



**ECONOMIC DEVELOPMENT AUTHORITY
MEETING**
Wednesday, April 15, 2026 at 4:00 PM
Council Chambers, City Hall at 540 West Hills Circle

1. **Agenda - April 15, 2026**
 - 1.1. EDA Agenda
2. **Roll Call**
3. **Approval of Last Meeting Minutes**
 - 3.1. Approve February 25, 2026 Minutes
4. **Treasurer's Report**
 - 4.1. March Treasurer's Report
5. **Loan Report**
 - 5.1. March Loan Report
6. **Reports**
 - 6.1. OACCT Report
 - 6.2. OABDC Report
 - 6.3. Tourism Report
 - 6.4. EDA Projects
7. **Old Business**
8. **New Business**
9. **Schedule Next Meeting – May 20, 2026**
10. **Adjournment**

Economic Development Authority

Regular Meeting

Wednesday, April 15, 2026

4:00 PM

Charles S. Crandall Center – Chambers

City Hall

Preliminary Agenda

1. Roll Call: Boeke, Burbank, Cowell, Mensink, Savage, Voss
2. Approval of Minutes: February 25, 2026
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
8. Schedule Next Meeting – May 20, 2026
9. Adjournment

**EDA
Minutes
February 25, 2026**

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

Approval of Minutes. Commissioner Boeke moved approval of the minutes of the January 21, 2026 meeting with second by Commissioner Burbank. All Commissioners voting Aye, the motion passed.

Treasurer's Report. Community Development Director Troy Klecker presented the revenue and expense reports for January. He said that he got the invoice from the Chamber for the contract amount, so that will probably come out in February. Other than consulting fees, everything is automatic.

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

OACCT /OPED Report. MainStreet Director Lisa Cochran was present for questions on the OACCT report in OACCT Director Brad Meier's absence. Williams gave an update on OPED and said that they toured Riverland Campuses this morning. There is a marketing event on March 12 with the Real Estate Journal Land Development Summit. Klecker said they've been having a lot of discussions with Riverland about post-secondary options in Owatonna and are also looking to see what other institutions could provide, such as South Central, Mankato, and University of Minnesota. We want to see more offerings here in Owatonna for our businesses. We want degree options and specialty options as well. Cochran said that Meier did attend the Chamber conference last week and said it was really good.

OABDC Report. OABDC Director Sean Williams presented the OABDC Report for January. He gave an update on the Rose Street Center. There is an application in with the City to get a PUD. He said that there is a pitch event for the Owatonna Angel Network on March 4. Small Business Academy started on January 26 with five participants. Upcoming events include Entrepreneur Kick Off and Entrepreneur Rising Conference. Numbers are up from last year.

EDA Projects. Community Development Director Troy Klecker presented the EDA Projects for January. He said he is working with City Attorney Mark Walbran on getting the purchase agreement for the North Street lots. The Bubba's building has been shown a lot in the last few weeks. He said that they plan to take out the vault and fix the sidewalk. At 117 Bridge Street West they plan to do a water service line and get it cleaned out a little more. We are at the point where we need to do a little bit more. He said that they plan to demolish the house at 140 Fremont Street East. Renneberg Hardwood is now open and are planning to put up another building this summer—cold storage for their supplies. Closing is set up for Kreco Car Wash at

1352 Cedar Avenue South for tomorrow morning. It would be ideal to get the street in next year. We are showing this site as an option for businesses looking for a location. That would move things along quicker.

New Business.

Discuss Forgivable Loan Program. Williams gave the Commissioners a printout of all of the forgivable loans since 2019. The very first loan is still outstanding. Otherwise there are just two other loans before 2025 that are not fully paid. There have been 41 loans approved over the years. We ended last year with \$3,810 available. Cochran has heard of some interest in loans this year. Klecker said the two loans on the agenda today would put us in the hole if more dollars for the Forgivable Loan Program were not approved. This was brought up at the last meeting and we wanted to see this report before we decided. There are at least two requests and more interest. When we started this program, we wanted to keep it short and create urgency. But people liked it and we kept it going. Voss noted the private investment that this loan program sparked. There was some talk about reducing the cap on the loans. Klecker said that there probably needs to be an end to this soon because funds are not unlimited. Cochran said that she has been telling people that. Klecker said he likes this program for the impact it has and it shows that we are actually using the funds and not just letting them sit there. This is a good story to tell, but we probably need to draw the line sometime soon. Cowell asked if any of these projects would qualify for other loan programs. Williams said yes, the Low Doc program is still a better interest rate. One guardrail he would be in favor of is repeat owners coming in. Klecker said that people can take advantage of the program that way. Klecker said he would not consider the two loans on the agenda as repeats because this is part of the same project. A motion was made by Savage and seconded by Boeke to approve the 2026 Forgivable Loan Program for a total of \$50,000 with the stipulation that there are no repeat projects within the same property and all receipts for outstanding projects must be submitted by the end of 2026. All Commissioners voting Aye, the motion passed.

Forgivable Loan: 119 Bridge Street West – Quanxi LLC / Feng - \$10,000 Interior (ADA Bathrooms). A motion was made by Boeke and seconded by Cowell to approve the forgivable loan for \$10,000 for interior improvements for Quanxi LLC / Feng at 119 Bridge Street West. All Commissioners voting Aye, the motion passed.

Forgivable Loan: 115 Rose Street East – Owatonna Area Business Development Center -- \$10,000 Exterior (ADA Compliance: Boardwalk, Ramp, Parking Access). A motion was made by Burbank and seconded by Cowell to approve the forgivable loan for \$10,000 for exterior improvements for Owatonna Area Business Development Center at 115 Rose Street East. All Commissioners voting Aye, the motion passed.

Schedule Next Meeting. The next EDA meeting is scheduled for **March 18, 2026** 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 5:08 pm. All Commissioners voting Aye, the motion passed.

