



**ECONOMIC DEVELOPMENT AUTHORITY
MEETING**
Wednesday, October 22, 2025 at 4:00 PM
Council Chambers, City Hall at 540 West Hills Circle

1. EDA Agenda - October 22, 2025

1.1. EDA Agenda

2. Roll Call

3. Approval of Last Meeting Minutes

3.1. EDA Minutes - September 10, 2025

4. Treasurer's Report

4.1. September Treasurer's Report

5. Loan Report

5.1. September Loan Report

6. Reports

6.1. OACCT / OPED

6.2. MainStreet

6.3. Tourism

6.4. OABDC

6.5. EDA

7. Old Business

8. New Business

8.1. Forgivable Loan - 115 Rose Street W

8.2. Review contracts with OACCT

8.2.1. Lodging Tax Agreement

8.2.2. Economic Development Agreement

9. Schedule Next Meeting – November 19, 2025

10. Adjournment

Economic Development Authority

Regular Meeting

Wednesday, October 22, 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: September 10, 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 Loans
 - i. 115 Rose Street East – Owatonna Area Business Development Center
 - Interior – \$10,000
 - Interior – Accessibility Improvements
 - b. Review contracts with OACCT
 - i. Lodging Tax Agreement
 - ii. Economic Development Agreement
8. Schedule Next Meeting – November 19, 2025
9. Adjournment

**EDA
Minutes
September 10, 2025**

The Owatonna Economic Development Authority met in regular session at 4:00 pm at the Degner Regional Airport with President Voss presiding. Commissioners present: Dan Boeke, Dave Burbank, Andrew Cowell, Patrick McDermott, Corey Mensink, and Doug Voss. Commissioners absent: Brian Savage. Also present were Troy Klecker, Sean Williams, Brad Meier, Lisa Cochran, and Kristen Kopp.

Approval of Minutes. Commissioner Boeke moved approval of the minutes of the July 16, 2025 meeting with second by Commissioner McDermott. All Commissioners voting Aye, the motion passed.

Treasurer's Report. Community Development Director Troy Klecker presented the revenue and expense reports for August. He said that Lodging Tax is running a little bit more than they had projected for this year. They still have to pay consulting fees and have paid contracts except for OABDC.

Loan Report. OABDC Director Sean Williams presented the Loan Report for August. He said that all loans are current.

OABDC Report. OABDC Director Sean Williams presented the OABDC Report for August. He said that they ran the Food and Ag Online Academy and have six entrepreneurs graduate. Innovators and Business Owners Connect-Up is coming up tomorrow at Torey's. He said that they had a walkthrough with Building Official Ken Beck and Community Development Manager Greg Kruschke yesterday at the Rose Street Center. They put together a little more formal Incubator Program to outline everything they offer to entrepreneurs. There are two more classes starting next week—one in English and one in Spanish. Voss said it looks like the leasable space has grown and asked if there are any prospects. Williams said yes, they will be doing some rearranging as they move the maker space to Rose Street. It is all good growth.

OACCT /OPED Report. OACCT President Brad Meier presented the report. He said that Gospel Kordah has started as the new Workforce Coordinator and that is going well. He is working on bringing new businesses to the program. They are working on the Micropolitan on September 24. There are over 60 on the attendance list. The desire is to showcase Owatonna. The business community is supporting it and they appreciate it. They did a study with CSL on the event and convention space. They will present Friday morning at 8 am at the Chamber office. Voss asked if the Chamber would be a contact for the Sick and Safe legislation. Meier said yes.

EDA Projects. Community Development Director Troy Klecker presented the EDA Projects for August. He said we are using the Cemstone site for some City operations including storage of tree debris. He said he's made contact with Cashwise to see if they have any interest in expanding. They will be bringing it to a real estate meeting soon. They will continue to work on it. There is someone currently looking at Bubba's and putting numbers together on a possible project. There is still a letter of intent on 117 Bridge Street West. He said that there was talk of

tearing down the small building at 148 Main Street West and making a patio for the bar. He will continue to talk to Al Martin about this. There is not a whole lot of interest in the building at this point.

Old Business.

