

NEW ULM

the Official Guide
2023



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Willkommen!

Our Sign Says it All!

WE'RE GLAD TO SEE YOU!

Whether you visit frequently, are a weekend explorer, or you call New Ulm home, "the most German city in America" will delight and surprise you with our many famous festivals, unique specialty shops, storied history, and beautiful river valley scenery and wildlife.

And now, as our community grows with new businesses, recreational amenities and other improvements, there is even more to love.

Think of this guide as your navigator for fun, relaxation and entertainment, as well as a reference for valuable resident and business information.

We know you will enjoy your visit time and time again. And if you decide to make New Ulm your home, willkommen and danke schoen!



THIS GUIDE IS PRESENTED BY
The New Ulm Area Chamber of Commerce and The Journal, New Ulm
DESIGN • Chelsea Lund - Impressions by Chelsea Lund
COPYWRITER • Eileen Madsen - Madsen Ink Co



WHAT'S *Inside*



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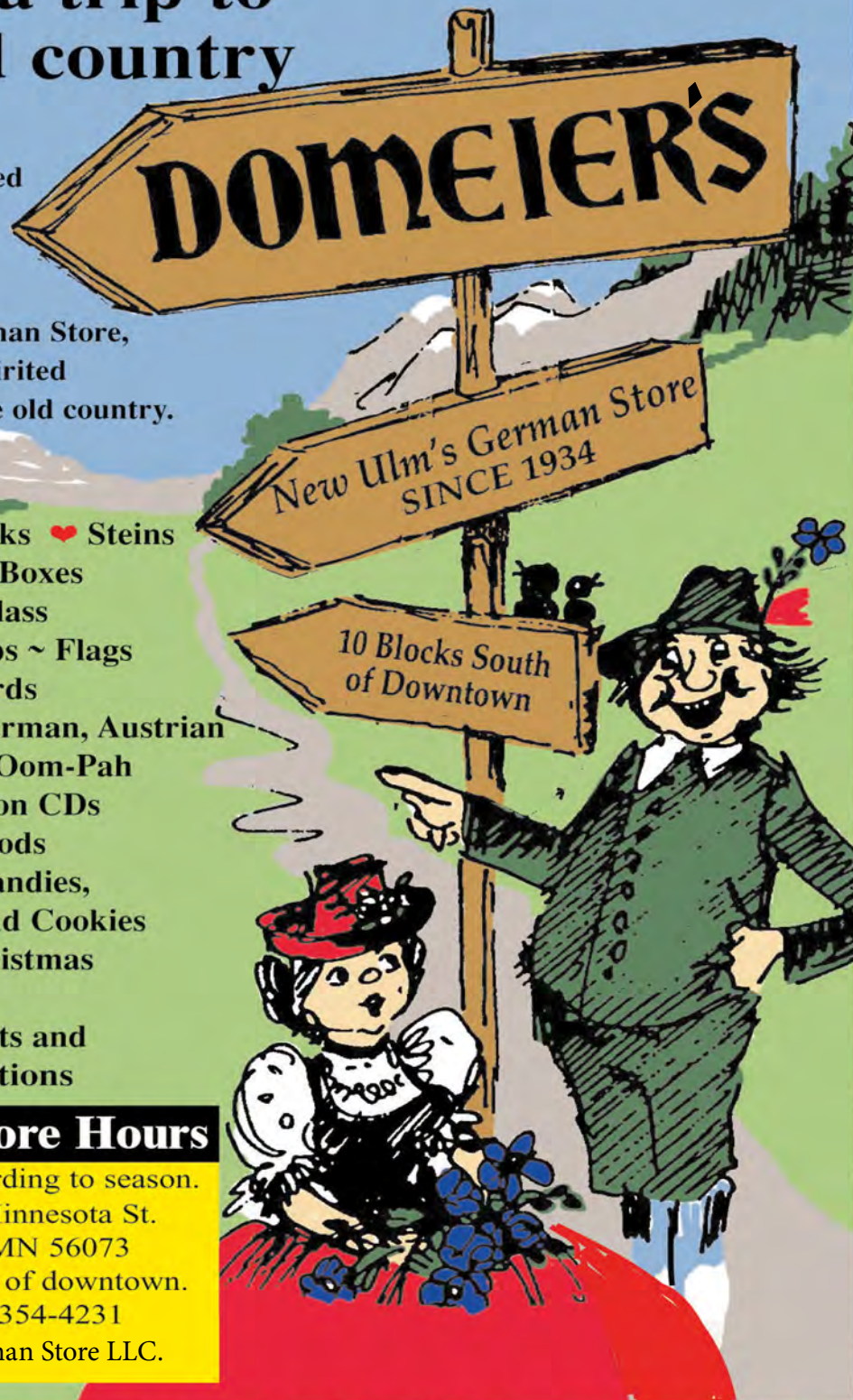
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- ♥ Bavarian Hats and
Hat Decorations

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Hours vary according to season.
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10 blocks south of downtown.
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MUST SEES OF *New Ulm*



August Schell Brewery (Jess and Jake)

SCHELL'S BREWERY

Visit the 162-year-old brewery, complete with Schell's mansion and gardens. Bier Halle, museum, gift shop and brewery grounds open daily. Tours available year-round and include a stop in the Rathskeller.

SEE PAGE 8



Hermann Monument (Brett Whaley)

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 14



Downtown New Ulm (Kyle Krenz)

DOWNTOWN

Downtown New Ulm is famous for its architecture, glockenspiel, boutiques, restaurants and more! Minnesota Street is now even more dynamic with new things to see and do.

SEE PAGES 33 & 36-37

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 by the Visitor Center for brochures, maps, guides and personalized recommendations from a friendly, knowledgeable staff.

NEW ULM VISITOR CENTER

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

SHARE YOUR FAVORITE **NEW ULM** PHOTOS

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



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@neatonadventures



@rookie8758

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#GermansHaveMoreFun

Use our hashtags for a chance to be featured!



Turner Hall (Kyle Krenz)

New Ulm Hosts AMERICAN TURNERS NATIONAL FESTIVAL

The National Turner Festival has a history that goes back further than the Olympics. This oldest continuing sports festival event in the United States is held once every four years, and will be the 56th National Turner Festival. This event draws Turner participants from throughout the U.S., from Massachusetts to California.

"We are thrilled to be hosting the National Turner Festival and for what it means, not just for New Ulm Turner Hall, but the New Ulm Community," said Turner Hall executive director Andrea Boettger. "As the City of Festivals, we know we will do a great job welcoming our guests and participants from across the U.S. to New Ulm."

The event will be held in New Ulm on July 25-29, 2023, over four days.

Reflecting the Turners' motto, "A Sound Mind in a Sound Body," Turnfest is divided into two areas of participation. The physical competition includes men and women's gymnastics, rhythmic gymnastics, tumbling, track and field events, swimming, diving, volleyball, golf, tennis,

pickleball, mass drill and model drill exhibitions. It will also include aquatic ninja cross which will highlight the indoor course at the newly renovated New Ulm Recreation Center. New Ulm is the second city in the U.S. to have one of these aquatic courses. Cultural exhibitions and events include more than 100 categories from scrap books, fine art, solo and group music, to speech, and dance performances. The Turners have always been a family organization and participants range from nine years of age to ninety.

The festivities will begin on Wednesday with a parade downtown that will end at German Park. The Miss American Turner Pageant will take place at German Park Amphitheatre. Turner Hall or the Civic Center will serve as a backup in case of inclement weather.

Thursday, Friday and Saturday will be a variety of athletic and cultural competitions held at New Ulm Park and Rec Facilities, 122 S Garden St. and New Ulm Middle School, 414 S Payne St.



Turner Hall will serve as the 'hub' for the event and registration and cultural competitions will take place there. Turner Hall will have live entertainment on Friday night and will host an awards banquet Saturday night.

About 700 participants and their families are expected to come to New Ulm for this multi-day event. In order to participate, you must be a member of the American Turners (not just New Ulm Turner Hall).

The first Turnfest was held in 1851 in Philadelphia. Known as "The People's Olympics," the event is held once every four years, giving Turners the opportunity to compete in sports and cultural events. Although the New Ulm Turnverein is one of the oldest and most significant clubs in the United States, it has never hosted the National Festival.

"We have experienced so much positive growth in our community and look forward welcoming everyone to partake and participate in this National Festival," said Boettger. "This Festival will provide the opportunity for visitors to not only to spend time at New Ulm Turner Hall, but to really experience all New Ulm has to offer, and what a great community we are."

Visit turnfestnewulm.com, Facebook, Twitter and Instagram for notices and updated information.



Dining at Turner Hall

ABOUT TURNER HALL



(Turner Hall)

The Turner concept of developing a sound mind and body through discussion of common problems and physical exercise was conceived by Frederick Jahn of Berlin in 1811. It was an effort to strengthen German resolve against the French conqueror, Napoleon.

After the German Social Revolution of 1848, the "Forty-eighters" sought refuge in America and established Turner Societies. The Turner Colo-

nization Society of Cincinnati arrived in New Ulm in 1856 and merged with members of the Chicago Land Verein who had arrived in 1854. The merger resulted in the incorporation of the German Land Association and the City of New Ulm.

The New Ulm Turnverein was founded on November 11, 1856, and the Frauenverein was organized in 1889. The first Turner Hall, dedicated on this site in 1858, was destroyed during the Dakota Conflict of 1862. A new Turner Hall was erected in 1865, with an addition built in 1873. The north section of this building was razed in 1900, and a large theater and gymnasium

complex was constructed in 1901. This complex was destroyed by fire in 1952 and replaced with a full court gymnasium and dining room in 1954.

For many years the Turner Society exerted a strong influence on the affairs of New Ulm. Turner Hall has served as a school, community hall, and cultural center for theatrical performances and festivals, as well as a center for physical education.

Turner Hall was added to the National Register of Historic Places in 1978.

Turner Hall has been at the heart of New Ulm since 1856. New Ulm comes together at Turner Hall for events, food, drinks, weddings, and more.

New Ulm Turner Hall is more than a building, listed in the National Register of Historic Places is the historic Rathskeller—the oldest bar in Minnesota with its iconic 1873 murals. They've been serving good food and beverages in the same room since 1873. Enjoy their large patio overlooking park-like surroundings.

New Ulm Turner Hall is open to the public with no admission charge.

102 S. State St. | New Ulm
newulmturnerhall.org
507-354-4916



August Schell Brewing Company

August Schell Brewing Company

A TRUE GERMAN DESTINATION EXPERIENCE

Founded by a German immigrant, the August Schell Brewing Company, which marked its 162nd year in business in 2022, is nearly as old as New Ulm. It is the second oldest family-owned brewery in America, and Schell's and Grain Belt products are brewed here. Proud of its rich heritage, the brewery combines traditional recipes and old-world brewing techniques to produce flavorful lagers, ales, pilsners and stouts. Nestled amongst the trees in Flandrau State Park alongside the meandering Cottonwood River, the grounds have free-roaming

peacocks, a deer enclosure, water feature, flower-lined paths, an outdoor biergarten, and a German-style bier halle to entice visitors as well as locals. Explore the history, visit the gift shop and museum, or simply have a quintessential New Ulm experience enjoying nature while sampling one or two of the many beer selections. Schell's is also the site of two of New Ulm's biggest annual festivals. In February, Bock Fest attracts thousands of party-goers with live music, brats and sauerkraut, a scavenger hunt and beverages for all ages. Oktoberfest



at the brewery is held mid-October with revelers enjoying music, food, games, dancing and Schell's once-a-year Oktoberfest beer.

