300 or chamber@newulm.com for more information.

Helping Young Professionals Evolve (HYPE) is a young professionals group designed to welcome and support new and current young professionals in the community. They do this by helping them build relationships, gain skills and knowledge, and give back to the community.

HYPE members are between the ages of 21-40 who live or work within the New Ulm community. All members are required to complete a membership form and pay a nominal yearly membership fee.

For more information contact nuyoungprofessionals@gmail.com or www.facebook.com/NewUlmYP

New Ulm also has a number of service clubs who make a difference in the community. National and international clubs like **Jaycees, Kiwanis, Lions, Optimists, Rotary** and **Sertoma** will welcome your membership. Local groups like the New Ulm Farm-City Hub Club, the ISD 88 Foundation and others support special groups and needs in the community.

WE ENCOURAGE YOU TO CHECK OUT THE NUMEROUS COMMITTEES AND GROUPS THAT NEED VOLUNTEERS.

VISIT WWW.NEWULM.COM AND CLICK THE "GET INVOLVED" LINK FOR MORE DETAILS.

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Backgroundchecks.org (2019)

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507.354.8531 akreclarkeyecare.com

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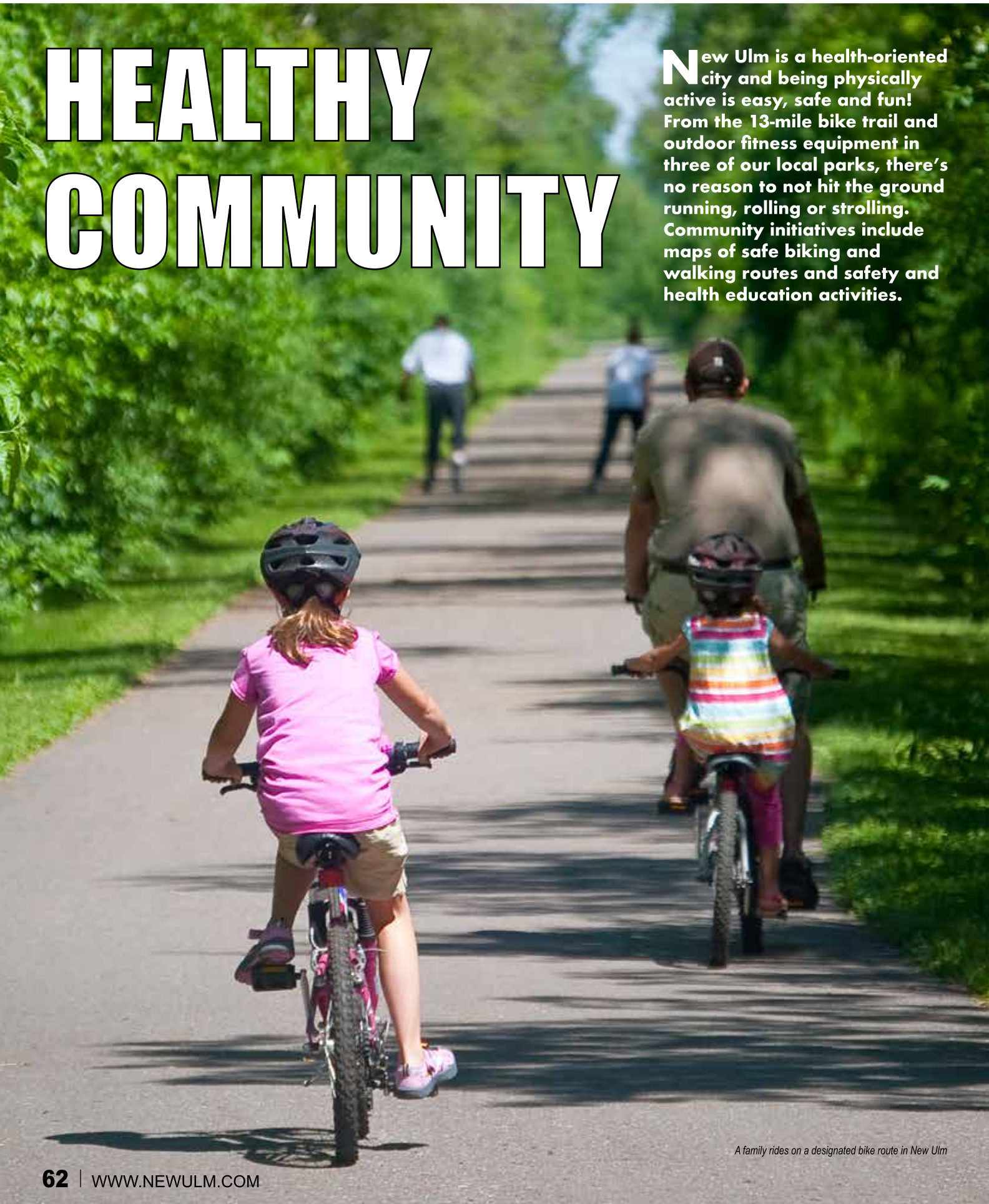
507.354.4111
nuvera.net

