



**ECONOMIC DEVELOPMENT AUTHORITY
MEETING**
Wednesday, July 16, 2025 at 4:00 PM
Council Chambers, City Hall at 540 West Hills Circle

1. EDA Agenda

1.1. EDA Agenda - July 16, 2025

2. Roll Call

3. Approval of Last Meeting Minutes

3.1. June 18, 2025 EDA Minutes

4. Treasurer's Report

4.1. June Treasurer's Report

5. Loan Report

5.1. June Loan Report

6. Reports

6.1. OACCT Report

6.2. MainStreet Report

6.3. Tourism Report

6.4. OABDC Report

6.5. Airport Report

6.6. EDA Report

7. Old Business

7.1. Forgivable Loan – 220 Cedar Ave N – Ronnie's Sports Bar LLC (aka Reggie's Brewhouse) / Skala \$10,000 (Interior)

8. New Business

8.1. Low Doc Loan - 127 Broadway Street W - HC Properties, LLC / Clayton - Tier 1 & Tier 2

8.2. Forgivable Loan - 119 Bridge Street W - Mizuki Fusion

9. Schedule Next Meeting – August 20, 2025

10. Adjournment

Economic Development Authority

Regular Meeting

Wednesday, July 16, 2025

4:00 PM

Charles S. Crandall Center – Chambers

City Hall

Preliminary Agenda

1. Roll Call: Boeke, Burbank, Cowell, McDermott, Mensink, Savage, Voss
2. Approval of Minutes: June 18, 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
 - a. Forgivable Loans
 - i. 220 Cedar Ave N – Ronnie's Sports Bar LLC / Skala
 - Both – Interior & Exterior – \$20,000
 - Interior – basement repairs / safety – update
 - Façade improvements – window & lighting – approved at June 18 meeting
7. New Business
 - a. Low Doc Loans
 - i. 127 Broadway Street W – HC Properties, LLC / Clayton
 - Roof – Structural Improvement
 - Tier 1 – \$5,000 – 0% interest – 36 months
 - Tier 2 – \$13,300 – 3.75% interest – 60 months
 - b. Forgivable Loans
 - i. 119 Bridge Street W – Quanxi LLC / Feng
 - Exterior – \$10,000
8. Schedule Next Meeting – August 20, 2025
9. Adjournment

**EDA
Minutes
June 18, 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 President Voss presiding. Commissioners present: Dan Boeke, Dave Burbank, Andrew Cowell, Corey Mensink, Brian Savage, and Doug Voss. Commissioners absent: Patrick McDermott. Also present were Troy Klecker, Brad Meier, Lisa Cochran, and Kristen Kopp.

Approval of Minutes. Commissioner Cowell moved approval of the minutes of the May 21, 2025 meeting with second by Commissioner Mensink. All Commissioners voting Aye, the motion passed.

Treasurer's Report. Community Development Director Troy Klecker presented the revenue and expense reports for May. He said that they paid consulting fees on the TIF for Sputtering Components. The first half payment has been made to the Chamber.

Loan Report. MainStreet Director Lisa Cochran said that all loans are current.

OACCT / OPED Report. OACCT President Brad Meier presented the report for May. He said 27 students were involved with Signing Day, which included military for the first time this year. There is a change with the Workforce Coordinator and that person should be in place by the next meeting. In September, OPED is hosting a Micropolitan event. It brings commercial and industrial real estate developers to town. It's a good way to tell Owatonna's story to people who are making decisions. He said they are excited to host again. OMC has a Grand Opening June 23. The Double Tree Hotel got their Temporary Certificate of Occupancy and they start to take reservations tomorrow.

MainStreet. MainStreet Director Lisa Cochran said the first Downtown Thursday was June 5. She was at a mandatory MainStreet conference in Duluth that day, but said it was a wonderful event with 4,600 people—more than we had last year on any of the nights. Tomorrow night there will be an evening Farmers Market during the 11 @ 7 concert. It runs from 5 to 8 pm. Savage said they have a yearly procurement group and they all stayed at the Marriott and they had great feedback on the downtown.

EDA Projects. Community Development Director Troy Klecker presented the EDA Projects for May. Cemstone site is getting close to moving in—they're planning to move in the end of the month. They are discussing the price on the lots they are looking to purchase next to the Cemstone site. OMC will be open next week. They have had numerous meetings on Ascend 2. The plan would be to demolish this fall with approvals running through City Council later this summer. This project would have 40+ units with main floor and lower level commercial tenants. Renneberg should be starting construction soon. Sputtering Components has framing on their addition up. Last night, City Council approved purchasing 1301 Oak Avenue South. The closing is not until December, and they will continue talking with the other property owners in the meantime.

New Business.

Forgivable Loan – 220 Cedar Avenue North – Ronnie’s Sports Bar LLC (aka Reggie’s Brewhouse) / Skala -- \$20,000 (Interior and Exterior). Lisa said they have been talking ever since the owner purchased the building about doing improvements. He has an estimate with a plan. He submitted it. Mohs would be doing the work. He’s looking at the exterior siding on the front and back—board and batten in a taupe color, new gutters, new lights, new windows and a new front entry. Everything is in line with MainStreet guidelines. The total project is over \$99,000 and most of that is for exterior. The interior is for the lower level (basement) and it needs repairs and safety upgrades. What gets done will be dependent on what gets approved. They need to back plaster the entire basement and infill basement windows. Because of structural damage in the basement, they can’t do other things. Doors and windows come to almost \$30,000. Voss asked if all of the interior work would qualify. Cochran said that the masonry work would be \$11,000 and the infill of windows would be \$3,000. He has plans to do an upper level, but because the basement is old and hasn’t been touched for a while, back plastering will make it structurally sound. Voss said Mohs is involved, which is good. He said that Ken Beck would need to be involved before they start any work. Klecker said the exterior clearly qualifies. The interior sounds like it’s about \$14,000 to make it structurally sound. He said we should get Ken Beck in there to see. If it is something that has to be done to make it structurally sound, we could approve the interior grant. Boeke said if he’s willing to put \$100,000 into the building, we could help him out. Mensink said that basement improvements equips him to do the second floor improvements. A motion was made by Mensink to approve the \$10,000 Exterior improvements with second by Boeke. All Commissioners voting Aye, the motion carried.