BIER HALLE & VISITOR'S CENTER

Enjoy a true German beer hall experience in Schell's new visitor's center addition complete with an authentic Bier Halle. The Bier Halle features 20 taplines full of Grain Belt and Schell's fan favorites, a giant Deer Brand mural, and a shady patio out back with a view of the gorgeous Flandrau State Park woods. Hoist a glass of one of Schell's rotating and seasonal brews, taste-test a custom flight or toast with a non-alcohol beverage. Complete your good time by grabbing a fresh crowler on your way out.



August Schell Brewing Company (Carolyn Marti Smith)

Families are welcome at the Bier Halle with Buddy's Sodas and 1919 Rootbeer available for the kids and non-drinkers. You can even bring your own food and snacks (fully-prepared from home, store or restaurant) to enjoy with your soft drink or brew.

When you are done with reveling at the Bier Halle, take some time to peruse the Gift Shop where you can find Schell's and Grain Belt shirts, sweatshirts, hats, glassware and more for everyone on your list who would love a New Ulm souvenir!

BIERGARTEN

During the warmer weather months, enjoy the large, beautiful patio on the brewery grounds and partake in your favorite traditional and seasonal beverages, along with a pretzel or two. Live music by a variety of local and area musicians add to the fun and frolics!

BREWERY TOURS

The New Ulm landmark offers tours (daily in summer, Friday-Sunday in winter and spring) that include stories about company history, peacock sightings and samples of six different beer varieties in the brewery's taproom. Most of the recipes remain unchanged, with seasonal varieties like the Snowstorm, Oktoberfest and Bock only brewed once a year.

Tour tickets are sold at the brewery on a first-come, first-served basis the day of the tour. Ticket sales open one hour before the first tour begins. Private group tours can be booked well in advance. Time slots are very limited. Thirty people can be accommodated on a tour. But be prepared—the tour does go outside occasionally, so be sure to dress for the weather, and there are multiple flights of stairs during the tour. Due to OSHA regulations, some production areas are off limits. You'll see a bottling line and our original copper brew kettle when you enter the production buildings. Extreme temperature changes are common in the brewery! It can be very hot at times, especially in the summer. ID required if you plan on participating in the beer sampling.

1860 Schell Rd. | New Ulm
800-770-5020 or 507-354-5528
schells@schellsbrewery.com

STARKELLER



Starkeller (ilovebeerfromhere.travels.mn)

If you're looking for champagne dreams, the Starkeller Brewing Co., a division of Schell's on the northwest 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.

2215 N. German St.
507-359-7827
starkeller@schellsbrewery.com

COME FOR THE BIER HALLE

STAY FOR THE HISTORY

MUSEUM, GIFT SHOP,
TOURS, BIERGARTEN,
STARKELLER, AND MORE

BOCKFEST: FIRST SATURDAY IN MARCH
OKTOBERFEST: 2ND SATURDAY IN OCTOBER



AUGUST SCHELL BREWING CO.

MINNESOTA'S ORIGINAL
CRAFT BREWERY

SINCE

1860

VISIT US YEAR-ROUND AT:
1860 SCHELL ROAD, NEW ULM, MN 56073
HOURS: [SCHELLSBREWERY.COM](https://www.schellsbrewery.com)

Schell's
ESTD BEER 1860



Wines & Spirits

LET'S TOAST TO YOU!



(Black Frost Distilling)

BLACK FROST DISTILLING

With ingredients grown exclusively in Minnesota, Black Frost Distilling takes advantage of the north's rich soil, topography, and climate, offering high-quality, distinctly different whiskies. A cool one-of-a-kind atmosphere right in the heart of Goosetown.

Located at 201 1st St. N
507-233-1805
blackfrostdistilling.com

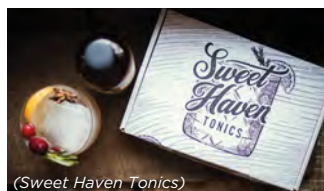


SNOWDROP WINERY

The next generation of Doppeliechen Winery, Snowdrop Winery wines are made from carefully selected quality varietals grown in Southern Minnesota and surrounding states, creating unique, new and exciting styles of wine.

Located downtown on the corner of 3rd St. N. and Minnesota St., with a tasting room at 225 N. Minnesota St.
snowdropwinery.com

Opening spring 2023



(Sweet Haven Tonics)

SWEET HAVEN TONICS

Enjoy all natural cocktails and mocktails made from whole fruits and locally grown fresh herbs in Sweet Haven's downtown tasting room, complete with warehouse and production. Purchase Sweet Haven Tonics for home use as well.

Located 116 N Minnesota St.
507-766-0815
sweethaventonics.com

Opening spring 2023



MORGAN CREEK VINEYARDS & WINERY

Comprised of a team of growers, winemakers, chefs and collaborators, Minnesota's only eco-friendly underground winery, specializes in growing and producing German, French and American style wines, including Minnesota's cold-hardy varietals, since 1993.

Located between New Ulm and Mankato, off Hwy. 68.
507-947-3547
morgancreekvineyards.com

MORGAN CREEK VINEYARDS

join us this season 2023

TASTING ROOM & GIFT SHOP

Hours: Friday & Saturday
11am-9pm

CULINARY EVENTS

- Gourmet Wood Fired Apps
- Monthly Chef Special
- Brunch featuring "Eggs Benny"
- IMU pit oven "Farm to Fork Wine Dinners"
- Annual "Winemaker's Dinner"



PERFORMING ARTIST SUMMER SERIES:

Classical, Jazz, Street Opera & Tango!

WINEDOWN FOR THE WEEKEND

Every Friday 6:30-9pm

OPERA ALA CARTE!

Fridays, once a month 7-7:30pm

JAZZ NITE!

Every Saturday 6:30-9pm

MORNING TOAST!

Chefs, Musicians, and Artists
Every 3rd Saturday of the month

YOGA & BRUNCH

Yoga once every 3rd Saturday of the month

TASTE & TOAST!

Artisan wines, craft beers, locally produced foods, organic specialty baked goods from River Rock Coffee, Collectivo Fair Trade Coffee and Teas.

Between Mankato and New Ulm off of scenic Hwy 68. Turn at Junction 47, drive 2 miles to Co. Rd. 101 So. First farm on left. Second entrance to winery parking.



23707 478th Avenue | New Ulm, MN 56073 | 507-947-3547
Order wines and make reservations online @morgancreekvineyards.com



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Does your current banking relationship feel like self-service? Here at Alliance Bank, we treat you better. As a full-service independent community bank, we offer the best in digital banking services such as mobile deposit and mobile banking to help you better manage your money. We also offer something more. Full-service banking. That means as your financial partner, we provide professional expertise and advice to help you feel confident about your financial future.

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Cash Management Services

(507) 233-8200 • 322 N. Minnesota Street, New Ulm • www.alliancebanks.com



Kiesling House (Kyle Krenz)

Kiesling House

GO BACK IN TIME TO THIS HISTORIC HOUSE

Explore the past at the Historic Kiesling House, constructed in 1861. Learn about the Kiesling family who built the house, lived there, and survived the US - Dakota War of 1862. The house is New Ulm's only wood frame building from that time that still stands on its original location. This makes it one of the most significant historic structures in New Ulm.

Programming includes a guided tour, a video presentation and exhibits. Throughout the season, demonstrators and artisans are featured including: shoe making, chair

caning/seat weaving, leather working, sauerkraut making, sausage making and much more. Visit browncounty-historymn.org and Facebook for schedule updates.

The Historic Kiesling House is open Friday and Saturday, Noon - 4 p.m., Memorial Day through Labor Day and by appointment. Admission is \$3.00 per person; free for Brown County Historical Society members and children ages 4 and under. For more information call 507-233-2621 or email education@browncountyhistorymn.org.

See more Museums & History on page 14 >>



German-Bohemian Immigrant Monument (Kyle Krenz)

GERMAN-BOHEMIAN 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, 2nd N./German Sts.

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

The Grand Center for Arts and Culture
507-359-2333 | germanbohemianheritagesociety.com

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.

Call 507-359-8344
to reserve picnic shelter.

14 Monument St., top of Center St. hill
10 a.m. - 7 p.m. | Open seasonally and early October
Admission charged

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 St. | 507-233-2616
browncountyhistorymn.org
Open year-round | Admission charged

DEFENDERS MONUMENT

The 1891 Defenders Monument honors those who defended New Ulm during the U.S.-Dakota War of 1862. 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 St., between State,
Washington Sts.

Vietnam Veterans Memorial (Tom Backer)



Pay Your Respects in German Park AT THE VIETNAM VETERANS MEMORIAL

The Vietnam Veterans Memorial in German Park was dedicated October 13, 2022. Two 6-by-3 foot Mesabi granite slabs, symbolizing strength and vulnerability, stand tall amid six individual granite benches each inscribed with the local fallen serviceman's name.



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 St.

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 St.

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 St.

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 St.

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 St. and 4th N. St.
noon, 1, 3, 5 and 6 p.m. daily
Open year-round | Admission charged

See more Museums & History on page 16 >>



Glockenspiel (Kyle Krenz)



THINGS TO DO MUSEUMS & HISTORY

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 St. | 507-354-8802
lindhous.org | Open seasonally or year-round
by appointment | Admission charged

Governor Lind House



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.

9 miles northwest of New Ulm on Hwy 21
mnhs.org/places/sites/hs | 888-463-9856
Call for hours

Minnesota Music Hall of Fame (Kyle Krenz)



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 hand-painted murals of Switzerland, Italy and Germany.

102 S. State St. | 507-354-4916
newulmtturnerhall.org | Open year-round

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 St. | 507-359-2632 | wandagaghouse.org
Open seasonally and by appointment | Admission charged



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 Whoopie John, Judy Garland, Bob Dylan, Prince, and Fezz Fritsche.

27 N. Broadway St. | 507-354-7305 | mnmusicalloffame.org
Open by appointment at 507-276-5587 | Admission charged

WALKING TOUR

Take the downtown self-guided historic walking tour to find out about New Ulm's rich history.

Pick up a brochure from the box outside the Visitor Center at 1 N. Minnesota St. or visit newulm.com to download a PDF.



Arts Experiences
Youth & Adult Classes,
Creativity Camp, Fiber Arts
Camp, Art Therapy,
& Art Outreach Program

Live Entertainment,
Gallery, Gift Shop,
Rental Space,
Cellar Press, & more!



