ECONOMIC DEVELOPMENT AUTHORITY MEETING

Wednesday, April 16, 2025 at 4:00 PM
Council Chambers, City Hall at 540 West Hills Circle

1. **EDA Agenda**
   1.1. EDA Agenda - April 11, 2025
2. **Roll Call: Boeke, Burbank, Cowell, McDermott, Mensink, Savage, Voss**
3. **Approval of Last Meeting Minutes**
   3.1. EDA Minutes - January 15, 2025
4. **Treasurer's Report**
   4.1. March Treasurers Report
5. **Loan Report**
   5.1. Loan Report - March
6. **Reports**
   6.1. OACCT Report
   6.2. Tourism Report
   6.3. OABDC Report
   6.4. EDA Report
7. **Old Business**
8. **New Business**
   8.1. Forgivable Loan Program: 301 & 303 Cedar Avenue N – Prohaski –$10,000 Interior (Sprinklers)
9. **Schedule Next Meeting – May 21, 2025**
10. **Adjournment**

Economic Development Authority

Regular Meeting
Wednesday, April 16, 2025
4:00 PM
Degner Regional Airport
3400 Frontage Road West

Preliminary Agenda

1. Roll Call: Boeke, Burbank, Cowell, McDermott, Mensink, Savage, Voss
2. Approval of Minutes: January 15, 2025
3. Treasurer's Report
4. Loan Report
5. Reports
    a. OACCT / OPED
    b. MainStreet
    c. Tourism
    d. OABDC
    e. Airport
    f. EDA Projects
6. Old Business
7. New Business
    a. Forgivable Loan Program: 301 & 303 Cedar Avenue N – Prohaski – $10,000 Interior (Sprinklers)
8. Schedule Next Meeting – May 21, 2025
9. Adjournment

EDA
Minutes
January 15, 2025

The Owatonna Economic Development Authority met in regular session at 4:00 pm in the Charles S. Crandall Center – Chambers at City Hall Building with Vice President Voss presiding. Commissioners present: Dan Boeke, Dave Burbank, Andrew Cowell, Patrick McDermott, Brian Savage, and Doug Voss. Commissioners absent: Corey Mensink. Also present were Troy Klecker, Sean Williams, Lisa Cochran, Glenda Smith, Dave Beaver, and Kristen Kopp.

Election of Officers. Commissioner Boeke nominated Doug Voss for President with a second by Commissioner Cowell. All Commissioners voting Aye, the motion passed. Commissioner Boeke nominated Andrew Cowell for Vice President with a second by Commissioner Savage. All Commissioners voting Aye, the motion passed.

Approval of Minutes. Commissioner Boeke moved approval of the minutes of the December 18, 2024 meeting with second by Commissioner Cowell. All Commissioners voting Aye, the motion passed.

Treasurer's Report. Community Development Director Troy Klecker presented the revenue and expense reports for December. He said there will be another month of potential bills for 2024, but he is not anticipating much. The next meeting's budget will be for the first month of 2025.

Loan Report. OABDC Director Sean Williams presented the Loan Report for December. He said that all the loans are current. Klecker said that the Family First loans will be starting soon. We awarded that loan a while ago, but they have not started work. It is on the report, but no payments have been made yet.

President Voss welcomed Dave Burbank to the EDA board.

MainStreet Report. MainStreet Director Lisa Cochran presented the quarterly MainStreet Report. Voss said the North Cedar looks really nice with the banners. Cowell said excellent job with the Lighted Parade. Cochran said that they estimate around 5,000 people attended the parade.

Tourism Report. Tourism Director Glenda Smith presented the quarterly Tourism Report. She gave some highlights from the 4th quarter of 2024. There were 10 different groups that visited. They worked closely with MainStreet and City Park and Rec on the upcoming Bold and Cold coming up next week. They are working on video production and started a website overhaul. She highlighted some upcoming events for 2025 including State bowling tournaments, Catholic Daughters, and Corky's Early Bird Softball. She said lodging occupancy held pretty steady throughout the year. She highlighted web traffic and social media.

OABDC Report. OABDC Director Sean Williams presented the OABDC Report for December. He said the second cohort of the Southeast Minnesota Software Studio is starting on February 21. The Innovators & Business Owners Connect-Up will be in February. There is a Get Your Business Started workshop coming up on February 8. He said the number of consulting hours is up from 100 in 2023 to 251.25 in 2024.

Airport Report. Airport Manager Dave Beaver presented the quarterly Airport Report. He said 2024 was a good year, with increased fuel. They completed a number of projects to improve infrastructure, as well as security gates, and painting the aircraft display. The flight school continues to do a lot of good things out there. They have been here for five years and each year they have increased their activity. They are looking to renew with us for another five years and looking to expand into public aircraft maintenance. Civil Air Patrol is also growing. A lot of exciting things are happening. He highlighted economic development activity at the Airport. Klecker said they will be redoing the parking lot and have talked about the City securing some state or federal dollars for a commercial hangar. Burbank asked if they plan to add to the length of the runway. Klecker said that they are planning to add to the runway. It is a multi-year process and we are taking steps. It is in the CIP.

EDA Projects. Community Development Director Troy Klecker presented the EDA Projects for December. He said the Cemstone building is underway. There is still a letter of intent for 117 West Bridge Street. MSB is shooting to move by the end of the month and 22 of 69 of the units in the Ascend Apartments are leased. Scooter's Coffee is done with everything they need to do and they could open any time.

New Business.

Forgivable Loans. Williams said that they have about $45,000 left from past years in the Forgivable Loan account. Klecker said that they will hit the end at some point, but there are still dollars available for new applicants, so no decision needs to be made now. Cowell asked if there was a date in the application. Klecker said that it is a first come, first served kind of thing. From previous discussion about the buildings with double frontage and multiple businesses, Williams said that they will be combining the Forgivable Loan applications together. Klecker said they looked at re-wording the loan program guidelines for these properties, but when the numbers came in, they were all under $10,000 together and could be combined into one loan. He said it would be best to apply that to exterior improvements only and not interior improvements. He said they can approve the new wording or not add it since, in this situation, the applicant can apply for one loan. McDermott said he would be inclined to put it in and Cowell agreed. They agreed that they were okay with the wording. A motion was made by McDermott and seconded by Cowell to approve the addition to the Loan Program Guidelines. All Commissioners voting Aye, the motion passed.

Forgivable Loan: Health Nutz / HC Properties – 127 W. Broadway Street – Exterior ($1,700), Coldwell Banker / HC Properties – 128 W. Bridge Street – Exterior ($2,000), and Unique Abilities / HC Properties – 129 W. Broadway Street – Exterior ($3,400). A motion was made by Savage and seconded by Boeke to approve the Forgivable Loan for HC Properties

at 127 W. Broadway Street, 128 W. Bridge Street, and 129 W. Broadway Street for exterior improvements totaling $7,100. All Commissioners voting Aye, the motion passed.