Schedule Next Meeting. The next EDA meeting is scheduled for **July 16, 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 Cowell to adjourn the meeting at 4:34 pm. All Commissioners voting Aye, the motion passed.

[illegible]

EDA LAND						
Account	Description	2025 Budget	Month Actual Jun-25	Current YTD	Budget Remaining	Percentage
	<u>REVENUE</u>					
294-34950-690-694-000000	TIF ADMINISTRATIVE F	- 1,356.00			- 1,356.00	
294-34960-690-694-000000	INTEREST ON LOANS	- 29,150.00		- 271.96	- 28,878.04	0.93
294-36210-690-694-000000	INTEREST EARNINGS	- 20,000.00		- 9,494.00	- 10,506.00	47.47
294-36220-690-694-000000	RENT/RENTALS	- 30,000.00	- 850.00	- 20,724.00	- 9,276.00	69.08
	TOTAL REVENUE	- 80,506.00	- 850.00	- 30,489.96	- 50,016.04	
	<u>EXPENDITURES</u>					
294-43004-690-694-000000	LEGAL FEES			92.00	- 92.00	
294-43010-690-694-000000	OTHER PROFESSIONAL S	20,000.00	620.00	620.00	19,380.00	3.10
294-43500-690-694-000000	PROPERTY & LIABILITY	3,600.00		2,050.00	1,550.00	56.94
294-43910-690-694-000000	REAL ESTATE TAXES	20,000.00		63,172.14	- 43,172.14	315.86
294-45100-690-694-000000	LAND					
294-45300-690-694-000000	OTHER IMPROVEMENTS					
	TOTAL EXPENDITURES	43,600.00	620.00	65,934.14	-22,334.14	

City of Owatonna
Balance Statement by Fund
30-Jun-25

FUND 292: EDA LOANS

Account Number	Account Name	Ending Balance
ASSETS		
292-10100-000-000	BANK ACCOUNTS	\$ 53,922.33
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	\$ 561,473.66
294-10400-000-000	INVESTMENTS	500,000.00

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	11,538.73	564.78	Current	Retail	
Total				43,480.63	11,538.73	564.78			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	1	43,480.63	11,538.73	100.00%
	Non-current	0	-	-	0.00%
		1	43,480.63	11,538.73	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	5,520.39	259.78	Current		
Vesterby	12/13/2021	1.625	7	12,500.00	6,576.17	157.53	Current		
Family 1st Insurance	7/5/2023	4.125	7	20,000.00	18,964.00	274.53	Current		
Family 1st Insurance	7/5/2023	-	3	5,000.00	3,611.11	138.89	Current		
				<u>62,500.00</u>	<u>34,671.67</u>	<u>830.73</u>			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	4	62,500.00	34,671.67	100.00%
	Non-current				0.00%
		<u>4</u>	<u>62,500.00</u>	<u>34,671.67</u>	<u>100.00%</u>

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	410,302.48		Current		TIF Guarantee
Arrow Ace TIF note	12/1/17	3.000	25	350,000.00	302,255.87		Current		TIF Guarantee
Nicolai TIF note	12/31/17	3.000	25	524,845.17	489,514.85		Current		TIF Guarantee
Marriott TIF note	5/18/21	3.000	25	268,000.00	266,398.23		Current		TIF Guarantee
224 Cedar TIF note		3.000	25	225,000.00	16,975.12		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				<u>2,095,808.17</u>	<u>1,740,520.55</u>	<u>-</u>			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	7	2,095,808.17	1,740,520.55	100.00%
	Non-current	0	-	-	0.00%
		<u>7</u>	<u>2,095,808.17</u>	<u>1,740,520.55</u>	<u>100.00%</u>

Memo

To: Economic Development Authority
From: Brad Meier, President/CEO
Date: 07/16/2025
Re: OACCT Economic Development Update

Economic Development

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

Workforce

- Materials for 4 of the Shops for downtown secured through State of MN Appropriation
- Still opportunity to
- New Workforce Coordinator hired for SteeleCoWorks-Gospel Kordah-started Tuesday
 - Objective is to bring more businesses into providing work experience, job shadow, internships

Other

- OPED: Sponsors secured for the September 24th Micropolitan and speakers being finalized.
- OPED: Next marketing event through REJournal is their golf event in August-Owatonna will be at a hole.
- OPED: discussions about the Main Street road reconstruction project-public open house July 17th 4-6pm at Morehouse Room OPU.

<u>Company</u>	<u>Date of Inquiry</u>	<u>Service Provided</u>	<u>Follow ups</u>	<u>Conclusion</u>	<u>Project Outcome:</u> <u>Green (progressing),</u> <u>yellow (probable); red</u> <u>(not moving)</u>
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. 7/1/25 will be locating on former Salvation Army site.	
Runs a food truck, wants to open a physical location site	2/14/2025	Looking for a location to open a mexican restaurant downtown	Looking for visible location, but where he can put in some sweat equity to get it open	Landed in the former Pupuseria site and plans to be open summer 25. 7-3-2025 finally has all approvals and plans to open in July	
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. 7/10/25 new agent has been identified and will start in the fall.	
Crafting Store	3/14/2025	Outreach to box retailer about possibility of Owatonna.	Corporate real estate department. Might be interest.		
Short Term Rental while building	4/29/2025	discussing their locating to Owatonna	Need 3-5000 sq ft of warehouse and some office space until new building is up in the fall	Provided multiple location options. 7/1/25 temp location in former Mustang building.	
Looking for a site to build a hotel	4/30/2025	Group is looking for I-35 site locations	Build Holiday Inn Express want 5 acres	Talked about the current marketplace, doubletree opening and sites	
Want to open a Kitchen/Sports Bar in downtown Owatonna	4/30/2025	Her and her husband have gone through the OABDC Co-Starters program	Looking for 5,000 sq ft for this business, ideally existing space	Lisa Cochran and Brad met via phone with her and talked through potential locations	
Developing an existing building on Bridge Street	5/9/2025	Looking for ideas for his site		GregK and Brad M provided some ideas.	
Company's District Office considering a centralized location in Owatonna	5/15/2025	3-5,000 sq ft office	Want to purchase	Sent over a couple options on the market right now.	
Looking for new office space in Owatonna	6/10/2025	2,000 sq ft 2 office + front desk	Lease and would like to be downtown, can afford \$1,800/mo	Provided a few options including one spot in a good downtown location.	