EDA ADMINISTRATION						
Account	Description	2026 Budget	Month Actual	Current YTD	Budget Remaining	Percentage
	REVENUE					
290-31000-690-691-000000	PROPERTY TAXES	- 240,000.00			- 240,000.00	
290-31410-690-691-000000	LODGING TAX - 3%	- 280,000.00	- 24,399.59	- 50,336.10	- 229,663.90	17.98
290-34109-690-691-000000	OTHER REVENUE		- 55.68	- 55.68	55.68	
290-34950-690-691-000000	TIF ADMINISTRATIVE F	- 62,264.00			- 62,264.00	
290-36210-690-691-000000	INTEREST EARNINGS	- 7,000.00			- 7,000.00	
290-36220-690-691-000000	RENT/RENTALS	- 3,600.00	- 300.00	- 900.00	- 2,700.00	25.00
	TOTAL REVENUE	- 592,864.00	- 24,755.27	- 51,291.78	- 541,572.22	
	EXPENDITURES					
290-41000-690-691-000000	WAGES - REGULAR FT	99,129.00	7,625.36	26,449.32	72,679.68	26.68
290-41410-690-691-000000	PERA	7,435.00	566.72	1,968.17	5,466.83	26.47
290-41420-690-691-000000	FICA	7,583.00	564.90	1,964.94	5,618.06	25.91
290-41500-690-691-000000	INSURANCE	8,087.00	589.78	1,768.55	6,318.45	21.87
290-41550-690-691-000000	WORKERS COMP INSURAN	585.00	43.07	149.53	435.47	25.56
290-41570-690-691-000000	MN PAID LEAVE EXPENS	773.00	58.94	204.70	568.30	26.48
290-42000-690-691-000000	OFFICE SUPPLIES	400.00			400.00	
290-42300-690-691-000000	SMALL TOOLS & MINOR	400.00			400.00	
290-43010-690-691-000000	OTHER PROFESSIONAL S	30,000.00	3,915.00	3,915.00	26,085.00	13.05
290-43121-690-691-000000	PHONE	200.00			200.00	
290-43122-690-691-000000	POSTAGE	300.00			300.00	
290-43220-690-691-000000	TRAVEL & TRAINING	1,000.00			1,000.00	
290-43231-690-691-000000	OBD - MARKET SERVICE	80,000.00		40,000.00	40,000.00	50.00
290-43232-690-691-000000	OBD - LOAN SERVICES	20,000.00			20,000.00	
290-43233-690-691-000000	OBD - SMALL BUSINESS					
290-43235-690-691-000000	PARTNERS FOR PROGRES	12,000.00			12,000.00	
290-43320-690-691-000000	ADVERTISING & PROMOT	1,000.00			1,000.00	
290-43400-690-691-000000	MEMBERSHIPS & SUBSCR	200.00			200.00	

EDA LAND						
Account	Description	2026 Budget	Month Actual	Current YTD	Budget Remaining	Percentage
	REVENUE					
294-34109-690-694-000000	OTHER REVENUE					
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		- 39.70	- 29,110.30	0.14
294-36210-690-694-000000	INTEREST EARNINGS	- 20,000.00			- 20,000.00	
294-36220-690-694-000000	RENT/RENTALS	- 30,000.00	- 2,000.00	- 4,000.00	- 26,000.00	13.33
	TOTAL REVENUE	- 80,506.00	- 2,000.00	- 4,039.70	- 76,466.30	
	EXPENDITURES					
294-43004-690-694-000000	LEGAL FEES					
294-43010-690-694-000000	OTHER PROFESSIONAL S	20,000.00			20,000.00	
294-43500-690-694-000000	PROPERTY & LIABILITY	3,600.00		900.00	2,700.00	25.00
294-43910-690-694-000000	REAL ESTATE TAXES	20,000.00			20,000.00	
294-45100-690-694-000000	LAND			111,967.20	- 111,967.20	
294-45100-690-694-26003	LAND					
294-45300-690-694-000000	OTHER IMPROVEMENTS		467.93	467.93	- 467.93	
	TOTAL EXPENDITURES	43,600.00	467.93	113335.13	- 69,735.13	

City of Owatonna
Balance Statement by Fund
31-Mar-26

FUND 292: EDA LOANS

Account Number	Account Name	Ending Balance
ASSETS		
292-10100-000-000	BANK ACCOUNTS	\$ 44,860.88
292-10400-000-000	INVESTMENTS	727,505.47

FUND 294: EDA LAND

Account Number	Account Name	Ending Balance
ASSETS		
294-10100-000-000	BANK ACCOUNTS	\$ 78,105.39
294-10400-000-000	INVESTMENTS	519,646.77

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	6,080.32	564.78	Current	Retail	
Total				43,480.63	6,080.32	564.78			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	1	43,480.63	6,080.32	100.00%
	Non-current	0	-	-	0.00%
		1	43,480.63	6,080.32	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	2,902.16	259.78	Current		
Vesterby	12/13/2021	1.625	7	12,500.00	5,080.79	157.53	Current		
Family 1st Insurance	7/5/2023	4.125	7	20,000.00	16,837.91	274.53	Current		
Family 1st Insurance	7/5/2023	-	3	5,000.00	2,222.21	138.89	Current		
				<u>62,500.00</u>	<u>27,043.07</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	27,043.07	100.00%
	Non-current				0.00%
		<u>4</u>	<u>62,500.00</u>	<u>27,043.07</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	287,292.86		Current		TIF Guarantee
Nicolai TIF note	12/31/17	3.000	25	524,845.17	463,014.85		Current		TIF Guarantee
Marriott TIF note	5/18/21	3.000	25	268,000.00	261,775.67		Current		TIF Guarantee
224 Cedar TIF note		3.000	25	225,000.00	14,540.08		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	145,945.56		Current		TIF Guarantee
Total				<u>2,095,808.17</u>	<u>1,682,871.50</u>	<u>-</u>			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	7	2,095,808.17	1,682,871.50	100.00%
	Non-current	0	-	-	0.00%
		<u>7</u>	<u>2,095,808.17</u>	<u>1,682,871.50</u>	<u>100.00%</u>

Memo

To: Economic Development Authority
From: Brad Meier, President/CEO
Date: 04/15/2026
Re: OACCT Economic Development Update

Economic Development

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

Workforce

- Spring Made in Owatonna Day: Agriculture day April 23rd
- Prepping new SCW Workforce Coordinator position description

Other

- OPED: ReJournal's awards event Owatonna nominees: Marthaler Honda, Olmsted Medical Center Owatonna, City of the year, developer of the year, wastewater treatment facility
- OPED: significant discussion about future electric supply and access for projects that we're seeing
- OPED: working on 5 projects in the pipeline
- OPED: creation of AI images of city owned buildings downtown for PR

<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);</u> <u>red (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. 2/19/26 update: plan to do demo and build in 2026	
Developing an existing building on Bridge Street	5/9/2025	Looking for ideas for his site		GregK and Brad M provided some ideas. 2/19/26 update: plans in place for national brand to move into this site.	
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	
Local business looking for more office space	12/23/2025	in need of 1,500 sq feet	parking needs and price conscience	Provided 3 options; 2/19/26: still looking for a site.	