Low Doc Loans: Uncaged VR & Game Lounge – Tier 1 (up to $5,000 at 0% interest) & Tier 2 (up to $20,000 at 3.875%) – 303 Mineral Springs Road. Cowell recused himself from this discussion and motion. Williams said this is the former Kwik Trip. A motion was made by Boeke and seconded by Burbank to approve the Low Doc Loans for Uncaged VR & Game Lounge. With Cowell abstaining, All Commissioners voted Aye, the motion carried.

Voss asked if we could ever have an EDA meeting at the Airport. Klecker said that we could tentatively plan to have the next quarterly meeting in April at the Airport.

Schedule Next Meeting. The next EDA meeting is scheduled for **February 19, 2025** at 4:00 pm in Charles S. Crandall Center – Chambers at City Hall.

Adjournment. There being no further business, a motion was made by Commissioner Boeke and seconded by Burbank adjourn the meeting at 5:04 pm. All Commissioners voting Aye, the motion passed.

EDA ADMINISTRATION				
Account	Description	2025 Budget	Current YTD	Budget Remaining
	REVENUE			
290-31000-690-691-000000	PROPERTY TAXES	- 200,000.00	- 33,350.00	-166,650.00
290-31410-690-691-000000	LODGING TAX - 3%	- 280,000.00	- 39,127.80	-240,872.20
290-33424-690-691-000000	STATE - OTHER PROGRA			
290-34950-690-691-000000	TIF ADMINISTRATIVE F	- 62,435.00	0.00	-62,435.00
290-36210-690-691-000000	INTEREST EARNINGS			
290-36220-690-691-000000	RENT/RENTALS	- 3,600.00	- 900.00	-2,700.00
	TOTAL REVENUE	- 546,035.00	- 73,377.80	-472,657.20
	EXPENDITURES			
290-41000-690-691-000000	WAGES - REGULAR FT	90,894.00	24,271.90	66,622.10
290-41300-690-691-000000	WAGES - OT			
290-41410-690-691-000000	PERA	6,817.00	1,807.01	5,009.99
290-41420-690-691-000000	FICA	6,953.00	1,801.27	5,151.73
290-41500-690-691-000000	INSURANCE	7,730.00	1,685.97	6,044.03
290-41550-690-691-000000	WORKERS COMP INSURAN	536.00	137.32	398.68
290-42000-690-691-000000	OFFICE SUPPLIES	400.00	22.00	378.00
290-42300-690-691-000000	SMALL TOOLS & MINOR	400.00	0	400.00
290-43010-690-691-000000	OTHER PROFESSIONAL S	33,000.00	0	33,000.00
290-43121-690-691-000000	PHONE	200.00	0	200.00
290-43122-690-691-000000	POSTAGE	300.00	0	300.00
290-43220-690-691-000000	TRAVEL & TRAINING	1,000.00	338.35	661.65
290-43231-690-691-000000	OBD - MARKET SERVICE	80,000.00	0	80,000.00
290-43232-690-691-000000	OBD - LOAN SERVICES	20,000.00	0	20,000.00
290-43233-690-691-000000	OBD - SMALL BUSINESS	0.00	0	0.00
290-43234-690-691-000000	DOWNTOWN ENHANCEMENT	5,000.00	0	5,000.00
290-43235-690-691-000000	PARTNERS FOR PROGRES	12,000.00	0	12,000.00
290-43320-690-691-000000	ADVERTISING & PROMOT	1,000.00	0	1,000.00
290-43400-690-691-000000	MEMBERSHIPS & SUBSCR	200.00	0	200.00
290-43720-690-691-000000	REPAIR & MAINT - EQU	200.00	0	200.00
290-43810-690-691-000000	RENTS/LEASES	6,700.00	0	6,700.00
290-43972-690-691-000000	SOUTHERN MN INITIATI	1,667.00	1,666.00	1.00
290-43990-690-691-000000	MISCELLANEOUS			
290-43991-690-691-000000	TOURIST DEVELOPMENT	266,000.00	20,274.78	245,725.22
290-47000-690-691-000000	TRANSFER TO OTHER FU	12,000.00	2,000.00	10,000.00
		552,997.00	54,004.60	498,992.40
EDA LOANS				
Account	Description	Current Budget	Cuurent YTD	Budget Remaining
	REVENUE			
292-34109-690-692-000000	OTHER REVENUE	0.00	-30.00	30.00
292-34960-690-692-000000	INTEREST ON LOANS	0.00	-783.87	783.87
292-36210-690-692-000000	INTEREST EARNINGS	-25,000.00	0.00	-25,000.00
	TOTAL REVENUE	-25,000.00	-813.87	-24,186.13
	EXPENDITURES			
292-48300-690-692-000000	LOAN PROGRAM DISBURS	0.00	35,000.00	-35,000.00
	TOTAL EXPENDITURES	0.00	35,000.00	-35,000.00

EDA LAND				
Account	Description	Current Budget	Current YTD	Budget Remaining
	REVENUE			
294-34950-690-694-000000	TIF ADMINISTRATIVE F	-1,185.00	0.00	-1,185.00
294-34960-690-694-000000	INTEREST ON LOANS	-29,150.00	-139.68	-29,010.32
294-36210-690-694-000000	INTEREST EARNINGS	-19,000.00	0.00	-19,000.00
294-36220-690-694-000000	RENT/RENTALS	-30,000.00	-2,550.00	-27,450.00
	TOTAL REVENUE	-79,335.00	-2,689.68	-76,645.32
	EXPENDITURES			
294-43010-690-694-000000	OTHER PROFESSIONAL S	20,000.00	0.00	20,000.00
294-43500-690-694-000000	PROPERTY & LIABILITY	3,600.00	1,025.00	2,575.00
294-43910-690-694-000000	REAL ESTATE TAXES	20,000.00	0.00	20,000.00
294-45100-690-694-000000	LAND			
294-45300-690-694-000000	OTHER IMPROVEMENTS			
	TOTAL EXPENDITURES	43,600.00	1,025.00	42,575.00

City of Owatonna
Balance Statement by Fund
31-Mar-25

FUND 292: EDA LOANS

Account Number	Account Name	Ending Balance
ASSETS		
292-10100-000-000	BANK ACCOUNTS	$ 25,718.22
292-10400-000-000	INVESTMENTS	700,000.00

FUND 294: EDA LAND

Account Number	Account Name	Ending Balance
ASSETS		
294-10100-000-000	BANK ACCOUNTS	$ 523,512.00
294-10400-000-000	INVESTMENTS	500,000.00

CITY OF OWATONNA
EDA - LOAN PROFILE
As of : March 2025
prepared 3/31/2025

EDA - Improvement Notes

Borrower	Loan Date	Int Rate	Years	Original Balance	Current Balance	Monthly Payment	Status	Type	Notes
Wagner's	10/1/2018	2.500	7	43,480.63	12,616.85	564.78	Current	Retail	
Total				43,480.63	12,616.85	564.78			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	1	43,480.63	12,616.85	100.00%
	Non-current	0	-	-	0.00%
		1	43,480.63	12,616.85	100.00%

