

United States Department of the Interior
National Park Service**National Register of Historic Places**
Continuation Sheet

Name of Property New Ulm Commercial Historic District
County and State Brown County, MN
NR Reference Number 05001438

State Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ additional documentation ___ additional documentation: name change ___ move ___ removal ___ other meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

Signature of Certifying Official/Title

Date of Action**Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ additional documentation ___ additional documentation: name change ___ move ___ removal ___ other meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

Signature of Certifying Official/Title

Date of Action**National Park Service Certification**

I hereby certify that this property is:

- ___ entered in the National Register
- ___ determined eligible for the National Register
- ___ determined not eligible for the National Register
- ___ removed from the National Register
- ___ additional documentation accepted
- ___ other (explain:) _____

Signature of the Keeper

Date of Action

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Name of Property New Ulm Commercial Historic District
County and State Brown County, MN
NR Reference Number 05001438

Nature of Change: Boundary Reduction and reduction of one (1) contributing resource.

5. Classification

2005 (Previous) Number of Resources within Property

Contributing	Noncontributing	
<u>63</u>	<u>15</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>1</u>	<u>0</u>	objects
<u>64</u>	<u>15</u>	Total

Number of contributing resources previously listed in the National Register 4

2025 (Revised) Number of Resources within Property

Contributing	Noncontributing	
<u>62</u>	<u>15</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>1</u>	<u>0</u>	objects
<u>63</u>	<u>15</u>	Total

Number of contributing resources previously listed in the National Register 4

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Name of Property New Ulm Commercial Historic District
County and State Brown County, MN
NR Reference Number 05001438

10. Geographical Data

2005 (Previous) UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☒ NAD 1983

1.	15	383412E	4907843N
2.	15	383520E	4907819N
3.	15	383649E	4907736N
4.	15	383802E	4907500N
5.	15	383779E	4907429N
6.	15	383674E	4907334N
7.	15	383540E	4907417N
8.	15	383435E	4907577N
9.	15	383384E	4907789N

2005 (Previous) Verbal Boundary Description:

The boundaries of the New Ulm Commercial Historic District are shown by the dotted black line on the accompanying map entitled "New Ulm Commercial Historic District, New Ulm, Minnesota."

2025 (Revised) UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☒ NAD 1983

1.	15	383412E	4908050N
2.	15	383382E	4908032N
3.	15	383396E	4908010N
4.	15	383376E	4907997N
5.	15	383496E	4907818N
6.	15	383441E	4907788N
7.	15	383536E	4907650N
8.	15	383582E	4907680N
9.	15	383661E	4907561N
10.	15	383710E	4907592N
11.	15	383697E	4907610N
12.	15	383763E	4907650N
13.	15	383660E	4907808N
14.	15	383704E	4907838N
15.	15	383624E	4097963N

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Name of Property New Ulm Commercial Historic District
County and State Brown County, MN
NR Reference Number 05001438

16.	15	383574E	4907934N
17.	15	383498E	4909045N
18.	15	3834371E	4908006N

2025 (Revised) Verbal Boundary Description:

The boundaries of the New Ulm Commercial Historic District are shown by the solid red line on the accompanying Figure 4 entitled "New Ulm Commercial Historic District, Revised Boundary."

Comments:

The New Ulm Commercial Historic District documentation (7, 10-11) describes George's Ballroom at 405 Center St. as:

George's Ballroom is a sprawling complex, approximately 175 x 165 feet and forty feet high. The steel beam frame is finished with a cream-colored brick with Artstone trim around the windows and doors. The most prominent exterior feature is the neon sign, designed and built by A.B.C. Sign Company of Mankato, over the single-entry bar entrance on Center Street, with a secondary single entry bowling alley and double entry ballroom entrances. Windows on the first floor are glass block with paired one-over-one sash windows on the second floor. The wall is broken by simple brick piers. The German Street facade has a series of window groupings with two rollup garage doors and a large double entry service door on the southeast corner. The roof is flat. On the southwest corner, there are remnants of pigeon coops, a garage, and a garden plot. The interior featured a bar, dance floor (70 x 86 feet), and bowling alley (50 x 130 feet). It featured high quality interior finishes such as terrazzo floors. It had a second-floor apartment of 36 x 80 feet.

George Neuwirth operated his "amusement" business, complete with bowling alley and bar, at 506 Center Street during the 1930s and early 40s. He began his building project in 1945, obtaining special permission from the Civilian Procurement Administration in the immediate postwar controls. "George's Greater Amusement Center" opened in October 1947, featuring a ballroom, eight bowling alleys, and "the longest bar in the northwest." with 32,000 square feet. It had a capacity for 3000 patrons, with 164 booths in the dining area. Otto Nielsen of Wahpeton, North Dakota, did extensive painting in the interior, with eleven mural panels in the ballroom.