Retail Incubator at Rose Street Center: Klecker said that this has come before the EDA before. The mechanics is that the School District would remain owners of the building and the City would enter into a one-year renewable lease with the School District, so we would be the tenant with the intent to sub-lease it to the OABDC. The City leasing it would alleviate the utility costs. The Lease Agreement is the agreement with the School District and applies to the whole facility except the garages next to the alley. They would remove the salt shed on the eastern side. The lease is a pretty standard lease. There would be improvements made to the building to meet code to have the retail space in there. They walked through with Building Official Ken Beck on all the building code issues. There are efforts to raise funds to do that, and that would not be a City expense, but they do intend to apply for a forgivable loan. They have gotten a lot of good feedback on this from the public and the groups that they have presented to. The thought is to give it a three-year run and at that point if it's working well, we'll look at how to permanently make it work because the School District doesn't want to own the property forever. It is a good collaboration as students will be making the shops and DECA students would be running one of the businesses. It will be a destination for downtown, but also the goal is to get them to graduate to a storefront downtown. The level of support and participation is amazing. We would have to approve a lease agreement with the School District and sublease agreement with OABDC. He said the School District will mostly be using the garages for storage and not everyday use. He said there would be property taxes on this because it will be leased out to for-profit businesses, and that will be the responsibility of the OABDC. There will be a discussion with the County Assessor on the tax details. Mensink asked who bears the cost of insurance. Williams said that everyone at every level will have their own insurance.

Approve Lease Agreement with School District. A motion was made by Boeke and seconded by Mensink to approve the lease agreement with the School District for the Retail Incubator at Rose Street Center. All Commissioners voting Aye, the motion passed.

Approve Lease with OABDC. A motion was made by Mensink and seconded by McDermott to approve the lease with the OABDC for the Retail Incubator at Rose Street Center. All Commissioners voting Aye, the motion passed.

Purchase of North Street Property. Klecker said he has been working with Brad Spitzak on the North Street property. This is the property immediately east of Cash Wise, where there were bunkers that contained the landscaping rock. We currently do not have any frontage on North Street. We had previous discussions that it would make sense to have that frontage and have a continuous lot for redevelopment. They are willing to sell. We had talked about a reduced price for the City to buy it and he emailed back some terms. We had discussed \$185,000. It is assessed at \$157,000 and he said the listing price was \$220,000. We have verbally negotiated at \$185,000. The appraisal came back at \$225,000. He laid out some terms that he could sell it for \$185,000

and we would be responsible for closing costs and recording fees and we will pay for all the property taxes in 2025, which would be \$3,765 to cover the appraisal costs, and we would issue a donation letter for their tax advantage. Mensink asked if there was any environmental concern with the lot. Klecker said he thinks it's been utilized with Cemstone and he did not have any concerns with it. There was a Phase 1 on Cemstone and the main concern was an above-ground tank that was removed. Voss asked if the funding source is the EDA. Klecker said the costs would come from the EDA Land Fund. Klecker said that there were a lot of negotiations on the price. Mensink said that he is okay with the \$185,000. Klecker said that the intent is to get that money back with a redevelopment project. We are acting as the vehicle to redevelop the property. Mensink said there is a huge opportunity cost. It gives you control of the project. In this particular case it is probably worth more to us. Cowell asked what the carrying costs would be on it. There is not a building on it and we won't have to plow. Klecker said they'd probably use it to store some snow so we don't have to plow it as far. Voss said we have \$563,000 in the EDA Land account. Klecker said this will have no impact on the City Levy account—this is a separate account. Mensink said that we've done this in the past and it has been successful. Klecker said a lot of EDA projects we have pursued have led to a lot of big projects and a lot of economic growth. It is an investment to increase our tax base and we will get the money back. When it is all said and done he hopes it will be a feather in our cap that we took initiative to redevelop it. We can sit tight and not do anything and nothing will happen or we can move forward. Burbank said that Troy is doing a good job and has good faith. Mensink said that it has been nice to clean up the Cemstone site and have control of it. It is a very high profile property. Voss said the EDA land fund will be down to \$380,000. Klecker said they have more—there is also \$500,000 invested. There is money funneled into there from previous projects annually. A motion was made by Burbank and seconded by Mensink to authorize Klecker to purchase the North Street Property for up to \$185,000 with the additional costs (closing costs, recording fees, 2025 property tax). All Commissioners voting Aye, the motion passed.

New Business.

Purchase of 1352 South Cedar Avenue. Klecker said the City is purchasing the old Marco building. A chunk of this property would be for the roadway, although another piece would be necessary to get the road through. The owner of the coin carwash contacted Klecker and said that he is also interested in selling. He would be willing to sell it to us for \$110,000. He bought it in 2023 for \$125,000. When the road goes through for Barney Street, Marco takes the west side and this would take the east side. The two together would make a pretty reasonable lot to redevelop. Just south of that is the tobacco shop. Since he is willing to sell and has a reasonable price, this gives us a buildable lot. Cowell asked if there was a road between the two. Klecker said that there is the old Barney Street. Klecker went to get the drawings and show the Commissioners. Voss said that the picture makes sense. He said he thinks that it is a great spot and someone will have a good vision for it and we won't have it very long. Burbank said it was a spot waiting for a little rehab. Boeke said he worried about the tax impact. Klecker said the assessed value is around \$125,000. The value is very reasonable. Voss said we will lose the taxes off it when we own it. Klecker said yes, there are short-term pains because we're losing the taxes for the short term. If you look at the big picture, when we redevelop areas we get a much better situation in the end. It can take time, but that is how you change these areas. This is following in line with what we've done in many cases. Boeke asked if we'd tear the buildings down. Klecker said we

will. Having a building there would make it eligible for TIF. A motion was made by Cowell and seconded by Burbank to authorize Klecker to purchase 1352 Cedar Avenue South for \$110,000 or less. All Commissioners voting Aye, the motion passed.