EDA - Low Doc Notes

Borrower	Loan Date	Int Rate	Years	Original Balance	Current Balance	Monthly Payment	Status	Type	Notes
Selective Looks	6/16/2020	2.500	7	25,000.00	6,095.59	259.78	Current		
Vesterby	12/13/2021	1.625	7	12,500.00	6,872.85	157.53	Current		
Family 1st Insurance	7/5/2023	4.125	7	20,000.00	19,380.54	274.53	Current		
Family 1st Insurance	7/5/2023	-	3	5,000.00	3,888.89	138.89	Current		
				62,500.00	36,237.87	830.73			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	4	62,500.00	36,237.87	100.00%
	Non-current				0.00%
		4	62,500.00	36,237.87	100.00%

EDA Land Fund

Borrower	Loan Date	Int Rate	Years	Original Balance	Current Balance	Annual Payment	Status	Type	Notes
Gateway #2 TIF note	12/31/16	3.000	25	472,889.00	418,878.55		Current		TIF Guarantee
Arrow Ace TIF note	12/1/17	3.000	25	350,000.00	307,966.79		Current		TIF Guarantee
Nicolai TIF note	12/31/17	3.000	25	524,845.17	501,155.68		Current		TIF Guarantee
Marriott TIF note	5/18/21	3.000	25	268,000.00	268,000.00		Current		TIF Guarantee
224 Cedar TIF note		3.000	25	225,000.00	18,953.16		Current		TIF Guarantee
Ascend TIF note	7/31/2023	5.000	25	100,000.00	100,000.00		Current		TIF Guarantee
KAMP TIF note	2/1/23	3.500	8	155,074.00	155,074.00		Current		TIF Guarantee
Total				2,095,808.17	1,770,028.18	-			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	7	2,095,808.17	1,770,028.18	100.00%
	Non-current	0	-	-	0.00%
		7	2,095,808.17	1,770,028.18	100.00%

Owatonna Area Chamber of Commerce & Tourism

Memo

To: Economic Development Authority

From: Brad Meier, President/CEO

Date: 04/16/2025

Re: OACCT Economic Development Update

Economic Development

- **See report for leads and 'in progress' reports.**

Workforce

- Made in Owatonna Days April 23rd: **Manufacturing, Engineering, Construction.**
- Quarterly employer meeting held after growth breakfast on April 17th.
- Signing Day planned for May 28th at 5pm at Torey's Upstairs Conference space.
- Paid wages for student work experiences to 5 businesses in March.
- Provided testimony at the capitol to continue state funding for the Owatonna Workforce Development Inc. operations.

Other

- OPED: Received multiple nominations for the MN RealEstate Journal awards event in May including: CDI & KAMP Automation for industrial project of the year, Mohs Contracting for Contractor of the Year, Ascend Project for redevelopment project, City of Owatonna for City of the Year, Owatonna High School and Crandell Center for Community Facility of the Year and Greg Kruschke for Developer of the Year.
- OPED: Hosting Micropolitan on Wednesday, September 24th, 2025 in Owatonna
- OPED: Sponsored RE Journal Land Development Summit
- OPED: Met with State DEED and received local business letters of support for a national search project.
- April Chamber Growth Breakfast featured the new Owatonna Opportunity scholarship.
- Participated in the SE MN Realtors group 'Eggs & Issues' program in Owatonna about housing.

Company	Date of Inquiry	Service Provided	Follow ups	Conclusion	Project Outcome: Green (progressing), yellow (probable); red (not moving)
Development project idea for downtown Owatonna.	2/29/2024	Developer presented an idea for a new building in downtown Owatonna.	Early stages of the idea and it has some overlap with another downtown project being discussed. 01/29/25 additional data being collected.	Set up meeting between the two project developers for March. 8/7 met with developer who now has more detail drawings. Will have join OPED for further discussion.	
Car wash	2/10/2025	Regional developer looking for a location to put in a new car wash	Met 2x's and also brought city into the conversation. Tour of town with Greg K.	Thought they had a location, but now looking again.	
Husband/Wife with an idea for a new business	2/18/2025	Indoor field house concept	Have done some business planning and looking for spaces	Met with them at OABDC with Sean to discuss location options, loan and grant information, and business planning.	
Recruiting new Insurance Agent/Agency for Owatonna	3/14/2025	Working to replace an agency that is retiring from the marketplace.	Share the opportunity details and sharing with people who may be a good fit.	Plan to pull it altogether this summer.	
Crafting Store	3/14/2025	Outreach to box retailer about possibilty of Owatonna.	Corporate real estate department. Might be interest.		

Updated: 3-24-25 STR Report

Lodging Tax Revenue (Monthly Totals- 95% of reported $ go to Tourism)

	2025	2024	2023	2022	2021	2020	2019
JAN	$21,342	$19,206	$22,926	$13,871	$21,347	$ 16,376	$17,083
FEB		$17,592	$17,468	$12,330	$8,475	$ 11,009	$16,473
MARCH		$16,896	$21,919	$14,205	$10,756	$ 8,123	$14,985
APRIL		$20,395	$20,851	$14,121	$13,735	$ 5,493	$17,043
MAY		$27,303	$25,317	$21,351	$16,739	$ 7,230	$19,600
JUNE		$32,677	$29,759	$24,958	$22,810	$ 10,808	$23,445
JULY		$29,764	$26,075	$21,242	$20,225	$ 12,350	$21,907
AUG		$34,678	$29,703	$28,797	$22,930	$ 12,689	$23,691
SEPT		$30,274	$26,022	$23,793	$19313	$ 13,034	$20,317
OCT		$28,634	$23,678	$24,361	$21,464	$ 15,098	$20,839
NOV		$19,899	$21,155	$21,443	$15,578	$ 11,453	$15,874
DEC		$20,359	$18,059	$22,647	$17,257	$ 8,688	$16,358
TOTAL	**$21,342**	**$297,684**	**$282,937**	**$243,119**	**$193,373**	**$ 131,662**	**$227,616**

Occupancy YTD

STR Report does not currently include Home2Suites*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	YTD Average
2025	33.4	31.9											32.65%
2024	39.2	41.1	40.1	46.6	54	60	53	58.7	53.9	49.6	34.8	34.2	47.06%
2023	38.6	40.5	46	45	49	62	52.5	58.4	55.4	49.2	44.3	36.2	48.1%
2022	34	35	41	52	52	59	49	51	44	43	39	39.3	44.1%
2021	22	27	31	43	52	63	57	59	54	60	48	40	47%
2020	45.7	46.8	34	28	35.4	51.6	37.2	38.6	42.1	46.6	37.5	26.5	39.2%
2019	42.6	50.9	42.3	50.0	57.1	68.3	63.4	67.0	59.6	58.4	46.9	43.9	54.2%
2018	49.9	49.6	53.80	50.20	55.5	68.10	57.80	69.00	65.4	59.60	41.9	45.7	55.5%
2017	62.4	58.6	61.2	49.4	59.3	70.9	68.0	69.0	65.4	67.7	62.8	50.2	62%

