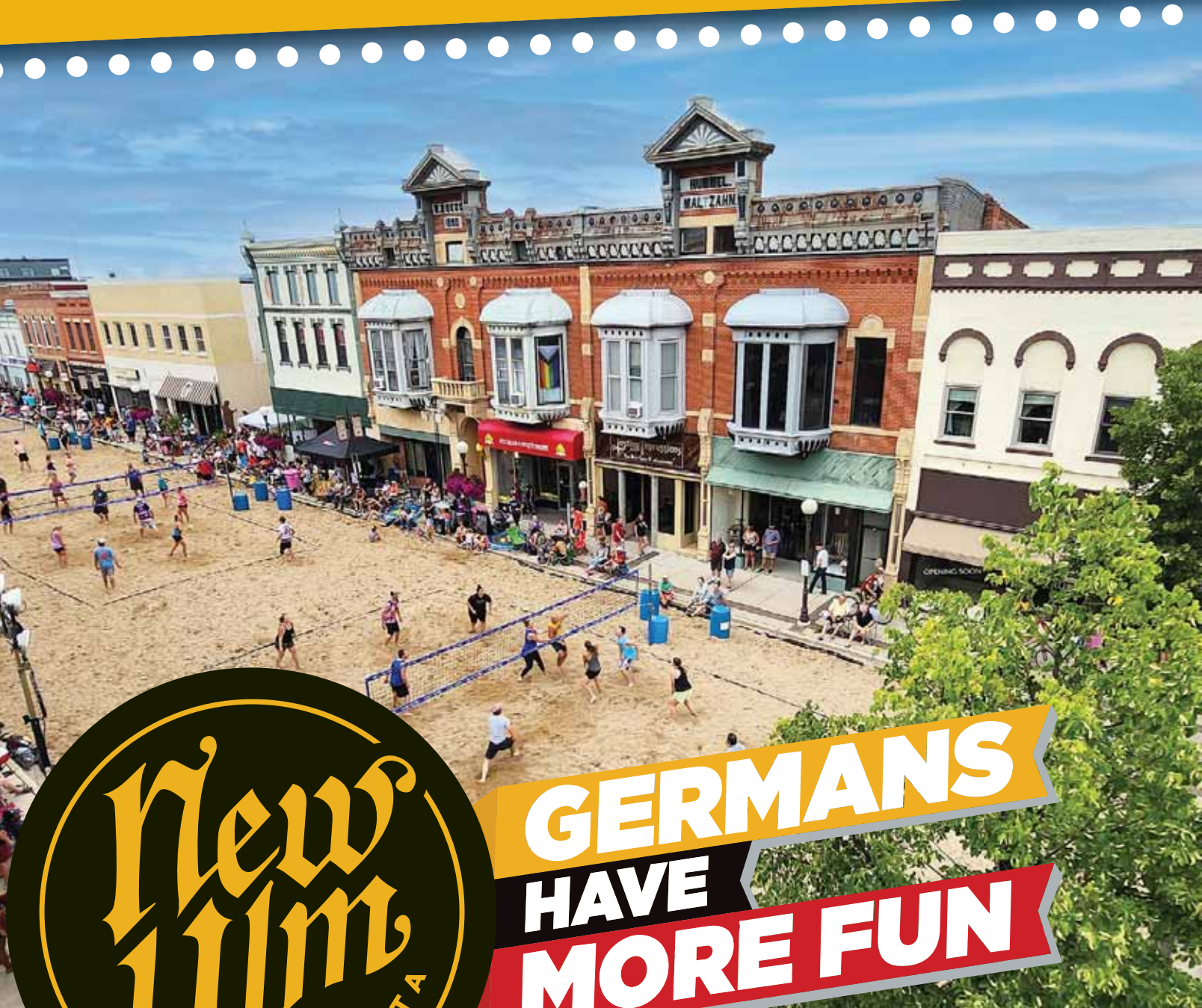


# 2024 NEW ULM

THE OFFICIAL GUIDE



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## OUR SIGN SAYS IT ALL

Welcome to New Ulm! Whether you're a weekend explorer, a festival goer, or you call New Ulm home, "the most German city in America" will delight and surprise you with our many famous events, unique specialty shops, storied history, and beautiful river valley scenery and wildlife.

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 visits 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 Chamber of Commerce and *The Journal*, New Ulm.  
Design // Chelsea Lund, Impressions by Chelsea  
Content // Eileen Madsen, Madsen Ink Co.

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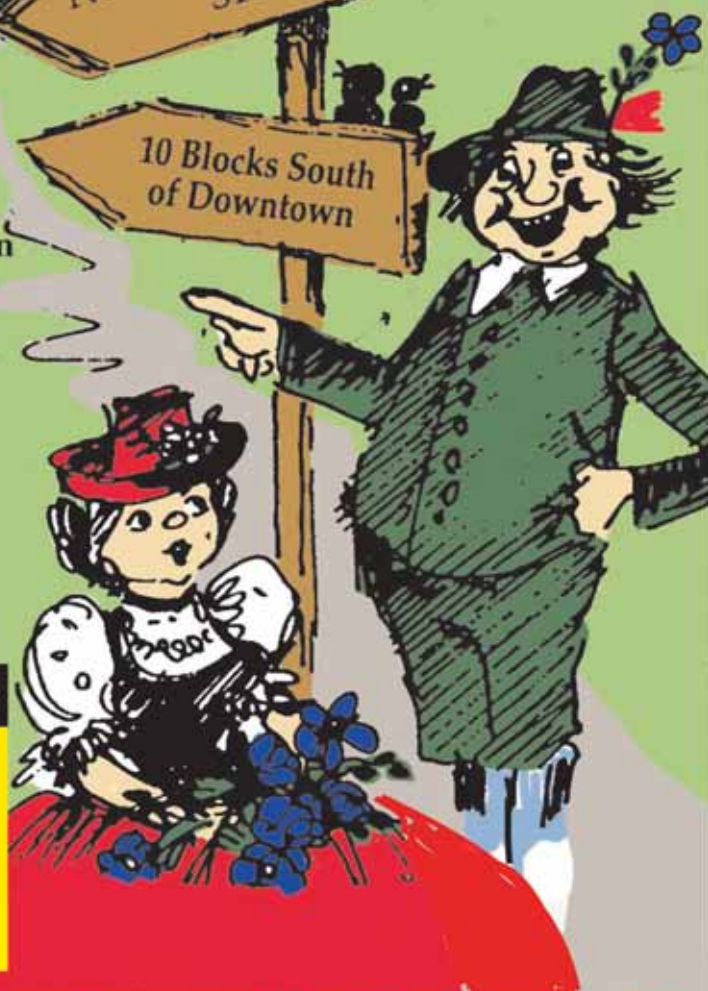
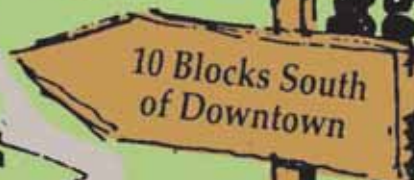
# A trip to Domeier's is like a trip to the old country

Like an enchanted  
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Domeier's,  
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Ornaments
- ♥ Bavarian Hats and  
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## Call for Store Hours

Hours vary according to season.  
1020 South Minnesota St.  
New Ulm, MN 56073  
10 blocks south of downtown.  
Phone 507-354-4231  
Domeier's German Store LLC.





# Must Sees of New Ulm



## HERMANN MONUMENT

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

See page 15 to learn more.



## AUGUST SCHELL BREWERY

Since 1860 Schell's has evolved into a world-famous destination. Open daily, the brewery grounds include the Schell's mansion and gardens, bier halle with outdoor patio, biergarten, museum, and gift shop. Tours available year-round and include a stop in the Rathskeller.

See page 8 to learn more.



## DOWNTOWN

Stroll the streets of downtown New Ulm and soak in the old-world charm, unique architecture, landmarks, murals and history.

Discover new sites, restaurants, shopping choices and more.

See page 35 to learn more.

## PLAN YOUR VISIT TODAY!

Visit [newulm.com](http://newulm.com) for a list of top attractions, 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](mailto:info@newulm.com)

## SHARE YOUR FAVORITE NEW ULM PHOTOS

We love when our visitors share their pictures and stories about New Ulm! Contact [info@newulm.com](mailto:info@newulm.com) to learn more about upcoming events, photo contests or guest blogger opportunities.



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@SchellsBeer



@PlanetwithSarah



@SchellsBeer



@SchellsBeer



@rainalynn\_

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#NewUlm #GermansHaveMoreFun

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THINGS TO DO

MINNESOTA MUSIC HALL OF FAME



# Fame!

## MINNESOTA'S MUSICIANS LIVE FOREVER AT THE MINNESOTA MUSIC HALL OF FAME

The Minnesota Music Hall of Fame Museum, located next to the public library, is filled with memorabilia of Minnesota musicians and musical groups from various genres including folk, polka, jazz, country, and rock & roll. A tour through the museum includes a self-guided narration with information about each musician.

New Ulm was proposed as the site of the Minnesota Music Hall of Fame in 1988 when the idea originated to honor musicians, educators, etc., both past and present, who have contributed significantly to the Minnesota music scene. The first banquet was held in 1989 and has continued every year since.

Established with categories reflecting the wide variety of Minnesota's musical heritage, the founding organization is incorporated and trademarked as the Minnesota Music Hall of Fame, Inc.

Photographs of all who have been inducted into the Minnesota Music Hall of Fame hang throughout. There have been 188 inductees over 35 years.

Much of the memorabilia at the museum consists of donations of records, tapes, musical instruments, and audio gear. The MMHF accepts donations. Arrange a drop-off by calling 507-354-7305. Support for MMHF is obtained through membership of business and industry as well as musicians and music.

Currently, the most exciting draw to the MMHF is the Prince exhibit featuring a 14-foot sculpture of the purple one's guitar which stands outside the entrance of the museum. Jefferson Davis, the artist who created the sculpture, relocated it from Mankato's City Art Walking Sculpture Tour to its new permanent home in New Ulm in 2023. The excitement over the sculpture announcement on Facebook reached over 400,000





impressions, and has significantly increased visitor traffic to the museum. The guitar joins more than 50 pieces of Prince memorabilia displayed inside the MMHF, including a Prince statue, bench, street sign, poster and mural, among other items.

The collection was largely curated by Joel King, president of the (now former) Prince Legacy Project and a former employee of Prince. King was awarded funding from the Carl and Verna Schmidt Foundation to put together an exhibit honoring the famous musician. The Minnesota Music Hall of Fame administrator, John Kass, said he expects visitors from around the world to check out the display.

The museum is open April 1 - November 1 every Thursday through Saturday from 10 a.m. until 2 p.m.  
Seasonal and holiday week hours may vary.  
Admission fee is \$7.

27 North Broadway  
507-354-7305  
mnmusichalloffame.org



## PRINCEFEST

The Prince Legacy Project and the Minnesota Music Hall of Fame will celebrate Princefest April 20, 2024, at the historic Turner Hall in New Ulm. Prince-related artists are invited to participate including crafters, photographer, authors and more.

On board are Kim Darden with her Prince apparel, artist GiGi Turker, ARTrageous Adventures, and artist Moises Suriel will be unveiling his Face Mural for the first time. Johnny Rogers will be performing his homage to Prince music and vendors will be on site with Prince-themed goodies.

