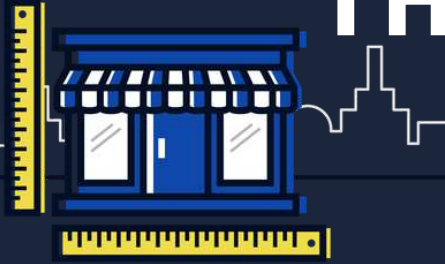


THE BUSINESS LEAD



SUMMER 2026



OPEN FOR BUSINESS

USING YOUR LOGO TO RAISE BRAND AWARENESS

Major marketing campaigns and posting great social media content on your business's profiles are the best ways to raise your brand awareness with consumers. However, there is another outlet that says a lot about your brand. Your logo.

Your company's logo is a piece of your company's personality, and it will be one of the first things a consumer notices about your business. Is it time to refresh your logo? Read more on page 2 on when it may be time to upgrade your logo design.

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To subscribe to the Business Lead Newsletter, contact City Hall at cityhall@caledoniamn.gov or call 507-725-3450

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5 SIGNS YOUR LOGO IS DUE FOR A REFRESH

A logo is the single most important visual representation of your business.

A well-designed logo quickly conveys your core values and product or service offerings. It resonates with your target audience and sets you apart from the competition.

Yet, even the most well thought out logo can lose luster over time. A logo redesign may seem daunting and easy to de-prioritize, but making the commitment to breathe new life into something that's worked for a while can pay off significantly.

Has your business expanded or changed? Maybe you've recently added an entire line of new products or you've expanded your headquarters or added many new employees to your roster. If your business has expanded or changed in any way, it may be time to consider changing your logo, too. For example: *More than pizza, Domino's updated its highly recognizable logo to reflect additions to its menu offerings.*

Do you have new competition? You were at the top of your game, the best in your industry and now, suddenly, you've got some serious competition. You can feel intimidated or you can stand up tall and fight for your place. A logo redesign can help by showing your existing customers that you're modern and up-to-date and prospective customers that you are worthy of being considered.

Are you speaking to a new audience? You have an established customer base that's loyal and amazing, but you're ready to speak to younger consumers as well. A logo redesign may be just what the branding doctor ordered. Play it right and your new logo will help you connect with a new audience and still maintain your customer base.

Have your brand's values or mission changed? As your business grows, it may naturally evolve. If you are discovering that your company's personality is different from when you first started, your logo should reflect these changes.

Is your logo dated? It's a simple and obvious question, but one that's worth asking. If your logo was created in the 80s it may be time to enter the modern era. Not only is the aesthetic tired, but the design is probably not compatible with the myriad of technological devices that will be showcasing your logo—mobile devices, tablets and the like.

source: 99designs.com

What's your brand personality? When choosing logo color think about:

- Gender: Is my brand traditionally masculine or feminine?
- Tone: Is my brand playful or serious?
- Value: Is my brand luxurious or affordable?
- Time: Is my brand modern or classic?
- Age: Is my brand youthful or mature?
- Energy: Is my brand loud or subdued?



BEFORE

AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

How to choose a Logo Color

Choosing the right colors means your audience will instantly know who you are, what you do and what you're about.

Each color speaks to a different aspect of the consumer. For example, green elicits peace and well-being. Pink is feminine with a touch of luxury. Brown is an earthy color associated with stability. Speak to your customers by connecting the right color with what you want your logo to represent.

source: 99designs.com

HOW TO IMPROVE WORK-LIFE BALANCE IN YOUR SMALL BUSINESS

Work-life balance has traditionally been one of the hardest things for small business owners to master. Whether it's the long hours, constant need for marketing, or the requirements of networking, work tends to creep into an entrepreneur's personal life quite easily. How can work-life balance be improved? See below for a few tips:

- **Be Organized:** When you're well-organized, you won't need to waste time looking for the things you need to excel at running your small business. Being able to quickly locate physical items such as your tablet or checkbook, and also efficiently sorting mental items like ideas and tasks will ease stress and save time.
- **Delegate:** Delegation is the perfect way to lessen the tasks on your plate while still being productive. Be clear with employees about what their job expectations are and how you want them to be fulfilled. Select a few employees who you feel can accomplish some extra simple tasks and delegate to them to free up your time.
- **Prioritize:** Being able to determine what tasks demand your immediate attention (needs) versus other tasks that are only desires (wants) will empower you to get the crucial tasks done. When you can prioritize work tasks in this manner, you're able to better decide what you can either postpone to a later date or nix altogether, so that you have more time for your personal life.
- **Minimize Distractions:** Anything that doesn't contribute to you getting your tasks done more efficiently is essentially a distraction. The dilemma is that distractions abound more than ever in our digital world. Here are some of the worst distractions that you're likely already being plagued by:
 - text messages
 - emails
 - social media
 - smartphone notifications
 - phone calls

The above can most certainly be relevant to your workday if it's specifically related to your job. The problem uses of the above however, such as texting your friends or family during work, constantly checking emails, paging through social media, or failing to turn your smartphone notifications off can bog down your time.

It can take quite a bit of experimenting, and trying out different methods until you determine what works for you and your business to ensure a healthy balance but it will be worth the effort.

source: www.business.tutsplus.com



Mary Ann's
Floral & Gifts

BUSINESS SPOTLIGHT

Mary Ann's Floral & Gifts located at 308 E. Main has been in business since 1952. Originally owned by MaryAnn Schmitz and acquired by Aimee Welscher and Arien O'Heron in 2016, the duo carries on the commitment to provide great customer service and the finest floral arrangements.

Specializing in weddings, Aimee and Arien can offer custom floral designs to fit any wedding theme. In addition, plants, dish gardens, and traditional floral arrangements for any occasion are all part of the design team's service.