Gallery, Gift Shop, & Office Hours: Tue - Sat 11am-4pm
210 N. Minnesota St. | New Ulm, MN
507.359.9222 | www.thegrandnewulm.org



Martin Luther College Chapel of the Christ (Ruth Klossner)

Martin Luther College

DISCOVER CHAPEL OF THE CHRIST

Dedicated in April 2010, the 38,000 sq. ft. Chapel of the Christ was built to commemorate the 150th anniversary of Wisconsin Evangelical Lutheran Synod. It features soaring beams and superior acoustics. The 150th anniversary committee stated that an MLC chapel would be "an outstanding celebration project, since it symbolizes our church's focus on the means of grace and its commitment to preparing workers for carrying the gospel into the world."

The chapel hosts daily services, weddings, sacred concerts and a variety of special services. Services and concerts are open to the public and free of charge. Virtual viewing available via MLC-TV broadcasts at mlc-wels.edu/streams or take a virtual tour to learn more about the art, architecture and sacramental focus by following the links on mlc-wels.edu/history/chapel-of-the-christ/. Highlights include the wood and stone Altar of Revelation; the Altarpiece, which is a trio of paintings; the Croce Dipinta—a 12 x 8 ft cross; the 1908 Reuter Steinway Piano; and the 57 rank, 3,000 pipe, Schantz Organ.

**Waldheim Drive
on the Martin Luther College Campus
507-354-8221**

THINGS TO DO RELIGIOUS SITES



WAY OF THE CROSS

Tucked into the woods behind New Ulm Medical Center on 5th North Street you'll find a peaceful walk up Lorretto Hill and the site of the Catholic Shrine, Way of the Cross. The 1904 shrine retells the story of Christ's trial, crucifixion death portrayed with life-like statuary, ending with the Lady of Sorrows Chapel.

1500 5th N. St

ST. JOSEPH SHRINE

The first Catholic Church and Cemetery in Brown County was built in 1859. The church and religious items were purchased by an area farmer for \$65 and moved to his homestead.

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CATHEDRAL OF THE HOLY TRINITY

An example of German Baroque architecture, this 1903 building's interior was originally created by local artists Alexander Schwendinger, Christ Heller and Anton Gag.

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New Ulm Steel

Score Some Fun

NEW ULM STEEL ACTIVE ON THE ICE AND IN THE COMMUNITY

The New Ulm Steel hockey team has been part of the New Ulm landscape since 2016.

The Steel, a Tier III junior ice hockey team, was founded in 2011 as the Twin City Steel and played out of the Vadnais Sports Center. The team was renamed the New Ulm Steel when it made the move to New Ulm. Since March 2021, the Steel has been operated by an ownership group led by Kelly Kasik.

The team is a member of the West Division of the North American 3 Hockey League (NA3HL). The Steel play 22 regular season home games and 22 away games against teams in the West Division of the NA3HL—Willmar Warhawks, Alexandria Blizzard, Minnesota Loons (Breezy Point) and Mason City Toros (Iowa). They also play an interleague team, which—for the 2022-23 season is the St. Louis Jr. Blues.

Home games are played at the New Ulm Civic Center. Tickets are available at the door.

Junior hockey franchises bring in players from all over the world to further develop hockey skills and create opportunities for players to earn college scholarships and advance their careers. As amateur players, most Tier III players hope to move up to Tier I or II, while others go directly to National Collegiate Athletic Association (NCAA) Division III, American Collegiate Hockey Association (ACHA) or College Hockey Federation (CHF) schools.

While in New Ulm for the hockey season (August through early March), players live with host families, paying for room and board. They become an active part of their host families and are involved in the community. They practice non-game weekdays from 9:30 to 11 a.m., then work out at the New Ulm Civic Center. They also have temporary jobs with local businesses in New Ulm.

The players volunteer with the youth hockey association and other opportunities in the community, including trick or treating with the Steel, Skate with the Steel, Try Hockey for Free Day, volunteering at schools, Santa's Closet, Chamber of Commerce and more.

The Steel's coach is Alex North, with assistant coach Tommy Adams. Karen Haala is office manager/director of marketing and billet manager.

Visit nusteelhockey.com for more information.



New Ulm Steel



COME AND PLAY IN **NEW ULM**

New Ulm

boasts 43 parks and
a variety of
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Visit www.newulmmn.gov for
a list of park facilities
and the amenities available
at each location.

Park shelters can be reserved
by calling 507-359-8344.



German Park (Kyle Krenz)

Outdoor ice skating (hockey and open-skate) is available at **Harman Park** (101 N. Garden St.) with a warming house shelter and restrooms on site. In the summer, sand volleyball courts can be used here.

Riverside Park (101 S. Front St.) is home to **Riverside Environmental Learning Center**. Make like a pirate playing on the ship and sea creature playground, enjoy the basketball court, visit Gertie Goose sculpture with its spectacular river view, stroll along the shore of the Minnesota River, shore fish, or launch your boat here or at the nearby **Minnecon Park**.

German Park (200 N. German St.) boasts monuments, flower gardens and an angel fountain. Popular for lunch breaks in open air shelters and strolls on many walking paths. At the outdoor performing arts amphitheater, enjoy free music concerts offered Monday evenings in the summer, also with New Ulm Municipal Band most Wednesday evenings in June and July. Have

fun on the inclusive playground equipment for all abilities, admire Herbie Hedgehog sculpture created by local artist Jason Jaspersen.

New Ulm offers a 13-mile paved **Bike Circle Route (Loop)**, traveling from Broadway and 23th N. St. to German and 20th S. St. The trail is clearly marked and largely shaded, with benches along the way. There are also designated safe biking routes throughout the city. Visit newulm.com or stop by the **Visitor Center** for maps (1 N. Minnesota St., 507-233-4300).

For a different type of biking, New Ulm has an **Inline Skate Park and BMX Track** (315 1st South St.). Both parks are free to use. The Skate Park may be used by inline skaters or skateboarders. The BMX Track is known around the region for its exciting races held Monday evenings beginning in May. Visit the River Valley BMX Club Facebook page for details.

Built in partnership with the Happy Tails Dog Group, **New Ulm's Dog**

Park (527 S. German St.) offers off-leash play. It has two adjacent, separate fenced areas for larger and smaller dogs, off-street parking, play apparatuses/obstacles, lighting and water.

In the summer, children can enjoy the wading pools at both **Lincoln Park** (718 S. State St.) and **Washington Park** (715 N. State St.). Also, there's a splashpad at **North Park** (1801 N. State St.).

Many parks offer athletic fields for sports played with a ball or playgrounds for children of all abilities.

Nehls (1100 Summit Ave.) and **South** (1800 S. State St.) each offer nine-hole disc golf courses.

For shooting sports enthusiasts, enjoy the **Trap and Skeet Ranges** (214 - 21st N. St.) or **Archery Range** (220 Tower Rd.).

Enjoy nature hikes in parks near rivers in **Adams** (620 Cottonwood St.) and **Minnecon** (2 Minnecon Dr.).

See more Parks & Recreation on page 21 >>



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Located Downtown New Ulm



Fun For Children

Tour The Museum

See the newly updated *Never Shall I Forget: The U.S. - Dakota War of 1862* exhibit and other exhibits that interpret interesting subjects of Brown County heritage.

Operated by the Brown County Historical Society • 507-233-2616
www.browncountyhistorymn.org
Like Us on Facebook at BrownCountyHistoryMN



2 North Broadway

MUSEUM HOURS

Tuesday - Friday: 10am - 4pm
Saturday: 10am - 3pm
Research Library is closed from Noon - 1pm

ADMISSION

Adults - \$7, Seniors - \$5
Students (5-18) - \$4
Under 4 years of age - Free

Experience the Historic Kiesling House

220 Minnesota Street
Open 12pm - 4pm Fri & Sat
Memorial Day - Labor Day
and by appointment
Admission: \$3.00







NEW ULM COUNTRY CLUB

A picturesque, oak-lined, 18-hole, par 71, semi-private course surrounded by Flandrau State Park and perched atop the bluffs of the Cottonwood River, complete with a bar, restaurant and banquet facilities open to all.

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

CONCORDIA LANES, INC.

Concordia Lanes offers open bowling daily, with birthday party and group packages available. In the Kegel Club bar area, view the 1930s German village and countryside restored oil mural. Enjoy sand volleyball courts with a large viewing deck and an outdoor bar seasonally.

419 19th N. St. | 507-354-2923
concordialanes.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. They welcome all visitors to come and watch their racing and for music.

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

NEW ULM STEEL HOCKEY

New Ulm is home to the New Ulm Steel, 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

New Ulm Civic Center
1212 N. Franklin St.
nusteelhockey.com

TOMMYGUNS PAINT WARS

With seven fields across 16 acres, Tommyguns is fun for everyone with options for both recreational and tournament players, on three wooded fields, one 'grass' field, and two speed ball fields (one of which is inflatable). Open seven days a week by reservation.

48306 235th St. | 507-947-3711
tommygunspaintwars.com



Let's dance! New Ulm is home to the Minnesota Music Hall of Fame, whose inductees include Mary Jane Alm, Guy Deleo, John Denver, Bob Dylan, "Fezz" Fritsche, Judy Garland, Johnny Helget, Garrison Keillor, Dick Kimmel, Leo Kottke, Lorie Line, Wally Pikal, The Replacements and more.



The Pinball Place



Flandrau State Park (Kyle Krenz)

THE PINBALL PLACE

The Pinball has expanded, doubling its square footage. There are 48 machines on the floor to play, and space for new and used machines for sale. With this expansion they will have the largest collection of pinball machines in Minnesota available to the public. Private parties are available for 15-50 people. Open play is available on weekends.

827 N. Broadway St. | 507-276-7771
Facebook @ The Pinball Place
John@ThePinballPlace.com

FLANDRAU STATE PARK

1,000 acre Flandrau State Park is a hidden gem of natural beauty in the Cottonwood River valley with hiking trails, swimming, and camping. Visit in the winter for snow-shoe and cross-country skiing (rental available on site) or unique camping in one of the winter camper cabins.