Bundle & Save

HEALTHY COMMUNITY

New Ulm is a health-oriented city and being physically active is easy, safe and fun! From the 13-mile bike trail and outdoor fitness equipment in three of our local parks, there's no reason to not hit the ground running, rolling or strolling. Community initiatives include maps of safe biking and walking routes and safety and health education activities.



A family rides on a designated bike route in New Ulm

SUPPORTING A CULTURE OF WELLNESS

Heart of New Ulm (HONU) project is a nationally recognized collaborative partnership of the New Ulm community, New Ulm Medical Center (part of Allina Health), and the Minneapolis Heart Institute Foundation. Since 2009 the project is changing the way health care — especially preventive care — is viewed and delivered across the country. Its aim is to improve the health, well-being and quality of life for residents through education, resources, initiatives and partnerships. Ultimately, the goal is to empower people to take responsibility for their own health in a supportive environment and a culture of wellness.

Through activities, education, policies and environmental changes, people who live or work in New Ulm are supported in their efforts to get more physically active, eat more fruits and vegetables, lose weight, quit smoking, manage stress and make other healthful lifestyle choices. Efforts involve the entire community—from health care organizations, providers and individuals, to worksites, faith-based organizations, public health, local government, and civic groups and organizations.

Initially started as a 10-year research project designed to reduce heart attacks, the project continues today as a community-owned health initiative targeting three significant and widespread health issues:

- Healthy lifestyles across the lifespan
- Mental health
- Addiction and risky use of substances

HONU is guided by a 12-member community leadership team, along with more than 80 community volunteers representing 35 organizations on 11 action teams.

Outdoor park fitness equipment in New Ulm

Preliminary results are strong and the community is improving its health.

A five-year outcomes study published in the American Heart Journal reveals improvements that are greater than trends seen in the rest of the nation. In addition to significant improvements in biometric measurements, community members have made a host of healthful lifestyle changes, from dietary changes to becoming more physically active.

The project has the potential to change the way health care — especially preventive care — is viewed and delivered across the country. To view videos and learn more about the project visit heartofnewulm.com and mhifpopulationhealth.org.

Bronze Level Designation as a Bicycle Friendly Community

League of American Bicyclists

HEART OF NEW ULM HEALTH IMPROVEMENTS

BY THE NUMBERS

HEALTH IMPROVEMENT AMONG NEW ULM ADULTS AGE 40-79 INCLUDE:

73% of people have their LDL cholesterol within the recommended range according to 2018 data, up from 69% in 2009.

8% of people have their blood pressure within the recommended range according to 2018 data, up from 79% in 2009.

69% of people have their triglycerides within the recommended range according to 2018 data, up from 66% in 2009.

88% of people get 150 minutes a week of moderate physical activity; up from 63% in 2009.

28% of people eat five or more servings of fruits and vegetables a day according to 2014 data, up from 17% in 2009.

94% of adults agreed or strongly agreed New Ulm creates an environment that supports a healthy lifestyle, compared with just under 77% in a comparison community.