Schedule Next Meeting. The next EDA meeting is scheduled for **October 22, 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 Mensink adjourn the meeting at 5:11 pm. All Commissioners voting Aye, the motion passed.

EDA LAND						
Account	Description	2025 Budget	Month Actual Sep-25	Current YTD	Budget Remaining	Percentage
	REVENUE					
294-34109-690-694-000000	OTHER REVENUE		- 70.00	- 70.00	70.00	
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	- 39.12	- 340.12	- 28,809.88	1.17
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	- 23,274.00	- 6,726.00	77.58
294-39101-690-694-000000	SALE OF CAPITAL ASSE					
	TOTAL REVENUE	-80,506.00	-959.12	- 33,178.12	- 47,327.88	
	EXPENDITURES					
294-43004-690-694-000000	LEGAL FEES			92.00	- 92.00	
294-43010-690-694-000000	OTHER PROFESSIONAL S	20,000.00		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		1,959.78	1,959.78	- 1,959.78	
	TOTAL EXPENDITURES	43,600.00	1,959.78	67,893.92	- 24,293.92	

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

FUND 292: EDA LOANS

Account Number	Account Name	Ending Balance
ASSETS		
292-10100-000-000	BANK ACCOUNTS	\$ 22,862.88
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	\$ 562,938.88
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	9,368.99	564.78	Current	Retail	
Total				43,480.63	9,368.99	564.78			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	1	43,480.63	9,368.99	100.00%
	Non-current	0	-	-	0.00%
		1	43,480.63	9,368.99	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	4,653.09	259.78	Current		
Vesterby	12/13/2021	1.625	7	12,500.00	5,980.45	157.53	Current		
Family 1st Insurance	7/5/2023	4.125	7	20,000.00	18,122.31	274.53	Current		
Family 1st Insurance	7/5/2023	-	3	5,000.00	3,055.55	138.89	Current		
				<u>62,500.00</u>	<u>31,811.40</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	31,811.40	100.00%
	Non-current				0.00%
		<u>4</u>	<u>62,500.00</u>	<u>31,811.40</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	15,618.28		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>1,739,163.71</u>	<u>-</u>			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	7	2,095,808.17	1,739,163.71	100.00%
	Non-current	0	-	-	0.00%
		<u>7</u>	<u>2,095,808.17</u>	<u>1,739,163.71</u>	<u>100.00%</u>

Memo

To: Economic Development Authority
From: Brad Meier, President/CEO
Date: 10/22/2025
Re: OACCT Economic Development Update

Economic Development

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

Workforce

- Made in Owatonna Day is October 29th focus area is: Arts, Communication, & Information Systems
- SteeleCoWorks has submitted another grant application for additional Work Experience dollars.
- Gospel Kordah, Workforce Coordinator continues to work with businesses to help them provide student work experience opportunities.

Other

- OPED: Executed the Owatonna Summit with 105 attendees, both local and regional players in the development business.
- OPED: Met with Benya from SMIF to discuss Owatonna's development efforts and get hear what her thoughts are for the foundation moving forward. It sounds like there may be additional ways to partner.
- OPED: Members of OPED participated in the SE MN Together meeting at OPU to discuss a Regional Development Organization (RDO) for this region. There will be two more meetings in the region before a recommendation is made.
- OPED: Kruschke will represent Owatonna at a Minnesota event to Chicago to make visits with business interests that connect to our community.