1300 Summit Ave. | 507-233-9800
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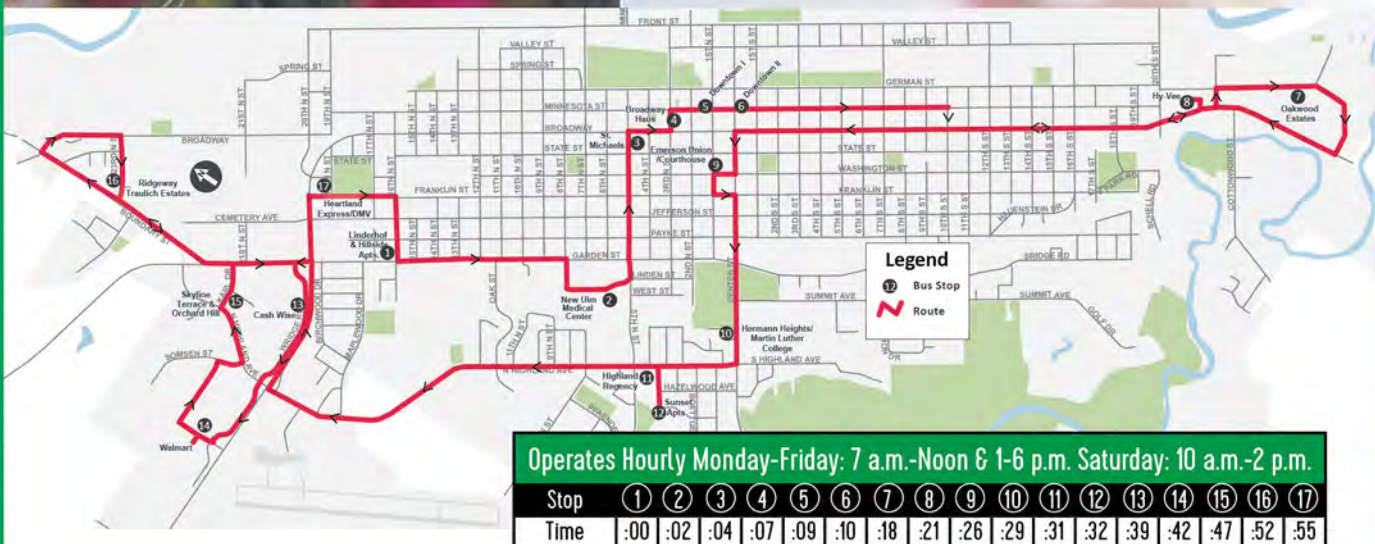
Free rides on the Hermann Express are sponsored by the City of New Ulm.
Effective April 1, 2023, each ride will cost \$1 cash. No change is given.

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In addition to the new Hermann Express fixed route service, Heartland Express, an on-demand dial-a-ride service, will continue to be available throughout all of Brown County.



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NewUlmMN.gov



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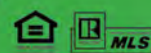


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**New
Ulm**
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HENLE TEAM



German Park Outdoor Performing Arts Amphitheater (Lisa Schmitz)

Hear! Hear!

AMPHITHEATER IS A DAY AT THE PARK

Constructed in the summer of 2020, this spectacular German Park Outdoor Performing Arts Amphitheater is used for concerts, theater productions, and other public and private events.

German Park features a state-of-the-art, structurally sound, concrete terraced amphitheater space that has expanded audience capacity to more than 550 patrons. The addition of a large shade structure was added in 2022. The amphitheater was made possible by donors, as well as state funding, and the New Ulm Economic Development Authority. Free Music in the Park weekly

performances run throughout the summer.

Your German Park experience is also home to the serene angel fountain, formal flower garden, and pergola. It makes a beautiful back drop for outdoor weddings, receptions, reunions and parties. Or swing by for a soothing break, picnic or quick lunch spot away from it all. Free WiFi, restrooms, and picnic tables are also available. Enjoy the green space and playground, complete with German-themed castle, musical instruments and thrilling gravity rail.

See more Arts & Entertainment on page 25

200 N. German St.
507-359-8344
newulmmn.gov



THE GRAND KABARET

The Grand Kabaret, a part of the Grand Center for Arts & Culture, showcases an eclectic selection ranging from jazz and bluegrass, to country and rock, on almost every Friday evening, year around. Housed in the historic beauty of the Grand Hotel, you can enjoy a drink either in the bar, while listening to entertainment, or relax on their expansive outdoor area in back. Artist exhibits and a gift shop also on site.

210 N. Minnesota St. | 507-359-9222
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 year. Past productions include: "Crazy for You: The New Gershwin Musical," "The Crucible" and others.

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

STATE STREET THEATER

State Street Theater group not only produces plays each year, but also brings an array of other performing arts for the benefit of a regional audience. The theater is available for rent to other groups as well, such as band or orchestra performances, workshops, meetings, and banquets. They also collaborate with regional groups to bring ballet and other arts to the stage.

1 N. State St
507-359-9990
statestreetnewulm.org



State Street Theater



The Grand Kabaret (Kyle Krenz)

THE LYRIC 3 MOVIE THEATER

The Lyric 3 features luxury electric recliners, updated interior, and expanded concessions. The three screens feature first-run Hollywood films. Catch a show in style!

1 N German St. | 507-354-2015
theLyric3.com

PROMUSICA MINNESOTA

World-class music, right in New Ulm! The Summit Avenue Music Series was founded in 2016, and ProMusica Chamber Music Festival was founded in 2019. In 2020, the two organizations merged to become ProMusica Minnesota, bringing renowned chamber musicians to Southern Minnesota. Artists perform in the architecturally beautiful and acoustically vibrant Chapel of the Christ on the campus of Martin Luther College.

1995 Luther Ct. | 507-205-2249
promusicamn.com



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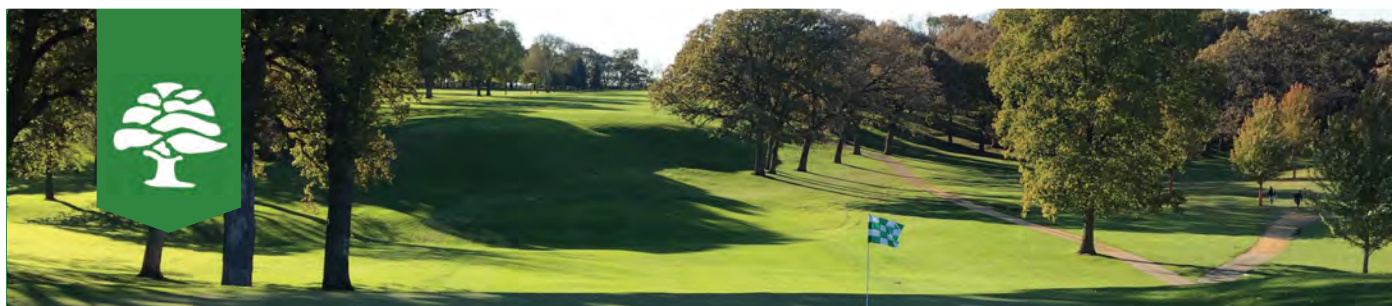
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The New Ulm Country Club is a picturesque 18-hole, par 71, semi-private course surrounded by Flandrau State Park and perched atop the bluffs of the Cottonwood River. The fairways are bordered by many mature oak trees. The Country Club was established in 1929 as a 9-hole course and expanded to 18 holes in 1967. We have leagues, tournaments and programs for every golfer.

Our clubhouse is open to the public and home of the Cottonwood Grill. With over 70 menu items, there is something for everyone. Our banquet venue is suited to host up to 250 guests for events of all occasions.

We have a fully-stocked Pro Shop with the latest styles and equipment. Our PGA Professional, Tim Huffman, can help with any of your golf needs. Our Director of Instruction, Caleb Christensen, offers golf lessons for any age or ability.



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



Schell's Oktoberfest

City of Festivals

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Kick out the cold and kick up your heels with New Ulm's own German Mardi Gras—**Bock Fest** held annually the first weekend of March. Bring warm clothes!

Lovers of the land can participate in the return of the spring growing season during **Mai Fest** and **Bacchus Fest**, and car enthusiasts can gear up for **AutoFest** car show in late June.

Held every other year in the summer, quilts are displayed throughout the city at various historic locations during **Quiltistry**. The rain or shine event will take place in 2023.

Give a cheer to the red, white and blue at **Turner Hall's**

Independence Day celebration, then hoist a glass and have a **Bavarian Blast** in July, a good time that includes music, dancing and the much-anticipated parade.

Make history and a lot of noise at **Hermannfest** in September, with a cannon shoot and spectacular fireworks over the river valley.

When fall and winter arrive, the festing continues as you eat, dance and enjoy the sights and sounds of iconic **Oktoberfest**. Then bundle up the family to enjoy the holiday season at the **downtown Parade of Lights**, the day after Thanksgiving.

Check out newulm.com
for more details on festivals and dates.



Car Parade at Brown County Free Fair (Kyle Krenz)



Bavarian Blast



Downtown Oktoberfest



Downtown Parade of Lights



Bavarian Blast

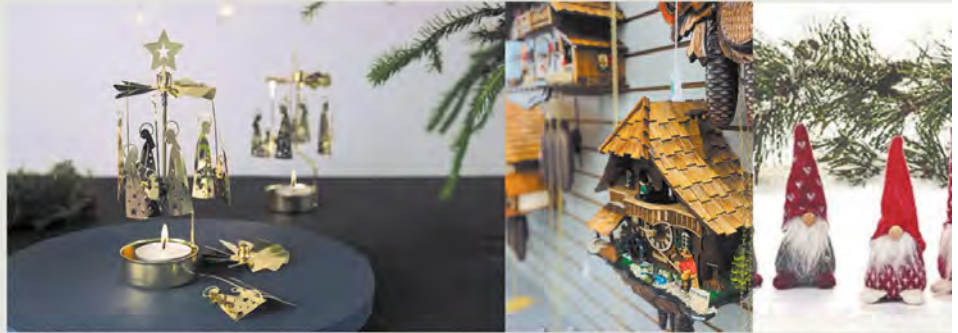


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New Ulm Battery (Carolyn Marti Smith)

New Ulm Ambassadors

CONCORD SINGERS

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concordsingners.com | 507-354-8850

HEINZELMANNCHEN FAMILY

The Heinzelmännchen family includes Hans, his wife Carolla, their son Johann and daughter Angelika. These gnomes, along with Gertie 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, they can be found mingling with the crowd or leading a snake dance.

narrenofnewulm.com

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.



Miss New Ulm - Emerson Wenninger, 1st Princess - Paige Madson and 2nd Princess - Ella Freiderich

MISS NEW ULM COURT

Join the Miss New Ulm Court, which includes Miss New Ulm and her first and second princesses, at many of our festivals and New Ulm Fire Department events.

NEW ULM BATTERY

Established in 1863, the New Ulm Battery remains the only town-based Civil War-era militia in the country that is still in existence. Formed to protect the town in the aftermath of the U.S. Dakota War of 1862, the Battery today serves as historic reminder of New Ulm's past with a more ceremonious role, taking part in numerous parades in southern Minnesota as well as New Ulm.