Healthy Bodies, Happy Minds, Whole Spirits

The New Ulm WELLNESS COLLECTIVE
GO DEEPER

Studio Classes, Wellness Services and Sauna

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www.newulmwell.com

15 South Minnesota St., New Ulm

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Oak Hills Living Center

1314 8th North Street | New Ulm | 507.233.0800
oakhillsnewulm.com

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L to R: Mary Windschitl, Tom Furth, Ashton Sabatino, Pam Fullerton, Tara Schwartz

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NEW ULM FIRE DEPARTMENT
150 YEARS OF SERVICE

From its main station at the corner of Broadway and Eighth North Street, and a second station in Goosetown, the New Ulm Fire Department stands ready to protect New Ulm and area residents. The department has a 150-year history and will celebrate that this year.

The fire department is a dedicated team of 39 firefighters. They've been with the department from merely months to 40-plus years. When they join the department, firefighters are assigned to one of two engine companies (one at each station) or to the ladder/truck company. The engine companies are the first attack teams, with the ladder company providing vertical support.

All firefighters are volunteers, with the exception of Fire Chief Paul Macho who is a full-time employee of the City of New Ulm. Aaron Wilfahrt is First Assistant Chief, and Missy Visser is the Second Assistant Chief.

All firefighters receive extensive training. Before joining the department, prospective firefighters take Firefighter 1, Firefighter 2 and Hazmat classes through a technical school. They continue to take other classes to become licensed firefighters, as required to be Minnesota career firefighters.

Firefighters also take part in additional training at monthly sessions at the fire station. Training topics include pump operations, live burns, propane fires, ice and boat rescue, rope and hill rescue, vehicle extrication, CPR, OSHA courses and more.

The department serves 125 square miles. In addition to the City of New Ulm, it serves three full townships in Brown County — Milford, Sigel and Cottonwood — and two partial townships across the river to the north — Lafayette and West Newton. The coverage area goes all the way to the Harkin Store on the Bottom Road (Co. Rd. 21).

Handling an average of about 125 calls a year, the department responds to a variety of things. About half of the calls are actual fires, with the rest being rescues, silent calls, false alarms, gas leaks, stranded in elevators, etc.

Firefighters also volunteer their services to community activities and mutual aid to other communities.

New Ulm Fire Department

CELEBRATING A PROUD HERITAGE

New Ulm's volunteer fire department was formed in January 1870 when 46 citizens pledged to join and fulfill the duties of a firefighter. A large force pump — that took strong muscles to operate — was purchased that year. Equipment has been replaced regularly over the years.

The NUFD will celebrate its 150-year history with ongoing celebrations in 2020. While the main celebration will be Sept 19-20, other special events will take place in conjunction with activities during the year. A 5K will be held May 30, and the group also plans to work with the Polar Plunge.

The September celebration will kick off with the annual firemen's dance on Saturday evening. Sunday's features will be a firemen's parade — ending at Turner Hall on State Street — followed by a picnic celebration.

Macho and Visser encourage interested residents to follow the department's Facebook page for updates as additional information becomes available.

NEW ULM FIRE DEPARTMENT *BY THE NUMBERS*

39 volunteer members

2 fire stations in New Ulm

5,391 volunteer hours in 2018:
- 3,561 in training
- 1,055 in meetings
- 775 hours

96 fire calls in 2018

139 fire calls in 2017

Redeemer Lutheran Church

700 South Broadway | 507.233.3470

Worship Times
9:00am Sunday Morning Worship
10:15am Sunday School & Adult Bible Class
6:30pm Monday Service following first & third Sunday

Kinder Haus Daycare 507-354-1220 • www.redeemernewulm.net

The Area Catholic Churches *welcome you!*

HOLY CROSS AREA FAITH COMMUNITY

www.holycrossafc.org

WEEKEND MASS SCHEDULE

CATHEDRAL OF THE HOLY TRINITY
605 N. State, New Ulm • 354-4158
Saturday 5:00 p.m. • Sunday 8:00 a.m., 10:00 a.m. & 6:30 p.m.