Retail business moving to downtown	12/23/2025	Existing business considering purchasing a building to operate out of versus renting	Plans to purchase a building in Downtown Owatonna	Viewed city owned building and has had bank through the space and architect. 3/10 decided to purchase a building in downtown Medford	
Owatonna business looking for new space	12/24/2025	Need about 1,500 sq ft	Not happy at current location, looking for lower rent	Options provided, one of them looks like it will work.	
Ownership group looking to build on existing site	1/14/2026	The group owns a piece of land near I35 and want to find either a build to lease or build to sale customer	Could put a 6,000 sq ft office building on the site, but could be something else. 0.89 acres	Looking into some options with an existing business who is looking for more space.	
Visit business that has shown interest in locating in Owatonna from Rochester	1/29/2026	Looking for options in downtown Owatonna	Talked about the former Bubba's site	2/5/26: Coordinated with Kruschke to view city owned buildings	
Kruschke and Meier met with business considering expansion plans in Owatonna	1/29/2026	Heard this business was considering growth options in Owatonna.	Visited with CFO and buildings lead to discuss land options	Kruschke had sites put together and provided to the business	

Existing business, wants to own retail space in downtown area	2/17/2026	Business wants to be in owatonna, but wants to own space and would like to be on Cedar	Showed the City owned spot, former Bubba's, and there is interest.	Timing seems up in the air right now, but targeting summer/June. Updated on open Zamboni building.	
Existing business looking for new space in Owatonna	3/30/2026	Not happy in current location because of landlord	Looking for 4,000 sq ft; open to lease or own	Not much available for what they're looking for right now.	



EDA Report – April 2026

Updates:

- **Innovators & Business Owners Connect-up (IBOC)**
 - 2nd Thursday of every month
 - Register at iboc.eventbrite.com
- **Rose Street Center**
 - The Commons – co-working space
 - 1 external member
 - Free Day of Co-working
 - Owatonna Makerspace
 - The Craft Apothecary – Sunday Crafternoons
- **Minnesota Angel Investor Network**
 - Pitch events for entrepreneurs, angel investors, and professionals
 - March 4th – 3 companies pitched
 - 11 members
 - Owatonna.biz/mnain
- **Co.Starters**
 - Started January 26th – 5 participants graduated
 - Next Workshop – 4/18
 - Next Small Business Academy – 6/16
- **Makerfaire – June 12, 2027**
- **Owatonna Business Incubator Program**
- **Upcoming Events:**
 - Enterprise Rising Conference – 4/23
 - Minnebar – 5/2
 - Angel Fest – 5/6 – 5/7
 - Hill Capital Event – 5/14



OABDC – February 2026

Consulting						
Clients	Sessions	Hours	New	Operating	Hours	
					2026 YTD	
Feb - 11	14	19.25	4	4	32	
March - 10	14	12	3	2	44	

Occupancy					
Manufacturing				Offices	
Total Leasable Space	34,325			Total Leasable Offices (excl. Flex Space)	10
Total Occupied Space	17725			Total Number of Leased Offices	8
Present Occupancy	51%			Present Occupancy %	80%
Budget Occupancy	42%			Budget Occupancy %	70%
Occupancy Revenue to Budget	\$1,498			Revenue to Budget	-\$350
Performance to Budget	134%			Performance to Budget	88%
Number of Organizations	8			Number of Organizations Total	18