## WELL-KNOWN FORMER INDUCTEES

Prince • Lorie Line • Bob Dylan • Mary Jane Alm  
Whoopie John • Rollie Altmeyer • The Apollo Club  
The Blenders • Florian Chmielewski  
Concord Singers • Guy DeLeo • John Denver  
Judy Garland • Johnny Helget

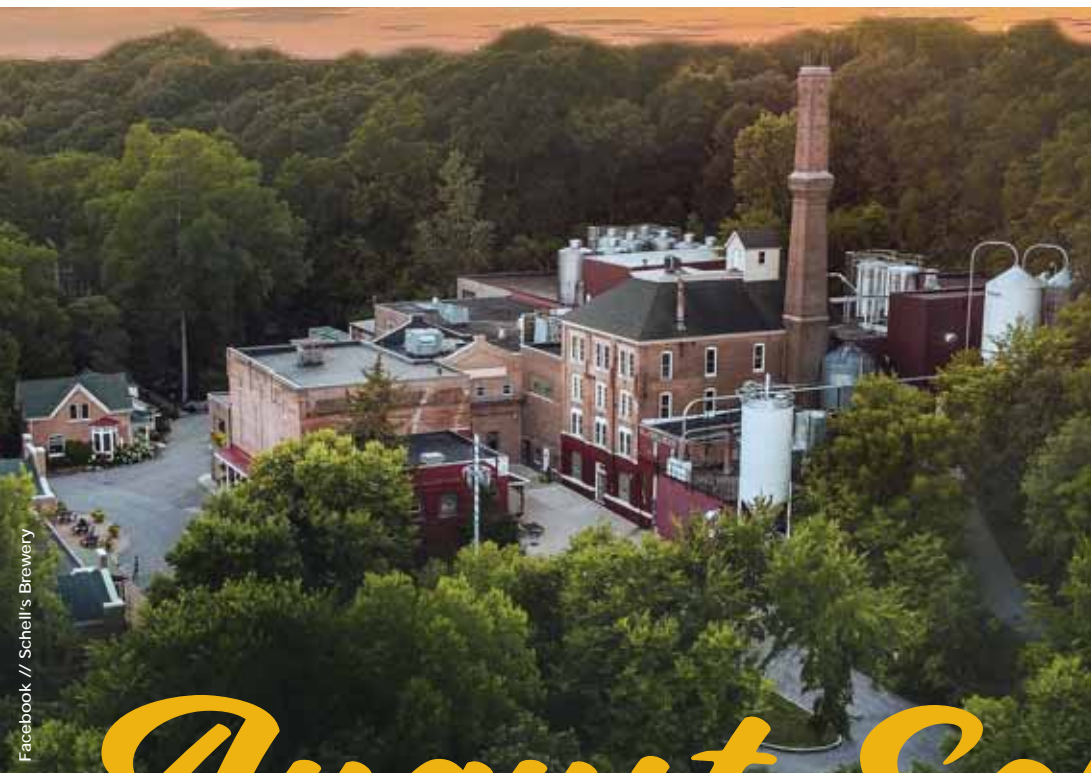
## 2023 INDUCTEES

Gwen Mathews, jazz • Becky Buller, blue grass  
Jolly Huntsmen, old tyme • Del Counts, rock  
Fr. Jan Michael Jonca, composer, educator, and priest

A full list of inductees is available on their website.



THINGS TO DO  
BREWERY



# August Schell

BREWING COMPANY... A GERMAN DESTINATION EXPERIENCE ● ● ●

Founded by a German immigrant in 1860, the August Schell Brewing Company is the oldest brewery in Minnesota. Nestled amongst the trees in Flandrau State Park alongside the meandering Cottonwood River, Schell's and Grain Belt products are brewed here. The brewery combines traditional recipes and old-world brewing techniques to produce flavorful lagers, ales, pilsners and stouts. The garden-covered grounds include an outdoor biergarten, a German-style bier halle, a museum and a gift shop. Schell's is also the site of two of New Ulm's biggest annual festivals—Bock Fest in March and Oktoberfest in mid-October.

## BIER HALLE & VISITOR'S CENTER

Enjoy a true German beer hall experience in Schell's visitor's center and gift shop. Enjoy a soft drink or your favorite libation in the spacious Bier Halle or on the shady patio with a view of the gorgeous Flandrau State Park woods. Families are welcome, and you may bring your own picnic.

## 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 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 such as Snowstorm, Oktoberfest and Bock only brewed once a year.

Visit website for details.

1860 Schell Road  
800-770-5020 or 507-354-5528  
[schells@schellsbrewery.com](mailto:schells@schellsbrewery.com)  
[schellsbrewery.com](http://schellsbrewery.com)





Facebook // Schell's Brewery



Facebook // Schell's Brewery



Facebook // Schell's Brewery



Facebook // Schell's Brewery



Instagram // Black Frost Distilling

## BLACK FROST DISTILLING

A one-of-a-kind venue right in the heart of Goosetown, Black Frost offers high-quality, distinctly different whiskies using Minnesota ingredients.

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



Facebook // The Retz 227 by Jon Carter Photography

## THE RETZ 227 SPEAKEASY

Did you know that New Ulm has a speakeasy? To keep the mystery, we're not going to tell you much about it...except to say that it is worth finding!

Visit [theretz227.com](http://theretz227.com) for hours and location.  
Look for the purple light!



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. Tonics are available to purchase for home use.

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



# HISTORICALLY GREAT



**BOCKFEST 1ST SAT. IN MARCH**  
**OKTOBERFEST 2ND SAT. IN OCTOBER**

**Schell's**  
BEER

**BIERHALLE • MUSEUM • GIFT SHOP • TOURS**  
**BIERGARTEN • EVENTS AND MORE**

AUGUST SCHELL BREWING CO. NEW ULM, MN



# Morgan Creek

## VINEYARDS & WINERY CELEBRATES 25 YEARS



Morgan Creek Vineyards & Winery is more than a place to have a glass of wine, it's a place to experience organic seasonal foods from regional farms, listen to local musicians, relax in the beautiful rural setting and even do a bit of yoga.

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.

Morgan Creek celebrates the seasons with a variety of activities including Earth Day Seed Saving Project, Maifest, Sunday Yoga & Brunch, Mother's Day Brunch, Bacchus Fest, German WineFest, Oktoberfest Great Grape Stomp and Christmas Candlelight Winetasting.

Recently celebrating its 25th anniversary, this multiple-award-winning winery has been honored by several organizations, publications and events, including Edible Twin Cities Local Food Hero for Best Artisan Beverage, Greater Mankato Growth, Minnesota Green Route Destination, Innovative Farm Family of the Year, Mid-America Wine Competition and more.



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507-381-2207 | [MORGANCREEKVINEYARDS.COM](http://MORGANCREEKVINEYARDS.COM)



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Kyle Krenz

# *New Ulm Cemetery Tour*

## BROWN COUNTY HISTORICAL SOCIETY OFFERS TOMBSTONE TOURISM

The Brown County Historical Society Cemetery Tour began in the 1990s as a session on cemetery etiquette for children. It is estimated that over 5,000 people have taken the New Ulm Cemetery Tour since it was introduced.

The many tree-shaped memorial stones are unique and fascinating! Some current topics include: symbolism expressed on graves, burial traditions over time and the founding of New Ulm.

Information is shared about the settlers who were affected by the U.S. Dakota War of 1862 and are buried in the pioneer cemetery. Research and new information continues to be incorporated and the tour keeps evolving.

The tour is offered to the public annually in August. Based on availability, special group tours can be arranged May-October by contacting the Brown County Historical Society at 507-233-2616.





## THINGS TO DO MUSEUMS & HISTORY

### 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.

### 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

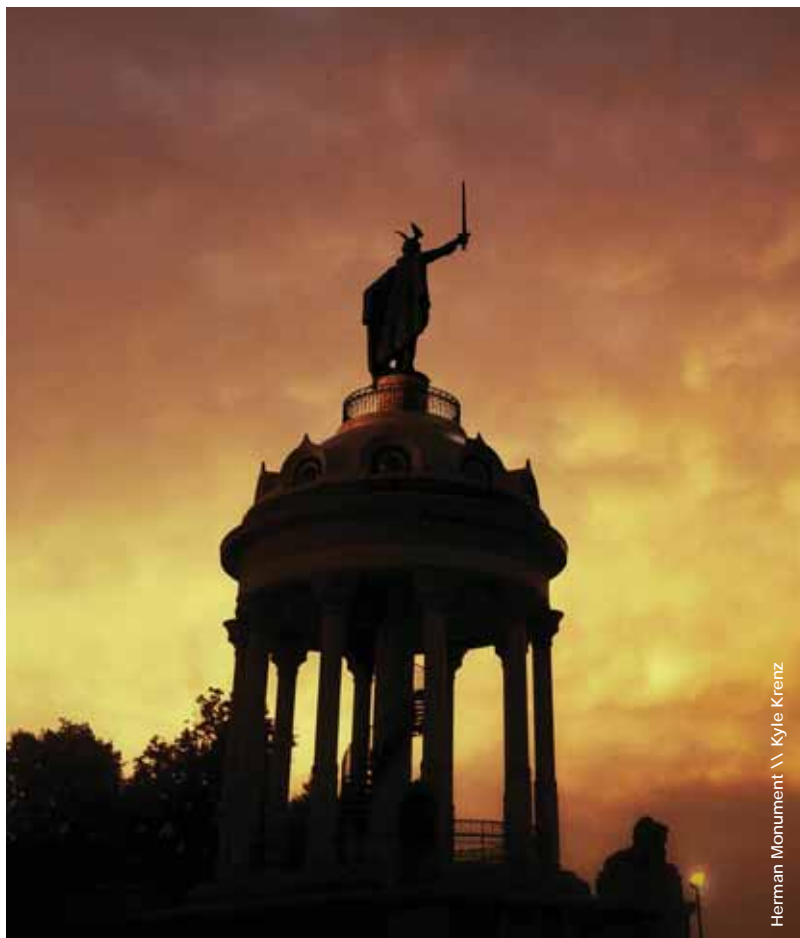
### GLOCKENSPIEL

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



Glockenspiel



Herman Monument \\\ Kyle Krenz





German-Bohemian Immigrant Monument/Lori Wengert

### GOVERNOR LIND HOUSE

This stately 1887 Queen Anne style home was once home to Minnesota Governor 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 // [lindhouse.org](http://lindhouse.org)  
Open seasonally or year-round by appointment.  
Admission charged

### 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/harkinstore](http://mnhs.org/harkinstore) // 888-463-9856  
The grounds are open daily from dawn until dusk.  
The store building is currently closed. Free admission.

### HERMANN MONUMENT

This 102-foot, 4,000-pound monument in Hermann Heights Park depicts Hermann, a legendary Germanic freedom fighter and a symbol of German-American honor and pride. Climb the staircase to the base of the statue for a stunning, panoramic view of New Ulm and the river valley. The park 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 Street Hill  
Open seasonally and early October 10 a.m.-7 p.m.  
Admission charged



Kiesling House

### KIESLING HOUSE

Constructed in 1861, the Kiesling family built the home and survived the U.S.-Dakota War of 1862. The structure is New Ulm's only wood frame building from that time still standing on its original location. Programming includes a guided tour, video presentation, exhibits, various shows and demonstrations.

220 N. Minnesota St. // 507-351-2636  
[facebook.com/kieslinghouse](https://facebook.com/kieslinghouse)

Memorial Day to Labor Day: Friday & Saturday, 12 - 4 p.m.  
For group tours, spring, summer and fall and other times during special events in New Ulm. Admission charged.

### MINNESOTA MUSIC HALL OF FAME

Learn about the Minnesota Music Hall of Fame on page 6.

27 N. Broadway St. // 507-354-7305 // [mnmusichalloffame.org](http://mnmusichalloffame.org)  
Open by appointment at 507-276-5587  
Admission charged



The Harkin Store





## THINGS TO DO MUSEUMS & HISTORY



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  
newulmturnerhall.org // Open year-round



Brown County Veterans Memorial

### VIETNAM VETERANS MEMORIAL

Two 6-by-3 foot Mesabi granite slabs symbolizing strength and vulnerability stand tall at this memorial, amid six individual granite benches each inscribed with the local fallen serviceperson's name.

German Park  
200 N. German Street



Wanda Gag House

### 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 or by appointment // Admission charged



**Wanda Gag House**  
HISTORIC HOME and MUSEUM

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Childhood home of Wanda Gag, Author of Millions of Cats

226 North Washington St.  
507-359-2632  
wandagaghouse.org



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210 N. Minnesota St. | New Ulm, MN  
507.359.9222 | [www.thegrandnewulm.org](http://www.thegrandnewulm.org)





Carolyn Marti Smith



Cathedral of the Holy Trinity



Way of the Cross // Kyle Krenz

# Religious Sites

## MARTIN LUTHER COLLEGE

Formed from an amalgamation of Dr. Martin Luther College and Northwestern College, Martin Luther College opened its doors to the next generation of church workers in 1995 and exists solely to train future pastors, teachers and staff ministers for the public ministry in the Wisconsin Evangelical Lutheran Synod (WELS).

The 50-acre campus is located on a beautiful wooded hill overlooking New Ulm. The campus includes four residence halls, an academic center, a library and media center, computer labs, a student union with cafeteria, gym and fitness center, a chapel/auditorium, two music halls with practice rooms and sports facilities.

The MLC cafeteria is open to the public as is Chapel of the Christ's services and concerts. The MLC Betty Kohn Fieldhouse has rental options available.

1995 Luther Ct. // 507-354-8221  
mlc-wels.edu

## CATHEDRAL OF THE HOLY TRINITY

A German baroque influence can be seen in the 1903 church's interior design, done in heavy dark colors and gold leaf. The walls of the Cathedral contain numerous paintings of saints and religious scenes. The sanctuary includes a painting of the Trinity and the 12 apostles. Artist Alexander Schwendinger was commissioned by the church and was assisted by Christ Heller and Anton Gag.

In 1940 a number of remodeling projects were undertaken, including two new entrances, a terrazzo floor, repainting of the interior along with restoration of the original paintings. The interior of the Cathedral was again renovated in 1987. A new north entrance with an elevator and handicapped restrooms was constructed. The lower level of the church was renovated as a community hall and named Leifeld Hall in honor of Monsignor Antony Leifeld, former pastor of Holy Trinity Cathedral.