CHURCH OF ST. MARY
417 S. Minnesota, New Ulm • 233-9500
Saturday 5:30 p.m. • Sunday 9:00 a.m.

CHURCH OF ST. GEORGE
63105 Fort Rd., West Newton Township • (507) 359-9553
Sunday 8:30 a.m.

CHURCH OF ST. JOHN THE BAPTIST
18241 First Ave., Searles • (507) 359-4244
Sunday 10:30 a.m.

CHURCH OF ST. GREGORY THE GREAT
440 6th St., Lafayette • (507) 228-8298
Sunday 10:30 a.m.

All are Welcome!

Oakwood United Methodist Church

1630 Oakwood Avenue • New Ulm

Sunday Worship at 9:00 a.m
Nursery & Children's Church
Coffee & Fellowship 10a.m.
Transforming lives with love and faith in Jesus.
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NEW ULM, MN

Our Savior's Lutheran Church is a **Welcoming community, Experiencing God, Reaching out** and **Raising up** Followers of Jesus Christ.

WORSHIP HOURS:
Saturday 5:30pm • Sunday 9:00am

1400 South State Street, New Ulm, MN 56073
507-233-4430 • oursaviorsnewulm.org

St. Paul's Lutheran Church

201 North State • 354-3641 • www.splnewulm.org

Saturday Service: 6:00pm
Sunday Services: 8:00am • 9:30am • 11:00am
Monday Evening: 6:30pm

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507-354-7400

St. John's Ev. Lutheran Church

627 South Washington • New Ulm • 354-6744

Worship:
- Saturday at 6:30 pm
- Sunday at 8:00, 9:30 & 11:00 am
  (no 11am service during summer months)
- Bible Class & Sunday School at 9:30 am

CHURCHES

New Ulm is home to a variety of denominations. The religious community not only offers individuals and families spiritual support, but also many and varied opportunities to serve others and the community. Some of the city's most beautiful and captivating architecture can be seen in New Ulm's houses of worship. Our religious community extends a friendly hand of welcome to residents, visitors and newcomers.

New Ulm Cathedral (Carolyn Marti Smith)

Cathedral of the Holy Trinity
605 N State Street | 507-354-4158 | www.holycrossafc.org

Christ the King (ELCA)
1515 N Garden Street | 507-354-4672 | www.christtheking-newulm.org

Faith Lutheran Church (CLC)
26 N State Street | 507-354-4534 | www.faithnewulm.com

First Baptist Church
315 S Payne Street | 507-354-3323 | www.fbcnu.com

First United Methodist Church
1 N Broadway Street | 507-354-3358 | www.firstumcnewulm.org

Grace Community Church
New Ulm Community Center | 507-354-0123 | www.gracemn.org

Jehovah's Witnesses
2111 N Garden Street | 507-354-6702

New Beginnings Assembly of God
324 20th South Street | 507-215-2005

Oakwood United Methodist Church
1630 Oakwood Avenue | 507-354-3731

Our Savior's Lutheran Church (ELCA)
1400 S State Street | 507-233-4430 | www.oursaviorsnewulm.org

Redeemer Lutheran Church (Missouri Synod)
700 S Broadway Street | 507-233-3470 | www.redeemernewulm.net

River Valley Christian Church
100 N Washington Street | 507-354-5317

St. John's Evangelical Lutheran Church (WELS)
627 S Washington Street | 507-354-6744 | www.stjohnsnewulm.org

St. Mary's Catholic Church
417 S Minnesota Street | 507-233-9500 | www.holycrossafc.org

St. Paul's Evangelical Lutheran Church (WELS)
201 N State Street | 507-354-3641 | www.splnewulm.org

United Church of Christ
301 S Minnesota Street | 507-354-4242 | www.uccnewulm.org

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www.**splnewulm**.org

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910 14th North Street
Ph. 507-233-8300