	2020	2021	2022	2023	2024	2025	2024/2025 (YTD Comparison)	Feb 2024/ Feb 2025 Comparison
ADR	$ 83.73	$ 81.30	$ 94.27	$ 117.98	$112.36	$112.05	$112.40/$112.05	$109.5/$111.50
REV Par	$ 36.56	$ 27.13	$ 42.01	$ 62.62	$54.08	$37.45	$46.00/$37.45	$45.50/$36.10

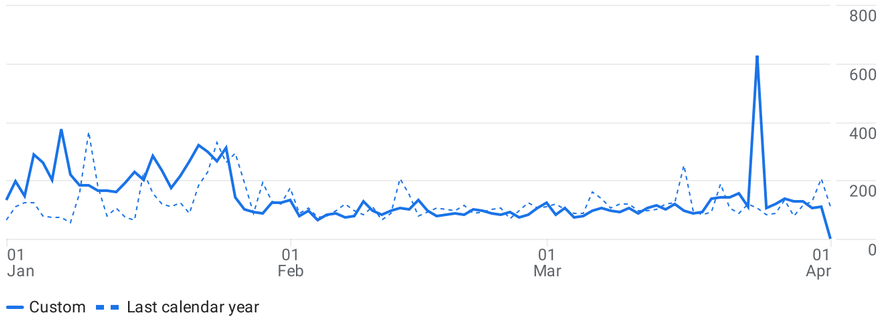
All Users | Add comparison +

Custom Jan 1 - Mar 31, 2025
Compare: Jan 1 - Mar 31, 2024

Acquisition overview

Active users
12K
↑ 12.9%

New users
12K
↑ 12.8%



New users by First user primary channel gro...

FIRST USER PRIMARY CHA...	NEW USERS	
Organic Search	4.9K	↑ 6.2%
Direct	2.5K	↑ 48.5%
Organic Social	1.8K	↓ 21.8%
Referral	1.4K	↑ 25.4%
Unassigned	899	-
Display	0	↓ 100.0%
Email	0	↓ 100.0%

View user acquisition →

Sessions by Session primary channel group...

SESSION PRIMARY CHAN...	SESSIONS	
Organic Search	7K	↑ 11.4%
Direct	3K	↑ 38.2%
Organic Social	2.1K	↓ 18.0%
Referral	1.8K	↑ 64.2%
Unassigned	932	↑ 3,351.9%
Display	0	↓ 100.0%
Email	0	↓ 100.0%

View traffic acquisition →

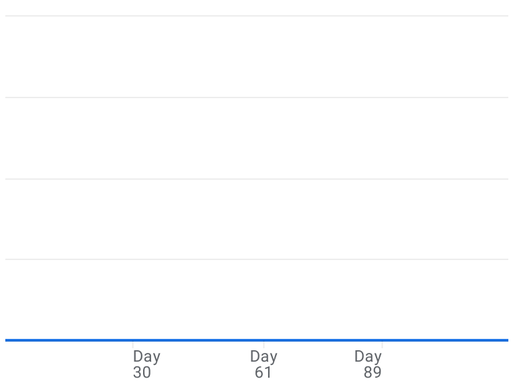
Sessions by Session Google Ad...

SESSION GOOGLE A...	SESSIONS

No data available

View Google Ads campaigns →

Average 120d value



Last 120 days ending Mar 31

Sessions by Session manual sou...

SESSION MANUAL ...	SESSIONS	
google	6.3K	↑ 14.0%
m.facebook.com	1.6K	↑ 2.2%
lm.facebook.com	223	↓ 62.5%
bing	391	↑ 4.8%
l.facebook.com	153	↓ 51.7%
wake-up-network.com	447	-
linder	0	↓ 100.0...

View Manual campaigns →

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All Users | Add comparison

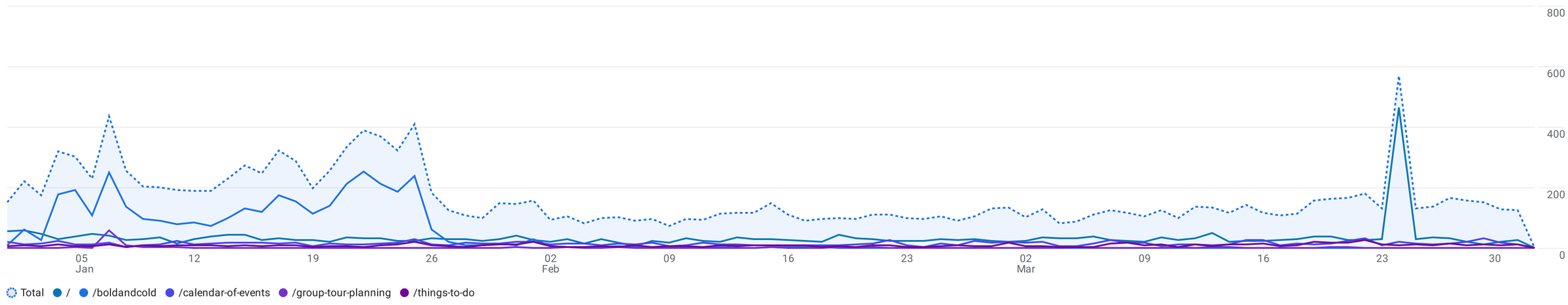
Custom Jan 1 - Mar 31, 2025
Compare: Jan 1 - Mar 31, 2024

Landing page: Landing page

Add filter

Sessions by Landing page over time

Day



Search...