Updated: 4-9-26 STR Report



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

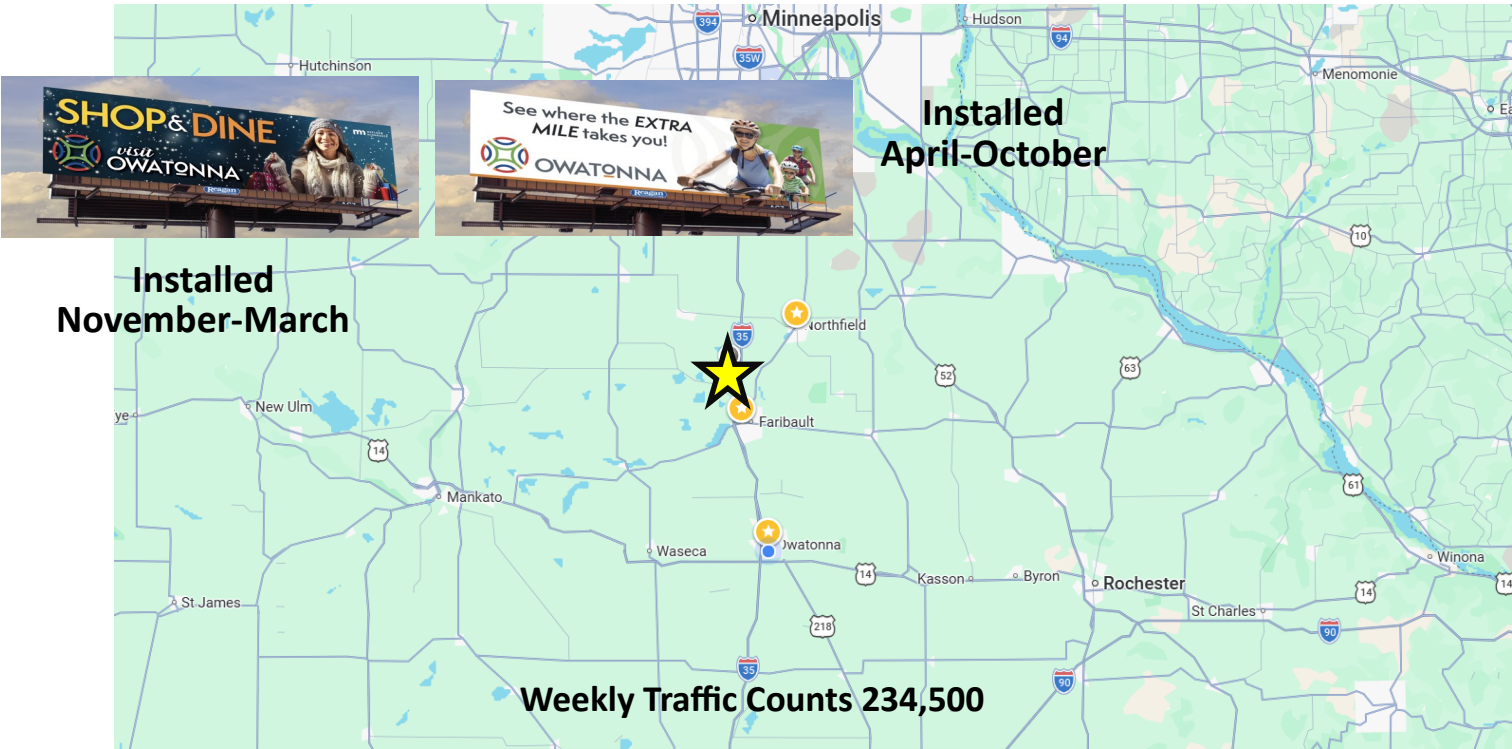
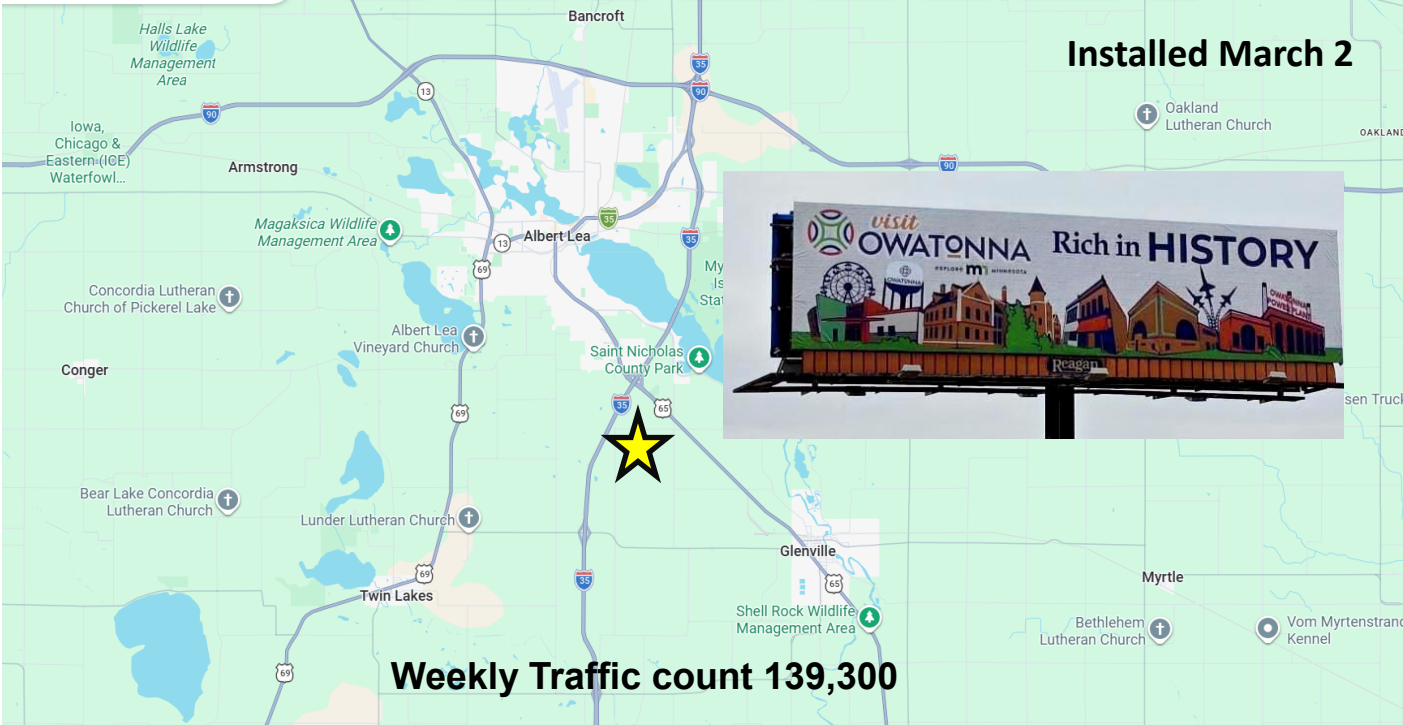
	2026	2025	2024	2023	2022	2021	2020	2019
JAN	\$25,649	\$21,342	\$19,206	\$22,926	\$13,871	\$21,347	\$ 16,376	\$17,083
FEB	\$21,118	\$18,346	\$17,592	\$17,468	\$12,330	\$8,475	\$ 11,009	\$16,473
MARCH		\$20,602	\$16,896	\$21,919	\$14,205	\$10,756	\$ 8,123	\$14,985
APRIL		\$24,679	\$20,395	\$20,851	\$14,121	\$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		\$37,049	\$34,678	\$29,703	\$28,797	\$22,930	\$ 12,689	\$23,691
SEPT		\$34,772	\$30,274	\$26,022	\$23,793	\$19,313	\$ 13,034	\$20,317
OCT		\$29,593	\$28,634	\$23,678	\$24,361	\$21,464	\$ 15,098	\$20,839
NOV		\$22,346	\$19,899	\$21,155	\$21,443	\$15,578	\$ 11,453	\$15,874
DEC		\$22,172	\$20,359	\$18,059	\$22,647	\$17,257	\$ 8,688	\$16,358
TOTAL	\$46,767	\$331,197	\$297,684	\$282,937	\$243,119	\$193,373	\$ 131,662	\$227,616

Occupancy YTD

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	YTD Average
2026	44.2	43.6											43.9%
2025	33.4	31.9	35.4	42.5	55.3	63.5	56.3	62.6	62.9	51.4	41.3%	40.9%	48.1%
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	2026 YTD	2025/2026 (YTD Comparison)	Feb 2025/ Feb 2026 Comparison
ADR	\$ 83.73	\$ 81.30	\$ 94.27	\$ 117.98	\$112.94	\$116.19	\$117.35	\$112.05/\$117.35	\$111.50 /\$116.60
REV Par	\$ 36.56	\$ 27.13	\$ 42.01	\$ 62.62	\$55.54	\$59.21	\$52.45	\$37.45/\$52.45	\$36.10/\$51.20

Billboards



1st Quarter Print Ads & Publications



1. Tast Travel & Tour
2. Explore Minnesota Guide
3. Midwest Living
4. Group Tour Magazine
5. Minnesota Trails
6. Minneapolis/St. Paul Magazine
7. Minnesota Meetings & Events
8. Visitor Guide Complete
9. Mini Guide Complete