Mary Ann's Floral also provides a selection of gift items including home décor, candles, soaps, lotions, and seasonal gifts. Flowers can be delivered locally as well as nation-wide. A future remodel of the shop is planned.



The National Business Association (NBA) is a not-for-profit association, committed to assisting entrepreneurs and small business owners in all stages of their business.

For 40 years the NBA has served business owners by supplying updated benefits, resource materials, tools, and support programs that help them achieve their goals.

To learn more visit:

<https://nationalbusiness.org/about/>

3 WAYS FOR SMALL BUSINESSES TO SURVIVE RAPID GROWTH

Rapid growth is part of many successful business cycles. It can happen as a result of a well-executed growth strategy or in response to an unexpected opportunity. Rapid growth often follows a period of early success, when an organization has seen only modest profits but is operating healthily. In the excitement to build new products, grow business, and add new talent to teams, too many businesses lose sight of the planning and organizational strategies they need to keep the business healthy. Follow the tips below to ensure your business stays successful during rapid growth:

Create an Organizational Chart- For a leadership team that is used to doing everything themselves, it's time to take a deep breath and delegate new responsibilities to existing employees and, if necessary, new hires. Choose people you trust and establish clear expectations around what kinds of tasks fall under whose authority. Make sure that every single employee, from the intern to the director, knows who to go to with which questions. When making broad, organization-wide changes, communication and transparency are key. By communicating well and often with your employees, you ensure that everyone is on board. You want to grow your business, and you're growing it fast. There are bound to be a lot of changes, and with good communication, your employees know what to do and who to go to for information and resources.

Stay Focused on Quality-While pushing to move faster and faster, do not let the quality of your product or service slide. This may seem obvious. You built your company's success so far on the quality of your product or service. Growing companies never let quality slip on purpose. But when QA systems are understaffed, underdeveloped, and overworked, an increase in bugs and defects is inevitable. Just as a company's structure needs to adapt to be able to flex and accommodate growth, so too does a company's QA process. Make sure that you have the processes, systems, resources, and manpower in place to help QA keep up with demand.

Budget With an Eye to Profit, Not Revenue-As a business enters a rapid growth phase, the money may start rolling in, too. But revenue can be a misleading measure of success when so much of a growing company's budget is going to the logistics of managing a new workforce and expanding the product. All of the work a company does to prepare for growth - like adding new positions, personnel, and investing in product development - increases costs. Increased revenue is good, but increased profit is better.

source: alchemer.com/resources/blog/small-business-growth-success/



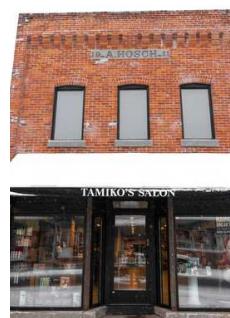
Old Buildings Renewed

Tamiko's Salon located at 111 E. Grove Street opened in January 2023. Renovations made prior to opening the salon revealed a brick façade with the name HOSCH and the date 1911 at the top. Anton Hosch was a blacksmith but he operated Hosch's Tavern in this 1911 building.

Later it was sold to Myron and Delores Burmaster and became Myron and Delores'. They made extensive renovations that included adding a dining area. They also changed the front exterior of the building. Delores was part of the Hosch family, so the building was still in the Hosch family until it was sold to Richard Schulze in 1994.

The tavern then became known as The Ranch. Tamiko Hubka-Steele and Lee & Elsie Babler bought the property at the end of 2021.

Tamiko's 2026



The Ranch 1994



source: Houston County Historical Society

Upcoming Events

Music in the Park: Tuesday evenings June 9, 16, 23, 30 and July 7, 14, 21, 28. Veteran's Park Music from 6:00-7:30pm. Crafters, makers, food trucks 5:00-7:30pm.

Caledonia Founder's Day Celebration: Saturday, June 20. Caledonia Fire Department Pancake Breakfast, Kingston Crazy Dayz, Children's Fun Fest, Live Music, Refreshments.

Chamber of Commerce Garden Tour: Saturday, June 27 10:00am-1:00pm. Ticket Sales at The Wired Rooster Coffee Shop and City Hall for \$10 each June 1 through June 27. Enter for drawing of a gift certificate to MaryAnn's Floral during the tour. Visit participating business for specials and discounts.

Caledonia Police Reserves National Night Out: Tuesday, August 4 5:30pm-8:00pm at Veteran's Memorial Park. Free community event featuring burgers and hot dogs by the Houston County Cattlemen, raffle drawings, kids' bike giveaways, musical entertainment, and free swimming at the local pool.

Houston County Fair: August 19-23 Houston County Fairgrounds.

BUSINESS DEVELOPMENT



Soon to be located in the former Mayo Clinic Health System building at 701 N. Sprague, the Family and Children's Center is a regional, private not-for-profit 501(C)3 agency that provides services designed to strengthen families and promote individual well-being. Programs include domestic and child abuse services, family support services, foster care, housing/residential programs, juvenile services, mental health, and respite services.

The Warrior Avenue extension project: This summer the City of Caledonia will extend Warrior Ave from Esch Dr to Highway 76 at the north end of town. This project is made possible by the Local Road Improvement Program, Local Partnership Program, ISD299, and a first-of-its-kind detour agreement with MNDOT. The City has raised over \$2,200,000 for this project and will complete it without a significant investment from local taxpayers, the raised funds will pay for the entire construction and the City will only need to pay for engineering. Once the Warrior Ave extension is complete it will serve as a detour for upcoming highway projects including resurfacing of highways 76 and 44. Upon opening the City expects Warrior Ave to ease traffic congestion, reduce the number of school buses at Esch Drive/Hwy 44, and make the area around the school safer for pedestrians and motorists.