Rows per page: 10 Go to: 1 1-10 of 167

	Landing page	Sessions	Active users	New users	Average engagement time per session	Key events (All events)	Total revenue	Session key event rate (All events)
	Total	14,884 vs. 12,647 ↑ 17.69%	11,666 vs. 10,329 ↑ 12.94%	11,508 vs. 10,204 ↑ 12.78%	56s vs. 52s ↑ 7.14%	5,292.00 vs. 4,181.00 ↑ 26.57%	$0.00 vs. $0.00	28.25% vs. 23.97% ↑ 17.82%
1	(not set)							
	Jan 1 - Mar 31, 2025	4,782 (32.13%)	4,147 (35.55%)	172 (1.49%)	19s	5,291.00 (99.98%)	$0.00 (–)	87.89%
	Jan 1 - Mar 31, 2024	3,437 (27.18%)	3,038 (29.41%)	240 (2.35%)	37s	4,053.00 (96.94%)	$0.00 (–)	88.01%
	% change	39.13%	36.5%	-28.33%	-47.19%	30.55%	0%	-0.14%
2	/boldandcold							
	Jan 1 - Mar 31, 2025	3,594 (24.15%)	2,899 (24.85%)	2,756 (23.95%)	1m 00s	0.00 (0%)	$0.00 (–)	0%
	Jan 1 - Mar 31, 2024	1,516 (11.99%)	1,151 (11.14%)	1,073 (10.52%)	48s	0.00 (0%)	$0.00 (–)	0%
	% change	137.07%	151.87%	156.85%	24.23%	0%	0%	0%
3	/							
	Jan 1 - Mar 31, 2025	3,000 (20.16%)	2,792 (23.93%)	2,731 (23.73%)	55s	0.00 (0%)	$0.00 (–)	0%
	Jan 1 - Mar 31, 2024	2,272 (17.96%)	2,018 (19.54%)	1,951 (19.12%)	32s	25.00 (0.6%)	$0.00 (–)	1.06%
	% change	32.04%	38.35%	39.98%	69.48%	-100%	0%	-100%
4	/calendar-of-events							
	Jan 1 - Mar 31, 2025	1,301 (8.74%)	900 (7.71%)	806 (7%)	26s	0.00 (0%)	$0.00 (–)	0%
	Jan 1 - Mar 31, 2024	794 (6.28%)	628 (6.08%)	551 (5.4%)	48s	0.00 (0%)	$0.00 (–)	0%
	% change	63.85%	43.31%	46.28%	-45.81%	0%	0%	0%
5	/things-to-do							
	Jan 1 - Mar 31, 2025	765 (5.14%)	722 (6.19%)	667 (5.8%)	1m 27s	0.00 (0%)	$0.00 (–)	0%
	Jan 1 - Mar 31, 2024	616 (4.87%)	587 (5.68%)	559 (5.48%)	1m 27s	0.00 (0%)	$0.00 (–)	0%
	% change	24.19%	23%	19.32%	-0.91%	0%	0%	0%
6	/where-to-eat							
	Jan 1 - Mar 31, 2025	713 (4.79%)	610 (5.23%)	589 (5.12%)	51s	0.00 (0%)	$0.00 (–)	0%
	Jan 1 - Mar 31, 2024	551 (4.36%)	481 (4.66%)	459 (4.5%)	1m 02s	0.00 (0%)	$0.00 (–)	0%
	% change	29.4%	26.82%	28.32%	-16.75%	0%	0%	0%
7	/annual-events							
	Jan 1 - Mar 31, 2025	481 (3.23%)	399 (3.42%)	365 (3.17%)	48s	0.00 (0%)	$0.00 (–)	0%
	Jan 1 - Mar 31, 2024	279 (2.21%)	257 (2.49%)	235 (2.3%)	40s	0.00 (0%)	$0.00 (–)	0%
	% change	72.4%	55.25%	55.32%	20.92%	0%	0%	0%
8	/modelt2025							
	Jan 1 - Mar 31, 2025	450 (3.02%)	356 (3.05%)	332 (2.88%)	50s	0.00 (0%)	$0.00 (–)	0%
	Jan 1 - Mar 31, 2024	0 (0%)	0 (0%)	0 (0%)	0s	0.00 (0%)	$0.00 (–)	0%
	% change	0%	0%	0%	0%	0%	0%	0%
9	/hotels-motels							
	Jan 1 - Mar 31, 2025	279 (1.87%)	263 (2.25%)	249 (2.16%)	36s	0.00 (0%)	$0.00 (–)	0%
	Jan 1 - Mar 31, 2024	206 (1.63%)	189 (1.83%)	175 (1.72%)	36s	0.00 (0%)	$0.00 (–)	0%
	% change	35.44%	39.15%	42.29%	1.49%	0%	0%	0%
10	/shopping							
	Jan 1 - Mar 31, 2025	212 (1.42%)	190 (1.63%)	167 (1.45%)	57s	0.00 (0%)	$0.00 (–)	0%
	Jan 1 - Mar 31, 2024	201 (1.59%)	176 (1.7%)	161 (1.58%)	1m 21s	1.00 (0.02%)	$0.00 (–)	0.5%
	% change	5.47%	7.95%	3.73%	-29.34%	-100%	0%	-100%

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All Users | Add comparison +

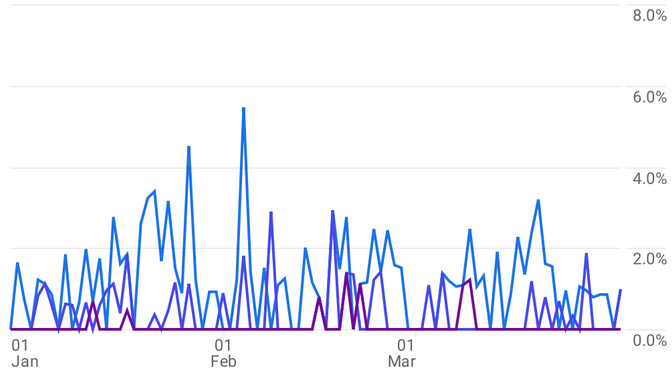
Custom Jan 1 - Mar 31, 2025
Compare: Jan 1 - Mar 31, 2024