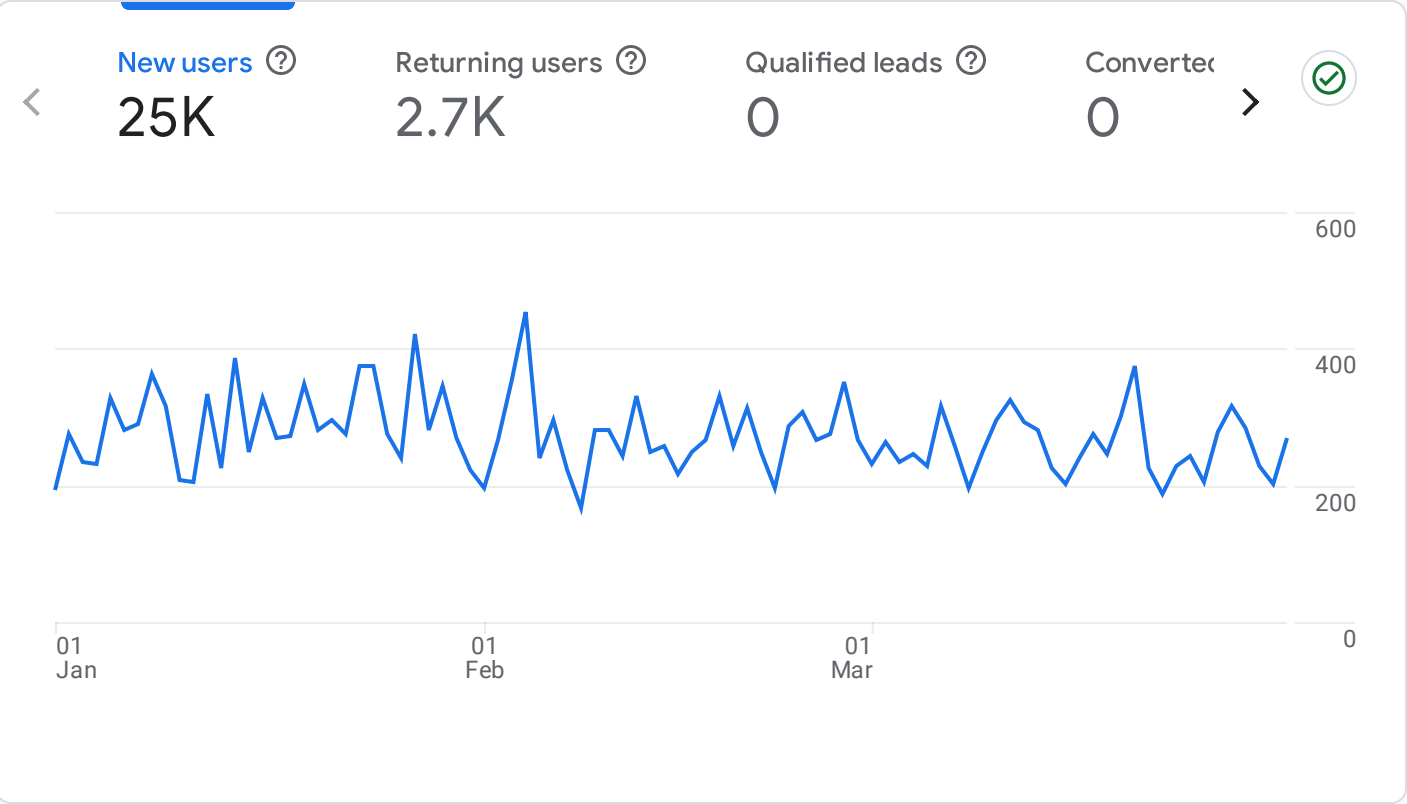
All Users

Add comparison

Custom

Jan 1 - Mar 31, 2026

Generate leads overview



New users by First user primary channel growth

First user primary channel growth	New users
Direct	11K
Organic Search	9.4K
Organic Social	2.5K
Referral	904
Display	787
Email	140
Unassigned	44

View user acquisition

Sessions by Session manual source

Session manual source	Sessions
google	13K
m.facebook.com	1.8K
bing	1.4K
mnstatebowl.org	841
l.facebook.com	589
3461	523
lm.facebook.com	476

View Manual campaigns

Views by Page title and screen

Page title and screen	Views
Owatonna Area Cha...	6.1K
Calendar of Events ...	3.5K
Welcome to Owatonn...	2.5K
Bold & Cold Winter Fe...	2K
Business Directory S...	1.9K
Minnesota State USB...	1.6K
Owatonna Food Tour ...	1.3K

View pages and screens

Sessions by Session medium

Session medium	Sessions
organic	15K
(none)	12K
referral	4.9K
display	796
email	260
paid	42
social	14

View traffic acquisition

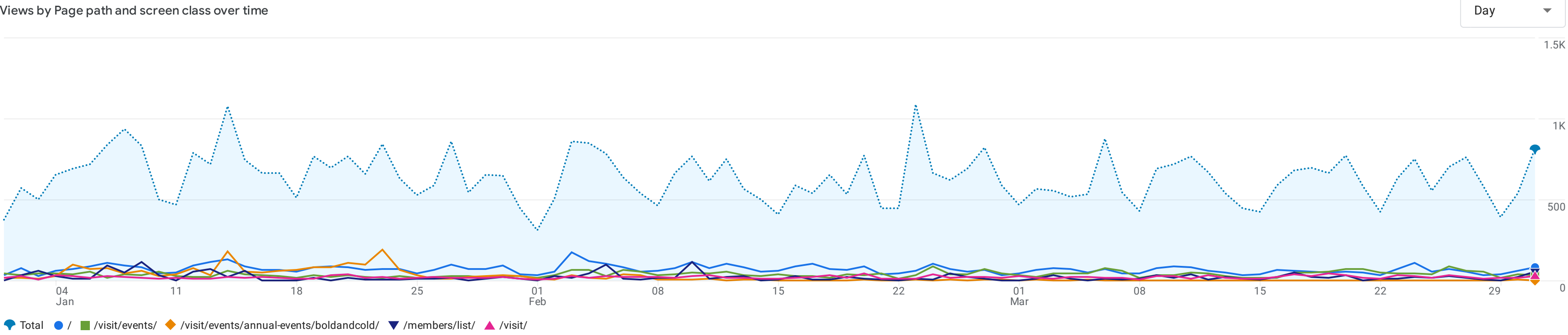
Returning users by City

City	Returning users
Minneapolis	655
Owatonna	606
Chicago	430
Faribault	94
Rochester	63
Waukesha	52
Mankato	38