<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.	
Considering investment in city building on Broadway next to Mizuki	8/26/2025	Looking for an investor or 2 to make this project work.	Connected him to another development group in Faribault who also had interest in that building at one point in time.	Both have talked we'll know in 1 month (Oct1) if this will move forward.	
Working with local property owner to develop or sell parcels of commercial, residential and industrial sites	8/29/2025	Virtual call to discuss Owatonna economy and possibilities for each of the pieces of land they are working with.	Discussed the options and marketplace. Provided a couple possible leads.	Exploratory at this time.	
Business Idea	9/3/2025	Called to ask opinion on a call answering business idea.	Discussed briefly about the marketplace and that there isn't a business model like this.	Exploratory	
Business re-locate to Owatonna	9/19/2025	In person discussion about the need for more office space and locating it in Owatonna	Set up meeting with Brad, Greg Kruschke and the business	Conducted meeting; exploring new space and existing space for approximately 10,000 sq ft	

Business considering a building remodel	9/26/2025	Discussed options and who to contact for preliminary questions	Provided EDA loan programs.	10/14: follow up, business is waiting on cost estimates.	
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2025 Quarter 3 Report for EDA

Stats/Downtown News:

- Businesses Opened: 1 El Rey Del Taco
- Businesses Closed: (Moved) 1 Guaranteed Rate
- New Owners:
- Business Moved to Main Street District: North Risk Partners
- Volunteer Hours: 1,920

Design:

- Secured a 10x15 storage unit at no charge for new holiday decorations

Economic Vitality:

- Met with 1 business/building owner regarding Forgivable Loan for information
- 2 EDA Forgivable Loans approved. Work started on 1.
- Attended 3 EDA Meetings
- Attended 3 IBOC (Innovators & Business Owners Connect-Up) meetings.
- Presentations to full School Board, OPU Commission, Noon Kiwanis Group, OPS Facilities, School Board work meeting, Chamber Board regarding The Shops at Rose Street. Got final approval from City Council.
- Visited Batavia, IL and received lots of information, advise and paperwork to assist in opening The Shops at Rose St. Started working on applications, contracts, expectations, etc. to be completed by 4th Quarter.
- Helped OABDC secure a grant from Owatonna Foundation for The Shops at Rose St.

Organization:

- Completed 15 face-to-face visits with downtown businesses
- Held 3 Advisory Board Meetings
- Attended 3 Main Street Directors "Teams" Meetings

Promotion:

- Farmer's Market on Saturdays, on average, there are 750 people each Saturday
- Downtown Thursday events for July (2), August and September. Average attendance over all events was 4200 and the record number of vendors, averaging just over 100 each date. (Both street and food vendors).
- Evening Farmers Markets in July, August and September. (September was cancelled because of rain). On average, there are 10 vendors and 110 customers. Performers booked for each evening.
- Assisted with OHS Homecoming Parade
- Assisted with combining Gem Days with August Downtown Thursday, helped with the parade and vendors.

Training:

- Attended Summit of Entrepreneurial Ecosystems
- Attended Entrepreneurial Bridge Conference
- Participated in 4 Teams/Zoom education
- Attended 3 Main Street Directors Deep Dive Meetings

Communication:

- 1 interview on Straight Talk
- 2 radio interviews
- 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

Community Involvement:

- Attended 2 Owatonna Business Partnership Meetings to share Main Street news, events, and programs
- Attended 2 Community Advisory Meetings with the Owatonna Foundation
- Attended 3 Business After Hours hosted by OACCT, 1 in Main Street District
- Participated in a panel for the Micropolitan Summit hosted in Owatonna

Q3-2025 Conferences/Shows/Networking Events (July/Aug/Sep)
July local Model T Events:

- a. July 20 at Opening Banquet Four Seasons
- b. July 21 at Swap Meet DoubleTree
- c. July 22 at Fashion Show Village of Yesteryear
- d. July 23 at Auction- DoubleTree
- e. July 24 at Downtown Thursday
- f. July 25 at Closing Banquet-Four Season

Aug 5- Chamber Golf

Aug 7- Downtown Thursday-Booth

Aug 8- SCFF Business After Hours

Aug 12- MN Field Trip Library Show

Aug 15- SCFF Sponsor Lunch

Aug 28- Double Tree Open House

Sept 24- Micropolitan Summit

Q3-2025 Leads Generated (July/Aug/Sep)

1. E Newsletter Sign ups-30
2. Explore Minnesota Leads-314
3. Explore Minnesota Web Views- 1858
4. New Social Follows- (305 (FB); 115 (IG)
5. Bandwango Sign ups (savings pass & tour our town 110)
6. EMT- Group Tour Leads- ABA- 81; NTA- 15
7. MN Field Trip Library Leads- 160

Q3-2025 VG Distribution

Year to Date: 11995

Q3-2025 Meetings & Events Held/Attended (July/Aug/Sep)

1. July 1- Bold & Cold with Park & Rec
2. July 2- OPED
3. July 9- Marketing Meeting
4. July 11- Chamber 101
5. July 16- EDA
6. July 30-Monthly lodging meeting
7. Aug 13- Tourism Social at the SCFF
8. Aug 27- Monthly Lodging Meeting
9. Sept 10- Tourism Planning Meeting
10. Sept 12- Event Space Study Results Meeting
11. Sept 18- Southern Minnesota Tourism Assc Mtg.