Retention overview

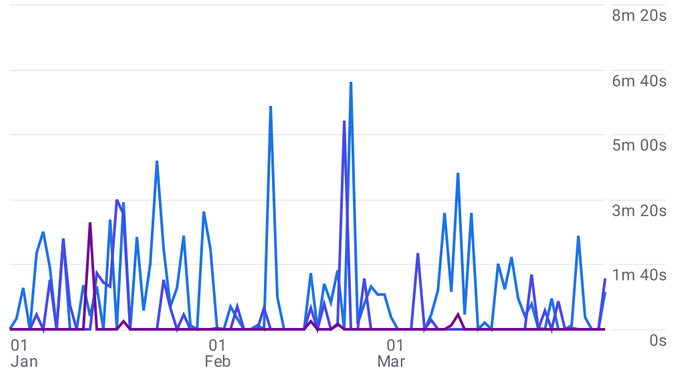
New users
12K
↑ 12.8%

Returning users
1.5K
↑ 28.2%

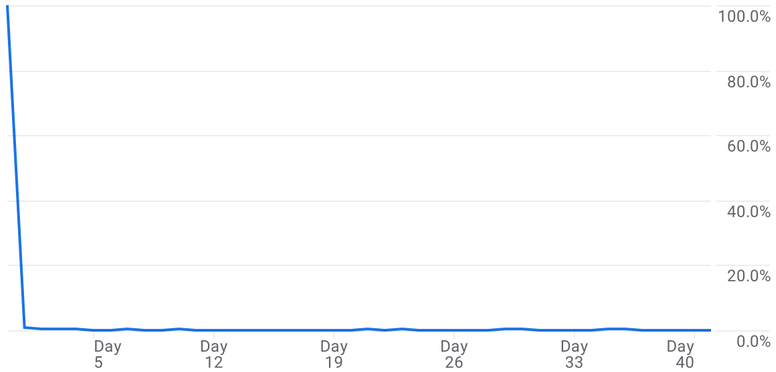
User retention by cohort



User engagement by cohort

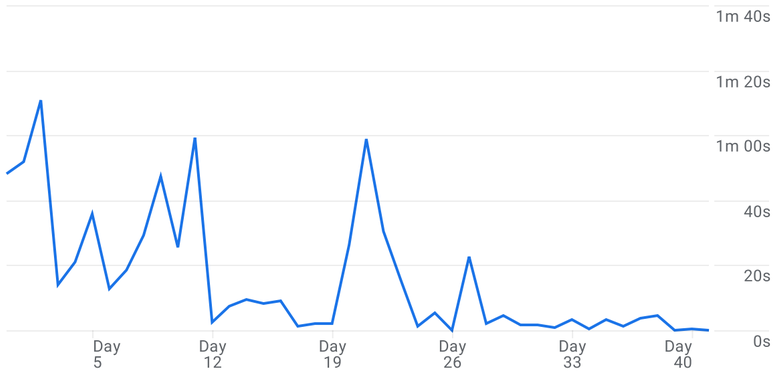


User retention



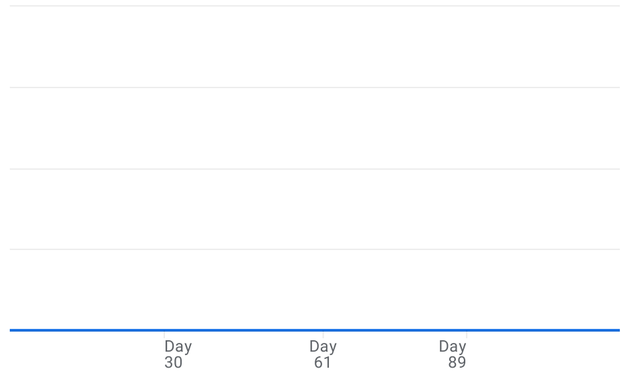
Last 42 days ending Mar 31

User engagement



Last 42 days ending Mar 31

Average 120d value



Last 120 days ending Mar 31

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Q1-2025 Conferences/Shows/Networking Events

1. Jan 14- Minnesota Field Trip Library
2. Jan 18- MN State Arts Board & SE MN Arts Council Grant Writing Workshop
3. Feb 1-2- Chicago Travel Show
4. Feb 18-19 Explore Minnesota Conference

Q1-2025 Leads Generated

1. E Newsletter Sign ups-58
2. MN Field Trip Library-171
3. Explore Minnesota Leads-463
4. New Social Follows/Likes- (FB- 112; IG-48)
5. Chicago Travel Show-100 email/phone leads
6. Cedar Falls Travel Show-96

Q1-2025 VG Distribution

1. Chicago Travel Show-350
2. Wenger Job Fair- 30
3. MOA- 700
4. Cedar Falls Travel Show- 140
5. Federated Insurance- 30
6. Minneapolis Convention Center-210

Q1-2025 Meetings & Event Held/Attended

1. Jan 15- EDA (Quarterly Update)
2. Jan 16- Southern MN Tourism Association
3. Jan 21- Tourism Promoter Summit (2 sessions held)
4. Jan 22- Monthly Lodging Meeting
5. Jan 24- OACCT Annual Dinner
6. Feb 25- Convention Center Feasibility Study
7. Feb 26- Tourism Marketing (Events) & Lodging meeting
8. March 4- Model T
9. March 12- Tourism Marketing (restaurants)
10. March 26- Monthly Lodging Meeting

Q1-2025 Local Marketing Activity

1. Jan 15- Straight Talk
2. Jan 22, Feb 5- KRFO radio
3. Feb 4, KOWZ
4. Bold & Cold print/digital Ads (OPP)
5. Ascend Welcome Package
6. March 19- Straight Talk
7. Ongoing Owatonna Live- Trivia

Q1-2025 Regional Marketing

1. Bold & Cold Sponsored Ads
2. MPI/ABA Digital Ads (Jan-March)
3. Updated I-35 Billboard to Shop & Dine- Nov- April
4. Digital Billboard-on-going monthly (event updates)
5. MN Bike & Hike Guide
6. MN Trails Guide
7. AAA Ad (March)- EMT Coop- Road Trip
8. MN Meetings
9. Midwest Meetings- Print ad & Annual Directory
10. Events E-newsletter- Jan (3056)/Mar (3,555)
11. Associations North Guide

Q1-2025 Earned PR/Promotions

1. KSTP MN Live- Jan 7 (Lisa Cochran promoted Bold & Cold Events)
2. Twins Caravan- Jan 22- organized visits to Cabela's, Central Park & Owatonna Curling Club
3. Invest: Minneapolis-St. Paul Interview
4. EMT Films Partnership- JetSetter App

Q1- 2025 Groups Presented to

1. Jan 17- Steele County Exchange Club (12)
2. Jan 21- Tourism Summit- Group 1 (24)
3. Jan 21- Tourism Summit – Group 2 (22)
4. Feb 25- Owatonna Chamber Board (20)
5. Mar 7- Noon Exchange Club- (20)
6. Mar 20- Minnesota Agricultural & Rural Leadership Group (4)
7. Mar 25- Owatonna Adult Education-English Language Studies (25)

Foundational Marketing Activities

1. Feb Winter Promo Videos- February 17
2. Website & CRM Redevelopment
3. Meetings Photography (OCC; Toreys)
4. 2025 Visitors Guides Complete

Q1-2025 Group Tours/Visits/Day Meetings

1. March 4-Columbia Heights Group Tour (50)
2. March 6- Steelhead/Vestas Meet & Greet (Torey's)

Q1-2025 Groups generating room nights

1. Jan 3-5 Hockey Tournaments
2. Mar 20-22 North Star Farm & Power Show

2025 Groups Confirmed

1. 2025 Weekends Apr 5- May 4-USBC 51st Annual Minnesota State Mixed Championships
2. Apr 1-3 Northern Natural Gas (60)
3. Apr 23-26 MN Catholic Daughters (120)
4. May 2-4 Corky's Early Bird Softball Tournament
5. Jul 19-25 Model T Tour Group (500-600)
6. August (Dates TBD)- Twin Rivers League (Owatonna Aces) Regional Tournament
7. Oct 18- RTB Women's Barbell Classic

2026 Groups Confirmed

1. Jan 26-28 Co-Occurring Disorders Symposium
2. Minnesota State Bowling Tournament
3. 2026 District Exchange Convention- May 15-17

RFP's/Inquiries In process

1. **MAHLM Conference-** submitted Jan. 31-to host any of the following: April dates in 2026, 2027, 2028 or 2029 (250 people x 2 potential room nights)
2. 2026 Fair Zone
3. 2025 MASMS Conference
4. Schilling Supply Company
5. Vikings Event (lost to Dakota County)
6. 2026 Owatonna Youth Soccer Tournament (tentatively June 26-28)
7. MASC/MAHS State Leadership Convention 2026 4/11-4/13 Group RFP (at OHS)
8. Minnesota Simmental Annual Meeting- 11/22-11/23
9. Scrapbooking Group- October 22