In 1949, Neuwirth added a 45 x 103-foot addition with space for booths and a secondary bar. For the next decade, the ballroom was a popular stop for local and touring bands, ranging from Harry James and the Dorsey Brothers to local favorites, the Six Fat Dutchmen. In 1965, the Ballroom hosted the National Poultry and Pigeon Show, suggesting the importance of Neuwirth's hobby of pigeon breeding to his life.

The bar and bowling alleys closed in the early 1960s although the ballroom remained open on a sporadic schedule until 1991. The building fell vacant for more than a decade, leading to substantial

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Name of Property New Ulm Commercial Historic District
County and State Brown County, MN
NR Reference Number 05001438

damage to the interior. Neuwirth died in 1995. The ballroom complex was sold at auction after a tax forfeiture in 2004.

The city of New Ulm informed SHPO in May of 2025 that George's Ballroom was demolished "last winter" and that the demolition "permit was pull 11-18-2024."

Because the parcel at 405 Center St. no longer extant and cannot contribute to the district, SHPO proposes to reduce the boundary of the nomination to exclude the parcel on which is stood. The boundary reduction will allow the district to remain "the contiguous, intact, historic resources along Minnesota Street and five perpendicular streets that document the district's commercial significance," which is described in the nomination.

Conclusion

When the New Ulm Commercial Historic District was added to the National Register, the nomination included George's Ballroom at 405 Center Street, as one contributing building, which retained sufficient integrity to convey the historic significance of the district under Criteria A in the area of commerce during period of significance, 1861-1953. The property was demolished between December 2024 and March 2025. As such the number of contributing resources in the New Ulm Commercial Historic District should be updated. Because 405 Center Street no longer contributes to the historic district, the boundary of the district should be revised to exclude the parcel.

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Hoisington, Daniel J. New Ulm Commercial Historic District. On File with the MN State Historic Preservation Office. BW-NUC-01163. <https://mnship.gisdata.mn.gov/public-view/20754>. Accessed 7/3/2025.

Email from Ellwood Zabel, City of New Ulm Assistant Emergency Management Director to Lillian Egner, SHPO Office and Administrative Specialist. May 7, 2025.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Name of Property
New Ulm Commercial Historic District
County and State
Brown County, MN
NR Reference Number
05001438

Additional Documentation



*New Ulm Commercial Historic District
Brown Co., Mn
#16*

Figure 1: George's Ballroom (405) Looking south, southwest. New Ulm Commercial Historic District Nomination photo #16. October 2024.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Name of Property
New Ulm Commercial Historic District
County and State
Brown County, MN
NR Reference Number
05001438



Figure 2: Former location of George's Ballroom. Photo courtesy of Ellwood Zabel, May 2025.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Name of Property
New Ulm Commercial Historic District