Q3-2025 Local Marketing Activity (July/Aug/Sep)

1. Every other Tuesday updates KOWZ radio
2. Ongoing Owatonna Live- Trivia
3. Owatonna Live- Straight Talk -July 9, Aug 13
4. KTOE Radio- Mankato (Monthly) July 8, Aug 1, Se[5
5. Downtown Thursday Booth-July 3- Model T promo
6. KOWZ Community Connections- July 29

Q3-2025 Regional Marketing (July)

1. Updated I-35 Billboard to Biking April-Oct
2. Digital Billboard-on-going monthly (event updates)
3. MN Meetings & Events – ½ page ad

4. Events E-newsletter- July (3680); Aug (3692); Sep (3731)
5. 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/>
6. Lead Generation Campaign (Leisure) IG & FB 04/15– 07/01 Retarget Visitors Guide
<https://visitowatonna.org/request-a-guide/>

Q3-2025 Earned PR/Promotions (July/Aug/Sep)

1. SCT- Special Model T Edition
2. July 17- KSTP (Model T)
3. OPP/STC General Model T Coverage
4. Aug 11- KSTP (SCFF)
5. Sept 24- Jefferson Highway Big Blends Radio Podcast

Q3- 2025 Groups Presented to (July/Aug/Sep)

1. July 14- Noon Rotary
2. July 20- Welcome to the Model T Ford Intl Tour
3. Aug 15- OHS Class of 1980

2025 Foundational Marketing Activities

1. Completed full year's worth of seasonal video for ongoing library (Aug/Sep/Oct 2024; Feb/May 2025)
2. Website & CRM Redevelopment- Next review Week of Sept 22-30
3. April- Contracted for Sales & Support Specialist focusing on group outreach (meetings/group tours)- Focused on calls to Associations
4. April 21- Submitted & Received EMT Grant for 2025/26- (Max \$5500 matching)
5. iDSS live date- August 12
6. Expected Website Completion by the end of October
7. Hotel Spaces Videos (in progress have completed 8 of 11)

Q2025 Group Tours/Visits/Day Meetings

Attending City	State/Region	Type of Organization Planning/Leading the Visit	Anticipated Arrival Date
3	MIN	Family Group or Reunion	3/12/2025
20 Dodge Center	MIN	Youth Organization	3/17/2025
20 Dodge Center	MIN	Home School Group or Association	3/17/2025
20	MIN	Home School Group or Association	3/21/2025
25 Cloquet	MIN	Public/Private School Group	4/11/2025
68 Dodge Center	MIN	Public/Private School Group	4/14/2025
100 Owatonna	MIN	Public/Private School Group	4/29/2025
20 Owatonna	MIN	Community Education Group	5/7/2025
13 Wadena	MIN	Public/Private School Group	5/9/2025
3 Long Beach	IN		5/22/2025
3 New Ulm	MIN	Other	5/24/2025
43 Northfield	MIN	Book Travel Club	5/29/2025
20 Viroqua		Family Group or Reunion	7/12/2025
20 Rochester	MIN	Other	7/14/2025
8 Jackson	MIN	Other	7/25/2025
20 Zumbina	MIN		7/26/2025
20 Parkers Prairie	Minnesota	Public/Private School Group	8/5/2025
5 Viroqua		Other	8/5/2025
10 Columbia Heights	MIN	Park & Recreation Group	8/5/2025
50 Little Rock	AR	Group Tour Operator	8/21/2025
12 Austin	MIN	Community Education Group	8/24/2025
7 Viroqua	Minnesota	Other	8/26/2025
50 Fountain	MIN	Group Tour Operator	8/27/2025
53 Mankato	MIN	Group Tour Operator	8/27/2025
Northfield	MIN	Home School Group or Association	8/30/2025
30 Marshall	MIN	Group Tour Operator	10/1/2025
24 Fountain	MIN	Group Tour Operator	10/4/2025
24 Fountain	MIN	Group Tour Operator	10/11/2025
12 New Ulm	MIN	Other	10/14/2025
20 Saint Cloud Heights	MIN	Other	10/28/2025
13 Owatonna	MIN	Home School Group or Association	11/21/2025

Q3 Event Attendance

July:

July 3- Downtown Thursday- 3600

July 4- Fireworks- 5500

July 12- Extravaganza- 300

Model T Ford Events:

July 21- Mineral Springs Park Car Show- 1000

July 22- Fashion Show- 280

July 24- Downtown Thursday- 4600

Aug 7:

Downtown Thursday- 3900

Steele County Free Fair- 182,000

Sep 4:

Downtown Thursday-2400

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; Midwest Associations- considering at 2026 fam tour



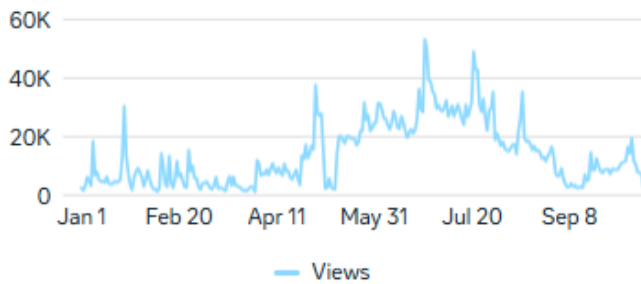
Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Views ⓘ

Export ▼

4.1M



Viewers ⓘ

Export ▼

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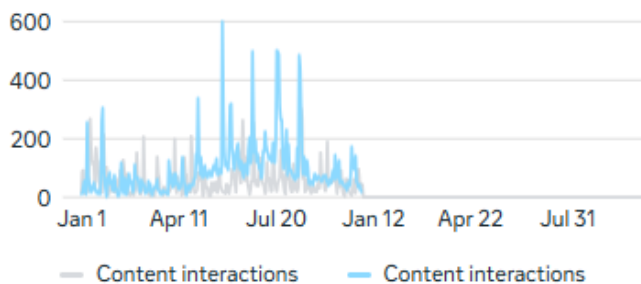
Data unavailable

This data is currently unavailable.

Content interactions ⓘ

Export ▼

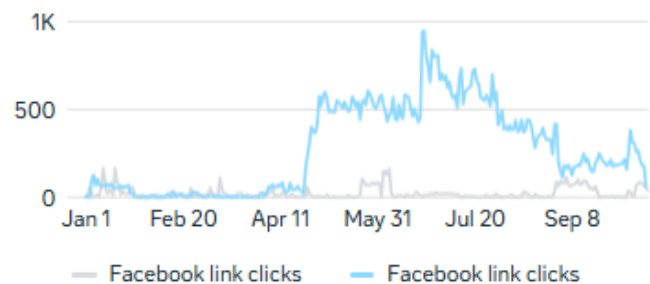
26.9K ↑ 62%



Link clicks ⓘ

Export ▼

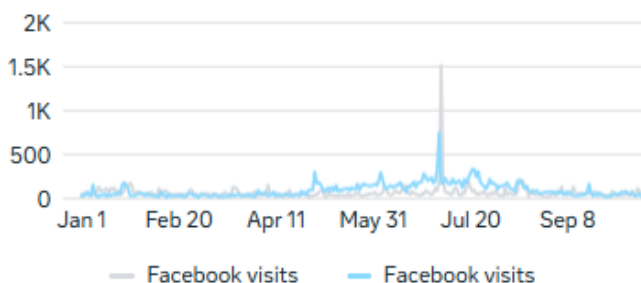
79.6K ↑ 1.1K%



Visits ⓘ

Export ▼

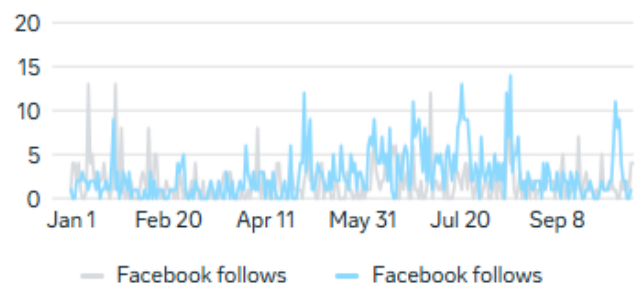
27.2K ↑ 43.3%



Follows ⓘ

Export ▼

756 ↑ 52.7%





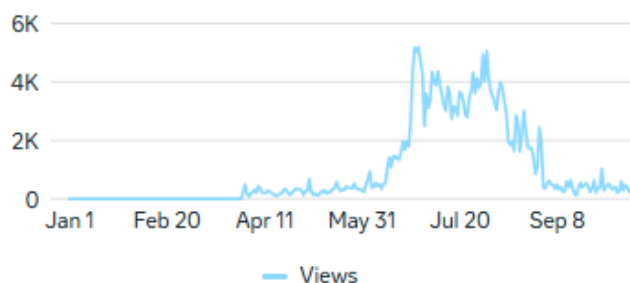
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[Start new goal](#)