605 N. State St. // 507-354-4158  
holycrossafc.org // Open 7 a.m.-5 p.m. daily

## WAY OF THE CROSS

New Ulm's Way of the Cross was completed in 1904 and renovated in 2004. Its 14 stations retell the story of Christ's trial, crucifixion and death portrayed with lifelike statuary created at the Bavarian Academy of Art in Munich, Germany. It provides a quiet, reflective walk up a gentle incline ending with the chapel dedicated to the Mother of Sorrows. Entrusted to the Diocese of New Ulm, the Way of the Cross is tucked into the woods behind New Ulm Medical Center. Nearby is a memorial park honoring Father Alexander Berghold, an instrumental priest in the 1800s who initiated the project along with Sister Flavia of the Poor Handmaids of Jesus Christ. The park contains a full-size statue of him, benches, flowers and panels that describe his works. The 700-foot path, which is a place of prayer, meditation and tranquility, brings visitors of all faiths from around the world and has been featured on national television.

1500 5th N. St // Open daily April to October (chapel open) and in winter months (chapel closed)



Johnson Park



Bike Trails

# New Ulm

## THE CITY OF PARKS

"Putting Smiles on Faces!" is New Ulm Park and Recreation's slogan. This is made possible by providing opportunities for residents and visitors alike to enjoy all our community has to offer for fun, exercise, sports and relaxation. Smiles can be seen any time while frequenting one of our 43 parks or three indoor recreational facilities throughout the community—on those playing in our inclusive playgrounds, picnicking at Hermann Heights, listening to music at the amphitheater in German Park, at the splash pad at North Park or taking in a game at our historic Johnson Ballpark. Our vast and diverse system is one of the best in the state!

We like to say that no one is more than a few blocks away from one of our parks!

The City of Parks includes large nature areas on the Minnesota and Cottonwood Rivers, small neighborhood parks, historical sites downtown and, of course, the famous Hermann Monument overlooking the river valley. Our athletic complexes host leagues and tournaments, and our miles of trails offer fun and fitness for individuals and families.

Unique features in our system include two disc golf courses at Nehls and South Park, Skeet/Trap Range, Archery Park, BMX Park, Skate Park, Dog Park,

Hermann Monument, German Park Amphitheater, Flower Garden and picnic pavilion, screened and enclosed shelters, Glockenspiel at Schonlau Park, MN River Environmental Learning Center, Pollinator Park and 6.3 miles of paved trails throughout the community!

There is something for everyone, whether you are a lifelong resident of New Ulm or simply coming to visit. Read on for more highlights of all there is to see and do throughout our community's parks and recreation system. Learn more about New Ulm Park and Recreation and for a parks location map by visiting [newulmmn.gov/157/Park-Recreation](http://newulmmn.gov/157/Park-Recreation) or follow on Facebook at New Ulm Park and Recreation.

Situated on the Cottonwood River on the south end of New Ulm, Discover offers a variety of recreational activities. Discover hiking trails, a sand bottom swimming pool, canoeing and cross-country skiing (rental available on site). The park is diverse, offering views of wooded river bottoms, oxbow lakes, and enjoy the flat trails on the bottom of the valley or more challenging trails. The park also features historic buildings crafted by Works Progress Administration (WPA), including the lady's slippers and the floodplain forest. The park has also

1300 Summit Ave. // 507-233-1260





Pollinator Garden

# NO ONE IS MORE THAN A FEW BLOCKS AWAY FROM A *City Park*

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

Visit [newulmmn.gov](http://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**.

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 evenings weekly 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](http://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.).

For a fun and educational experience, visit the **Pollinator Park** (on bike loop at 2250 N. Broadway), where you'll find dozens of native plants that bloom throughout spring and fall. The park provides habitats and food for butterflies, hummingbirds and bees. Trail ID markers and information plaques help you learn along the way.

New Ulm, this 1,000-acre park is a hidden gem of natural beauty. Hiking, and birdwatching along the river. Visit in winter for snow-camping, or spend the night in a cozy winter camper cabin. The terrain includes marshes, and open grasslands. Hikers and cross-country skiers can enjoy challenging routes on the oak-shaded bluffs. Visit historic stone archery ranges. Vegetative features include goat prairies, small white bluffs. No recorded up to 158 different species of birds.

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Kyle Krenz

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Don Borstad



# Parks & Rec

## 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

## THE PINBALL PLACE

The Pinball Place has 48 machines on the floor to play, and space for new and used machines for sale. They 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

## 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

## 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

## 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

## RIVER VALLEY DUTCHMEN SNOWMOBILE CLUB

The River Valley Dutchmen Snowmobile Club takes care of the grooming and upkeep of the 200 miles of snowmobile trails in Brown County. They work with the Minnesota DNR to provide safe, well-maintained, enjoyable trails for snowmobilers. Of the 20,000 miles of trails in Minnesota, roughly 2,000 miles are maintained by the DNR and the remaining 18,000 are maintained by volunteers. To volunteer, become a member, or learn more, visit [rvdsc.org](http://rvdsc.org).



**HERMANN EXPRESS**

# Check Out New Ulm's Newest Transportation Option

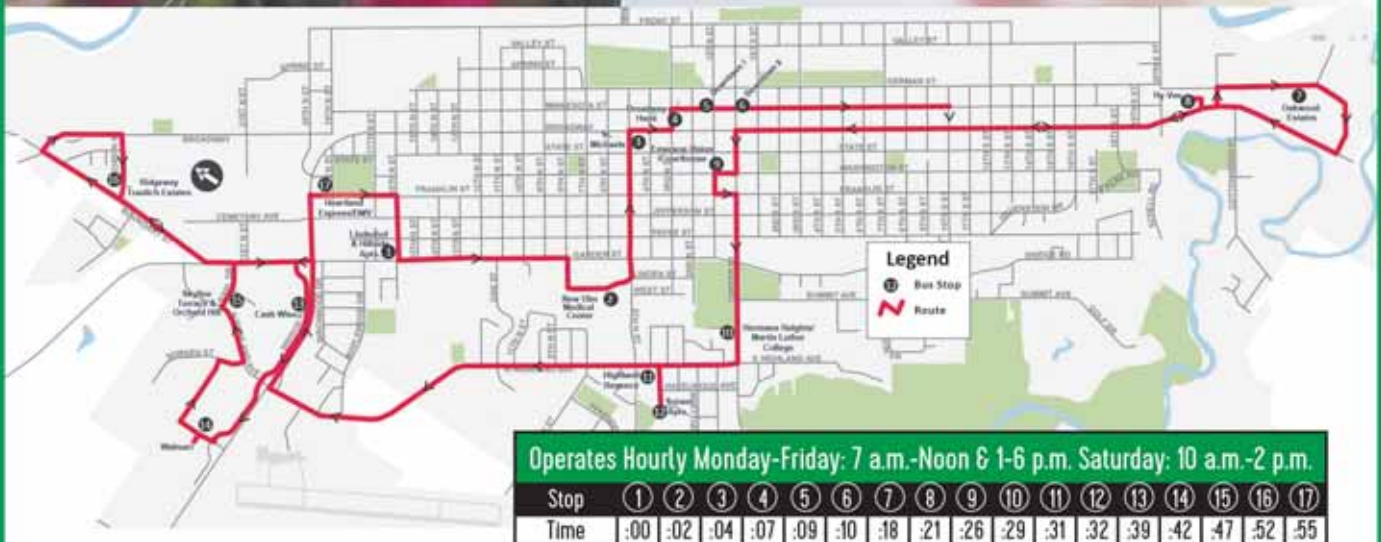
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NewUlmMN.gov



**HERMANN EXPRESS**



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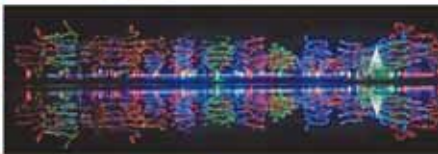
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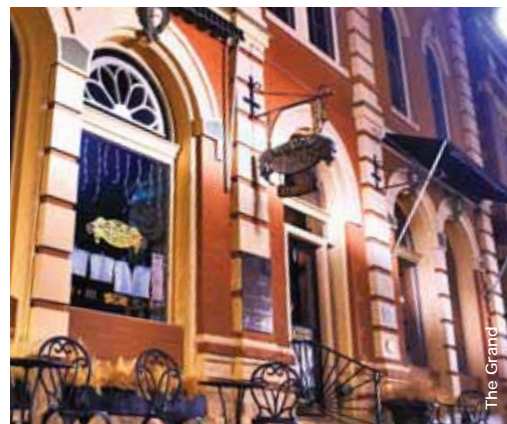
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Event Center Manager MaryAnn Hauser • [event@sleepyeye-mn.com](mailto:event@sleepyeye-mn.com)





# Arts & Entertainment

## ALLEY ART

Take a walk downtown and peek into the alleys as you go north to discover brick sculptures depicting New ULM life in the 1850s. Picnic tables and benches throughout downtown have historical tidbits and information, and the fire hydrants have all been painted by local artists. Spend some time exploring the historic and vibrant downtown!

Minnesota Street

## GERMAN PARK AMPHITHEATER

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, 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. Free *Music in the Park* weekly performances run throughout the summer.

200 N. German St. // 507-359-8344 // [newulmmn.gov](http://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](http://thegrandnewulm.com)

## 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](http://theLyric3.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](http://mlc-wels.edu/forum)

### NEW ULM MUNICIPAL BAND

The New Ulm Municipal Band, established in 1945, is open to anyone, age 12 and up, who plays a musical instrument. Concerts are weekly during the summer months of June and July in German Park. Other concerts are given for Memorial Day services, Oak Hills Living Center, Bavarian Blast, and Hermannfest.

[sites.google.com/view/newulmmunicipalband/home](https://sites.google.com/view/newulmmunicipalband/home)

### NEW ULM MURAL

Artist Chuck Bennis' whimsical illustrations of iconic New Ulm landmarks and symbols decorate the outside of the Nuvera building downtown. The project was inspired by the New Ulm Downtown Action Team, and was funded by the EDA, Convention & Visitors Bureau, the New Ulm Area Foundation, and the Heart of New Ulm.

1st N. St. // Nuvera Building



Facebook // Promusica Minnesota



Lisa Schmitz // German Park Amphitheater



Facebook // State Street Theater

### NEW ULM PUBLIC LIBRARY WANDA GAG SCULPTURE

Local artist Jason Jaspersen designed the life-sized sculpture of New Ulm artist and writer Wanda Gag. The sculpture, which sits in front of the New Ulm Public Library, depicts Gag with a sketchbook, looking at a cat. Gag is well-known for her book, *Millions of Cats*, among many others.

17 N. Broadway // New Ulm Public Library

### 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](http://promusicamn.com)

### 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](http://statestreetnewulm.org)

### TURNER HALL MURALS

Century old murals grace the walls in the Rathskeller—the oldest bar in Minnesota, located in the basement of Turner Hall. A must for history buffs, the now restored murals illustrate various European scenes and were painted by Guido Scheller, and eventually finished by local artists Christian Heller, Anton Gag, and Carl Pfaender.

102 S. State St. // Turner Hall // 507-354-4916

### WELLNESS COLLECTIVE MEMORIAL

Artist Michael Cimino created a special mural memorializing the late Eden "Bliss" Kalk on the north-facing wall the Wellness Collective. Kalk worked there as a massage therapist until her death in 2019. The color and design of the mural incorporates Eastern healing designs but also reflects the New Ulm spirit including lotus flowers, flanked by peacocks and hidden morel mushrooms.

15 S. Minnesota St. // Wellness Collective Building





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Operated by the Brown County Historical Society • 507-233-2616  
[www.browncountyhistorymn.org](http://www.browncountyhistorymn.org)  
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### 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



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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](http://golfnewulm.com)





# *Spikin' in the Street*

The first wildly popular sand volleyball event in downtown New Ulm started out as the brainchild of a couple local people looking to bring some fresh ideas for local activities, and quickly came to fruition through the efforts of the New Ulm Business and Retail Association and the Chamber of Commerce. Through strong business and community support this fun, new, family-friendly event attracted crowds of enthusiastic spectators as well as participants.

Six hundred tons of sand was hauled into a block in downtown and volleyball nets were installed. A sand area for kids to play was also included.

The event was free and open to all ages to enjoy live music and volleyball from 7 a.m. to 11 p.m. Restaurants got in on the action as well with food and drinks specials.

Spikin' in the Street is planned to be an annual event with expanded play areas for both adults and children. Mark your calendars for the first weekend in August, and learn more at [newulm.com](http://newulm.com).

The funds raised for this event go to the promotion of New Ulm and the efforts of the New Ulm Business and Retail Association.

# 2024

## Mark Your Calendars

WE CAN PROMISE YOU WON'T WANT TO MISS THESE FUN EVENTS!