District Offices
414 South Payne Street
New Ulm MN 56073
Phone 507-233-6180

Jefferson Elementary
Grades 1-4
318 South Payne Street
Ph. 507-233-3500

Home of the Eagles

New Ulm Middle School
Grades 5-8
414 South Payne Street
Ph. 507-233-6100

New Ulm High School
Grades 9-12
1600 Oak Street
Ph. 507-233-6400

Website: www.newulm.k12.mn.us
Twitter: NUPS Eagles
Facebook: www.facebook.com/NUPSeagles/
Instagram: www.instagram.com/nupseagles/
You Tube: New Ulm Public Schools

New Ulm High School

EDUCATION

Martin Luther College (Carolyn Marti Smith)

New Ulm is proud of its high quality and varied school options. With three K-12 systems (Public, Catholic and Lutheran) families have choices.

Martin Luther College, a private college operated by the Wisconsin Evangelical Lutheran Synod, provides educational and cultural opportunities for the whole community. Independent School District 88's new high school opened in 2016. New Ulm Area Catholic Schools and two Lutheran Schools (St. Paul's Elementary and Minnesota Valley Lutheran High School) offer private options. New Ulm's three high schools offer students a full range of extracurricular with cooperative athletic programs.

HIGHER ED

Martin Luther College
1995 Luther Court | 507-354-8221

ISD 88 PUBLIC SCHOOLS

www.newulm.k12.mn.us

District 88 Offices
414 S Payne Street | 507-233-6180

Washington Learning Center
910 14th N Street | 507-233-8300

Jefferson Elementary
318 S Payne Street | 507-233-3500

New Ulm Middle School
414 S Payne Street | 507-233-6100

New Ulm High School
1600 Oak Street | 507-233-6400

River Bend Area Learning Center
1315 S Broadway Street | 507-359-8780

CHARTER SCHOOL

Lafayette Charter School
351 6th Street, Lafayette | 507-228-8943

CATHOLIC SCHOOLS

St. Anthony Elementary
514 N Washington Street | 507-354-2928

Cathedral High School
600 N Washington Street | 507-354-4511

LUTHERAN SCHOOLS

St. Paul's Elementary
126 S Payne Street | 507-354-2326

Minnesota Valley Lutheran High School
45638 561st Street (Hwy 14, between New Ulm & Courtland) | 507-354-6851

CHILD-CARE & PRE-SCHOOLS

Early Childhood Learning Center
405 N Highland Street | 507-233-9105

Kids X-Cel Center
1506 7th N Street | 507-354-4299

Kinder Haus Day Care and Preschool
718 S Broadway Street | 507-354-1220

Little Rascals Childcare
1924 N Franklin Street | 507-354-1587

Maree's Merry Makers Childcare & Preschool
614 2nd S Street | 507-359-9378

Tree House Preschool
1400 S State Street | 507-354-2600

Brown County Family Services has a listing of licensed day-care providers. They can be reached at 507-359-6500 or visit www.co.brown.mn.us

See More Education on page 71 »

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New Ulm Real Estate
HENLE TEAM

NUHS auditorium

NUHS Science lab

'NEW' SCHOOL BENEFITS STUDENTS, COMMUNITY

Although it's in its fourth year of use, New Ulm residents still think of the senior high school at 1600 Oak Street as the "new high school." Built 50 years after the previous "new" school — which is now the Middle School — the facility provides benefits for both students and the community.

The building and its surrounding athletic facilities are used "almost 24/7," according to District 88 Superintendent Jeff Bertrang.

A $1 million private donation made the fine arts auditorium especially attractive for arts events. That donation provided wide, comfortable seating with extra leg room, upgraded sound and lighting systems, great acoustics, and more.

In addition to 35 classrooms and learning areas in the building, the school has a large choir and band complex — adjacent to the auditorium — and a complete vocational wing.

The building was "designed primarily for kids," Bertrang noted. Before its construction, the district had three buildings, six temporary structures — and not enough room. Seventh through 12th grades were packed into the same building.

Adding the new building for grades 9-12 allowed the district to "get it right" with age-appropriate curriculum. Just as important was providing the right learning in the middle school building, which is now fifth through eighth grades. With the restructuring, New Ulm's Washington Elementary School became the Early Learning Center for ages 3-5, putting pre-K and kindergarten under one roof, along with Head Start.