View cities

Pages and screens: Page path and screen class

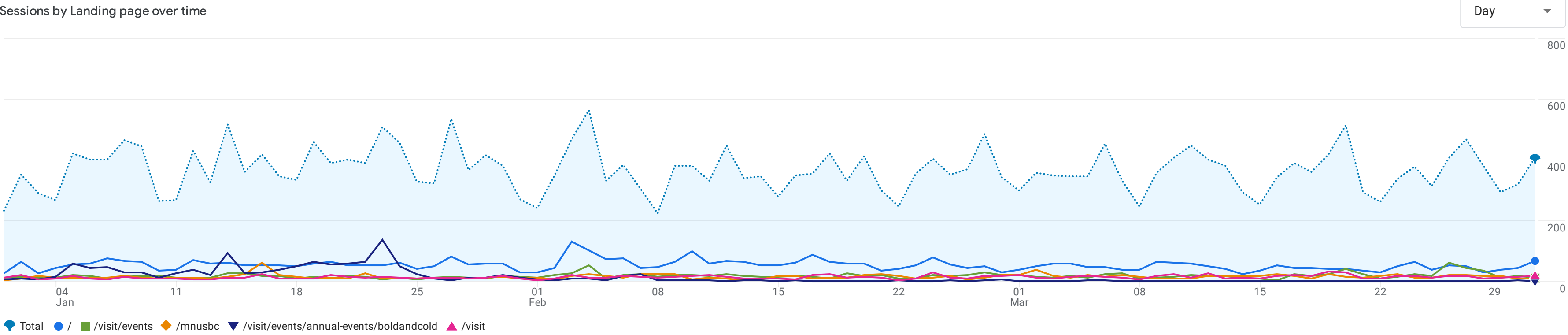
Add filter



Plot rows		Search...		Rows per page: 25		Go to: 1		< 1-25 of 1929 >		
☒	Page path and screen class		☐	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
☒	Total			57,339 100% of total	25,047 100% of total	2.29 Avg 0%	47s Avg 0%	162,619 100% of total	0.00	\$0.00
☒	1	/		6,224 (10.85%)	3,826 (15.28%)	1.63	22s	18,126 (11.15%)	0.00 (–)	\$0.00 (–)
☒	2	/visit/events/		3,437 (5.99%)	1,478 (5.9%)	2.33	1m 36s	9,259 (5.69%)	0.00 (–)	\$0.00 (–)
☒	3	/visit/events/annual-events/boldandcold/		2,028 (3.54%)	1,140 (4.55%)	1.78	53s	6,048 (3.72%)	0.00 (–)	\$0.00 (–)
☒	4	/members/list/		1,895 (3.3%)	276 (1.1%)	6.87	4m 09s	3,282 (2.02%)	0.00 (–)	\$0.00 (–)
☒	5	/visit/		1,824 (3.18%)	1,278 (5.1%)	1.43	14s	5,355 (3.29%)	0.00 (–)	\$0.00 (–)
☐	6	/mnusbc/		1,634 (2.85%)	928 (3.71%)	1.76	44s	5,770 (3.55%)	0.00 (–)	\$0.00 (–)
☐	7	/visit/plan-your-visit/experiences/owatonna-food-tour/		1,291 (2.25%)	736 (2.94%)	1.75	53s	3,550 (2.18%)	0.00 (–)	\$0.00 (–)
☐	8	/visit/where-to-eat/		1,077 (1.88%)	707 (2.82%)	1.52	49s	3,167 (1.95%)	0.00 (–)	\$0.00 (–)
☐	9	/visit/things-to-do/		965 (1.68%)	705 (2.81%)	1.37	28s	3,102 (1.91%)	0.00 (–)	\$0.00 (–)
☐	10	/chamber-events/		802 (1.4%)	369 (1.47%)	2.17	53s	1,633 (1%)	0.00 (–)	\$0.00 (–)
☐	11	/main-street/		685 (1.19%)	477 (1.9%)	1.44	23s	1,789 (1.1%)	0.00 (–)	\$0.00 (–)
☐	12	/blog/mathematics-for-decision-making-the-37-rule/		683 (1.19%)	576 (2.3%)	1.19	30s	2,305 (1.42%)	0.00 (–)	\$0.00 (–)
☐	13	/search/		516 (0.9%)	172 (0.69%)	3.00	27s	867 (0.53%)	0.00 (–)	\$0.00 (–)
☐	14	/members/		499 (0.87%)	273 (1.09%)	1.83	27s	1,169 (0.72%)	0.00 (–)	\$0.00 (–)
☐	15	/events/north-american-farm-power-show/		472 (0.82%)	373 (1.49%)	1.27	31s	1,765 (1.09%)	0.00 (–)	\$0.00 (–)
☐	16	/events/a-winter-walk-with-beverages-bites-and-brrr-ingo/		457 (0.8%)	370 (1.48%)	1.24	27s	1,266 (0.78%)	0.00 (–)	\$0.00 (–)
☐	17	/economic-development/		438 (0.76%)	303 (1.21%)	1.45	25s	1,281 (0.79%)	0.00 (–)	\$0.00 (–)
☐	18	/main-street/events/downtown-thursdays/		424 (0.74%)	261 (1.04%)	1.62	53s	1,282 (0.79%)	0.00 (–)	\$0.00 (–)
☐	19	/visit/things-to-do/shopping/		418 (0.73%)	288 (1.15%)	1.45	43s	1,215 (0.75%)	0.00 (–)	\$0.00 (–)
☐	20	/events/kowz-krue-home-show/		404 (0.7%)	298 (1.19%)	1.36	22s	1,389 (0.85%)	0.00 (–)	\$0.00 (–)
☐	21	/visit/plan-your-visit/sign-up-for-e-newsletter/		390 (0.68%)	341 (1.36%)	1.14	22s	1,029 (0.63%)	0.00 (–)	\$0.00 (–)
☐	22	/visit/plan-your-visit/request-a-guide/		368 (0.64%)	310 (1.24%)	1.19	12s	790 (0.49%)	0.00 (–)	\$0.00 (–)
☐	23	/visit/meetings/		356 (0.62%)	270 (1.08%)	1.32	13s	1,045 (0.64%)	0.00 (–)	\$0.00 (–)
☐	24	/chamber-events/young-professionals/		344 (0.6%)	163 (0.65%)	2.11	54s	1,005 (0.62%)	0.00 (–)	\$0.00 (–)
☐	25	/events/owatonna-eagles-fish-fry-friday/		343 (0.6%)	246 (0.98%)	1.39	41s	1,083 (0.67%)	0.00 (–)	\$0.00 (–)

Landing page: Landing page

Add filter



Plot rows

Search...