### January

- 19 NUBRA Puzzle Fundraiser
- 20 Baggin' in the Street

### February

- 15 NUBRA Murder Mystery Dinner
- 29 10th Annual Women's Networking Event Mingle with a Purpose

### March



- 2 Schell's Bock Fest
- 8-9 Farm Show
- 9-10 43rd Annual New Ulm Trade Fair and Living History Event
- 17 Saint Patrick's Day Parade
- 22-23 Home, Health & Recreation Show

### April

- 5-6 New Ulm Quilt Show

### June

- 30 Autofest

### July



- 18-21 Bavarian Blast
- 26-27 Crazy Days

### August

- 2-3 Spikin' in the Street
- 7-11 Brown County Free Fair

### September



- 7 HermannFest
- 13 50th Celebration of Farm-City Hub Club

### October



- 4-5 OktoberFest
- 11-12 OktoberFest
- 26 Halloween Hop

### November



- 7-10 40th Annual GnomeMade Market
- 8-10 Shopping Opener
- 9 Women's Expo & Craft Fair
- 29 Parade of Lights
- 30 Small Business Saturday

### December

- 12 #ShopNewUlm at Night





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# New Ulm Ambassadors

## CONCORD SINGERS

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

[concordsingersonline.com](http://concordsingersonline.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!

## 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.

## 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](http://narrenofnewulm.com)

## NEW ULM ROYALTY

Join the New Ulm Royalty, which includes Miss New Ulm Lana Braun, 1st Princess Evelyn Schaefer and 2nd Princess Malorie Anderson 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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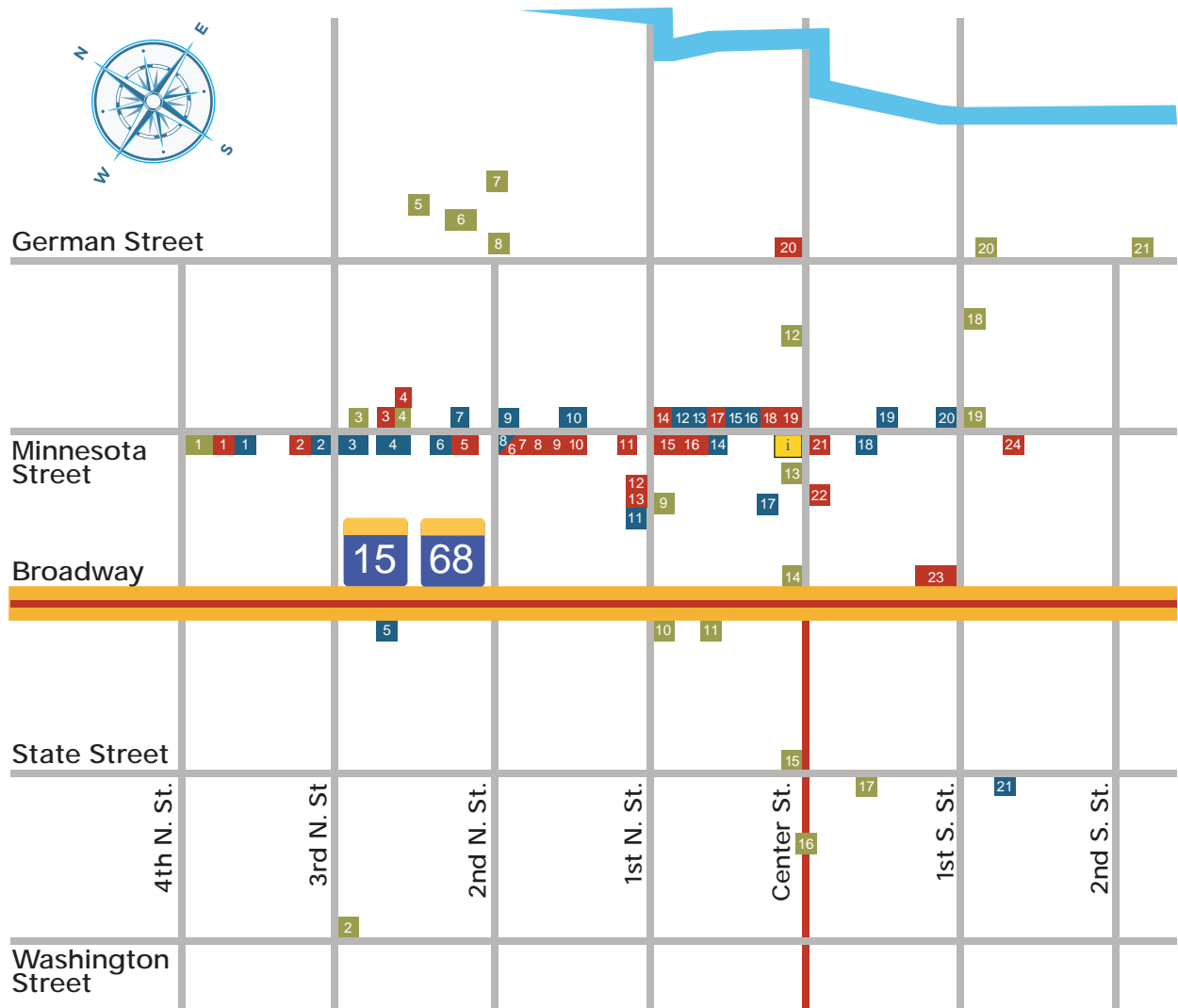
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# Downtown New Ulm

## SHOPS, DINING & ATTRACTIONS



Visitor Center/Chamber of Commerce

### ATTRACTIONS

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

### DINING/BARS

1. Domino's Pizza
2. George's Fine Steaks & Spirits
3. Snowdrop Winery
4. Kaiserhoff German Restaurant
5. Jimmy John's
6. 209 Pub & Grill
7. Crush 80/20
8. The Coffee Keller
9. Rush | Rooftop Restaurant
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. Lykke Books
6. The Christmas Haus
7. Corner Home Medical
8. Bookshelves & Coffee Cups
9. Inspired
10. Patterson's Diamond Center
11. Bailey Creek Boutique
12. New Ulm Community Market
13. Minne Cabana
14. Antiques Plus
15. Nuvera
16. Gypsy Girl & Lil' Gypsies Consignment Boutique
17. Gallery 512 Boutique
18. Rustic
19. Bel Soie Bridal
20. Vintage & Vinyl
21. Thimble Box Quilt Shop
22. Kemske at River Bend Business Products Co.
23. A to Zinnia Floral & Gifts
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www.puhlmannlumber.com



# Bailey Creek

BOUTIQUE  
where comfort meets class





*casual to classy clothing & accessories  
for women of every age & size*

In Beautiful Downtown New Ulm

103 N Minnesota St

507-354-9998

www.baileycreekboutique.com

## GALLERY 512 BOUTIQUE



a curated collection of timeless & current clothing and lifestyle essentials for your closet + home

20 N Minnesota Street, New Ulm, MN  
www.gallery512boutique.com



State Street Theater Co,  
a national historic site,  
performance and event venue,  
and regional theater.

State Street Theater hosts an array of professional acts; is a rental venue; and is also a community theater. All of which entertain, delight, and bring us together.



State Street Theater Co.  
1 N State St, PO Box 493  
New Ulm, MN 56073  
507-359-9990  
statestreetnewulm.org





Instagram // Gallery 512 Boutique



Instagram // MinneCabana



Instagram // A to Zinnia Floral & Gifts

# Shop New Ulm

With New Ulm's unique specialty shops, 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, Crazy Days, 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!

## WHAT'S IN STORE FOR YOU?

We have too many awesome retailers and specialty shops to feature them all in this guide. Please turn to pages 71-79 or visit [newulm.com](http://newulm.com) to access the business directory. We're featuring a few of the new and notables in the next few pages. New Ulm's retail shopping choices have experienced a revival throughout the community with a variety of new offerings owned by local entrepreneurs or run by those who are eager to welcome you.



### CHRISTMAS HAUS

Experience Europe close to home! A unique variety of gifts, décor and more await you at the Christmas Haus (previously The Guten Tag Haus). Discover nostalgic German treasures such as nutcrackers, glass ornaments, steins and hats as well as Scandinavian specialty imports from felt floral and rugs to food and books.

127 N. Minnesota St. // 507-233-4287  
[thechristmashaushnewulm.com](http://thechristmashaushnewulm.com)



### THE COFFEE KELLER

Located below Christmas Haus, this new coffee shop will feature locally made White Boxer Coffee as well as healthy, grab and go lunch options. Its fun and cozy location in a former barber shop adds to the ambiance.

Basement of 127 N. Minnesota St.  
Facebook/The Coffee Keller

### RUSTIC

Specializing in live edge wood products including table, chairs and benches as well as home décor. Each one-of-a-kind item has unfinished edges that maintain a natural, free-form look. The renovated shop space downtown features the original exposed brick reflective of its history.

4 N. Minnesota St. // 907-240-0010  
Facebook/Rustic New Ulm

### GYPSY GIRL CONSIGNMENT BOUTIQUE

Gypsy Girl sells gently-used consigned clothing for men and women, along with home decor and items created by local artisans. No two items are the same at this first-of-its-kind shop in the heart of downtown.

21 N. Minnesota St. // 507-276-6251  
gypsygirlconsignmentboutique.com

### LYKKE BOOKS

Lykke Books is an independent bookstore located in downtown New Ulm focused on creating a community focal point and gathering space that highlights local authors, poets, artists, and artisans. The space features a community center, a grab-and-go cafe, community gathering spaces including a rentable multi-purpose gym, and an indoor artisan market. Lykke Books donates a portion of its net profits to its sister non-profit organization, Lykke Communities, to fund programming for area youth.

203 N. Minnesota St. // 507-276-8724  
lykkecommunities.com



Rustic // Madsen Ink



Instagram // gypsygirlconsignmentboutique



Instagram // dimingdjuster



Instagram // inspirednewulm



## Noteable:

### NEW ULM'S OWN

Moved to a new expanded location. Fair trade store featuring coffee, chocolates, handcrafted items from around the world and artwork created by local artisans.

212 N. Minnesota St. // 507-354-3458 // [newulmsown.yolasite.com](http://newulmsown.yolasite.com)

### SWEET HAVEN TONICS

This cocktail and mocktail lounge, which opened in 2022, also offers craft cocktail concentrate, gift baskets, glassware, and décor for purchase. Enjoy their outdoor parklet in the summer months!

116 N. Minnesota St. // 507-354-5525 // [sweethaventonics.com](http://sweethaventonics.com)

### INSPIRED

Inspired's freshly renovated storefront, with its newly exposed display window is a familiar destination for gifts, home décor, and clothing lending a bright vibe to the downtown retail scene.

119 N. Minnesota St. // 507-233-4350 // [inspirednewulm.com](http://inspirednewulm.com)

### WHITE BOXER COFFEE

This new coffee company prides itself on providing high-quality, fresh, locally roasted products. Family-owned and operated, they distribute blends via a variety of retail locations.

[whiteboxercoffeecompany.com](http://whiteboxercoffeecompany.com)

### VINTAGE & VINYL

This up and coming shop is an oasis for music lovers, featuring vintage to modern music on tape, CDs and vinyl, across all genres from rock to country to jazz. Toys and music-themed art also available.

326 Center St. // 507-240-0150

## Nifty Thrifty!

You never know what you might discover at New Ulm's eclectic variety of thrift shops! One can easily make a day of it shopping the three large stores where you'll find bargains, surprises, vintage items and practically anything you can imagine.

### TREASURE HAUS

Treasure Haus resale shop bursts with bargains on good-to-excellent quality clothes, housewares, art, furniture, record albums, and one-of-a-kind items. You'll dig the treasures that await. Proceeds go towards Minnesota Valley Lutheran High School education.

1700 S. Broadway // 507-354-6108  
[treasurehaus.org](http://treasurehaus.org)

### MRCI BARGAINS

MRCI is a non-profit thrift store whose proceeds help provide vocational programming for people in the New Ulm area with disabilities. Run by volunteers, shoppers will find an abundance of men and women's clothing, books, art, housewares, holiday cards and decor, and jewelry.

1702 Westridge Rd., Ste. 38  
507-354-3289

### MVAC THRIFT & MORE

Minnesota Valley Action Council, Inc. (MVAC) is a non-profit community action agency, providing resources and opportunities that empower people in low-wage work. This expansive thrift shop offers aisles of clothing, shoes, home décor, furniture, art, jewelry, holiday items, and a special vintage and collectible section.