County and State
Brown County, MN

NR Reference Number
05001438

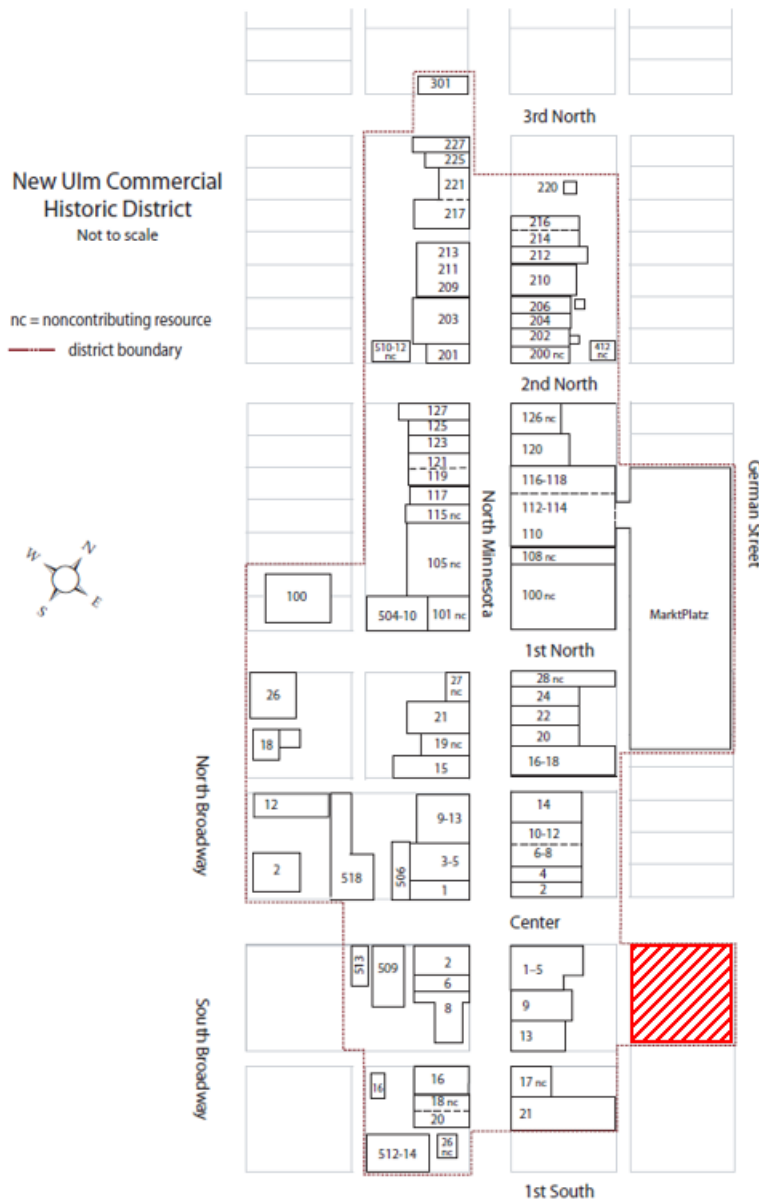


Figure 3: Original boundary map from 2005 listing documentation. Former George's Ballroom location is indicated with red-hatched box.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property
New Ulm Commercial Historic District

County and State
Brown County, MN

NR Reference Number
05001438

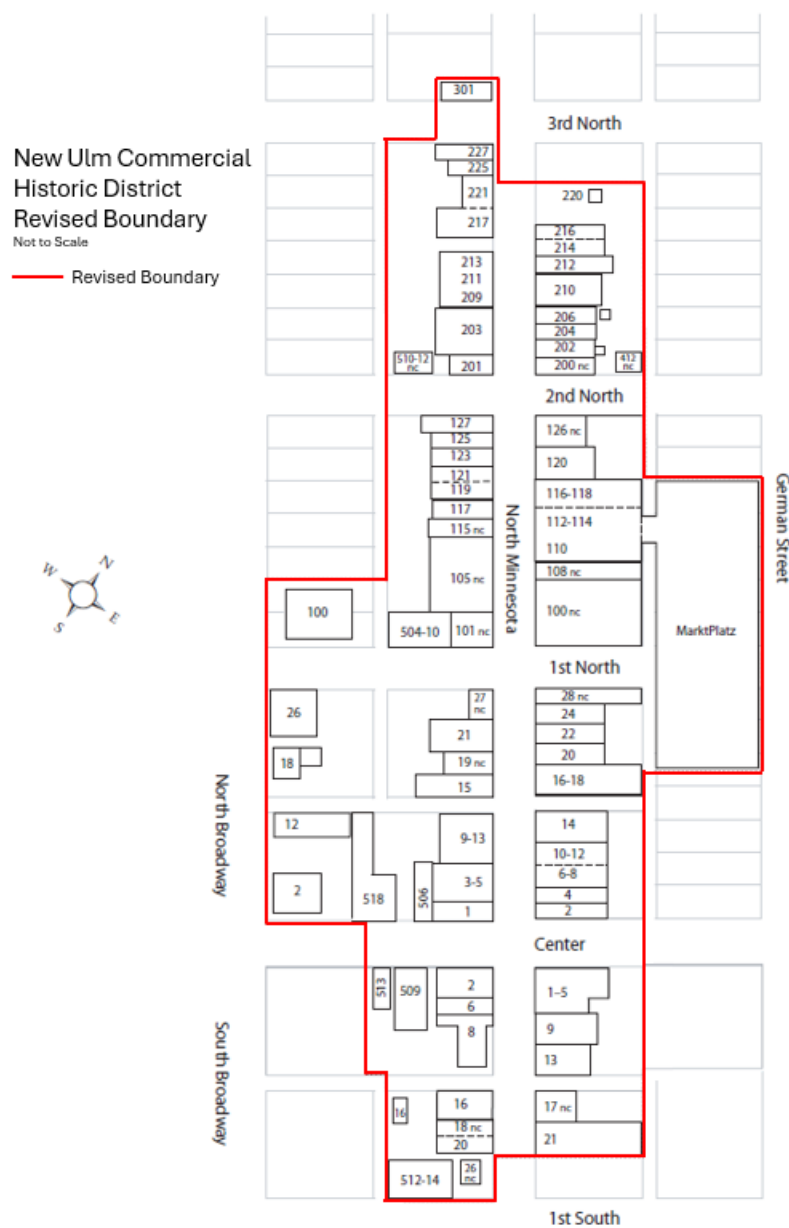


Figure 4: Revised Boundary for the New Ulm Commercial Historic District