Rows per page: 25Go to: 11-25 of 1422

	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	32,395 100% of total	25,047 100% of total	24,591 100% of total	36s Avg 0%	0.00	\$0.00	0%
☒	1 /	4,728 (14.59%)	3,557 (14.2%)	3,288 (13.37%)	51s	0.00 (–)	\$0.00 (–)	0%
☒	2 /visit/events	1,566 (4.83%)	1,109 (4.43%)	956 (3.89%)	1m 38s	0.00 (–)	\$0.00 (–)	0%
☒	3 /mnusbc	1,347 (4.16%)	923 (3.69%)	897 (3.65%)	38s	0.00 (–)	\$0.00 (–)	0%
☒	4 /visit/events/annual-events/boldandcold	1,210 (3.74%)	952 (3.8%)	847 (3.44%)	58s	0.00 (–)	\$0.00 (–)	0%
☒	5 /visit	1,197 (3.7%)	1,068 (4.26%)	1,017 (4.14%)	43s	0.00 (–)	\$0.00 (–)	0%
	6 (not set)	1,140 (3.52%)	644 (2.57%)	0 (0%)	7s	0.00 (–)	\$0.00 (–)	0%
☐	7 /visit/plan-your-visit/experiences/owatonna-food-tour	893 (2.76%)	663 (2.65%)	608 (2.47%)	32s	0.00 (–)	\$0.00 (–)	0%
☐	8 /blog/mathematics-for-decision-making-the-37-rule	654 (2.02%)	574 (2.29%)	573 (2.33%)	27s	0.00 (–)	\$0.00 (–)	0%
☐	9 /visit/where-to-eat	618 (1.91%)	548 (2.19%)	504 (2.05%)	42s	0.00 (–)	\$0.00 (–)	0%
☐	10 /visit/things-to-do	529 (1.63%)	495 (1.98%)	451 (1.83%)	1m 27s	0.00 (–)	\$0.00 (–)	0%
☐	11 /events/north-american-farm-power-show	405 (1.25%)	347 (1.39%)	335 (1.36%)	28s	0.00 (–)	\$0.00 (–)	0%
☐	12 /events/kowz-krue-home-show	320 (0.99%)	260 (1.04%)	235 (0.96%)	20s	0.00 (–)	\$0.00 (–)	0%
☐	13 /blog/credit-card-surcharge-laws-for-minnesota-merchants	286 (0.88%)	261 (1.04%)	260 (1.06%)	44s	0.00 (–)	\$0.00 (–)	0%
☐	14 /main-street/events/downtown-thursdays	281 (0.87%)	215 (0.86%)	193 (0.78%)	1m 05s	0.00 (–)	\$0.00 (–)	0%
☐	15 /events/owatonna-eagles-fish-fry-friday	269 (0.83%)	212 (0.85%)	198 (0.81%)	37s	0.00 (–)	\$0.00 (–)	0%
☐	16 /main-street	263 (0.81%)	236 (0.94%)	211 (0.86%)	32s	0.00 (–)	\$0.00 (–)	0%
☐	17 /visit/meetings	240 (0.74%)	231 (0.92%)	220 (0.89%)	25s	0.00 (–)	\$0.00 (–)	0%
☐	18 /economic-development	233 (0.72%)	196 (0.78%)	181 (0.74%)	52s	0.00 (–)	\$0.00 (–)	0%
☐	19 /visit/things-to-do/shopping	232 (0.72%)	191 (0.76%)	171 (0.7%)	27s	0.00 (–)	\$0.00 (–)	0%
☐	20 /events/a-winter-walk-with-beverages-bites-and-brrr-ingo	230 (0.71%)	200 (0.8%)	174 (0.71%)	16s	0.00 (–)	\$0.00 (–)	0%
☐	21 /visit/group-tour-planning	202 (0.62%)	195 (0.78%)	189 (0.77%)	15s	0.00 (–)	\$0.00 (–)	0%
☐	22 /events/hometown-sampler	183 (0.56%)	123 (0.49%)	108 (0.44%)	23s	0.00 (–)	\$0.00 (–)	0%
☐	23 /events/friday-night-fish-fry-at-the-kc-hall-owatonna	177 (0.55%)	140 (0.56%)	127 (0.52%)	38s	0.00 (–)	\$0.00 (–)	0%
☐	24 /events/dancing-with-our-steele-county-stars	174 (0.54%)	139 (0.55%)	118 (0.48%)	35s	0.00 (–)	\$0.00 (–)	0%
☐	25 /visit/places-to-stay	174 (0.54%)	167 (0.67%)	160 (0.65%)	12s	0.00 (–)	\$0.00 (–)	0%



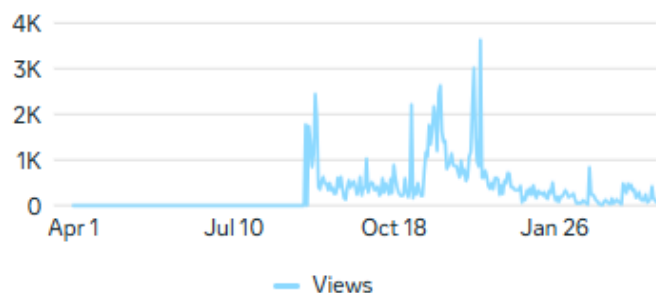
Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Views