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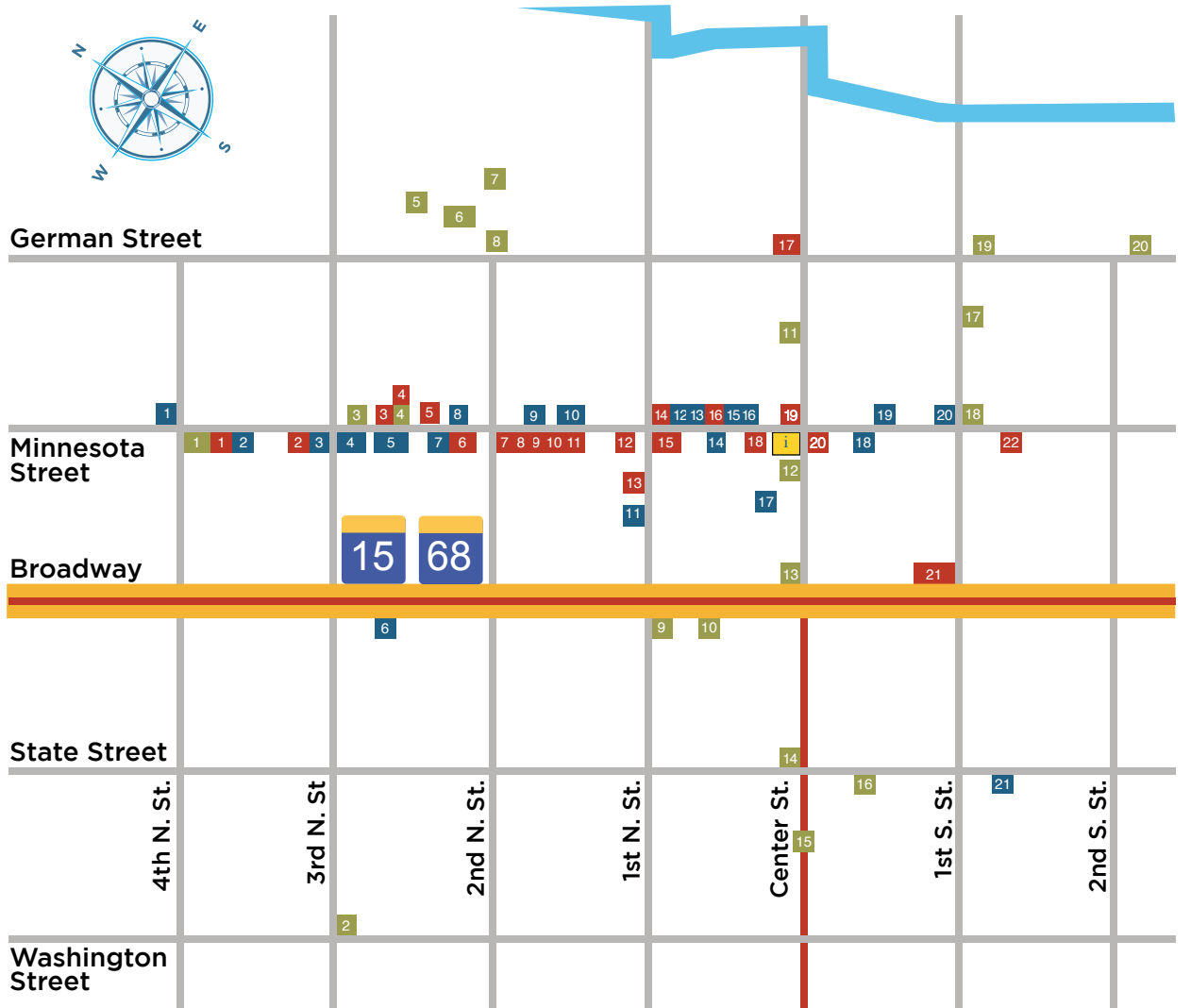
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Downtown New Ulm

SHOPS, DINING & ATTRACTIONS



Visitor Center/Chamber of Commerce

ATTRACTIONS

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

DINING/BARS

1. Rivals Burgers & Steaks
2. Domino's Pizza
3. George's Fine Steaks & Spirits
4. Snowdrop Winery
5. Kaiserhoff German Restaurant
6. Jimmy John's
7. 209 Pub & Grill
8. Crush 80/20
9. Rush
10. Sweet Haven Tonics
11. Lakes on 1st
12. Joni's Restaurant
13. Mowan's Bar
14. B&L Bar
15. Lola - An American Bistro
16. MN Eis Ice Cream
17. The Retz 227
18. Rodney's Tavern
19. American Legion
20. The Backerei & Coffee Shop
21. Historic Turner Hall

SHOPPING

1. KNUJ Polka Parade
2. The Journal
3. New Ulm's Own
4. The Grand Gift Shop
5. Red Dragon Gaming
6. Kemske at River Bend Business Products Co.
7. The Christmas Haus
8. Corner Home Medical
9. Bookshelves & Coffee Cups
10. Inspired
11. Patterson's Diamon Center
12. Bailey Creek Boutique
13. New Ulm Community Market
14. Antiques Plus
15. Nuvera
16. Gallery 512
17. Vintage & Vinyl
18. Bumbelou
19. Bel Soie Bridal
20. Thimble Box Quilt Shop
21. A to Zinnia Floral & Gifts
22. Spinning Spools Quilt Shop

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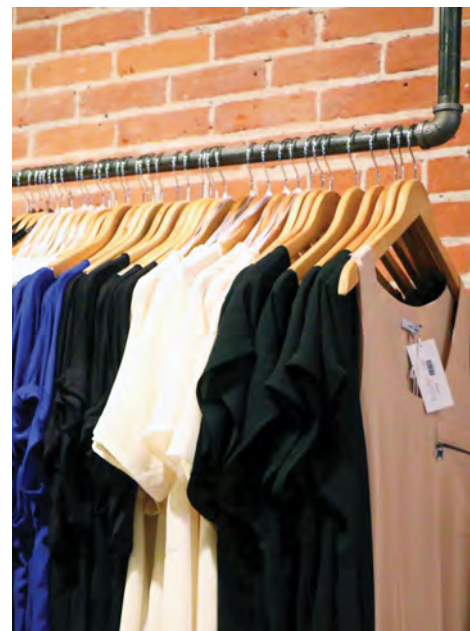
atozinnia.com | 15 s Broadway new ulm, mn



Shop New Ulm

A YEAR 'ROUND SHOPPING DESTINATION!

With New Ulm's unique specialty shops, many clothing boutiques and more, you never know what treasures you'll discover—from cuckoo clocks and German beer steins, to the latest fashions and quilt supplies. After visiting the historic downtown, explore the rest of city 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 days and weekends throughout the year including fashion events, holiday shopping opener and #ShopNewUlm events. During the holiday season, you'll be enchanted by the downtown's dazzling décor and festive music. Extended shopping hours during November and December will put New Ulm on the "nice list!" Top off your shopping adventures with an ice cream treat, then bring home some local beers and wine. See you there!





Downtown New Ulm (Kyle Krenz)

Downtown Looks Up!

WHAT ONCE WAS OLD IS NEW AGAIN

Change is good, and that is evident in the flurry of activity in downtown New Ulm where everything old is new again. But don't worry, New Ulm's charm and character are still being maintained in our historic downtown! Once-empty buildings have been revived or removed and now offer visitors and residents alike a variety of dining, drinking and entertainment options. Local entrepreneurs with passion and vision saw the potential in what transforming the downtown could mean for the community.

INSPIRE WEDDINGS + EVENTS/RUSH RESTAURANT

The former Ben Franklin building at 126 N. Minnesota Street houses two businesses, as well as four apartment units on the second and third floors. Each business is independently owned but share space. The split-leveled Inspire dazzles with high ceilings, sparkling chandeliers, with modern, chic décor and furnishings. Within the venue are the Bridal Suite and Groom's Room wherein the wedding couple can get ready. The Loft, on the second level, is perfect for cocktails and hors d'oeuvres. Dinner and dancing takes place in The White Room below. Completing the wow-factor is a city-esque rooftop space that overlooks downtown New Ulm. Above Inspire, discover Rush—a tapas-a la carte-style restaurant, with a seasonal rooftop patio and year-round indoor seating. The sharable, small-plates menu ranges from dry aged steak to tonkotsu-inspired ramen bowls, gluten-free options, and seasonal dishes that use mostly locally sourced products.

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Vintage Music 507-240-0150
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THE COMMERCE CENTER

The former Herberger's Department Store at 110 N. Minnesota Street, now The Commerce Center, received an outside facelift and a complete interior renovation. At the street level, Sweet Haven Tonics, fruit and herb mixtures with which one can create custom drinks, will offer three different atmospheres including a warehouse, production area and tasting room. Fourteen business locations and 12 apartments will take up the rest of the Commerce Center.

NEW ULM MURAL


Enhancing the side of the Nuvera building on 1st N. Street (and the cover of this guide!), is a colorful mural by artist Chuck Bennis depicting the many iconic places and things that embody New Ulm. The project was initiated by the New Ulm Downtown Action Team, and was funded by the New Ulm Economic Development Authority, Convention & Visitors Bureau, the New Ulm Area Foundation and Heart of New Ulm. A popular spot for photo opps, the mural includes images of the Hermann Monument, Wanda Gag house, Brown County Museum, gnomes, a concertina and more.

SNOWDROP WINERY, 209 PUB & GRILL, AND RIVALS BURGERS & STEAKS

Snowdrop on 3rd Street N. and Minnesota Street, has a presence in the former Mona Lena bar, 209 Pub on Minnesota St. is the new location of the former Lamplighter Bar and Grill, and Rivals renovated the former Main Jang restaurant, at 400 N. Minnesota, to offer a variety of classic American favorites.



New Ulm Mural (Kim Schlumpberger)



Lola
An American Bistro
16 N Minnesota St • New Ulm
507-359-2500
Kitchen Hours: Mon-Sun 7am - 2pm
Café Hours: Mon-Sat 7am - 3pm • Sun 7am - 2pm
lolaamericanbistro.com

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alley



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Prepare to Be Dazzled

NEW ULM DISPLAY OF ARTISTRY

New Ulm is a quilter's destination, with three unique quilt shops, and dazzling display events throughout spring and summer.



Quilt in front of Hermann Monument during Quiltistry

QUILTISTRY

Held every other year in the summer, Quiltistry combines "quilting" with "artistry." The goal is to showcase our rich heritage, beautiful historical sites, and the depth of the many talented quilters in the area. Quilts displayed throughout the city at various historic locations, classes and demonstrations all make up this colorful and creative, rain or shine, event. The event will take place in 2023. Visit newulm.com, Quiltistry's Facebook page or sewingseedsquiltco.com.

PRAIRIE PIECEMAKERS QUILT GUILD/NEW ULM QUILT SHOW

The Prairie Piecemakers Quilt Guild is an organization of quilt lovers, novices and experts who share their love of fabrics, design, color and the finished product at the New Ulm Quilt Show in April every other year. The show includes 400+ quilts, demonstrating various techniques and styles as well as special displays and challenges. Visit newulmquiltshow.com.

QUILT MINNESOTA SHOP HOP

Sixty shops throughout Minnesota participate in this three-week event in August. Over 1,000 quilters visit New Ulm for this event. Over \$75,000 in prizes, region gifts and merchandise are given. Visit quiltminnesota.com for details.



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New Ulm Lodging

Bring the kids and let them splash in the hotel pool, or leave them at home and get cozy at our bed and breakfast. Snap a campsite and sleep under the stars. New Ulm offers a full range of lodging suitable for any need. We have facilities to accommodate large groups and conventions.