Views ⓘ

[Export](#) ▼

281.2K



Reach ⓘ

[Export](#) ▼

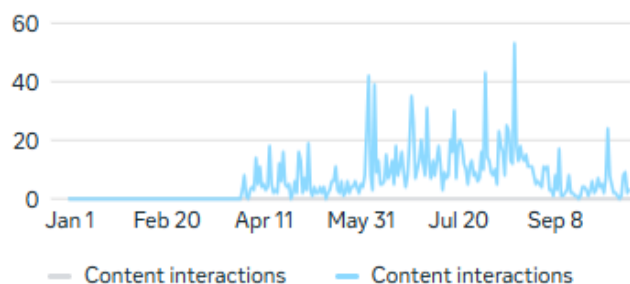
122.1K ↑ 3.5K%



Content interactions ⓘ

[Export](#) ▼

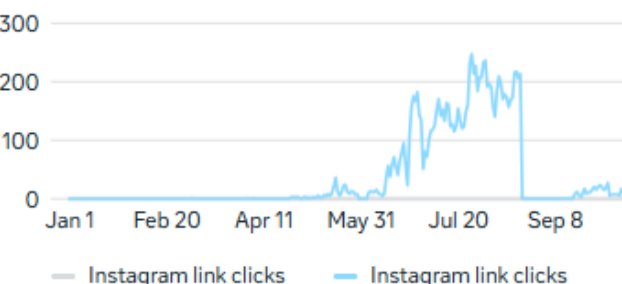
1.8K ↑ 100%



Link clicks ⓘ

[Export](#) ▼

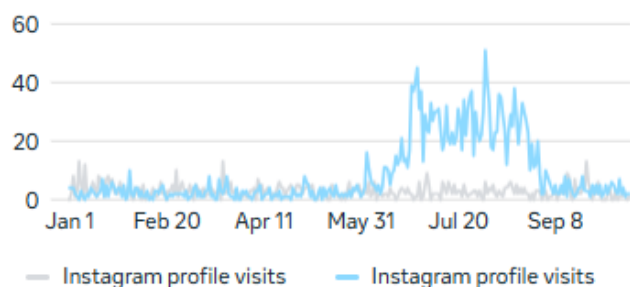
10.8K ↑ 180.4K%



Visits ⓘ

[Export](#) ▼

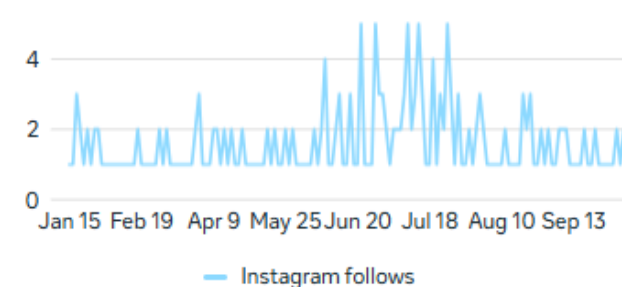
2.5K ↑ 202.6%



Follows ⓘ

[Export](#) ▼

253



A

All Users

Add comparison

This year (Jan - Today)

Jan 1 – Oct 15, 2025

Compare: Jan 1 - Oct 15, 2024

Reports snapshot

Active users

110K

↑ 200.3%

New users

109K

↑ 201.4%

Average engagement time per active user

21s

↓ 66.4%

Sessions

132K

↑ 195.6%

Active users by First user source / medium

First user source / medium	Active users	
facebook / paid	40K	-
google / organic	16K	↑ 10.6%
m.facebook.com / referral	19K	↑ 254.2%
(direct) / (none)	11K	↑ 37.9%
orange142 / paid_In_Need	5.5K	-
Dbcvgby Babylgvdf Bffbdivbg...	4.5K	-
startribune / email	3.3K	-

Sessions by Session source / medium

Session source / medium	Sessions	
facebook / paid	48K	-
google / organic	24K	↑ 24.1%
m.facebook.com / referral	22K	↑ 280.0%
(direct) / (none)	13K	↑ 32.9%
orange142 / paid_In_Need	6K	-
Dbcvgby Babylgvdf Bffbdivbg...	4.6K	-
startribune / email	3.4K	-

Event count by Event name

Event name	Event count	
page_view	176K	↑ 74.6%
session_start	134K	↑ 192.8%
first_visit	109K	↑ 201.4%
user_engagement	54K	↑ 21.1%
scroll	34K	↑ 48.7%
click	22K	↑ 18.2%
engaged_visitors_2_min	12K	↑ 34.5%

View events →

Views by Page title and screen name

Page title and screen name	Views	
ANNUAL EVENTS Owatonna Area Chamber of Commerce	26K	↑ 511.2%
Owatonna Area Chamber of Commerce	15K	↑ 40.0%
WHERE TO EAT Owatonna Area Chamber of Commerce	18K	↑ 452.9%
THINGS TO DO Owatonna Area Chamber of Commerce	16K	↑ 205.6%
TRAILS Owatonna Area Chamber of Commerce	17K	↑ 2,299%
CALENDAR OF EVENTS Owatonna Area Chamber of Commerce	9.9K	↑ 31.1%
ITINERARIES Owatonna Area Chamber of Commerce	13K	↑ 5,770%