Facebook

Jan 1, 2025 – Mar 31, 2025
vs. Jan 1, 2024 – Mar 31, 2024

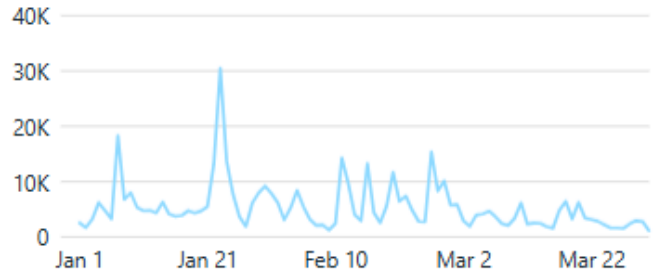
Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Views

Export

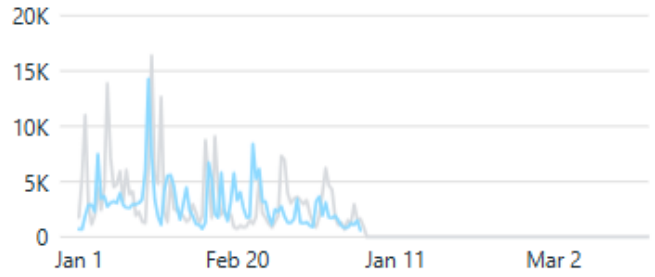
483.2K



Reach

Export

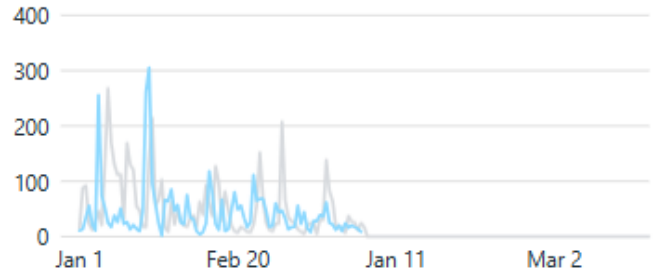
70.6K ↓ 25.5%



Content interactions

Export

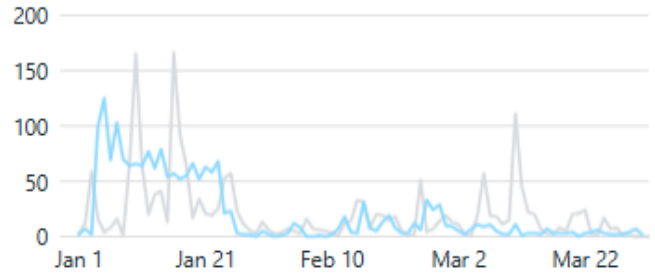
3.9K ↓ 19.7%



Link clicks

Export

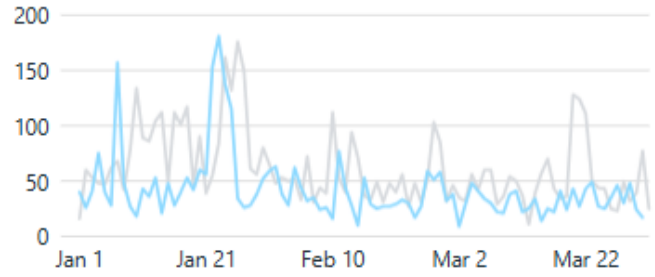
1.9K ↓ 4.2%



Visits

Export

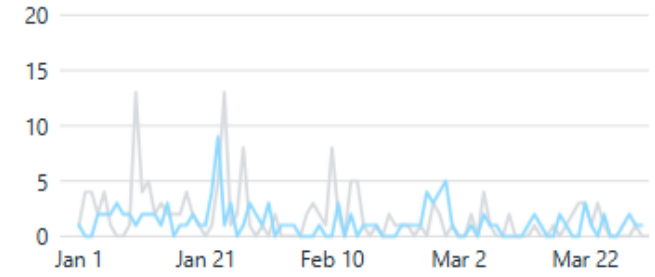
3.8K ↓ 32.6%



Follows

Export

112 ↓ 29.6%



Instagram

Jan 1, 2025 – Mar 31, 2025
vs. Jan 1, 2024 – Mar 31, 2024

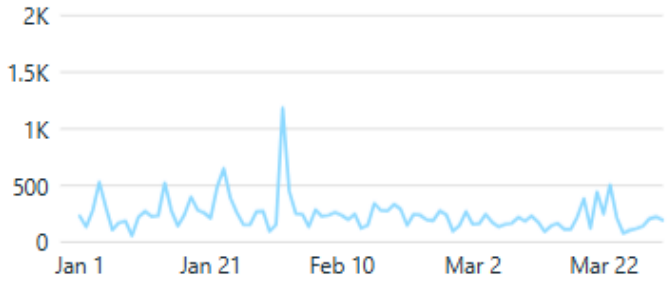
Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Views