"By putting this here, we were able to move things around for the different ages and learning levels," Bertrang said. "Our goal is to be the regional educational center of excellence in New Ulm and the area."

The high school houses about 700 students and 50 staff on a daily basis. Some are "shared-time kids," coming from other schools for instruction.

Curriculum includes college courses offered through Minnesota State University, Mankato and Southwest State University, Marshall. Advanced Placement courses are also offered.

New this year is the Eagle Enterprise program. It's a student-run manufacturing business where students fill different roles — marketing, production and more. Eagle Enterprises contracts with local businesses to complete projects, such a replacing dumpster bottoms for River Valley Sanitation or building decks and sheds for other companies.

Before the completion of the new facility, the majority of the district's athletic events were held on city-owned athletic fields, which the school had to rent—and schedule around other users. With its own facilities, the school can add home touches to the fields and use them at will. Having artificial turf for football and soccer allows the district to host section and state games. Spectators have a positive impact on the community as people shop, gas up their cars and eat out.

NEW ULM HIGH SCHOOL *BY THE NUMBERS*

167,000
square feet

650
seats in the state of the art auditorium

1,300
seats in the gymnasium

1,000
seats in the home bleachers at football/ soccer stadium

35
classrooms/learning areas

1,200
square feet of lab area in all science rooms and FACS room

48'x30'
greenhouse

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TRANSPORTATION

For a manufacturing and agriculture hub like New Ulm, product and people must be able to move in and out easily. New Ulm is home to many small to large trucking companies including a locally owned trucking industry "super carrier." For a listing of trucking businesses in the area, please see the Business Directory at the back of this publication.

New Ulm Municipal Airport terminal

NEW ULM MUNICIPAL AIRPORT

Looking to fly into or out of New Ulm? The 40-year-old New Ulm Municipal Airport has two runways, giving you the flexibility of chartering many different types of aircraft.

New Ulm Municipal Airport is located two miles west of the New Ulm central business district. It covers 195 acres and has an asphalt, as well as a grass, runway. Charter flights are offered by New Ulm Flight Service.

Amenities include: Onsite aircraft maintenance; aircraft rental; flight instruction; pilot lounge; flight planning; conference room; complimentary wireless Internet; complimentary coffee/ice; 24/7 self-fueling; full service FBO. Variety of fleets available.

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TAXI

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- **Lyft:** download the app

RURAL PUBLIC TRANSPORTATION

TRUE Transit
421 E Hickory Street, Mankato
800-560-1575 | truetransit.org

New Ulm to Mankato bus.

MANKATO TO MSP AIRPORT SHUTTLE

Land to Air Express
50 Sibley Parkway
Mankato, MN 56001-2309
507-625-3977 or 888-736 9190
www.landtoairexpress.com

Daily bus service connecting communities along Highway 169. Twice daily trips connect Mankato (30 miles from New Ulm) and Minneapolis with stops in: St. Peter, Le Sueur, Belle Plaine, Jordan & Shakopee.

COMMERCIAL TRANSPORTATION & SHIPPING

HIGHWAYS

Interstates:
- 1-90: 45 Miles South of New Ulm
- 1-35: 60 Miles East of New Ulm

Four Lane:
- US-169: 30 Miles East of New Ulm

Other Major Roads:
- US-14: Runs through New Ulm; major east/west highway; 10-ton load limit
- MN-15: Runs through New Ulm; major north/south highway; 10-ton load limit

There are many truck repair and service businesses, as well as new and used parts sales shops.

AIR SERVICE

Minneapolis/St. Paul International Airport (Code MSP)

Commercial/International airport, Bloomington, MN (90 miles from New Ulm) – Major Airlines: Delta, United American, U.S. Air, Continental, etc.

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BUSINESS DIRECTORY

Businesses listed in this directory are current members of the New Ulm Area Chamber of Commerce. Go to www.newulm.com for an up-to-date membership listing or call the Chamber at 507-233-4300 for a referral.