HOTELS & MOTELS

Best Western Plus - New Ulm

2101 S. Broadway St. | 507-359-2941
www.bestwesternnewulm.com

Full-service restaurant and bar on site, complimentary hot continental breakfast, indoor pool, spa, fitness center, free high-speed internet, banquet and meeting rooms.

Microtel Inn & Suites by Wyndham

424 20th S. St. | www.microtelinn.com
507-354-9800 | 888-771-7171

Indoor pool and spa, meeting room, deluxe continental breakfast, free internet and elevator. Applebee's Bar & Grill is next door.

Colonial Inn

1315 N. Broadway St. | 507-706-8001

Free wireless internet and 100-channel cable TV, AAA approved, in-room microwaves and refrigerators, near fairgrounds. Free parking, Roku TV in selected rooms and extended-stay options.

Harmony Inn

1901 S. Broadway St. | 507-359-2400
www.harmonyinn.com

Complimentary continental breakfast, high-speed wireless internet, refrigerators and microwaves in all guest rooms, pet friendly, and complimentary coffee.

CAMPING

Flandrau State Park

1300 Summit Ave. | 507-233-1260
866-85-PARKS (for reservations)

www.mndnr.gov/reservations

34 electric, 18 non-electric campsites, 36 rustic campsites and two camper cabins.

Brown County Fairgrounds

1201 N. State St.
507-276-0746 or 507-276-1741

The fairgrounds, located 1/2 mile from downtown, can accommodate tents, RVs and campers, with water and electrical service available.

Oak Haven Campground

58167 428th Lane (1 mile north of New Ulm on Hwy. 15) | 507-354-3094

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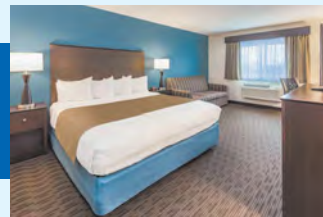
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- C2
- Club, F3
- I Fields, C2
- r, D3
- 41 Trap Range, B2
 - 42 Community Garden, F2
 - 43 Pollinator Park, A2
 - 44 Cathedral of the Holy Trinity Church, C2
 - 45 Christ the King Lutheran Church, B3
 - 46 Faith Lutheran Church CLC, D2
 - 47 First 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



Dine Out in New Ulm A FOOD LOVER'S PARADISE

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.



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209pubandgrill.com
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301 N. Minnesota St. | 507-354-7440
georgessteaks.biz

GRAND KABARET

210 N. Minnesota St. | 507-359-9222
thegrandnewulm.com/kabaret

See more Dining on page 46 >>



DINING RESTAURANTS

<< Dining cont.

GREEN MILL RESTAURANT & BAR

2101 S. Broadway St.
507-359-5300 | www.greenmill.com
Outdoor dining with 13-15 tables.

♥ GUTES ESSEN DELI

Oak Hills Living Center
1314 8th North St. | 507-233-0814
oakhillsnewulm.com/catering
Affordable lunches, soups and sandwiches.

HAPPY JOE'S

1700 N. Broadway St. | 507-359-9811
Patio with four tables for outdoor dining.

HARDEE'S

1710 Westridge Rd. | 507-354-0224
Two tables for outdoor dining.

HY-VEE'S KITCHEN

2015 S. Broadway St. | 507-354-8255
Cafe-style restaurant with take-out service,
catering, Caribou Coffee.

JIMMY JOHN'S

219 N. Broadway St. | 507-354-9933
Five tables for outdoor dining.

♥ JONI'S RESTAURANT, CATERING

24 S. Minnesota St. | 507-359-2018
jonisrestaurantandcatering.com
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221 N. Minnesota St.
507-359-2071 | kaiserhoff.org
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LAKES ON 1ST

512 1st North St. | 507-354-0306

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Espresso drinks and treats. 15 tables for outdoor
dining.



Lola - An American Bistro

MAIN JIANG HOUSE

1702 Westridge Rd.
507-354-1218 | 507-354-1228
mainjianghouse.com
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MCDONALD'S

1705 S. Broadway St. | 507-359-9529

MN EIS

10 N. Minnesota St. | mneisnewulm.com
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23707 478th Ave. | 507-947-3547
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See more Dining on page 47 >>



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AT MARTIN LUTHER COLLEGE**

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mlc-wels.edu/cafeteria

Pizza, deli bar, soup/salad and 35 beverages.

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pizzaranch.com

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RESTAURANT**

1707 N. Broadway St. | 507-359-7073
plazagaribaldinewulm.com

Full-service Mexican restaurant. Patio available.

RIVAL'S BURGERS & STEAKS

400 N. Minnesota St. | 507-307-4134

RODNEY'S TAVERN

6 S. Minnesota St. | 507-354-3040

Cold beer, gourmet burgers and great cocktails.

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Tapas-a la carte style restaurant with seasonal rooftop patio and year-round indoor seating. Coming soon!

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Full-service restaurant 4 miles south of New Ulm.

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1404 S. Broadway St. | 507-354-7976
1720 Westridge Rd. (WalMart)
507-354-6223

TACO JOHN'S

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507-354-8226

TURNER HALL/RATHSKELLER

102 S. State St. | 507-354-4916
newulmturnerhall.org

Restaurant and lounge in 1873 building with German murals!

CHAMBER MEMBER • Heart of New Ulm participant

HEART OF NEW ULM EAT WELL WHEN EATING OUT!



Through a partnership with the community-owned Heart of New Ulm initiative, many of New Ulm's fantastic restaurants have committed to helping people eat healthier. They're serving the same great-tasting food with fewer calories, more fruits and vegetables and more whole grains, and using healthier fats when cooking. Look for the door stickers – Silver or Gold – at participating restaurants; each restaurant's level is determined by the number of healthy practices they offer.

Experience the old-world charm of New Ulm by stopping in a participating restaurant soon to experience just how tasty foods can be when prepared with better health in mind!

For more information, visit heartofnewulm.com or scan the QR code with your phone.

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Kids Eat FREE

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1 PER PAYING ADULT

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Community Investors

HELP KEEP NEW ULM VIBRANT AND THRIVING



3M

3M began operations in New Ulm in 1962. 3M believes science helps create a brighter world for everyone. Using 51 unique technology platforms and industry-defining research and development, they unlock the power of people, ideas and science to reimagine what's possible. Across a variety of markets, 3M is dedicated to applying and sharing their expertise to help customers, communities, and society solve their greatest challenges.

With corporate operations in 70 countries and sales in 200, they are committed to creating the technology and products that advance every company, enhance every home and improve every life.

Number Locally Employed
Approximately 750 in New Ulm.

Mission Statement
Improve lives by helping solve the world's greatest challenges. 3M's economic impact and influence on community growth and well-being: 3M improves lives and builds sustainable communities through social investments and thoughtful engagement of 3Mers worldwide.

Through both corporate giving and the 3M Foundation, they support initiatives that impact communities and provide solutions to some of the world's most pressing challenges. 3M provides cash and product investments, along with the engagement of our people, to maximize social impact.



CITIZENS BANK MINNESOTA

Citizens Bank Minnesota is a community-owned and operated bank, with its main office located in New Ulm, and is one of the oldest banks in Minnesota. Citizens supports the growth and success of the communities they serve. They take pride in being sensitive to the needs of their customers, and provide services at reasonable costs while allowing flexibility.

Number Locally Employed
73 in New Ulm

Mission Statement
Dedicated to providing quality financial services to our customers while producing a fair return for stockholders.

Citizens Bank Economic Impact and Influence on Community Growth And Well-Being
Citizens is continually striving to make an impact on the communities they serve. During the pandemic, Citizens assisted local business by processing over 1,100 PPP loans totaling nearly \$45,000,000. In the summer of 2021 and 2022, Citizens hired more than 14 interns/summer helpers. Citizens is proud to be recognized as 19th in the nation for agriculture lending. In 2021, Citizens gave more than \$37,000 in donations and \$24,000+ in sponsorships. Their employees are involved in more than 90 charitable organizations and foundations. The Citizens for Citizens (C4C) committee raises funds through various inter-office activities that are then donated to local organizations and groups throughout the year, impacting the lives of people in a positive way. Last year, C4C gave almost \$12,000 to local organizations.



WALMART

Walmart creates opportunities and brings value to customers and communities around the globe. Every Day Low Price (EDLP) is the cornerstone of their strategy. From grocery and entertainment, to sporting goods and crafts, they provide the deep assortment that customers appreciate — whether shopping on walmart.com, through one of their mobile apps, or shopping in-store.

Number Locally Employed
75 in New Ulm

Mission Statement
Walmart aims to build a better world — helping people live better and renew the planet while building a thriving and resilient community. Creating opportunity, building a more sustainable future, advancing diversity, equity and inclusion, bringing this community closer together, and helping customers save money.

Walmart's Economic Impact and Influence on Community Growth And Well-Being
Every year Wal-Mart New Ulm contributes grants to qualifying organizations within the community such as New Ulm Public School District, New Ulm Chamber of Commerce Foundation, and Southern Minnesota Women of Worth. They support company-wide fundraisers for family driven organizations, Children's Miracle Network Hospitals, and Fighting Hunger, that help give support, critical care, and daily needs back into the community. Walmart issues local donations to private groups and events, supports local food shelves, and promotes volunteerism throughout the community.



WEELBORG CHEVROLET

Weelborg Chevrolet is a decades-long, family-owned dealership that takes pride in a winning culture which provides a fun, safe and inviting environment for our customers.

Number Locally Employed
42 people.

Mission Statement
Every day, every time, without fail, no exception.

Weelborg's Economic Impact and Influence on Community Growth And Well-Being
Weelborg Chevrolet stands the test of time. Weelborg Chevrolet continues to have an abundance of inventory, and an exceptional service and parts department which draws people to the community from near and far. They pride themselves in their utmost professionalism, knowledge and commitment. Weelborg Chevrolet is a proud sponsor of numerous local and surrounding community activities and causes. They believe in commitment to community that has supported them by being involved in events, local sports teams, and parades. They support the community in many ways and were recognized for their efforts by being selected for the Minnesota Auto Dealer Association's Community Hero Award.

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Services in New Ulm

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

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800-934-6489
comcast.com

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

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Nuvera
27 N. Minnesota St.
507-345-411
nuvera.net

BeMobile
1609 S. Broadway St.
507-359-5287
bemobile.com

Russel Cellular
Verizon Wireless
1702 Westridge Rd., Ste 44
507-359-3670
russellcellular.com

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

Comcast
800-934-6489
xfinity.com

WHERE DO I FIND CURRENT LOCAL INFORMATION?

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

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

WHERE DO I SIGN UP FOR TRASH SERVICE?

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

Waste Management
800-457-0307
wm.com

WHERE DO I SEND MY RECYCLING?

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

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

WHERE DO I COMPOST YARD WASTE?

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

WHERE DO I ESTABLISH MAIL SERVICE?

United States Postal Service
27 S. German St. | 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 St. | 507-359-8331

Library cards are free for all
residents within city and county
limits.

WHERE DO I REGISTER TO VOTE?