View pages and screens →

Active users by City

City	Active users	
Minneapolis	11K	↑ 115.5%
Chicago	11K	↑ 224.3%
Owatonna	4.6K	↓ 18.0%
Des Moines	2.2K	↑ 2,217%
Dallas	376	↓ 78.6%
San Jose	1.9K	↑ 2,400%
Faribault	829	↓ 15.8%

View cities →

Active users by Interests

Interests	Active users	
News & Politics/Avid Reader	8.1K	↑ 169.3%
Food & Dining/Cooking	6.1K	↑ 97.5%
Lifestyles & Hobbies/Reading	6.9K	↑ 223.4%
Technology/Social Media	5.8K	↑ 255.0%
Home & Garden/Home Improvement	5.1K	↑ 133.5%
News & Politics/Avid Reader	4.7K	↑ 91.6%
Shoppers/Shopping Experience	4.4K	↑ 72.5%

View interests →

Key events by Campaign

Campaign	Key events	
(organic)	10K	↑ 8.8%
(referral)	3.6K	↑ 31.2%
(direct)	3.2K	↑ 1.4%
26Owatonna2025	1.7K	-
emt_coop_2025	622	-
email	186	-
120225937311400563	75	-

Updated: 10-16-25 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	\$18,346	\$17,592	\$17,468	\$12,330	\$8,475	\$ 11,009	\$16,473
MARCH	\$20,602	\$16,896	\$21,919	\$14,205	\$10,756	\$ 8,123	\$14,985
APRIL	\$24,679	\$20,395	\$20,851	\$14,121	\$13,735	\$ 5,493	\$17,043
MAY	\$30,088	\$27,303	\$25,317	\$21,351	\$16,739	\$ 7,230	\$19,600
JUNE	\$35,159	\$32,677	\$29,759	\$24,958	\$22,810	\$ 10,808	\$23,445
JULY	\$35,014	\$29,764	\$26,075	\$21,242	\$20,225	\$ 12,350	\$21,907
AUG	\$32,447 (-2)	\$34,678	\$29,703	\$28,797	\$22,930	\$ 12,689	\$23,691
SEPT		\$30,274	\$26,022	\$23,793	\$19,313	\$ 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	\$217,677	\$297,684	\$282,937	\$243,119	\$193,373	\$ 131,662	\$227,616

Occupancy YTD

STR Report now includes Home2Suites*(opened May 23 2024)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	YTD Average
2025	33.4	31.9	35.4	42.5	55.3	63.5	56.3	62.6	62.9				49.3%
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 YTD	2024/2025 (YTD Comparison)	Sep 2024/ Sep 2025 Comparison
ADR	\$ 83.73	\$ 81.30	\$ 94.27	\$ 117.98	\$112.36	\$115.26	\$112.96/\$115.26	\$115.70/\$121.85
REV Par	\$ 36.56	\$ 27.13	\$ 42.01	\$ 62.62	\$54.08	\$56.73	\$56.55/\$56.73	\$63.30/\$75.56



EDA Report – October 2025

Updates:

- **Innovators & Business Owners Connect-up (IBOC)**
 - 2nd Thursday of every month
 - Register at iboc.eventbrite.com
- **Rose Street Center**
- **Owatonna Angel Network**
 - Pitch events for angel investors and professionals
 - Kick-off Event – 10/23 @ 5:00 PM
- **Owatonna Business Incubator Program**
- **Small Business Academy – Powered by Co.Starters – Supported by SMIF Prosperity Initiative**
 - Started Sept 15 & 16 – English and Spanish (respectively)
 - 12 Entrepreneurs & 2 Entrepreneurs
- **Get Your Business Started Workshop – Powered by Co.Starters**
 - 11/15 @ 9 AM
 - Register at OABDCworkshop.eventbrite.com

OABDC – September 2025

Consulting					
Clients	Sessions	Hours	New	Operating	Hours
					2025 YTD
14	20	21.25	1	5	168

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	12	Number of Tenants	10
Makerspace	3,000		



EDA Loan Programs – October 2025

New Business:

Forgivable Loans:

- 115 E. Rose Street – Owatonna Area Business Development Center
 - Interior - \$10,000
 - Interior – accessibility improvements

October 22, 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 Camposino. 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.
- 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. Staff is putting a purchase agreement together for 1352 South Cedar.