ACCOUNTANTS/INDIVIDUAL & BUSINESS TAX PREP

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(507) 354-7699
www.havemeiercpa.com

Kenneth B. Vonderharr, CPA
(507) 354-5813

Robert Seifert CPA
(507) 359-2806

Roth, Herzog & Associates, Chtd.
(507) 354-7100
www.rothherzogcpa.com

Shellie R. Kahler, Inc.
(507) 354-5813

Tax Preparation Plus, Inc.
(507) 359-3460 | www.libertytax.com

The Bookkeeping Center
(507) 276-3746
www.thebookkeepingcenter.com

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www.citycenterapartmentsmn.com

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www.highlandregencyhouse.com

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www.realifemanagement.com

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Shoe Sensation, Inc.
(507) 354-7463
www.shoesensation.com

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Flying Dutchmen Cycle Club
(507) 354-2306
www.flyingdutchmenmotorcycleclub.com

MN Army National Guard
(507) 233-7800

See More Members on page 82 »

New Ulm Craft & Vendor Events
(612) 454-9972 | www.nucve.com

Professional Referral Organization
(507) 359-4374 | www.proreferral.org

Your Organized Home
(507) 276-9016
www.yourorganizedhome.com

SPECIALTY SHOPS

Bailey Creek Boutique
(507) 354-9998
www.baileycreekboutique.com

Bumbelou New Ulm
(507) 354-0457
www.bumbelou.com

Domeiers German Store
(507) 354-4231

Gallery 512 Boutique
(507) 354-5120
www.gallery512boutique.com

GutenTag Haus
(507) 233-4287 | www.gutentaghaus.com

Inspired
(507) 233-4350
www.inspirednewulm.com

New Ulm's Own
(507) 354-3458
www.newulmsown.yolasite.com

SPORTS EQUIPMENT

Nicklasson Athletic Company, Inc.
(507) 354-8586
www.nicklassonathletic.com

STORAGE

Tower Storage
(507) 359-2921 | www.knuj.net

SURVEYOR

Bolton & Menk, Inc.
(507) 794-5541 | www.bolton-menk.com

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(507) 359-5287 | www.bemobile.com

Comcast
(507) 354-4191 | www.xfinity.com

Nuvera
(507) 354-4111 | www.nuvera.net

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New Ulm Bus Lines, Inc.
(507) 354-4711

Superior Mobility
(507) 920-7864 | www.superiortm.com

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Lady, Man & a Truck
(507) 276-5821

River View Sanitation
(507) 354-5355
www.riverviewsanitation.com

The Picker-Uppers LLC
(507) 276-3084 | www.thepickeruppers.com

Waste Management of So. MN
(800) 457-0307 | www.wm.com

TRAVEL

Wendinger Band & Travel, Inc.
(888) 363-9104
www.wendingerbandtravel.com

TRUCKING

D & A Truck Line
(507) 354-6086

Forst Transfer, Inc.
(507) 354-3535

KDB Services
(507) 354-8032

Minnesota Valley Transport
(507) 354-3276

VETERINARIANS

New Ulm Regional Veterinary Center
(507) 233-2500 | www.nurvc.com

VINEYARDS

Doppeleichen Vineyards
(507) 766-7297
www.doppeleichenvineyards.com

Morgan Creek Vineyards
(507) 947-3547
www.morgancreekvineyards.com

WATER

Magic Water Inc. of New Ulm
(507) 354-7193
www.magicwaterinc.com

WHOLESALE

PC Janitorial Supply
(507) 238-5400 | www.pcjansupply.com

YOUTH ORGANIZATIONS

Junior Achievement - New Ulm Area
(507) 990-9329
www.jaum.org/regional-offices/new-ulm

New Ulm Baseball Association, Inc.
(507) 217-9038

New Ulm Basketball Association
(507) 766-6778
www.newulmbasketball.com

New Ulm Girls Fastpitch Softball
(507) 276-0307
www.newulmgirlsfastpitch.org

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