Starting a new business	7/10/2025	Stopped into Chamber office wanted to make sure she's doing all the right things to start her dog grooming business	Has a start on a business plan, location, LLC, insurance.	Going to connect her with the OABDC to walk through her business plan.	
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2025 Quarter 2 Report for EDA

Stats/Downtown News:

- Businesses Opened:
- Businesses Closed:
- New Owners: Central Heating & Refrigeration
- Business Move: Halla Cabinetry
- New facility opened: Steele County Corrections Building
- Volunteer Hours: 670

Design:

- Assisted with hanging of Flower Baskets

Economic Vitality:

- Met with 2 business/building owners regarding Forgivable Loan
- Attended 1 monthly meetings with Sean from OABDC
- Attended 3 EDA Meetings
- Attended 2 IBOC (Innovators & Business Owners Connect-Up) meetings, led by Sean from OABDC
- Presentations to CEO quarterly meeting, OACCT Board, OABDC Board, Facilities Committee for OPS, EDA, IBOC regarding The Shops at Rose Street
- Presented at Growth Breakfast about the state of Main Street

Organization:

- Held 3 Advisory Board Meetings

Promotion:

- Planned for visit from U of M class studying EDA/streetscape
- Assisted with 2nd Cinco de Mayo Celebration in Central Park
- Farmer's Market started in Central Park, attended 3 Saturdays as "staff"
- Assisted with Downtown Clean-Up with City of Owatonna and ALC
- Visited 4 businesses for National Tourism Week with Ambassadors
- Organized Downtown Thursday event for June 5. I was gone but record attendance and A LOT of volunteer hours put in.
- Started Evening Farmers Market in June
- Raised \$18,700 for Sponsorships for Downtown Thursday, still looking for \$1300 to reach goal of \$20,000

Training:

- Attended Main Street National Conference in Philadelphia
- Participated in 6 Teams/Zoom education
- Attended Growth Breakfast on wrap-up of Legislative Session
- Attended Main Street State Conference in Duluth

Communication:

- 2 interviews on Straight Talk
- 1 interview on KRFO and 3 interviews on KOWZ
- 3 full-page articles/ads in Steele County Times focused on Main Street
- Wrote 2 articles for the Chamber's Business Brief regarding Main Street – Downtown Thursday/Gem Days and Growth of Main Street

Community Involvement:

- Attended 2 Owatonna Business Partnership Meetings to share Main Street news, events, and programs
- Attended 1 Community Advisory Meeting with the Owatonna Foundation
- Attended 3 Business After Hours hosted by OACCT, 1 in Main Street District
- Participated in 2 Owatonna Leadership Academy days and graduated from OCLA program

**Q2-2025 Conferences/Shows/Networking Events
(April/May/June)**

1. April 22- BAH at Souba's
2. May 27- BAH Prime Garage
3. June 5 & 6- MACVB- Stillwater
4. June 10- SMTA- Northfield
5. June 24- BAH Mineral Springs Brewery

Q2-2025 Leads Generated (April/May/June)

1. E Newsletter Sign ups-
2. MN Field Trip Library-
3. Explore Minnesota Leads- (Adv Leads 404; pageviews + 3167)
4. New Social Follows/Likes- (285 (FB); 84 (IG))
5. Bandwango Sign ups-19
6. EMT- Group Tour Leads- ABA- 81

Q2-2025 VG Distribution (April/May/June)

1. 70 to SMTA
2. 227 through online requests (website request)

**Q2-2025 Meetings & Events Held/Attended
(April/May/June)**

1. April 1- Minne Road Trip Plans/Review
2. April 9- EMT Regional Update
3. April 9- Monthly Marketing Committee
4. April 16- Model T
5. April 16- EDA (Quarterly Update)
6. April 17- SMTA
7. April 23- Model T/SCHC (Fashion Show)
8. April 23- Monthly Lodging Meeting
9. May 2- Beyond BAH at Corky's Tournament
10. May 8- Celebrated National Travel & Tourism Week with visits to hotels and attractions
11. May 14- EMT Southern Regional update
12. May 15- SMTA
13. May 21- Celebrated National Travel & Tourism Week at Mineral Springs Brewery with Tourism Trivia & social
14. May 28- Monthly Lodging Meeting
15. June 11- tourism Marketing Committee
16. June 17- MinneRoad Trip meeting
17. June 19- Legislative Update- Chamber Growth Breakfast
18. June 25- Monthly Lodging meeting

Q2-2025 Local Marketing Activity (April/May/June)

1. Bi-weekly Tuesday updates KOWZ radio
2. Ongoing Owatonna Live- Trivia
3. SCT- Fun in the Sun
4. OPP- One Tank Trips

Q2-2025 Regional Marketing (April/May/June)

1. Smokin in Steele Sponsored Social-978 views
2. Updated I-35 Billboard to Biking April-Oct
3. Digital Billboard-on-going monthly (event updates)
4. AAA Ad (submitted April for May publication)- EMT Coop- Bike/Trails
5. MN Meetings & Events – ½ page ad
6. Events E-newsletter- April 28 (3,424); June
7. Digital Awareness Campaign (Leisure) IG & FB 03/24 – 12/5 Always On Annual Events <https://visitowatonna.org/annual-events> 05/01 - 7/31 Activation Trails <https://visitowatonna.org/trails/>
8. Lead Generation Campaign (Leisure) IG & FB 04/15– 07/01 Retarget Visitors Guide <https://visitowatonna.org/request-a-guide/>
9. Big Blends Radio/Jefferson Highway Podcast- aired on National Road Trip Day – May 23
10. ABA/MPI Digital Ads (Jan-June)

Q2-2025 Earned PR/Promotions (April/May/June)

1. Invest: Minneapolis-St. Paul Interview
2. Scene Magazine
3. Model T Ford Club Magazine
4. OPP/STC Model T Coverage

Q2- 2025 Groups Presented to (April/May/June)

1. April 25- Catholic Daughters- Welcome to Owatonna (Owatonna Eagles)
2. April 29- Women's Group at Emmanuel Lutheran Church
3. May 13- Christian Women's Group- Trinity

