

# CONNECTING TODAY, BUILDING TOMORROW

Every community has a unique story, and fiber is helping to shape what comes next. These stories showcase the real-life impact of better connectivity and brighter possibilities in some of Nuvera's service areas.

## NEW ULM

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When it comes to fostering economic growth and enhancing community prosperity, New Ulm continues to lead with its forward-thinking investments. One of its crown jewels? Gig-speed fiber internet from Nuvera. For residents, businesses, and a growing number of remote workers, fiber internet is not just a convenience; it's a necessity that is helping to position New Ulm as a hub for innovation, commerce, and modern living.

The impact is clear—New Ulm's connectivity already makes it an ideal destination for entrepreneurs and remote employees seeking a quality lifestyle paired with a reliable digital infrastructure.

New Ulm Economic Development Director Heather Bregel emphasizes the crucial role of fiber internet in attracting new businesses and workers to the city. **"Having high-speed internet is a great asset for New Ulm in attracting remote workers and businesses who depend on that availability,"** she says.

For Sarah Warmka, President and CEO of the New Ulm Chamber of Commerce, fiber internet is just as essential for the town's branding as it is for functionality. "Having fiber internet makes our town look modern—it shows that we're a good place for businesses and remote workers," she says. "We get a lot of people in our office who are remote workers interested in relocating to New Ulm. They see the quality

of life here, and having high-speed, reliable internet becomes a key part of their decision."

Beyond its appeal to talent and potential residents, fiber internet is foundational for the city's existing businesses. Everything from point-of-sale systems for retailers to online sales platforms relies on the stability that fiber provides. Warmka notes, "For many of our retailers, who also sell online, and those using cloud-based systems, reliable internet access is critical."

Fiber internet has also put New Ulm ahead of the curve, setting it apart from other towns without this advanced connectivity. Furthermore, as New Ulm prepares for new housing projects in the coming years, Warmka highlights how vital fiber internet will become. "These housing developments will make the town even more attractive for remote workers, and having high-speed fiber keeps us competitive. It's an essential piece in solidifying New Ulm as the place to live and work."

With the continued support of city leaders, businesses, and residents, New Ulm's fiber internet infrastructure will remain the foundation of its commitment to the future—positioning New Ulm not only as a great place to visit but as an exceptional place to call home.