Export

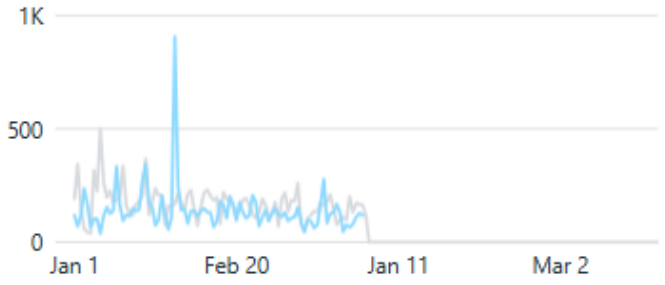
21.8K



Reach

Export

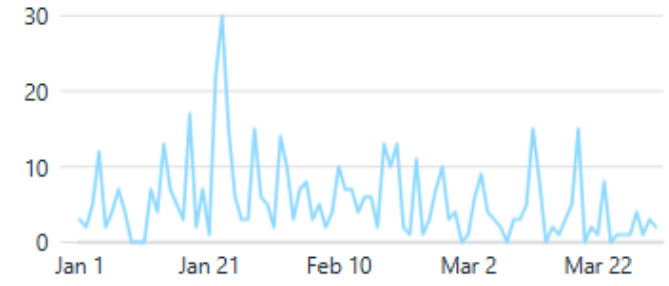
2.4K ↑ 42.4%



Content interactions

Export

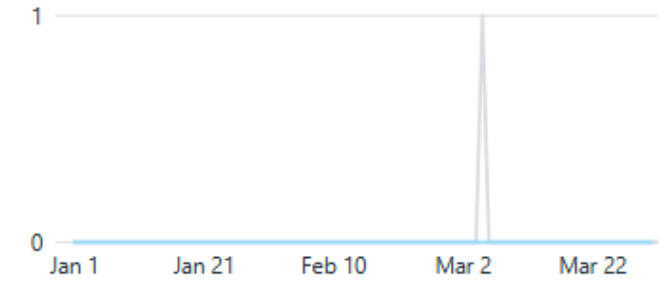
497 ↑ 100%



Link clicks

Export

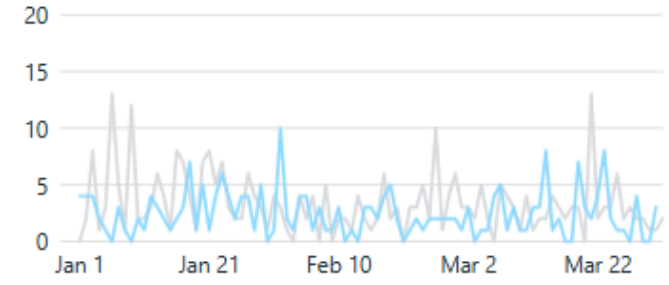
0 ↓ 100%



Visits

Export

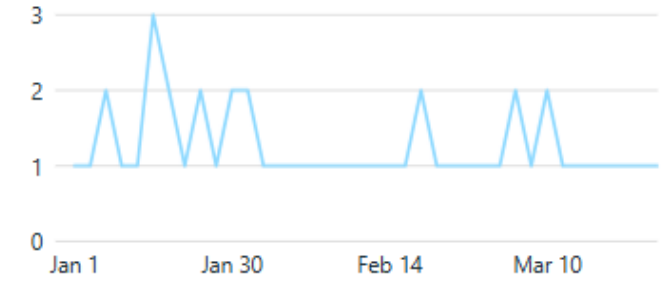
219 ↓ 28.2%



Follows

Export

48



OWATONNA AREA BUSINESS DEVELOPMENT CENTER

EDA Report – April 2025

Updates:

- **Southeast Minnesota Software Studio** – 2nd Cohort started 2/21
- **Innovators & Business Owners Connect-up (IBOC)** – 2nd Thursday of every month - Register at iboc.eventbrite.com
- **Small Business Academy** – Started March 3rd – 8 participants for 4 ventures
- **Director of Entrepreneurial Services** – Danielle Wavrin

OABDC – January, February, and March 2025

Consulting					
					Hours
Clients	Sessions	Hours	New	Operating	2025 YTD
Jan - 10	12	11.25	0	4	11.25
Feb - 12	15	18	4	3	29.25
Mar - 13	19	20.75	5	4	50

Occupancy			
Manufacturing		Offices	
Total Leasable Space	34,325	Total Leasable Offices	11
Total Leased Space	21,075	Total Number of Leased Offices	10
Present Occupancy	60%	Present Occupancy %	91%
Budget Occupancy	42%	Budget Occupancy %	70%
Occupancy Revenue to Budget	$1,933	Revenue to Budget	+$1,010
Performance to Budget	143%	Performance to Budget	144%
Number of Tenants	10	Number of Tenants	10
Makerspace	3,200		

EDA Loan Programs – April 2025

New Business:

Low Doc Loans:

Forgivable Loans:

- 301 and 303 N. Cedar – Prohaski - $10,000 Interior - Sprinklers

April 16, 2025
EDA Meeting

EDA Projects Report

- The developer has sold the site for the second building on the old Hardees/Budget Mart site to Redline Development Group, LLC. TIF was approved for this project. There is enough TIF being generated from the first building to pay the City back for costs associated with realigning Barney Street. Any additional TIF generated from a second building would assist the developer for costs associated with the development. There is still another lot available for development.

- The land swap between the City and Cemstone is completed. The City now owns the current Cemstone site and Cemstone owns 14 acres of vacant land in the industrial park. Cemstone will have 5 years to build a new facility on the new site. The City will then redevelop the current site once Cemstone moves out. Tax Increment Financing is being used to assist with the project. Cemstone has completed the plant on their new site. The storage building is currently under construction. The project should be done by the end of May.

- The City currently owns 224 North Cedar Avenue (Bubba's Building). A new redevelopment project is being sought for that property.

- The City has purchased the property at 117 West Bridge Street formerly owned by Centro Campesino. Construction of a new roof on the building is complete as well as other improvements. The EDA paid for the roof and other improvements with the intent of redeveloping the property and utilizing tax increment financing to recoup those costs from the project. A letter of intent has been signed as a business is going through a due diligence process for a potential redevelopment project.

- The City owns the property at 148 West Main Street that was damaged from a collapsed roof. The City has cleaned out the property and secured it. A redevelopment project is being sought for that property.

- Tax Increment Financing has been approved for the redevelopment of 202 West Bridge Street. The project will renovate the entire building into retail and office space. Construction is complete on the first floor and Graif has moved into that space. Additional tenant space is being built out in the upper level of the building.

- Plans have been announced for the riverfront redevelopment project north of West Vine Street and west of North Oak Avenue. Redline Development Group will be demolishing 5 buildings, including the Chamber of Commerce building and constructing a bank building and a second building which will contain Mineral Springs Brewery, 20,000 square feet of commercial space and 69 luxury apartments. The EDA owns one of the buildings at 216 North Oak Avenue. Tax Increment Financing has been approved for this project. A development agreement has been approved. The property is being platted and easements and streets are being vacated as part of the project. Demolition of the buildings is complete and construction is nearly complete. MSB and West Bank have opened and the apartments are now available to rent.

- Scooter's Coffee is proposing to build a drive-through coffee shop on city owned land at the corner of South Cedar Avenue and 18th Street SW. The City Council has approved a conditional use permit for the project and purchase agreement for the property. The property has been sold. Scooters is trying to purchase the tower property and incorporate it into the site before beginning the project. A building permit has been issued and construction has started on the new building. Construction is now complete and Scooters is now open.

- The City has purchased the property at 126 East Fremont Street. Plans will begin to demolish the house and garage on the site. A redevelopment project is being sought for this property and the 4 other lots the City owns. The house was burned on October 22 and the rest of the site has been cleaned up. Staff has a signed agreement with Alexander Lumber to swap 2 City owned lots on East Fremont Street for a lot on Rose Street. The City Council has approved the land swap and we have closed on the land swap. The EDA still has 3 lots on Fremont and is pursuing a redevelopment project.

- The City has purchased the property at 139 East Pearl Street for a future redevelopment project. Demolition of the house is complete.

- The City received an offer to purchase the two EDA lots on State Avenue for $200,000 for a 12,100 square foot facility for Renneberg Hardwood Inc. The City Council approved the sale of the property and the property has been conveyed to the new owners. Construction on a new building will begin in this year. The public hearing the platting of the property is planned to be April 22nd.

- Sputtering Components is planning a 12,500 square foot addition onto their facility in the industrial park. Tax Increment Financing is being requested for the project. A public hearing for the TIF is scheduled for April 15th.

- Foremost has closed. This was a TIF project and the property is being marketed for a new tenant or buyer.