Foundational Marketing Activities (April/May/June)

1. Video Shoot for May 2-4
2. Website & CRM Redevelopment- Creative Reviews; Data Review; Functional Review
3. April- Contracted for Sales & Support Specialist focusing on group outreach (meetings/group tours)
4. April 21- Submitted & Received EMT Grant for 2025/26- (Max \$5500 matching)

Q2-2025 Group Tours/Visits/Day Meetings

1. April 11- Red Lake Charter Group
2. April 14- Triton Schools
3. May 8- Columbia Heights- Active Ages (10)
4. May 29- Castle Rockers Group Tour (55)

**Q2-2025 Groups/Events generating room nights
(April/May)**

1. USBC Tournament Weekends in April (?)
2. Northern Natural Gas April 1-3 (60)
3. MN Catholic Daughters- April 23-26 (70)

4. May 2-4 Corky's Early Bird Softball Tournament

2025 Groups Confirmed

1. Jul 19-25 Model T Ford Club Tour (500-600)
2. August (Dates TBD)- Twin Rivers League (Owatonna Aces) Regional Tournament
3. Oct 18- RTB Women's Barbell Classic
4. Catholic Daughter's Zumbrota Group- 20- July 26
5. Class of 1980

2026 Groups Confirmed

1. Jan 26-28 Co-Occurring Disorders Symposium
2. Minnesota State Bowling Tournament (weekends April-1st Weekend in May)
3. **MASC/MAHS** State Leadership Convention 2026 4/11-4/13 Group (at OHS)
4. 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)- *lost 2026 due to Hotel not being open yet*
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. Minnesota Simmental Annual Meeting- 11/22-11/23
8. Scrapbooking Group- October 22
9. South Central Human Relations group- August dates
10. Submitted Coalition of Greater Minnesota Cities RFP on June 6, for July 2026 dates.
11. Fidelity Bank Group- Ossian Iowa- May 2026

Q2 Event Attendance

April:

1. April 12 & 13 Owatonna Gum & Knife Show- (2,000 visitors/visits)

May:

2. May 3-5- Corky's Early Bird (7900 visits; 5200 visitors)
3. May 4- Rustic Mamas (4100 visits/visitors)
4. May 4- Cinco de Mayo (800)
5. May 26- Memorial Day Parade-
6. May 30-31- Smokin in Steele (1.5k visits; 1.3k visitors)
7. May- Farmers Market (3100 visits; 2700 visitors)

June:

8. June 5- Downtown Thursday- 5300 visitors/visits
9. June 14-Harry Wenger Marching Band Festival (1000 approx visitors/visits- unable to track Trinity Audience)
10. June 21- Juneteenth (110 visitors/visits)
11. June- Farmers Market (2700 visits; 2500 visitors)

Other Projects:

- Explore Minnesota's Film Ready Communities
- Group Tour Leads Focus with Explore Minnesota-planning Fam Tour for Holiday Lighted Parade & Christmas in the Village
- Meetings Leads Focus with Associations North-planning Fam Tour for September

A All Users

Add comparison +

Custom

Apr 1 – Jun 30, 2025

Compare: Apr 1 - Jun 30, 2024

Reports snapshot

Active users

42K

↑ 257.2%

New users

41K

↑ 255.6%

Average engagement time per active user

15s

↓ 80.5%

Sessions

50K

↑ 255.4%

Active users by
First user source / medium

FIRST USER SOURCE / ME...	ACTIVE USERS	
m.facebook.com / referral	17K	↑ 789.5%
google / organic	5K	↑ 10.6%
(direct) / (none)	5.4K	↑ 116.5%
facebook / paid	7.3K	-
startribune / email	3.3K	-
l.facebook.com / referral	499	↑ 162.6%
bing / organic	339	↓ 1.5%

Sessions by Session source / medium

SESSION SOURCE / MEDIU...	SESSIONS	
m.facebook.com / referral	20K	↑ 858.6%
google / organic	7.2K	↑ 18.4%
(direct) / (none)	5.9K	↑ 103.1%
facebook / paid	8.5K	-
startribune / email	3.4K	-
bing / organic	480	↓ 0.2%
l.facebook.com / referral	625	↑ 167.1%

Event count by Event name

EVENT NAME	EVENT COUNT	
page_view	63K	↑ 54.3%
session_start	50K	↑ 245.6%
first_visit	41K	↑ 255.6%
user_engagement	17K	↑ 15.0%
scroll	11K	↑ 58.1%
click	6.6K	↑ 3.7%
engaged_visitors_2__min	3.6K	↑ 24.4%

[View events](#) →

Views by
Page title and scree...

PAGE TITLE AND S...	VIEWS	
TRAILS Owatonna A...	12K	↑ 4,338...
REQUEST A GUIDE ...	12K	↑ 8,116...
ANNUAL EVENTS O...	9.2K	↑ 276.9...
THINGS TO DO Owa...	5.3K	↑ 176.5...
CALENDAR OF EVEN...	3.7K	↑ 39.4%
Owatonna Area Cha...	3.5K	↑ 32.7%
WHERE TO EAT Owa...	3.3K	↑ 204.5...

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Active users by City

CITY	ACTIVE USERS	
Chicago	4.8K	↑ 368.7...
Minneapolis	3.8K	↑ 135.5...
Owatonna	1.3K	↓ 27.4%
Omaha	715	↑ 1,111...
Des Moines	738	↑ 2,008...
Milwaukee	633	↑ 10,45...
Dallas	113	↓ 78.4%

[View cities](#) →

Active users by Interests

INTERESTS	ACTIVE USERS	
News & Politics/Avid ...	4.1K	↑ 263.8...
Lifestyles & Hobbies/...	3.8K	↑ 365.6...
Food & Dining/Cookin...	2.7K	↑ 136.8...
Technology/Social M...	3.2K	↑ 404.3...
Home & Garden/Hom...	2.5K	↑ 190.2...
News & Politics/Avid ...	2.4K	↑ 169.0...
Media & Entertainme...	2.3K	↑ 159.3...