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

WHERE DO I UPDATE MY LICENSE/LICENSE PLATES?

Brown County License Bureau
1900 N. Franklin St.

WHERE DO I LEARN ABOUT EMPLOYMENT OPPORTUNITIES?

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



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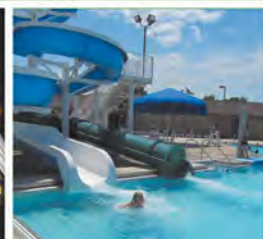
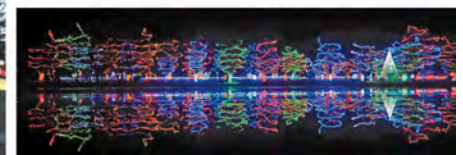
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Downtown New Ulm

Meet Our Community

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 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: Update in progress estimated completion date Q2 2023

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: 4,806

Multiple Family Units: 1,278

Percentage Owner Occupied: 72%

Median Sales Price:
\$168,500

Average Appraised Value:
\$229,296

Median Rent: \$804

Housing Units Built Since Last Census: 238

Total Value of above housing units: \$844,635,382

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New Ulm Recreation Center

New Ulm Recreation Center

EXPANDED AND UPDATED

After seven years of planning and construction, New Ulm's expanded and updated recreation center officially reopened in September 2021. The extensive indoor project includes a state-of-the-art aquatics center, converting the former 11,000 square foot aquatics facility into a regional gymnastics center, a new fitness center addition, numerous multipurpose rooms and fitness studios, remodeled common areas, a multi-story playground, and a parking lot expansion.

The expansion added 30,000 square feet to the former size of 63,000 square feet. The \$15 million project was funded by the community through a one-half percent sales tax on all items purchased in New Ulm; that tax was approved in 2016. Demolition and construction took 14 months.

The new fitness center has an open floor plan with expansive exterior windows. It offers 3,000 square feet of space with more than 50 strength and exercise machines and amenities. Services include 24/7/365 access, personal trainers, and many fitness classes.

The new aquatic center is enticing to all ages. There's a hot tub, the zero-depth entry swimming pool, flume slides, a rock-climbing wall, a zipline, six lanes for lap swimming, a kiddie slide with slow and fast lanes, and Minnesota's first and only Ninja Cross System course with two lanes—one for beginners/intermediates and the other for advanced experts. The entire pool deck surface is covered with Life Floor tiles, a special foam rubber that is slip-resistant even when wet and soft enough to prevent injury if falls should occur.

New men's, women's, and gender-neutral locker rooms have also been added. There's an adjacent party room

that's handy for birthday parties, business meetings, and family gatherings.

Also adjacent to the pool is the two-story indoor playground for all ages—a popular spot to be when it's too cold or too hot outdoors.

The 11,000 square foot gymnastics center now fills the part of the rec center that was the first constructed—back in the late 1970s, where the old pool was.

New Ulm Park & Recreation director, Tom Schmitz, noted that 400,000 gallons of sand were hauled in to fill the old pool, then capped with concrete, to make the center. It's now the home of Turner Gymnastics Academy (TGA)—a new partnership between Turner Hall Gymnastics and New Ulm Area Gymnastics Academy (NUAGA).

There's also a multi-purpose high-tech meeting room—named after former city councilor Joe Herbeck—that can be rented for fitness classes, business meetings, and other purposes. An adjoining “toy room” provides a plethora of fitness supplies and equipment.

The rec center's field house was the last part of the project to be completed. It received some upgrades during the project, with floors and curtains replaced, glass doors installed to bring in more light, and more basketball hoops added. Courts are lined for basketball, volleyball, tennis, and pickleball.

That section also has multi-purpose rooms with courts for racquetball, handball, and wallyball.

The entire facility is available for use by the public on a daily admission or membership basis.



UTILITIES

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

PUC Director

310 1st North St. | 507-359-8264

WATER INFORMATION

- Water Source: Wells
- Storage Capacity: 8 million gal.
- Pumping Capacity: 6,600 gal./min.
- Average Demand: 2 million gal./day
- Peak Demand: 5,295,000 gal./day
- Total Water Hardness: 530 ppm
- Industrial Water: \$2.98/thousand gal. (plus meter charge)

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: \$4.22/Thousand gal.
- Industrial: \$1.72/Thousand 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 principle 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

Economic Development

New Ulm is home to 14,120 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 as well as low cost land.

COMMUNICATIONS

New Ulm is connected to community members with television and broadband providers delivering speeds for businesses to thrive in a competitive marketplace. Services include:

- A broadband telecommunications company that can provide fiber internet and SD-WAN solutions to our local businesses, as well as managed VOIP telephone solution
- Telephone services provided by Nuvera, a regional publicly-traded company headquartered in New Ulm, with additional long distance and cellphone service providers
- Public internet access available at the Public Library (17 N. Broadway St.), Nuvera (27 N. Minnesota St.) and many other establishments including multiple city parks
- Local options for IT, Network and Managed Services to maintain reliable connections
- Local options for computer sales, repair and support
- Bulk video and internet availability for Multiple Dwelling Units (MDUs)
- Wi-Fi solutions for businesses, MDUs, campgrounds and homes
- A city-administered public access channel

EMPLOYMENT BY INDUSTRY

Industry (2019 averages)	Brown County	South Central Region
Manufacturing	2,757	19,005
Health Care and Social Assistance	2,288	18,808
Retail Trade	1,513	11,791
Accommodations and Food Services	1,055	8,047
Transportation and Warehousing	965	4,564
Educational Services	827	9,597
Construction	682	5,063
Public Administration	677	5,705
Professional, Scientific and Technical Services	514	2,572
Finance and Insurance	430	2,849
Information	309	1,884
Other Services	280	3,218
Arts, Entertainment and Recreation	137	1,114
Real Estate and Rental/Leasing	56	1,016
TOTAL	13,985	106,072

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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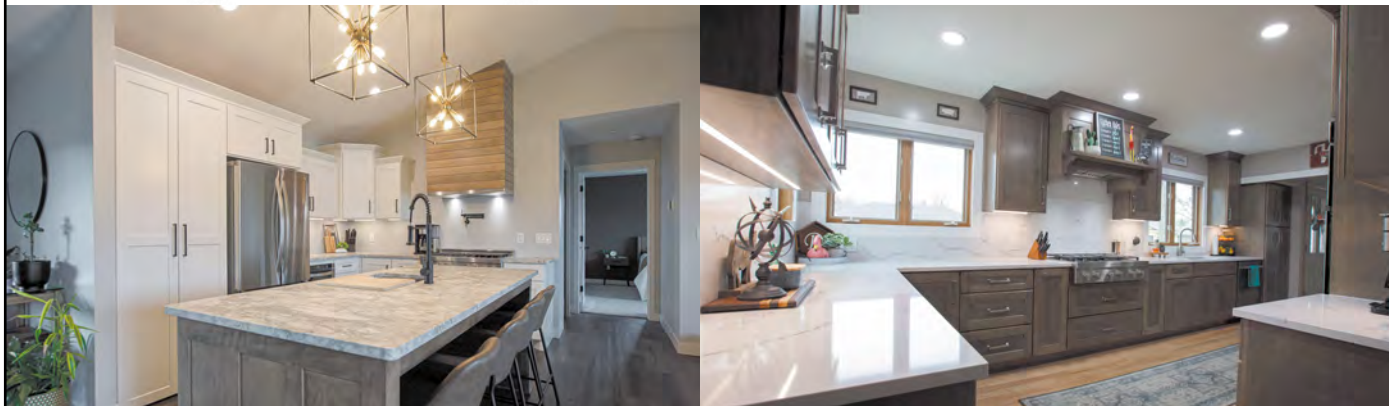
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Chamber OF COMMERCE

The mission of the New Ulm Area Chamber of Commerce is to encourage economic growth in our community by supporting our members through business development, networking, education, advocacy and access to resources. Approximately 330 retailers, service businesses, nonprofits and industry support these efforts through membership dues. To become a Chamber member, please apply at: business.newulm.com/member/newmemberapp/ Our committees like the Business & Retail Association, Convention and Visitors Bureau, Business Action Team, HYPE (our young professionals' group), Downtown Action Team, and Willkommen ambassadors help us address the needs of our membership and the business community.



Chamber office and visitor center

Contact the Chamber of Commerce
for additional information
at 507-233-4300

CHAMBER 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, issue 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

- New Ulm Business Resource & Innovation Center
- Economic Development Authority
- County Development Authority
- Chamber of Commerce

CITY BUSINESS INCENTIVES

- Revolving Loan Fund: financing for capital improvement projects
- Signage and Awning Grant Program
- Small Business Loan (\$10,000)
- Small Business Incentive Program (\$10,000)
- T.I.F. (tax increment financing)
- Tax abatement
- Commercial Property Loan Fund (\$75,000)

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Network New Ulm Class, 2022-2023

Get Involved

BUILDING A STRONGER COMMUNITY TOGETHER

The city of New Ulm is not only unique for its charm and German Heritage, but also the number of service clubs and organizations! There are so many ways to get involved, and we encourage you to explore these numerous committees and groups in need of volunteers.

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.

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 fees apply.

For 25 years, the New Ulm Area Chamber of Commerce has been committed to building a stronger community, one leader at a time, through the Network New Ulm Community Leadership Program. Many of our 600 graduates have asked, "What's next?"

THE ANSWER IS **LEADERSHIP 2.0**

This program will take a deeper dive into personal leadership and how it can impact the future of the entire community. **Leadership 2.0** is only open to graduates of the Network New Ulm Community Leadership Program (any year).

Both programs help you learn about the various aspects of New Ulm's community and help you get better connected with other community leaders. These experiences will not only give you a deeper appreciation of the many treasures in New Ulm, but also help with your leadership skills immensely, and we strongly encourage you to join! Contact the Chamber at 507-233-4300 or chamber@newulm.com for more information on both organizations.

New Ulm also has several service clubs in the community. National and international clubs like **Jaycees**, **Lions**, **Optimists**, **Rotary**, and **Sertoma** will welcome your membership. Local groups like the **New Ulm Farm-City Hub Club**, the **ISD 88 Foundation**, **State Street Theater**, **The Grand**, **Brown County Historical Society**, and others support special groups and needs in the community.

Visit www.newulm.com and
click the "Get Involved" link for more details.



New Ulm Medical Center

Expert Care Close to Home

NEW ULM MEDICAL CENTER

The New Ulm community boasts a vibrant, wellness-centered attitude, which is reflected in its healthcare facilities. New Ulm Medical Center, part of Allina Health, is a non-profit hospital and clinic serving Southwest Minnesota with over 75 providers, including 20 specialties. It has been recognized nationally for the Top 100 Critical Access Hospital 10 times. NUMC receives 140,000 visits annually and serves with over 700 employees.

In addition, NUMC has a partnership with Allina Health with the following Institutes:

- Allina Health Cancer Institute
- Courage Kenny Rehabilitation Institute (including Kenny Kids)
- Minneapolis Heart Institute
- Penny George Institute for Health and Healing (including acupuncture)

Express Care is available seven days a week, and there are online options for scheduling and virtual appointments.