1607 S. Broadway St.  
507-359-8009 // [mvac.org](http://mvac.org)



## DENTAL HEALTH CLINIC



**Steven Taylor DDS**  
*A team you can rely on for all your dental needs!*  
 New Patients always warmly welcomed.  
 20 SOUTH MINNESOTA STREET  
 DOWNTOWN NEW ULM  
 507.359.2047  
 Open Monday-Thursday 8:15 am - 5pm • Friday by Appointment  
[www.nudentalhealth.com](http://www.nudentalhealth.com)



## WE BUILD MORE THAN MUSCLE HERE THAT'S REAL AF

**ANYTIME FITNESS**

## MRCI BARGAIN\$

Super Center Mall - Hwy 14 W. Next to Walmart



- Clothing
- Books
- Household Misc
- Antiques
- Furniture
- Toys

*All Profits Support Vocational Training for people with disabilities in New Ulm*

## APARTMENT HOMES OF DISTINCTION

Downtown New Ulm



**CITY CENTER APARTMENTS**  
**MARKET RATE AGE RESTRICTED**  
 115 S. Minnesota Street • PO BOX 371, New Ulm, MN 56073  
 CALL BONNIE AT 507-354-8300 • [www.citycenterapartmentsmn.com](http://www.citycenterapartmentsmn.com)  
*Like us on Facebook at City Center Apartments*

## TREASURE HAUS

RESALE SHOP

*A Unique, Friendly Resale Shop filled with many one of a kind Treasures waiting just for you!*

- Antiques & Collectibles
- Books, Toys, & Games
- Clothing & Shoes
- Furniture
- Electronics
- Household & Misc.
- Fabric & Crafts
- Jewelry

All profits support MVL High School and 13 other ministries  
 Hours: Monday-Saturday 11am-3pm



## Classic & Vintage Rock Classic & Vintage Toys

We Buy & Sell

# Vintage & Vinyl

**326 Center St • New Ulm**  
**Wed - Sun 10am - 5pm**  
**Vintage Music 507-240-0150**  
**Vintage Toys 507-217-7149**



# Patchworks of Art

Quilting is big in New Ulm! This quilter's destination attracts thousands of avid artists, collectors and fans to the community, offering you two unique quilt shops, an area quilt guild and more.

## PRAIRIE PIECEMAKERS QUILT GUILD/NEW ULM QUILT SHOW

The Prairie Piecemakers Quilt Guild is an organization of quilt lovers, novices and experts who will share their love of quilting at the New Ulm Quilt Show April 5-6, 2024. This every-other-year show includes 400+ quilts, demonstrating various techniques and styles as well as special displays and challenges.

Visit [newulmquiltshow.com](http://newulmquiltshow.com) for information about membership and more.

## QUILT MINNESOTA SHOP HOP

Sixty shops throughout Minnesota participate in this highly anticipated, three-week event which takes place July 26-August 17, 2024. Over \$75,000 in prizes, region gifts and merchandise are given, as well as the grand prize of an Alaskan Cruise for two and two \$100 Shop Hop gift certificates. Pick up a shop hop flyer at a participating shop in mid May. For your traveling convenience Minnesota has been divided into nine regions.

Visit [quiltminnesota.com](http://quiltminnesota.com) for details.





## SEWING SEEDS QUILT CO.

507-354-8801  
1417 South State, New Ulm  
[www.SewingSeedsQuiltCo.com](http://www.SewingSeedsQuiltCo.com)

-----  
A Quilter's Destination!  
• 5,800 Square Feet of Creativity  
• Large Selection of Wool and Reproduction Fabrics  
• Hundreds of Beautiful Samples  
• Classes, Clubs and Longarm Quilting Service  
• Online Shopping  
-----




# The Thimble Box

2 South Minnesota  
New Ulm • 354-6721  
Hours: M-F 10am-5pm • Sat 10am-4pm

- Quilting Fabric
- Notions
- Panels
- Original Patterns

Fun!







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**MEAT MARKET**

From our *Wonderful Aroma*


to our *Unforgettable Flavor*

**YOUR PERFECT EXPERIENCE**

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

**JUST 15 MINUTES FROM NEW ULM!**


**319 Pine Street | Nicollet | 507.232.3438**  
Hours: Monday - Friday 7:30am-5:30pm • Saturday 7:30am-4:30pm  
[www.schmidtsmeatmarket.com](http://www.schmidtsmeatmarket.com)



**Your hometown  
source for quality  
dentistry**

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127 N Broadway  
New Ulm, MN 56073  
[newulmdental.com](http://newulmdental.com)

"I always enjoy going to New Ulm Dental Clinic because they are very thorough on my dental visit... They have the best and friendliness staff that treat you like family. Thank you New Ulm Dental!" - Nick W.



**Trevor T. Gibbs DDS**      **David H. Kirkhoff DDS**      **Larry P. Parker DMD**



**The Franklin**  
Downtown  
Events • Stays • Weddings

The Franklin Downtown features elegance as a special occasion venue, suited for any gathering. With seating for up to four hundred, this is the perfect space for weddings, reunions, corporate and not-for-profit events, and community gatherings, this modern-meets-classic space comes complete with the ultimate in service, and close proximity to lodging, dining and all of the charm that beautiful New Ulm, MN has to offer.

[www.thefranklindowntown.com](http://www.thefranklindowntown.com)      [info@thefranklindowntown.com](mailto:info@thefranklindowntown.com)      507-276-6547

Bring the kids and let them splash in the hotel pool or leave them at home and get cozy at a B&B or one of our vacation rentals. Snag 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  
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.

### 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  
harmoniinn.com

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

### Microtel Inn & Suites by Wyndham

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

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

## \*Chamber Members

## VACATION RENTALS

### Holiday Haus

16 N. State St. // 507-276-6034  
vrbo.com/2471764

A beautiful, historic craftsman style home for you to enjoy. Unique amenities, large living, dining and outdoor spaces perfect for you to host your friends and family.

### Lilly Estates

13 miles south of New Ulm  
lillyestates.com // 507-276-6905

A modern, newly renovated log home located on Lake Hanska.

### Old Hauenstein Brewery

1602 Hauenstein Dr. // 775-722-6494

Stay in a real brewery, built in 1891, where they brewed beer until 1969. Rent the lower-level unit with two romantic rooms, a parlor, coffee bar, bathroom and garden with fireplace.

### R&R German Suite

1616 S. German St. // 651-301-1608

Luxury 1400-square foot apartment, with appliances, including washer and dryer, instant internet and cable TV. Perfect for working people coming to New Ulm needing a comfortable place to stay. Flexible with the number of guests.

## Suite Jean Rentals - Sleepy Eye

231 West Main St.  
Sleepy Eye, MN // 507-647-3800

Unique historic building in downtown Sleepy Eye. Great for families and groups! Room for up to 15 people. Four bedroom, two bath and a full kitchen. View of downtown.

## BED & BREAKFAST

### Bingham Hall Bed & Breakfast

500 S. German St. // 507-276-5070  
bingham-hall.com

## CAMPING

### Flandrau State Park

1300 Summit Ave. // 507-233-1260  
866-85-PARKS (for reservations)  
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 // 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 Ln. (1 mile N. of New Ulm on Hwy. 15) // 507-354-3094



- 63 Guest Rooms
- Singles, Doubles and Suites Available
- Newly Renovated Rooms, Indoor Pool and Spa
- All Flat Screen TVs With Expanded Cable & HBO
- Free Continental Breakfast
- Free Wireless Internet
- 40 Person Meeting Room
- Elevator
- Pets Accepted in designated Rooms with permission
- Applebee's Across the Parking Lot
- All Rooms have Refrigerators & Microwaves
- Accessible Rooms
- Construction Rates
- Sports Teams Welcome



424 20th South Street • New Ulm, MN  
**507-354-9800**  
www.microtelinn.com



- Complimentary Hot Breakfast
- Free High Speed Internet Access
- Indoor Pool and Hot Tub
- Group and Business Rates Available
- Direct Access to the Sleepy Eye Event Center



1100 Main Street East  
Sleepy Eye, MN 56085  
**507-794-9494**

sleepyeye.mn@americinn.com

## Come & See Our Large Selection of Campers



- Travel Trailers
- Tent Trailers
- 5th Wheel
- Park Trailers
- Fish Houses

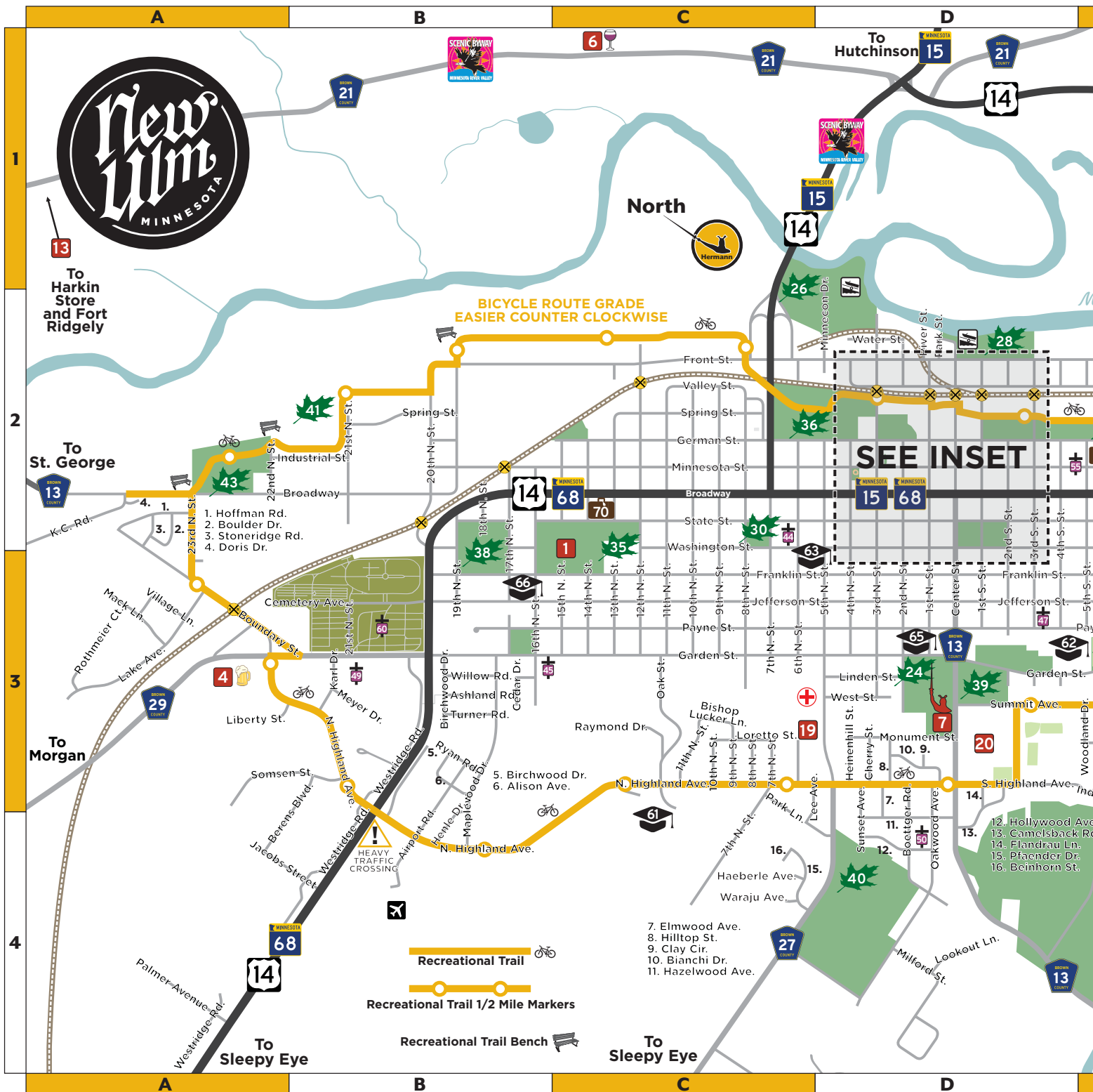
We also carry  
camping supplies  
Unit set up inside  
& outside

Dump  
Station

## Joe's Campers Sales

2417 South Broadway • New Ulm • 354-8106  
www.joescamper.com



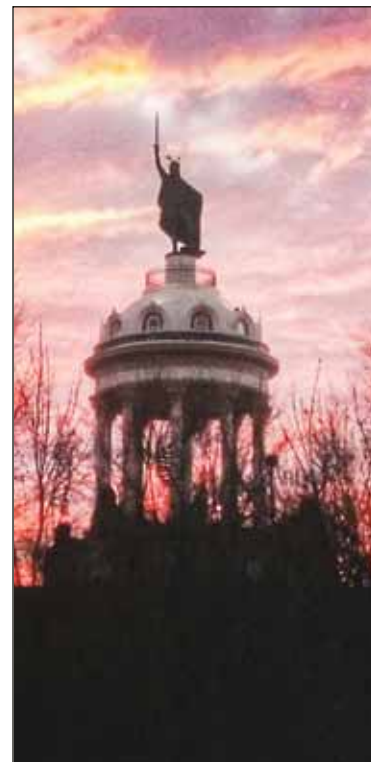




- 1. George, B2
- 2. Community Garden, F2
- 3. For Park, A2
- 4. al of the Holy Trinity Church, C2
- 5. the King Lutheran Church, B3
- 6. Lutheran Church CLC, D2
- 7. Baptist Church, D3
- 8. United Methodist Church, D2
- 9. m Hall of Jehovah's Witnesses, B3
- 10. od United Methodist Church, D4
- 11. rior's Lutheran Church, E2

- 12. Redeemer Lutheran Church LCMS, E2
- 13. River Valley Church, D2
- 14. St. John's Lutheran Church Wisc Synod, E2
- 15. St. Mary's Catholic Church, D2
- 16. St. Paul's Lutheran Church WELS, D2
- 17. St. Peter's Episcopal Church, D2
- 18. Victory in Jesus Fellowship, D2
- 19. United Church of Christ, D2
- 20. Cemetery, B3
- 21. New Ulm High School, C4
- 22. New Ulm Middle School/Jefferson, D3

- 23. New Ulm Cathedral, C3
- 24. MVL High School, G1
- 25. St. Paul's Lutheran, D3
- 26. Washington Learning Center, B3
- 27. Best Western Plus, F2
- 28. Microtel, F2
- 29. Econolodge, F2
- 30. Colonial Inn, C2
- 31. Affordable New Ulm Motel, E2
- 32. Bingham Hall B&B, E2



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ULM**  
named one  
of the  
"10 Most  
Affordable  
Small Towns  
Where You'd  
Actually Like  
to Live!"

realtor.com  
2023 Edition







Instagram // tangledupinfood at Lola An American Bistro



Instagram // Lola An American Bistro

# Dine Out

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.