[View interests](#) →

Key events by Campaign

CAMPAIGN	KEY EVENTS	
(organic)	3.2K	↑ 5.8%
(referral)	1.4K	↑ 66.5%
(direct)	1.1K	↑ 9.5%
26Owatonna2025	256	-
email	185	-
120225937311400563	20	-

All Users

Add comparison

Custom

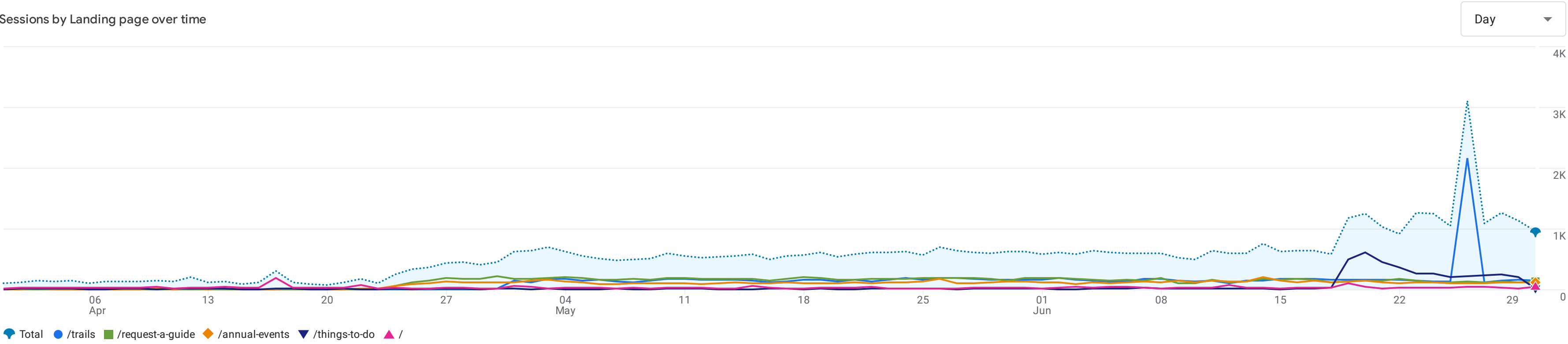
Apr 1 - Jun 30, 2025

Compare: Apr 1 - Jun 30, 2024

Landing page: Landing page

Add filter

Sessions by Landing page over time



🔍 Search...

Rows per page: 10Go to: 11-10 of 154

Landing page		↓ Sessions	Active users	New users	Average engagement time per session	Key events	Total revenue	Session key event rate
SHOW ALL ROWS						All events		All events
Total		49,942 vs. 14,053 ↑ 255.38%	41,765 vs. 11,691 ↑ 257.24%	41,427 vs. 11,650 ↑ 255.6%	12s vs. 1m 04s ↓ -80.4%	6,314.00 vs. 4,959.00 ↑ 27.32%	\$0.00 vs. \$0.00	9.6% vs. 25.47% ↓ -62.32%
1	/trails							
	Apr 1 - Jun 30, 2025	11,362 (22.75%)	9,973 (23.88%)	9,965 (24.05%)	4s	0.00 (0%)	\$0.00 (−)	0%
	Apr 1 - Jun 30, 2024	144 (1.02%)	131 (1.12%)	116 (1%)	54s	0.00 (0%)	\$0.00 (−)	0%
	% change	7,790.28%	7,512.98%	8,490.52%	-91.32%	0%	0%	0%
2	/request-a-guide							
	Apr 1 - Jun 30, 2025	10,751 (21.53%)	9,136 (21.87%)	9,127 (22.03%)	0s	0.00 (0%)	\$0.00 (−)	0%
	Apr 1 - Jun 30, 2024	13 (0.09%)	12 (0.1%)	11 (0.09%)	50s	0.00 (0%)	\$0.00 (−)	0%
	% change	82,600%	76,033.33%	82,872.73%	-98.35%	0%	0%	0%
3	/annual-events							
	Apr 1 - Jun 30, 2025	8,197 (16.41%)	6,459 (15.47%)	6,333 (15.29%)	8s	0.00 (0%)	\$0.00 (−)	0%
	Apr 1 - Jun 30, 2024	1,868 (13.29%)	1,692 (14.47%)	1,635 (14.03%)	19s	0.00 (0%)	\$0.00 (−)	0%
	% change	338.81%	281.74%	287.34%	-58.78%	0%	0%	0%
4	(not set)							
	Apr 1 - Jun 30, 2025	5,420 (10.85%)	4,437 (10.62%)	0 (0%)	0s	6,246.00 (98.92%)	\$0.00 (−)	88.43%
	Apr 1 - Jun 30, 2024	4,051 (28.83%)	3,877 (33.16%)	567 (4.87%)	1m 14s	4,904.00 (98.89%)	\$0.00 (−)	88.27%
	% change	33.79%	14.44%	-100%	-99.42%	27.37%	0%	0.18%
5	/things-to-do							
	Apr 1 - Jun 30, 2025	4,404 (8.82%)	4,176 (10%)	4,115 (9.93%)	18s	0.00 (0%)	\$0.00 (−)	0%
	Apr 1 - Jun 30, 2024	1,159 (8.25%)	1,092 (9.34%)	1,032 (8.86%)	1m 32s	0.00 (0%)	\$0.00 (−)	0%
	% change	279.98%	282.42%	298.74%	-79.82%	0%	0%	0%
6	/where-to-eat							
	Apr 1 - Jun 30, 2025	2,778 (5.56%)	2,561 (6.13%)	2,508 (6.05%)	17s	0.00 (0%)	\$0.00 (−)	0%
	Apr 1 - Jun 30, 2024	666 (4.74%)	574 (4.91%)	548 (4.7%)	50s	0.00 (0%)	\$0.00 (−)	0%
	% change	317.12%	346.17%	357.66%	-65.57%	0%	0%	0%
7	/							
	Apr 1 - Jun 30, 2025	2,746 (5.5%)	2,383 (5.71%)	2,292 (5.53%)	28s	3.00 (0.05%)	\$0.00 (−)	0.11%
	Apr 1 - Jun 30, 2024	2,128 (15.14%)	1,869 (15.99%)	1,778 (15.26%)	46s	5.00 (0.1%)	\$0.00 (−)	0.23%
	% change	29.04%	27.5%	28.91%	-39.58%	-40%	0%	-53.5%
8	/calendar-of-events							
	Apr 1 - Jun 30, 2025	2,525 (5.06%)	1,703 (4.08%)	1,538 (3.71%)	22s	0.00 (0%)	\$0.00 (−)	0%
	Apr 1 - Jun 30, 2024	1,606 (11.43%)	1,209 (10.34%)	1,084 (9.3%)	38s	0.00 (0%)	\$0.00 (−)	0%
	% change	57.22%	40.86%	41.88%	-41.08%	0%	0%	0%
9	/itineraries							
	Apr 1 - Jun 30, 2025	1,422 (2.85%)	1,332 (3.19%)	1,317 (3.18%)	2s	0.00 (0%)	\$0.00 (−)	0%
	Apr 1 - Jun 30, 2024	1 (<0.01%)	1 (<0.01%)	1 (<0.01%)	0s	0.00 (0%)	\$0.00 (−)	0%
	% change	142,100%	133,100%	131,600%	0%	0%	0%	0%
10	/events							
	Apr 1 - Jun 30, 2025	531 (1.06%)	474 (1.13%)	410 (0.99%)	42s	0.00 (0%)	\$0.00 (−)	0%
	Apr 1 - Jun 30, 2024	464 (3.3%)	406 (3.47%)	365 (3.13%)	49s	1.00 (0.02%)	\$0.00 (−)	0.22%
	% change	14.44%	16.75%	12.33%	-15.36%	-100%	0%	-100%