For more information visit allinahealth.org/newulm.

SPECIALTIES AT NUMC

New Ulm residents benefit from a local medical facility that provides general services such as medical/surgical/critical care inpatient units, expanded and renovated birth center, retail pharmacy, eye clinic, ER, mental health and more. Also offers multiple specialties, including:

- Family medicine
- Internal medicine
- Pediatrics
- OB/GYN
- Orthopedics
- General Surgery
- Cardiology
- ENT
- Neurology
- Oncology
- Urology
- Podiatry
- Psychiatry
- Psychology
- Ophthalmology
- Physiatrist
- Spine
- Nephrology
- Radiology
- Dermatology

HEART OF NEW ULM HEALTH INITIATIVE

Since 2009, the Heart of New Ulm has been helping people live healthier! The community-owned health initiative is sustained through community partnership and funding. Its mission is to improve the health, well-being and quality of life of all New Ulm-area residents through education, available resources, initiatives and partnerships that empower people of all ages to take responsibility for their own health in a supportive environment.

For more information visit heartofnewulm.com.



The Peterson, Dahl and Rubosky families are all actually part of the same family and made the move to New Ulm within a few months. Left to right: Brian Peterson, Susan Peterson, Eli Dahl (holding Eloise Dahl), Emily Dahl, Gwendolyn Rubosky and Zach Rubosky.

Moving Forward

TOGETHER IN NEW ULM

By Clay Schuldt, The Journal Staff Writer

In March, Gwendolyn and Zach Rubosky moved to New Ulm from the Twin Cities. Three months later, in June, Emily and Eli Dahl moved to town with their young daughter Eloise. A month after that, Susan and Brian Peterson moved from Willmar to New Ulm.

The Rubosky, Dahl and Peterson families have more in common than being new to New Ulm. All three are in fact part of the same family.

Susan and Brian Peterson are the parents of Emily and Gwendolyn. The sisters, along with their parents, agreed to move to New Ulm as a family. Gwendolyn said the initial plan was for everyone to move to New Ulm within five years. They managed to do it within five months.

The Peterson family—including Gwendolyn and Emily—originally lived near Winona, Minnesota, but soon after the kids left for college, Susan and Brian moved to Willmar.

Gwendolyn attended college at Cedarville University in Ohio where she met her husband Zach. The two graduated from college in 2020 and were married soon after.

Gwendolyn said she wanted to move back to Minnesota to be closer to family. First, they moved to suburbs around the Twin Cities. Gwendolyn's sister Emily and her husband Eli were already in the Twin Cities, as was a brother. Living in the Twin Cities during the height of the COVID pandemic was difficult. Gwendolyn said it was hard to meet new people and make friends. The pandemic forced many to isolate themselves from the larger community. In addition, her sister wanted to leave the Twin Cities to raise a family.

The idea of finding a smaller community appealed to Gwendolyn and

Zach, too. Since most of the family was remote working, they were not tied to living in any single city.

New Ulm came to their attention through family and friends. Emily and Eli knew a couple from the area, who talked up New Ulm as a great place to live. This inspired the Dahls to visit New Ulm to look at potential homes. Eli has a realtor license, which helped their search.

The family was already familiar with New Ulm. Gwendolyn was born in Mankato, and her father's parents still live near Lake Crystal.

"Zach and I came down to New Ulm on a day trip last January," Gwendolyn said. "We went to Lola's and that was enough for us to decide we liked it here."

They started looking for a house alongside Emily and Eli. Though they began house hunting second, Gwendolyn and Zach found a home they loved right away. In addition, it was relatively inexpensive. Their first offer was accepted, and the couple moved in March.

Emily and Eli, found a house a few months later and moved to town in June. Their parents Brian and Susan followed in July.

Though it was a goal to move the entire family to New Ulm, they didn't expect it to happen so fast. Despite how quickly it happened, the family has no regrets about the decision.

Gwendolyn said she was never nervous about moving to New Ulm. The entire family coming to this town made sense from a practical standpoint. Gwendolyn said from an economic perspective, New Ulm is more affordable than the metro area. The community itself was worth the move.

"There is a lot going on here," Gwendolyn said. "Community events are always happening, much of it is family oriented."

New Ulm is a smaller community, but many of the things they liked about the Twin Cities are available in and around New Ulm. The size of New Ulm also means it is not necessary to drive long distances for groceries or entertainment. The greatest benefit is the family is closer together. Gwendolyn's new home is only five blocks from her parents' new home.

As for making community connections, Gwendolyn said her family joined Grace Community Church and met many friends immediately. The extended family has been in town less than a year and has not experienced every New Ulm event, but they are excited to be part of New Ulm.

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New Ulm Cathedral of the Holy Trinity

Churches IN NEW ULM

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 at large.

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.

The Area Catholic Churches
welcome you!



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Saturday 5:00 p.m. • Sunday 8:00 a.m.,
10:00 a.m. & 6:30 p.m.

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Saturday 5:30 p.m. • Sunday 9:00 a.m.

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

CHURCH OF ST. JOHN THE BAPTIST

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Sunday 10:30 a.m.

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holycrossafc.org

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christtheking-newulm.org

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507-354-3323
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FIRST UNITED METHODIST CHURCH

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uccnewulm.org

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New Ulm High School
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233-6172

District Offices
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New Ulm MN 56073
507-233-6180

Website: www.newulm.k12.mn.us
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Jefferson Elementary
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New Ulm Middle School
414 S. Payne St. | 507-233-6100

New Ulm High School
1600 Oak St. | 507-233-6400

River Bend Area Learning Center
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CATHOLIC SCHOOLS

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

Cathedral High School
600 N. Washington St. | 507-354-4511

LUTHERAN SCHOOLS

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Minnesota Valley Lutheran High School
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Little Rascals Childcare
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Maree's Merry Makers Childcare & Preschool
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Tree House Preschool
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Martin Luther College Betty Kohn Fieldhouse

Martin Luther College

BETTY KOHN FIELDHOUSE

The Betty Kohn Fieldhouse stands tall on the Martin Luther College's (MLC) athletic complex which was completed early in 2022.

The fieldhouse is the focal point of the MLC athletic complex, west of the main campus. That complex includes the soccer pitch, baseball field, tennis courts, batting cages, golf simulators, track & field equipment, and more.

The 36,000 square foot indoor turf facility is the width of a football field, 60 yards long, and 75 feet tall. The field turf is the same as that in most professional football stadiums. With fabric on a steel frame, the structure is very durable and similar in construction to airport hangars. All lighting is LED.

With large practice areas, baseball/softball batting and pitching cages, golf simulators, and locker rooms, the fieldhouse will support a year-round physical education curriculum, enable spring sports to practice regularly, and allow for additional intra-mural offerings. It's been used by the football, baseball, softball, and soccer teams. Although it doesn't have a track, there is a pole vault crash pad for use by track athletes.

The batting cages and golf simulators are on the upper, mezzanine level, located above two sets of locker rooms.

Once the college determines hours of operation and schedules its own use, school officials will explore

how the fieldhouse can serve the recreational needs of the New Ulm community.

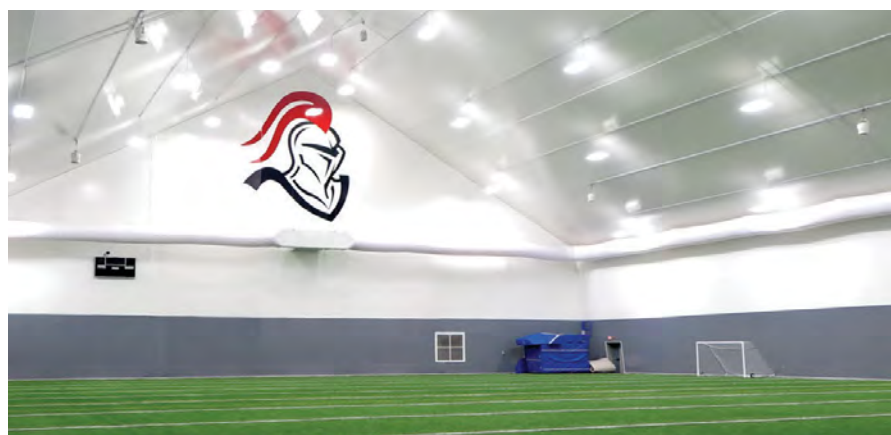
The fieldhouse is named in honor of Betty Kohn of St. Joseph, Michigan, who passed away before the structure was finished. Betty and husband Bob were the transformational donors who—along with hundreds of other donors—put the project over the top.

The vision for the project came from former MLC athletic director, the late Jim Unke, who was very instrumental in the entire project.

The fieldhouse is open from 8 a.m. to 9 p.m. for team and student use.

Head baseball coach and assistant athletic director Randy Cox is also the facilities manager of the athletic complex.

The fieldhouse is a significant beginning to long-range plans to make the MLC athletic complex even more attractive. Future plans include moving the college softball field to the location and to ultimately install artificial turf on the fields. The football field will remain on campus.



Martin Luther College Betty Kohn Fieldhouse

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HERMANN EXPRESS

New Ulm's city bus, the Hermann Express, runs Monday through Friday, 8 a.m. to noon, and 1-4 p.m. (Weekend hours were being determined as of this writing). Hermann Express is an extension of Brown County Heartland Express. Bus fare is \$1 (cash only). The bus travels a set path and stops at marked locations. Short and limited deviations to drop off passengers are available upon request. Call 507-359-2717 to learn more.

FOR MORE INFORMATION VISIT
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- I-35: 60 miles East of New Ulm

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- US-169: 30 miles East of New Ulm
- US-14: Four-lane expansion from New Ulm to Nicollet with Courtland bypass coming in 2023

Other Major Roads

- US-14: East/West highway through New Ulm | 10-ton load limit
- MN-15: North/South highway through New Ulm | 10-ton limit

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New Ulm

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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.

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See more Members on page 72 >>

<< Members cont.

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www.BrownCountyHistoryMN.org

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Hermann Monument Society
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www.jensenmotors.com

Jensen Motors, Inc.
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www.jensenmotors.com

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(507) 354-8634
www.ssmotors.com

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Heartland Tire
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www.heartlandtireservice.com

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www.mikescollision.com

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www.napastargroup.com

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www.alliancebanks.com

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Bis Zum Nächsten Mal
Until next time...

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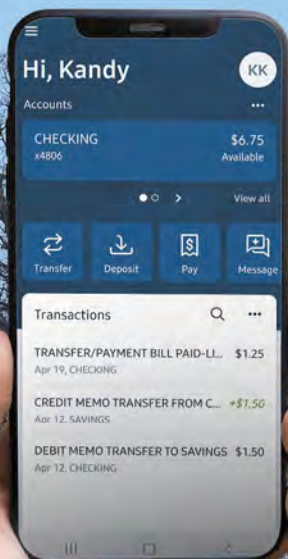
New Ulm

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