Export

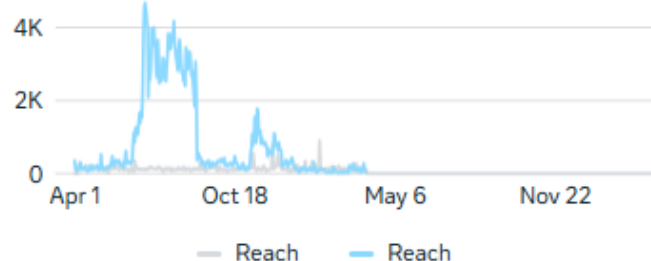
116.4K



Reach

Export

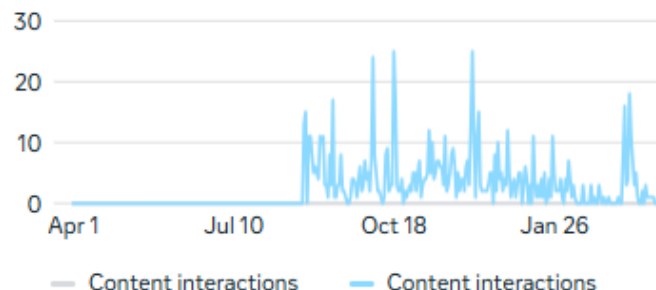
135.4K ↑ 2.1K%



Content interactions

Export

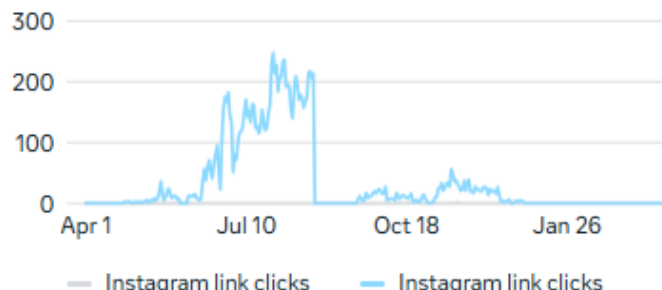
911 ↑ 100%



Link clicks

Export

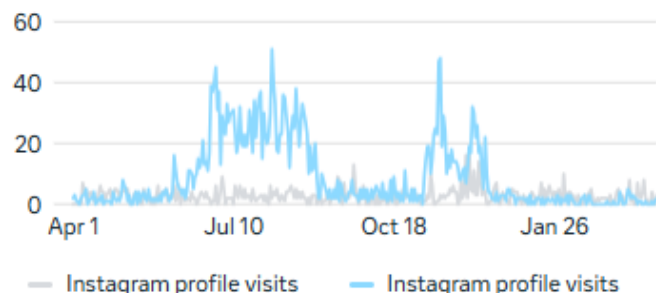
12.1K ↑ 70.8K%



Visits

Export

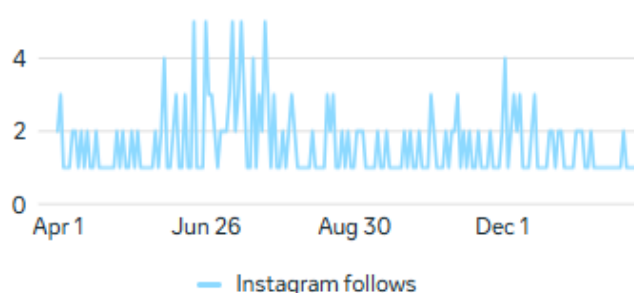
3.2K ↑ 225.2%



Follows

Export

320 ↑ 100%





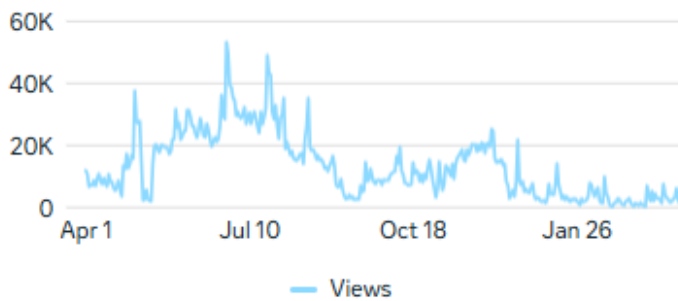
Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Views ⓘ

Export

4.8M



Viewers ⓘ

Export

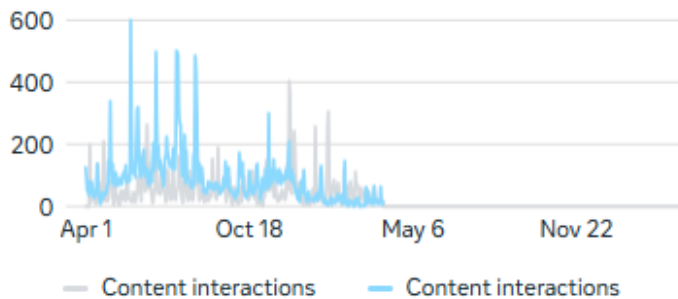
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Content interactions ⓘ

Export

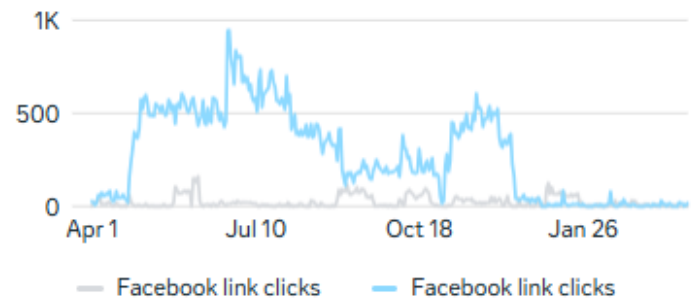
31K ↑ 55.6%



Link clicks ⓘ

Export

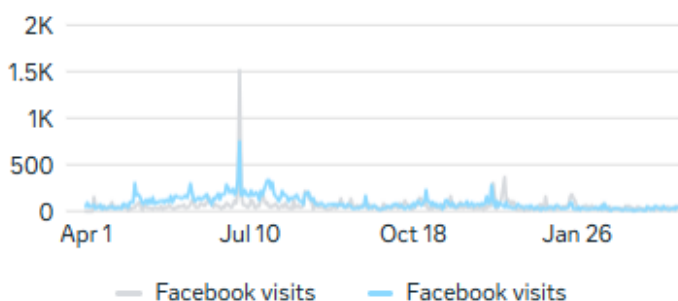
99.9K ↑ 1.1K%



Visits ⓘ

Export

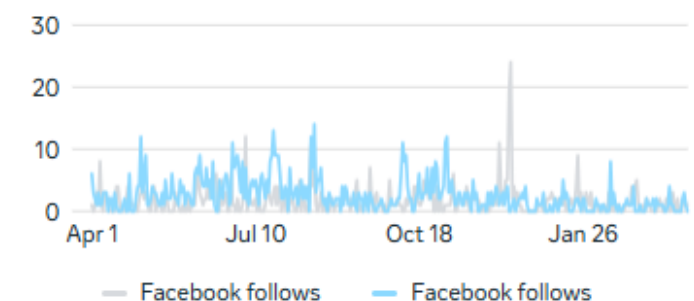
31.9K ↑ 46.4%



Follows ⓘ

Export

925 ↑ 51.1%



**April 15, 2026
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. Staff is looking and doing some improvements to the building like removing the vault under the sidewalk that is attached to the building this summer.
- 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. Staff is looking into doing some improvements to the building like more demolition within the building.
- 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. Staff is looking at demolishing 140 East Fremont this summer.
- The City has purchased the property at 139 East Pearl Street for a future redevelopment project. Demolition of the house is complete.

- Foremost has closed. This was a TIF project and the property is being marketed for a new tenant or buyer. TIF payments are being held until a project is proposed for the space.
- The City has purchased the property at 1301 South Oak Avenue to extend Barney Street to Park Drive as well as the old Kreco Car Wash at 1352 South Cedar Avenue. There will be remaining land beyond the land for the street for a redevelopment project. The remaining land for Barney Street is being pursued.