All Users

Add comparison

Custom

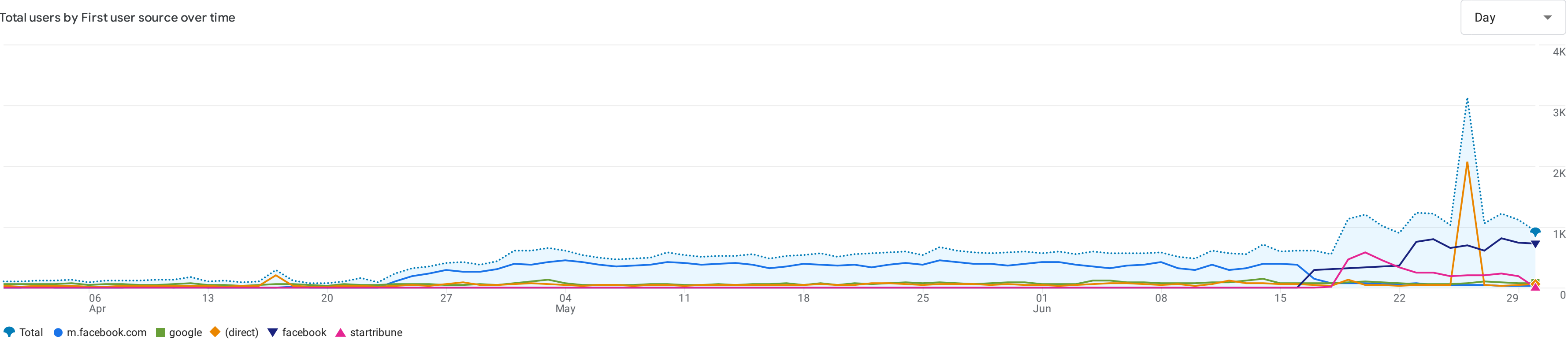
Apr 1 - Jun 30, 2025

Compare: Apr 1 - Jun 30, 2024

User acquisition: First user source

Add filter

Total users by First user source over time



Search...		Rows per page: 10		Go to: 1		1-10 of 156													
First user source		+		↓ Total users		New users		Returning users		Average engagement time per active user		Engaged sessions per active user		Event count All events		Key events All events		User key event rate All events	
SHOW ALL ROWS																			
Total		41,831 vs. 11,744 ↑ 256.19%		41,427 vs. 11,650 ↑ 255.6%		2,217 vs. 1,299 ↑ 70.67%		15s vs. 1m 17s ↓ -80.51%		0.28 vs. 0.67 ↓ -58.64%		196,996 vs. 101,447 ↑ 94.19%		6,314.00 vs. 4,959.00 ↑ 27.32%		10.04% vs. 27.23% ↓ -63.13%			
1	m.facebook.com																		
	Apr 1 - Jun 30, 2025	16,874 (40.34%)		16,857 (40.69%)		542 (24.45%)		2s		0.13		64,976 (32.98%)		732.00 (11.59%)		3.55%			
	Apr 1 - Jun 30, 2024	1,897 (16.15%)		1,893 (16.25%)		47 (3.62%)		12s		0.32		7,926 (7.81%)		195.00 (3.93%)		7.38%			
	% change	789.51%		790.49%		1,053.19%		-77.88%		-60.51%		719.78%		275.38%		-51.9%			
2	facebook																		
	Apr 1 - Jun 30, 2025	7,288 (17.42%)		7,261 (17.53%)		99 (4.47%)		2s		0.10		24,871 (12.63%)		230.00 (3.64%)		2.8%			
	Apr 1 - Jun 30, 2024	0 (0%)		0 (0%)		0 (0%)		0s		0.00		0 (0%)		0.00 (0%)		0%			
	% change	0%		0%		0%		0%		0%		0%		0%		0%			
3	(direct)																		
	Apr 1 - Jun 30, 2025	5,412 (12.94%)		5,316 (12.83%)		432 (19.49%)		28s		0.50		32,104 (16.3%)		1,438.00 (22.77%)		15.26%			
	Apr 1 - Jun 30, 2024	2,502 (21.3%)		2,398 (20.58%)		319 (24.56%)		52s		0.70		19,636 (19.36%)		1,233.00 (24.86%)		29.56%			
	% change	116.31%		121.68%		35.42%		-45.8%		-28.57%		63.5%		16.63%		-48.36%			
4	google																		
	Apr 1 - Jun 30, 2025	5,082 (12.15%)		4,977 (12.01%)		855 (38.57%)		57s		0.83		40,372 (20.49%)		2,720.00 (43.08%)		36.09%			
	Apr 1 - Jun 30, 2024	4,575 (38.96%)		4,502 (38.64%)		725 (55.81%)		1m 11s		0.87		38,950 (38.39%)		2,567.00 (51.76%)		37.1%			
	% change	11.08%		10.55%		17.93%		-19.51%		-4.74%		3.65%		5.96%		-2.72%			
5	startribune																		
	Apr 1 - Jun 30, 2025	3,293 (7.87%)		3,293 (7.95%)		41 (1.85%)		3s		0.11		11,772 (5.98%)		180.00 (2.85%)		4.56%			
	Apr 1 - Jun 30, 2024	0 (0%)		0 (0%)		0 (0%)		0s		0.00		0 (0%)		0.00 (0%)		0%			
	% change	0%		0%		0%		0%		0%		0%		0%		0%			
6	facebook.com																		
	Apr 1 - Jun 30, 2025	623 (1.49%)		620 (1.5%)		7 (0.32%)		3s		0.23		2,302 (1.17%)		20.00 (0.32%)		2.25%			
	Apr 1 - Jun 30, 2024	32 (0.27%)		30 (0.26%)		0 (0%)		1s		0.41		135 (0.13%)		0.00 (0%)		0%			
	% change	1,846.88%		1,966.67%		0%		78.42%		-43.1%		1,605.19%		0%		0%			
7	(not set)																		
	Apr 1 - Jun 30, 2025	542 (1.3%)		542 (1.31%)		2 (0.09%)		0s		<0.01		1,818 (0.92%)		1.00 (0.02%)		0.18%			
	Apr 1 - Jun 30, 2024	0 (0%)		0 (0%)		0 (0%)		0s		0.00		0 (0%)		0.00 (0%)		0%			
	% change	0%		0%		0%		0%		0%		0%		0%		0%			
8	l.facebook.com																		
	Apr 1 - Jun 30, 2025	500 (1.2%)		498 (1.2%)		31 (1.4%)		17s		0.38		2,312 (1.17%)		80.00 (1.27%)		12.83%			
	Apr 1 - Jun 30, 2024	191 (1.63%)		188 (1.61%)		18 (1.39%)		1m 02s		0.81		1,302 (1.28%)		77.00 (1.55%)		28.42%			
	% change	161.78%		164.89%		72.22%		-71.15%		-53.27%		77.57%		3.9%		-54.87%			
9	bing																		
	Apr 1 - Jun 30, 2025	341 (0.82%)		322 (0.78%)		66 (2.98%)		1m 28s		1.00		3,683 (1.87%)		278.00 (4.4%)		49.56%			
	Apr 1 - Jun 30, 2024	344 (2.93%)		338 (2.9%)		51 (3.93%)		1m 39s		0.98		3,722 (3.67%)		258.00 (5.2%)		44.48%			
	% change	-0.87%		-4.73%		29.41%		-11.02%		2.38%		-1.05%		7.75%		11.42%			
10	instagram.com																		
	Apr 1 - Jun 30, 2025	271 (0.65%)		271 (0.65%)		3 (0.14%)		0s		0.06		1,011 (0.51%)		5.00 (0.08%)		1.48%			
	Apr 1 - Jun 30, 2024	0 (0%)		0 (0%)		0 (0%)		0s		0.00		0 (0%)		0.00 (0%)		0%			
	% change	0%		0%		0%		0%		0%		0%		0%		0%			



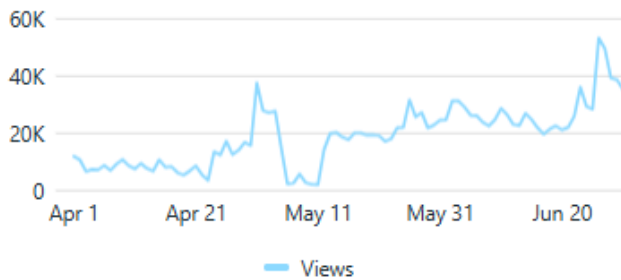
Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Views ⓘ