## 209 PUB & GRILL

209 N. Minnesota // 507-354-2091  
209pubandgrill.com

*New location from the good folks at Lamplighter.*

## AMERICAN LEGION

13 S. Minnesota St. // 507-354-4016  
nuamericanlegion.com

*Evening and weekend meals. Check the website.*

## APPLEBEE'S

410 20th South St. // 507-359-2775

## THE BACKEREI & COFFEE SHOP

27 S. Minnesota St. // 507-354-6011

*Coffee, fresh donuts in a full-service bakery.*

## THE COFFEE KELLER

127 N. Minnesota St. // Facebook/The Coffee Keller





### BECKY BAKES

213 S. Minnesota St. // 507-217-3947  
beckybakesmn.com

*Delicious, sweet treats for any occasion.*

### CARIBOU COFFEE

707 N. Minnesota St. // 507-610-0373

### CASH WISE DELI

1220 Westridge Rd. // 507-354-2717

*Daily specials and catering service.*

### CONCORDIA LANES/KEGEL KLUB

416 19th North St. // 507-354-2923  
concordialanes.com

*Great drinks, pizza and burgers.*

### ♥ COTTONWOOD GRILL/NEW ULM COUNTRY CLUB

1 Golf Dr. // 507-354-8896  
golfnewulm.com/cottonwood-grill

*A casual dining experience. Open all winter.  
Twelve tables for outdoor dining.*

### CRUSH 80/20

202 N. Minnesota St. // 507-240-3600

*Promotes a variety of health solutions, including shakes,  
teas, aloe shots, and snacks, as well as wellness  
workshops and fit clubs.*

### DAIRY QUEEN

1501 N. Broadway St. // 507-359-9229

### DAVE'S PLACE OF LAFAYETTE

700 Main Ave // Lafayette, MN // 507-228-8910

*Pizza, beer, bingo and more! Classic Car & Bike Nights  
Wednesdays in summer.*

### DOMINO'S PIZZA

315 N. Minnesota St. // 507-359-7711

### ♥ GEORGE'S FINE STEAKS & SPIRITS

301 N. Minnesota St. // 507-354-7440  
georgessteaks.biz

*Fine dinners and spirits in a welcoming environment.*

### GRAND KABARET

210 N. Minnesota St. // 507-359-7711  
thegrandnewulm.com/cabaret

*Charcuterie Board, snacks.*

### GREEN MILL RESTAURANT & BAR

2101 S. Broadway St. // 507-359-5300 // greenmill.com

*Outdoor dining with 13-15 tables.*





## DINING RESTAURANTS

### 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

### HARDEE'S

1710 Westridge Rd.  
507-354-0224

### 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

*Specializing in "home cooking."*

### KAISERHOFF GERMAN RESTAURANT

221 N. Minnesota St.  
507-359-2071 // kaiserhoff.org

*New Ulm's oldest restaurant; German/American cuisine with casual dining and a kid's menu.*

### LAKES ON IST

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

### LOLA - AN AMERICAN BISTRO

16 N. Minnesota St.  
507-359-2500  
lolaamericanbistro.com

*Espresso drinks and treats; breakfast and lunch.*

### MAIN JIANG-HOUSE

1702 Westridge Rd.  
507-354-1218 // 507-354-1228  
mainjianghouse.com

### MCDONALD'S

1705 S. Broadway St.  
507-359-9529

### MN EIS

10 N. Minnesota St.  
mneisnewulm.com

*Ice cream, candy, homemade treats.*

### MORGAN CREEK VINEYARDS

23707 478th Ave.  
507-947-3547  
morgancreekvineyards.com

*Wood-fired cuisine, wine cafe, brunch. Outdoor seating for 100 under the portico. Indoor setting for 25-70. Outdoor, no-shelter seating for 300. Private group events.*

### ORALE MEXICAN RESTAURANT

1627 S. Broadway St.  
507-354-3434

### PAPA MURPHY'S PIZZA

1612 S. Broadway St.  
507-359-3939  
papamurphys.com

### PERKINS RESTAURANT & BAKERY

1727 S. Broadway St.  
507-354-6688  
stores.perkinsrestaurants.com

### PIONEER COLLEGE CATERERS AT MARTIN LUTHER COLLEGE

1995 Luther Ct. // 507-354-2001  
mlc-wels.edu/cafeteria

### PIZZA RANCH

1927 S. Broadway St.  
507-354-7772  
pizzaranch.com

### PLAZA GARIBALDI MEXICAN RESTAURANT

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

*Full-service Mexican restaurant. Patio available.*

### RUSH

126 N. Minnesota St.

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

### SEARLES BAR AND GRILL

Downtown Searles  
507-359-7699

*Full-service restaurant four miles south of New Ulm.*



- **Homemade German Food**
- Seafood • Steaks • Burgers
- Salads • Desserts
- Full Bar
- Casual Family Dining
- Groups & Sports Teams Welcome

Take-Out Orders Available

**Veigel's Kaiserhoff**

Downtown New Ulm • 507-359-2071

Est. 1938



**Ribs | Fish | Steaks | Chicken**  
**Prime Rib | Pasta & More!**

*George's*  
FINE STEAKS & SPIRITS

301 North Minnesota St. | New Ulm  
www.georgessteaks.biz

For reservations call 507-354-7440  
Monday - Saturday 4:00-9:00pm

### SIPPET COFFEE & BAGELS

701 N. German St. // 507-276-4868  
sippetcoffee.com

*Drive through for coffee and bagels – freshly brewed and baked!*

### SWEET HAVEN TONICS

116 N. Minnesota St. // 507-354-5525  
sweethaventonics.com

*Charcuterie board, simple snack mix.*

### SUBWAY

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

### TACO JOHN'S

1301 S. Broadway St. // 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

THE HEART OF NEW ULM MAKES IT EASY TO BE ACTIVE!

Since 2009, the Heart of New Ulm (HONU) has been helping people in New Ulm improve their health. We've worked hard to create a supportive environment where it's easier for people to make healthy lifestyle choices. Stroll around our vibrant downtown or walk and roll on our miles of paved trails. Hop on your bicycle and you'll find safe on-street bicycling routes, three bicycle repair stations, convenient bike racks and more. New Ulm has even been designated as a Bicycle Friendly Community at the Bronze level from the League of American Bicyclists. Head over to Harman, Washington or Lincoln Park, where you'll find some great outdoor fitness equipment. Take the little ones over to the Safety Traffic Playground outside New Ulm Middle School, where you'll find a fun mini-street painted play space where they can practice safe walking, bicycling and scooting skills away from traffic. After you've worked up a good appetite, visit some of our wonderful local restaurants and try some great-tasting, healthier-for-you dishes. For more information on the Heart of New Ulm and our many initiatives, visit [heartofnewulm.com](http://heartofnewulm.com).

### Meet me at the Dairy Queen



SHOW THIS AD  
AND GET  
\$1.50  
OFF ANY  
BLIZZARD



1501 North Broadway  
New Ulm • 359-9229

## Main Jiang House China Buffet



EXCELLENT FOOD  
ALL YOU CAN EAT

1702 Westridge Rd. • Suite 32 • New Ulm  
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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 re-imagine 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 employed locally:

Approximately 750 in New Ulm.

**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, one of the oldest banks in the state, is a community-owned and operated bank, with its main office in New Ulm. We take pride in our energetic participation and support in the growth and success of the communities that we serve. Our stock is widely held by residents of this area. Community ownership requires us to be sensitive to the needs of our customers and provide our services at reasonable costs. It also allows us flexibility to meet your unique financial needs.

#### Number employed locally:

73 in New Ulm

**Citizens Bank economic impact and influence on community growth and well-being:** During the pandemic, Citizens assisted local businesses by processing over 1,100 PPP loans totaling nearly \$45,000,000. Citizens was recognized as 19th in the nation for agriculture lending. In 2023, 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. In 2023, C4C gave nearly \$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 employed locally:

175 in New Ulm

**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.



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# Services in New Ulm

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

|  |   |   |
|--|---|---|
| WHERE DO I SIGN UP FOR TELEVISION SERVICE?       | Comcast<br>800-934-6489<br>comcast.com  | Nuvera<br>27 N. Minnesota St.<br>507-354-4111 // nuvera.net   |
| WHERE DO I SIGN UP FOR PHONE SERVICE?            | Nuvera<br>27 N. Minnesota St.<br>507-345-411<br>nuvera.net<br><br>Cricket Wireless<br>1702 Westridge Rd., Ste 4<br>507-359-3927<br>cricketwireless.com  | BeMobile<br>1609 S. Broadway St. // 507-359-5287<br>bemobile.com<br><br>Comcast<br>800-934-6489 // xfinity.com<br><br>Russel Cellular Verizon Wireless<br>1702 Westridge Rd., Ste 44 // 507-359-3670<br>russellcellular.com |
| WHERE DO I SIGN UP FOR UTILITIES?                | New Ulm Public Utilities<br>310 1st N. St.<br>507-233-2110<br>newulmmn.gov  |   |
| WHERE DO I FIND CURRENT LOCAL INFORMATION?       | RADIO: KNUJ<br>860 AM, 97.3 FM & SAM-107<br>FM 317 N. Minnesota St.<br>507-359-2921 // knuj.com   | NEWSPAPER: The Journal<br>303 N. Minnesota St.<br>507-359-2911<br>nujournal.com   |
| WHERE DO I SIGN UP FOR TRASH SERVICE?            | River View Sanitation<br>P.O. Box 338 // 507-354-5355<br>riverviewsanitation.com  | Waste Management<br>800-457-0307<br>wm.com  |
| WHERE DO I SEND MY RECYCLING?                    | River View Sanitation<br>P.O. Box 338 // 507-354-5355<br>riverviewsanitation.com<br><i>Residential recycling service</i>                                | New Ulm Steel & Recycling<br>218 19th South St. // 507-354-2555<br>newulmsteel.com<br><i>Commercial/large-scale recycling</i>   |
| WHERE DO I COMPOST YARD WASTE?                   | New Ulm Compost Site<br>2100 N. Broadway St.<br>507-359-8329<br><i>Seasonal site (usually May to October)</i>   |   |
| WHERE DO I ESTABLISH MAIL SERVICE?               | United States Postal Service<br>27 S. German St.<br>507-354-2011  | <i>Hy-Vee Foods and Cash Wise Foods also have limited Post Office services.</i>   |
| WHERE DO I GET A LIBRARY CARD?                   | New Ulm Public Library<br>17 N. Broadway St.<br>507-359-8331  | <i>Library cards are free for all residents within city and county limits.</i>  |
| WHERE DO I REGISTER TO VOTE?                     | Brown County Courthouse<br>Auditor/Treasurer's office<br>14 S. State St.  |   |
| WHERE DO I UPDATE MY LICENSE/LICENSE PLATES?     | Brown County License Bureau<br>1900 N. Franklin St.   |   |
| WHERE DO I LEARN ABOUT EMPLOYMENT OPPORTUNITIES? | Career Force Center<br>1618 S. Broadway St.<br>507-354-3138<br>careerforcemn.com/newulm   | New Ulm Job Postings Site<br><a href="https://business.newulm.com/jobs/">https://business.newulm.com/jobs/</a>  |
| HOW DO I FIND DAYCARE?                           | Brown County Human Services<br>Community Services Building (CSB)<br>1117 Center Street<br>507-354-8246 // 800 450-8246<br>co.brown.mn.us/human-services |   |





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## 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, [newulmmn.gov](http://newulmmn.gov).