Export

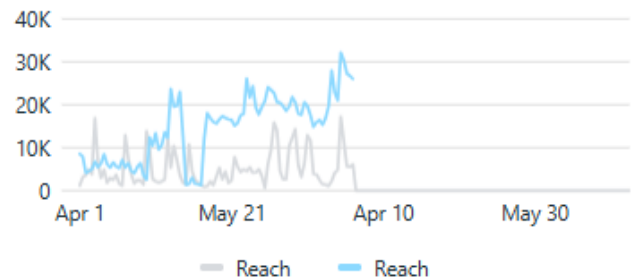
1,720,975



Reach ⓘ

Export

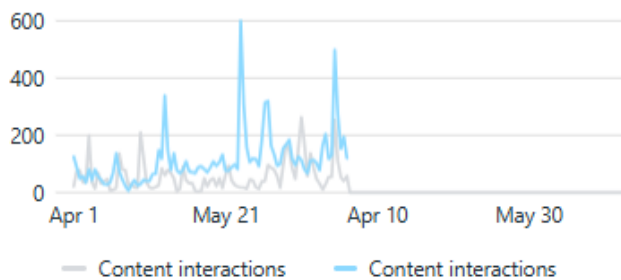
558,723 ↑ 252.3%



Content interactions ⓘ

Export

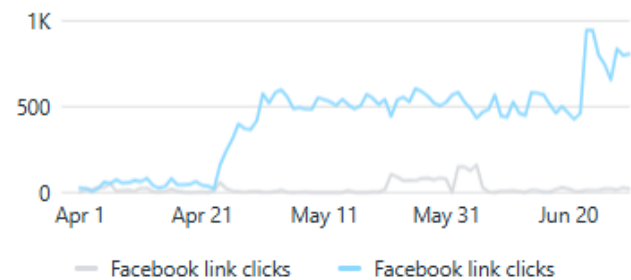
10,445 ↑ 95.3%



Link clicks ⓘ

Export

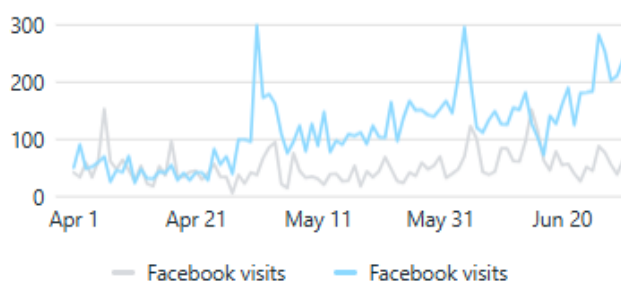
37,382 ↑ 1.6K%



Visits ⓘ

Export

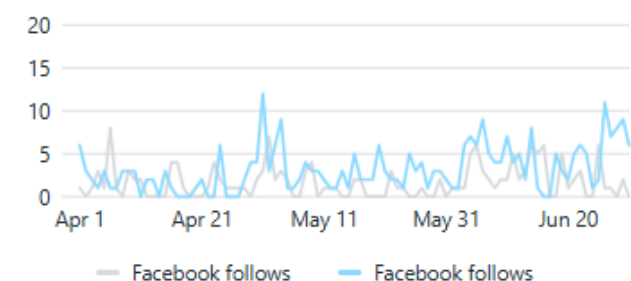
10,638 ↑ 125%



Follows ⓘ

Export

285 ↑ 85.1%





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

Start new goal

Views

Export

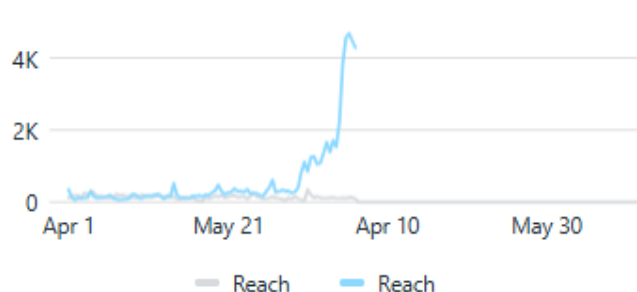
68,219



Reach

Export

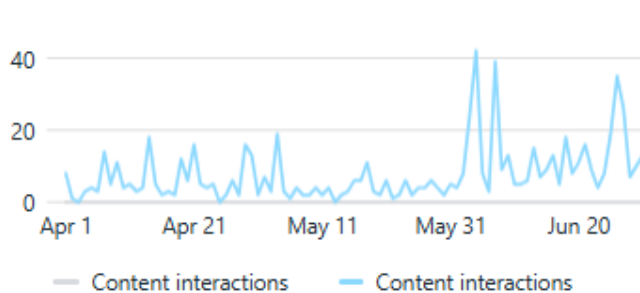
28,697 ↑ 1.7K%



Content interactions

Export

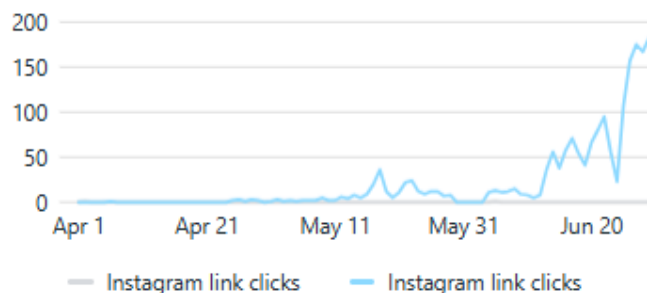
709 ↑ 100%



Link clicks

Export

1,955 ↑ 97.7K%



Visits

Export

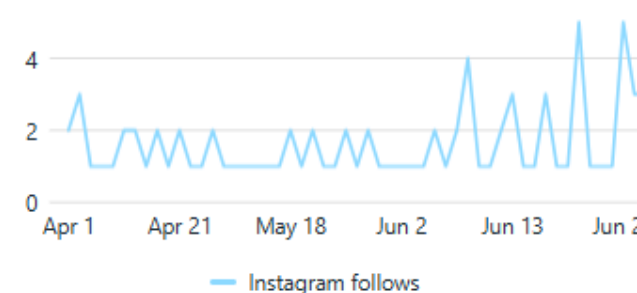
560 ↑ 133.3%



Follows

Export

87





EDA Report – July 2025

Updates:

- **Food & Ag Online Academy – MBFFA Grant Program**
 - 6 entrepreneurs
- **Innovators & Business Owners Connect-up (IBOC)**
 - 2nd Thursday of every month
 - Register at iboc.eventbrite.com
- **Retail Incubator**
- **Owatonna Angel Network**
 - Pitch events for angel investors and professionals
- **Small Business Academy – Powered by Co.Starters**
 - Starting September 15th
 - Learn more and register at sbaowatonna.eventbrite.com

OABDC – June 2025

Consulting					
Clients	Sessions	Hours	New	Operating	Hours 2025 YTD
12	15	16	4	3	106.25

Occupancy			
Manufacturing		Offices	
Total Leasable Space	34,325	Total Leasable Offices	11
Total Leased Space	21,375	Total Number of Leased Offices	10
Present Occupancy	61%	Present Occupancy %	91%
Budget Occupancy	42%	Budget Occupancy %	70%
Occupancy Revenue to Budget	\$1,525	Revenue to Budget	+\$1,010
Performance to Budget	134%	Performance to Budget	144%
Number of Tenants	10	Number of Tenants	10
Makerspace	3,000		



EDA Loan Programs – July 2025

New Business:

Low Doc Loans:

- 127 W Broadway - HC Properties, LLC/Clayton
 - Roof - Structural Improvement
 - Tier 1 - \$5,000 – 0% Interest – 36 months
 - Tier 2 - \$13,300 – 3.75% Interest – 60 months

Forgivable Loans:

- 220 N Cedar Ave – Ronnie’s Sports Bar LLC/Skala
 - Both – Interior & Exterior - \$20,000
 - Interior - basement repairs/safety - update
 - Façade improvements – windows & lighting – approved at 6/25 meeting
- 119 W Bridge St. - Quanxi LLC/Feng
 - Exterior – \$10,000
 - Hardie board and batten, doors

**July 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 complete and Cemstone has moved out of the North Street site. Staff is pursuing purchasing adjacent land.
- 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. Olmsted Medical Center opened last month.

- 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 platting of the property is complete. Construction of the new building has started.
- 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. Tax Increment Financing has been approved for the project. A building permit has been issued for the project and construction has begun.
- Foremost has closed. This was a TIF project and the property is being marketed for a new tenant or buyer.
- The City is proposing to purchase the property at 1301 South Oak Avenue to extend Barney Street to Park Drive. There will be remaining land beyond the land for the street for a redevelopment project. The City Council has approved the purchase and closing is set for December.