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:

\$25,000,000-\$27,000,000

#### CITY BOND RATING:

Moody's - Aa2

#### COMPREHENSIVE LAND USE PLAN:

Updated in 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 - 23 // 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:** \$204,421

**AVERAGE APPRAISED VALUE:**

\$219,774

**MEDIAN RENT:** \$885

**HOUSING UNITS BUILT  
SINCE LAST CENSUS:** 58

**TOTAL VALUE OF ABOVE  
HOUSING UNITS:** \$24,650,000





# NEW ULM *Rec Center*

93,000 SQUARE FEET OF FUN!

New Ulm's expanded and updated recreation center includes a state-of-the-art aquatics center, a regional gymnastics center, a new fitness center addition, numerous multipurpose rooms and fitness studios, remodeled common areas, a multi-story indoor playground, and a parking lot expansion.

The 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 aquatic center is enticing to all ages. There's a hot tub, the zero-depth entry swimming pool, flume slides, rock-climbing wall, 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.

Three locker rooms have also been added, in addition to a party room for parties, meetings, and family gatherings.

The multi-purpose high-tech meeting room can be rented for fitness classes, business meetings, and other purposes. An adjoining "toy room" provides a plethora of fitness supplies and equipment.

The field house received upgrades and courts are lined for basketball, volleyball, tennis, and pickleball, with 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.

Other events and recreational activities take place at the New Ulm Community Center (600 N German St), and New Ulm Civic Center (1212 N. Franklin).

THE RECREATION CENTER IS LOCATED AT 122 S. GARDEN ST.  
VISIT [NEWULMMN.GOV](http://NEWULMMN.GOV) FOR HOURS AND DETAILS.

# 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 credits and exemptions and high-quality, 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 with additional long-distance and cell phone 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

Learn more about New Ulm's economic development at [newulmbusiness.com](http://newulmbusiness.com).

## UTILITIES

New Ulm Public Utilities Commission (PUC) oversees electricity, natural gas, steam, water and 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  
Plant Capacity: 6.7 Million gal./day  
Average Flow: 2.5 Million gal./day  
Peak Flow: 4.5 Million gal./day  
Commercial: \$4.22/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. Area farms also raise dairy and beef cattle, hogs and turkeys. 94% are family farms.

## EMPLOYMENT BY INDUSTRY

| INDUSTRY (2019 AVERAGES)                      | BROWN COUNTY  | SOUTH CENTRAL REGION |
|---|---------------|----------------------|
| Manufacturing                                 | 2,757         | 19,005               |
| Health Care & Social Assistance               | 2,288         | 18,808               |
| Retail Trade                                  | 1,513         | 11,791               |
| Accommodations & Food Services                | 1,055         | 8,047                |
| Transportation & Warehousing                  | 965           | 4,564                |
| Educational Services                          | 827           | 9,597                |
| Construction                                  | 682           | 5,063                |
| Public Administration                         | 677           | 5,705                |
| Professional, Scientific & Technical Services | 514           | 2,572                |
| Finance & Insurance                           | 430           | 2,849                |
| Information                                   | 309           | 1,884                |
| Other Services                                | 280           | 3,218                |
| Arts, Entertainment & Recreation              | 137           | 1,114                |
| Real Estate & Rental/Leasing                  | 56            | 1,016                |
| <b>TOTAL</b>                                  | <b>13,985</b> | <b>106,072</b>       |

## TOP 10 MAJOR EMPLOYERS

1. New Ulm Medical Center: **750**
2. 3M Corporation: **700**
3. Kraft Heinz Company: **435**
4. New Ulm Public Schools: **306**
5. Brown County: **275**
6. HyVee: **225**
7. Associated Milk Producers, Inc: **181**
8. J&R Schugel Trucking: **180**
9. MVTL: **180**
10. Walmart: **175**



- Aquatic Center
- Indoor Fieldhouse (gyms & walking track)
- Indoor Playground
- Fitness Center & Classes
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### New Ulm Recreation Center

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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 350 retailers, service businesses, nonprofits and industry support these efforts through membership dues. To become a member, please apply at [newulm.com](http://newulm.com). Our committees, like the Business & Retail Association, Convention & Visitors Bureau, Business Education Network, Downtown Action Team and Willkommen ambassadors help us address the needs of our membership and the business community.

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

**VISIT THE NEW WEBSITE [NEWULMBUSINESS.COM](http://NEWULMBUSINESS.COM)  
FOR MORE INFORMATION ABOUT  
BEGINNING OR RUNNING A BUSINESS IN NEW ULM!**

### 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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# 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 to May, one day each month, covers a variety of topics. Brochures and applications are available in mid-May. Tuition fees apply.

For more than 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](mailto: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](http://WWW.NEWULM.COM) AND  
CLICK THE "GET INVOLVED" LINK FOR MORE DETAILS.**





## *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
- Allina Health Minneapolis Heart Institute
- Courage Kenny Rehabilitation Institute (including Kenny Kids)
- 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](https://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. NUMC also offers multiple specialties, including:

- Family medicine
- Internal medicine
- Pediatrics
- OB/GYN
- Orthopedics
- General Surgery
- Cardiology
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- 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](https://heartofnewulm.com).

# New Ulm...Live, Work, Play



Marie and Jason Jay and children Jenna, Trenton, and Jaden

## ABOUT THE JAYS

We have a small family owned mobile mechanic/welding business, Paramount Service and Repair, LLC. We offer skid steer service, farm implement repair, hydraulic repair and welding, all of which can be done at your location or at our shop.

## WHY DID YOU CHOOSE NEW ULM TO LIVE AND START A BUSINESS?

We wanted to move our family and business to a smaller, safe community, one that had a lot of community involvement, was surrounded by agriculture, a good school district, fire department (Jason is on the fire department) and all this led us to New Ulm.

New Ulm is an incredibly welcoming town! It has a wealth of resources for new businesses and families coming in to set you up for success which is pretty unique. We have been so thankful for the Chamber, it has been a wonderful outlet for not only our business but for us personally to make connections and meet new people!

## WHAT DO YOU ENJOY ABOUT THE COMMUNITY?

We enjoy that there is always something to do in New Ulm, there are events and clubs for everything! We really enjoy the pride that New Ulm takes in its history and preserving it while also expanding. I think something that makes this town so unique is the small town vibe but it has a bigger city feel with all the amenities. Our family is so blessed to have been so warmly and kindly welcomed into this beautiful community. We love calling New Ulm home.

## ABOUT THE WYCZAWSKIS:

My father and his siblings grew up in New Ulm, and my grandparents lived here their whole lives. My wife and I wanted our kids to grow up in a safe place and have a traditional Midwestern upbringing. We took a trip to New Ulm and were delighted to see kids riding bikes and playing outside at the many parks around town. New Ulm has remained very similar to my memories of it as a kid when visiting. After spending a few days here, we decided to make the move here from Maryland. We are happy we did.

## WHY DID YOU CHOOSE NEW ULM TO LIVE AND START A BUSINESS?

I decided to open Minnesota Plumbing in New Ulm because this is where I live, and I wanted to give the community here another option for their plumbing and heating needs. The community support has been amazing with very positive feedback. There are many historic homes and buildings in town that require special attention to detail. New Ulm is a business-friendly community. I strongly recommend anyone considering opening a business in New Ulm to give the Chamber of Commerce a look. It is a great networking tool for new business owners who may not be familiar with New Ulm.



Liz and Josh Wyczaski with children Jackson and Ailey

## WHAT ACTIVITIES DO YOU ENJOY IN THIS COMMUNITY?

Bavarian Blast, Hermanfest, and Oktoberfest are a good time for all ages, as well as the 4th of July celebration at Turner Hall. It has a great small-town feel with music and amazing food. Hikes in Flandrau, golf at the Country Club, Schell's Brewery, going to parades downtown— there is something for everyone here!

**MEETUP NEW ULM IS A GROUP FOR ANYONE LIVING IN OR VISITING NEW ULM WHO WOULD LIKE TO CONNECT WITH OTHER PEOPLE WHO SHARE THEIR INTERESTS. DISCOVER GAMES, MEETINGS AND MORE. LEARN MORE AT [MEETUP.COM/MEET-UP-NEW-ULM/](https://www.meetup.com/meet-up-new-ulm/)**



**The Area Catholic Churches**  
*welcome you!*



**HOLY CROSS AREA  
FAITH COMMUNITY**

[www.holycrossafc.org](http://www.holycrossafc.org)  
[info@holycrossafc.org](mailto:info@holycrossafc.org)  
507-233-7729

**WEEKEND MASS SCHEDULE  
CATHEDRAL OF THE HOLY TRINITY**

605 N. State, New Ulm  
Saturday 5:00 p.m. • Sunday 8:00 a.m.,  
10:00 a.m. & 6:30 p.m.

**CHURCH OF ST. MARY**

417 S. Minnesota, New Ulm  
Saturday 4:00 p.m. • Sunday 9:00 a.m.

**CHURCH OF ST. GEORGE**

63105 Fort Rd., West Newton Township  
Sunday 8:30 a.m.

**CHURCH OF ST. JOHN THE BAPTIST**

18241 First Ave., Searles  
Sunday 10:30 a.m.

**Redeemer Lutheran Church**  
700 South Broadway | 507.233.3470

*Worship Times* 9:00am Sunday Morning Worship  
10:15am Sunday School



Kinder Haus Daycare 507-766-1285 • [www.redeemernewulm.net](http://www.redeemernewulm.net)

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507.354.3358



**St. John's Lutheran Church**

627 S. Washington St, New Ulm, MN  
507.354.6744 • [stjohnsnewulm.com](http://stjohnsnewulm.com)

**WORSHIP TIMES**

Saturday 6:30 pm

Sunday 8:00 am  
9:30 am  
11:00 am

Bible Class &  
Sunday School 9:30 am



**St. Paul's Lutheran Church**

201 North State • 354-3641 • [www.splnewulm.org](http://www.splnewulm.org)



**Saturday Service:** 6:00pm

**Sunday Services:**  
8:00am • 9:30am\* • 11:00am

**Monday Evening:** 6:30pm  
\*livestreamed service

**St. Paul's Lutheran School**  
126 South Payne • 354-2329

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[knuj@knuj.net](mailto:knuj@knuj.net)



# 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.

**Cathedral of the Holy Trinity**  
605 N. State St. // 507-354-4158  
holycrossafc.org

**Christ the King (Elca)**  
1515 N. Garden St. // 507-354-4672  
christtheking-newulm.org

**Faith Lutheran Church (CLC)**  
26 N. State St. // 507-354-4534  
faithnewulm.com

**First Baptist Church**  
315 S. Payne St. // 507-354-3323  
firstbaptistnewulm.org

**First United Methodist Church**  
1 N. Broadway St. // 507-354-3358  
firstumcnewulm.org

**Grace Community Church**  
New Ulm Community Center // 507-354-0123  
gracemn.org

**Jehovah's Witnesses**  
2111 N. Garden St. // 507-354-6702

**New Beginnings Assembly of God**  
324 20th South St. // 507-215-2005

**Oakwood United Methodist Church**  
1630 Oakwood Ave. // 507-354-3731

**Our Savior's Lutheran Church (ELCA)**  
1400 S. State St. // 507-233-4430  
oursaviorsnewulm.org

**Redeemer Lutheran Church (Missouri Synod)**  
700 S. Broadway St. // 507-233-3470  
redeemernewulm.net

**River Valley Christian Church**  
100 N. Washington St. // 507-354-5317

**St. George Catholic Church**  
63105 Fort Rd. // 507-359-9553



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

**St. John Catholic Church**  
18241 First Ave. // 507-359-4244

**St. Mary's Catholic Church**  
417 S. Minnesota St. // 507-233-9500  
holycrossafc.org

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

**United Church of Christ**  
301 S. Minnesota St. // 507-354-4242  
uccnewulm.org

\*Chamber Member





**OUR SAVIOR'S**  
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NEW ULM, MN

Our Savior's Lutheran Church is a  
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[www.splnewulm.org](http://www.splnewulm.org)




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Ph. 507-233-3500



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



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




**CIE**  
208 N. Valley St.  
507-233-6400

### District Offices

414 S Payne St  
New Ulm MN 56073  
507-233-6180

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



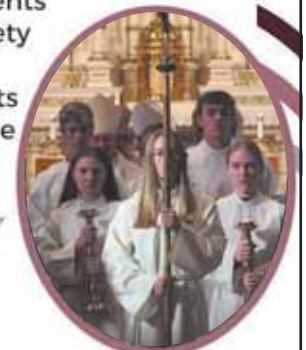
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### HIGHER ED

**Martin Luther College**  
1995 Luther Ct. // 507-354-8221

**ISD 88 PUBLIC SCHOOLS**  
newulm.k12.mn.us

**District 88 Offices**  
414 S. Payne St. // 507-233-6180

**Washington Learning Center**  
910 14th North St. // 507-233-8300

**Jefferson Elementary**  
318 S. Payne St. // 507-233-3500

**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**  
1315 S. Broadway St. // 507-359-8780

**Chamber Members**

### CATHOLIC SCHOOLS

**St. Anthony Elementary**  
514 N. Washington St. // 507-354-2928

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

### LUTHERAN SCHOOLS

**St. Paul's Elementary**  
126 S. Payne St. // 507-354-2326

**Minnesota Valley Lutheran High School**  
45638 561st St. (Hwy 14 between New Ulm and Courtland)  
507-354-6851

### CHILD CARE AND PRESCHOOLS

**Brown County Human Services Community Services Building (CSB)**  
1117 Center St.  
507-354-8246 // 800-450-8246  
co.brown.mn.us/human-services

**Stay & Play Child Care, LLC**  
114 N. State St. // 507-359-7372

### Early Childhood Learning Center

405 N. Highland St. // 507-233-9105

**Kids X-Cel Center**  
1506 7th North St. // 507-354-4299

**Kinder Haus Day Care and Preschool**  
718 S. Broadway St. // 507-354-1220

**Little Rascals Childcare**  
1924 N. Franklin St. // 507-354-1587

**Maree's Merry Makers Childcare & Preschool**  
614 2nd South St. // 507-359-9378

**Tree House Preschool**  
1400 S. State St. // 507-354-2600

**Kids Connection**  
Annex Building  
400 S. Payne St. // 507-233-6191

**Washington Learning Center**  
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# Highway 14 Project Completed

The Minnesota Department of Transportation (MnDOT) reconstructed Hwy 14 from New Ulm to Nicollet in 2022-2023 to improve safety and travel for this important freight and trade corridor. Overall, the project expanded 12.5 miles of Hwy 14 from two lanes to four lanes between New Ulm and Nicollet, to complete a continuous four-lane road between New Ulm and Rochester.

The project includes installing snow fence between Courtland and Nicollet to prevent excessive snow blowing and drifting.

U.S. Highway 14 travels in an east-west direction through southern Minnesota. The Minnesota Department of Transportation (MnDOT) has designated U.S. Highway 14 as a medium priority interregional corridor that connects the regional trade centers of New Ulm, Mankato, Waseca, Owatonna,

Rochester and Winona. These communities along the U.S. Highway 14 corridor rely on U.S. Highway 14 for commerce and the safe movement of people throughout the region and to other parts of the state and nation.

The improvement of U.S. Highway 14 will provide rapid access between regional trade centers and connections to other interregional corridors (State Highway 60, Interstate 35, State Highway 169). This will allow an uninterrupted flow of goods, services and workers. Indirect effects of the U.S. Highway 14 project include removing through-traffic from within the cities, thus improving safety, access and circulation within cities where local and pedestrian traffic is heavy. Providing safe roads connecting livable communities will give residents more choices to live and work.





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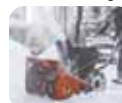


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## Transportation

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

### HERMANN EXPRESS

New Ulm's city bus, the Hermann Express, runs Monday through Friday from 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  
NEWULMMN.GOV // 507-359-2717**

### INTRA-COMMUNITY BUS

Heartland Express (Handicapped Accessible)  
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### TAXI/RIDE SHARE

MinneBus Transportation Services/The Nice Ride  
507-990-2077

Uber and Lyft // Download the app

### RURAL PUBLIC TRANSPORTATION

TRUE Transit  
421 E. Hickory St., Mankato  
800-560-1575 // [truetransit.org](http://truetransit.org)

*New Ulm to Mankato bus*

### MANKATO TO MSP AIRPORT SHUTTLE

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[landtoairexpress.com](http://landtoairexpress.com)

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

### NEW ULM MUNICIPAL AIRPORT

Star Aviation  
507-354-4337 // [newulmmn.gov](http://newulmmn.gov)

### COMMERCIAL TRANSPORTATION & SHIPPING HIGHWAYS

Interstates

- I-90: 45 miles South of New Ulm
- I-35: 60 miles East of New Ulm

Four lane

- US-169: 30 miles East of New Ulm
- US-14: Four-lane from New Ulm to Rochester

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 load limit

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

### AIR SERVICE

Minneapolis/St. Paul International Airport (MSP)  
Commercial/International airport, Bloomington, MN (90 miles from New Ulm) — Major airlines: Delta, United American, U.S. Air, Continental, etc.

*\*Chamber Member*



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# NEW ULM *Business Directory*

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

## ACCOUNTANTS/INDIVIDUAL & BUSINESS TAX PREP

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[claconnect.com](http://claconnect.com)

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(507) 354-3363  
[hrblock.com](http://hrblock.com)

Karla Havemeier, Ltd. CPA  
(507) 354-7699  
[havemeiercpa.com](http://havemeiercpa.com)

Roth, Herzog & Associates, Chtd.  
(507) 354-7100  
[rothherzogcpa.com](http://rothherzogcpa.com)

Shellie R. Kahler, Inc.  
(507) 354-2188

The Bookkeeping Center  
(507) 276-3746  
[thebookkeepingcenter.com](http://thebookkeepingcenter.com)

## ADVERTISING AGENCIES

Foresee Studios, LLC  
(507) 276-7752  
[foreseestudios.com](http://foreseestudios.com)

Lime Valley Advertising  
(507) 345-8500  
[limevalley.com](http://limevalley.com)

Vivid Image Inc  
(320) 587-8974  
[vimm.com](http://vimm.com)

## AG SUPPLIES/SERVICE

Central Region Cooperative  
(507) 794-3031  
[centralregioncoop.com](http://centralregioncoop.com)

Ellingson  
(507) 527-2294  
[ellingsoncompanies.com](http://ellingsoncompanies.com)

Kibble Equipment  
(507) 794-5381  
[KibbleEq.com](http://KibbleEq.com)

Runnings  
(507) 401-5110  
[runnings.com](http://runnings.com)

Paramount Service and Repair, LLC  
(507) 276-2464  
[paramountserviceco.com](http://paramountserviceco.com)

## ANTIQUES

Antiques Plus  
(320) 583-6213

## APARTMENTS

German Heights Townhomes  
(507) 359-5512  
[smrrental.com](http://smrrental.com)

Highland Regency House  
(507) 359-2280  
[highlandregencyhouse.com](http://highlandregencyhouse.com)

Realife Cooperative of New Ulm  
(507) 354-8080  
[realifemanagement.com](http://realifemanagement.com)

## APPRAISERS, HOME MARKET ANALYSIS & MANAGEMENT

Edvantage Home Solutions and Inspections  
(507) 276-2976  
[edvantagehome.com](http://edvantagehome.com)

## ARTS

Cala DIY Center  
(952) 463-5371  
[calamn.com](http://calamn.com)

Grand Center for Arts & Culture  
(507) 359-9222  
[thegrandnewulm.org](http://thegrandnewulm.org)

ProMusica Minnesota  
(507) 205-2249  
[promusicamn.com](http://promusicamn.com)

## ASSISTED LIVING & SUPPORTIVE LIVING

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[sevitahealth.com](http://sevitahealth.com)

Oak Hills Living Center  
(507) 233-0800  
[oakhillsnewulm.com](http://oakhillsnewulm.com)

Orchard Hill Assisted Living  
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BrownCountyHistoryMN.org

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Minnesota Music Hall of Fame  
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Wanda Gag House Association  
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WandaGagHouse.org

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browncoyellowribbon.com

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lykkecommunities.com

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newulmareafoundation.org

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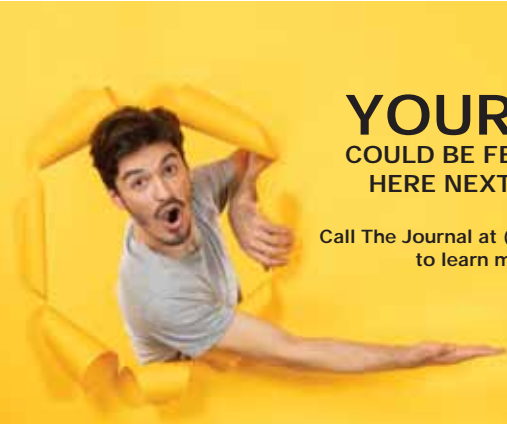
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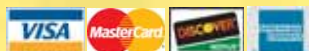
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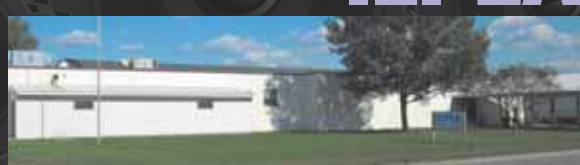
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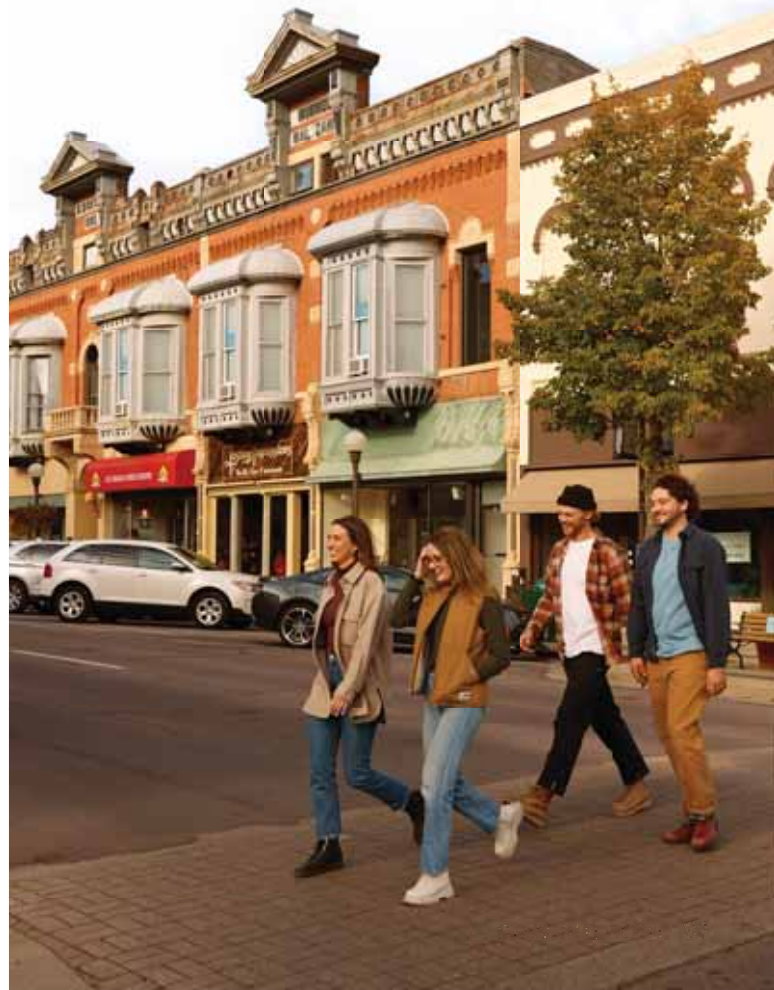
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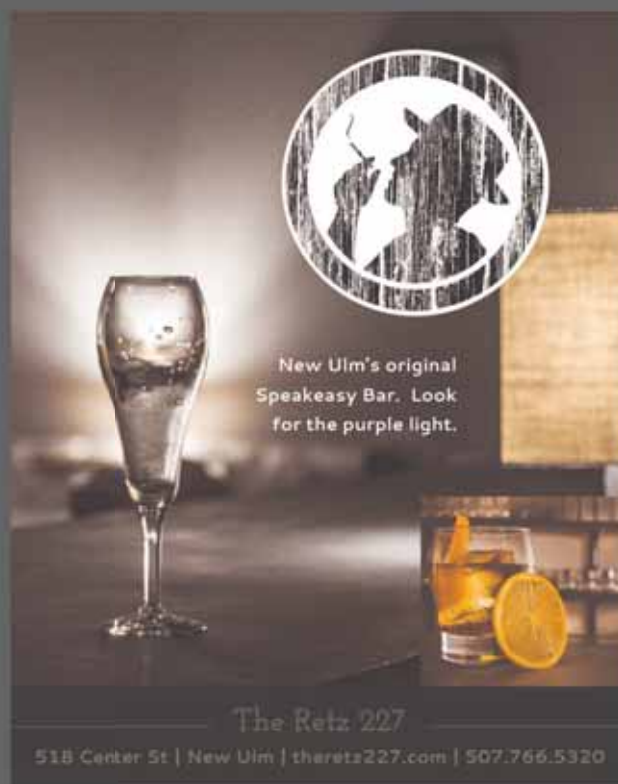



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