



**ECONOMIC DEVELOPMENT AUTHORITY
MEETING**
Wednesday, October 23, 2024 at 4:00 PM
Council Chambers, City Hall at 540 West Hills Circle

1. **EDA Agenda: October 23, 2024**
 - 1.1. EDA Agenda - October 23, 2024
2. **Roll Call: Boeke, Cowell, McDermott, Mensink, Raney, Voss**
3. **Approval of Last Meeting Minutes**
 - 3.1. Approval of Minutes: August 21, 2024
4. **Treasurer's Report**
 - 4.1. Treasure's Report
5. **Loan Report**
 - 5.1. Loan Report
6. **Reports**
 - 6.1. OACCT / OPED Report
 - 6.2. MainStreet
 - 6.3. Tourism
 - 6.4. OABDC
 - 6.5. EDA Projects
7. **Old Business**
8. **New Business**
9. **Schedule Next Meeting – November 20, 2024**
10. **Adjournment**

Economic Development Authority
Regular Meeting
Wednesday, October 23, 2024
4:00 PM
Charles S. Crandall Center – Meeting Room
City Hall

Preliminary Agenda

1. Roll Call: Boeke, Cowell, McDermott, Mensink, Raney, Voss
2. Approval of Minutes: August 21, 2024
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 – November 20, 2024
9. Adjournment

**EDA
Minutes
August 21, 2024**

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 Raney presiding. Commissioners present: Dan Boeke, Andrew Cowell, Brenda DeVinny, Pat McDermott, Kevin Raney, and Doug Voss. Commissioners absent: Corey Mensink. Also present were Troy Klecker, Sean Williams, Lisa Cochran, and Kristen Kopp.

Approval of Minutes. Commissioner Boeke moved approval of the minutes of the July 17, 2024 meeting with second by Commissioner Cowell. All Commissioners voting Aye, the motion passed.

Treasurer's Report. Community Development Director Troy Klecker presented the revenue and expense reports for July. He said that second half contract payments have been paid.

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

OACCT / OPED Report. Community Development Director Troy Klecker said that OPED is focusing on Riverland. They are trying to get their attention with the hopes of doing more at the Owatonna site. The Riverland Owatonna dean, Matt Bissonette, joined the group to discuss plans for the campus. MNSCU is such a big system that it's hard to change anything, but they are working at it. The new President is coming in a few weeks. There have been a couple of Real Estate Journal Events. Chamber Director Brad Meier and Community Development Manager Greg Kruschke have attended and made some good connections. There was a golf tournament on Monday where they were stationed at a hole. 160 people came through.

OABDC Report. OABDC Director Sean Williams presented the OABDC report for July. He said they are executing an agreement for their software studio and will be able to serve at least 60 entrepreneurs directly across southeast Minnesota and more online after the fact. That was part of their Deed grant, and they are super excited about that. They put out an RFP for a maker space as part of the grant. That did not go as planned and he will have more information at the next EDA meeting. They started their monthly business owners connect up, which is basically entrepreneurs helping entrepreneurs. They had 11 participants show up for the first meeting. It's the second Thursday of every month at Torey's. They are doing their next round of Co.Starters this fall and offering both a Spanish and an English cohort. They also had a Co.Starters Workshop and four entrepreneurs participated. As far as the Center goes, they are up over twice what they had last year. They have three consultants working with entrepreneurs. As far as manufacturing and office space, they have a lease drafted for a new tenant that will put them over their budget numbers. They're a new manufacturer here in town and are leasing an office and manufacturing space, which is exciting. Voss said he senses some excitement over the software studio. He asked if there was a drop dead on the maker space. Williams said that are at a drop-dead point with this RFP. They are either going to have one of they're not. Cowell asked if the Library still has their maker space. Klecker said they have the equipment, but he's not sure

how operational it is. Williams said he will ask them. He said that they have paperwork out to Walbran on Forgivable Loans.

EDA Projects. Community Development Director Troy Klecker presented the EDA Projects for July. Cemstone has taken down the plant on the east side. He is still talking about them using the east side on a temporary or permanent basis. The reason they haven't started building the new building is they haven't figured out their plan for retail sales. They are investigating several options. Our development agreement with them ends in May of next year. The City owns 224 Cedar Avenue North again and will continue to market it. There have been a couple parties interested in 117 Bridge Street West. The Riverfront project is moving along well and 11 of the units are leased. Mineral Springs Brewery's area is almost entirely enclosed. Scooter's Coffee is running into a little snag on their financing and it will be reappraised. They are still planning to build. Foamcraft is nearly done and a final inspection is scheduled. There is a closing date set for August 29 for the State Avenue lot.

New Business:

Interior Forgivable Loan – 114 Cedar Avenue North (Tone Music). Andy Cowell abstained from this discussion and motion. Cochran said that Mara Schack, owner of Tone Music (the business but not the building), applied for an interior forgivable loan. She has a lesson room in the lower level, but she would like to put a lesson space on the main floor so that it is accessible for anyone. The interior is \$4,575, so almost \$10,000 total for that project. She's submitted everything she needed and is almost ready to put in an exterior application as well. Voss asked if there was a difference because she's a tenant and not the owner. Do we need any participation from the building owner? Klecker said no. The stipulation is that the business stays there for five years. If not, it needs to be paid back at a prorated rate. Cochran said it will be two practice rooms. She said that Jerry, the building owner, is very much for everything she is doing. Raney asked if there was any paperwork. Lisa said she has it, but they have never sent it to the board before. Williams said that her financials checked out. Klecker said this is how it's set up. Lisa said they wouldn't bring it to the board for approval if financials didn't check out. Voss said they've had very few loans that didn't use the whole amount.

Klecker said that Urban Loft is going out of business and that loan was just approved. Williams said if it's the building owner, as long as they own the building, the loan is still good. He will double check. Cochran said that the loan was to Chris Prohaski.

A motion was made by DeVinny and seconded by McDermott to approve an interior forgivable loan for a total of \$4,575. With Cowell abstaining, all Commissioners voting Aye, the motion carried.

Schedule Next Meeting. The next EDA meeting is scheduled for **September 18, 2024** at 4:00 pm. in Charles S. Crandall Center – Meeting Room at City Hall.

Adjournment. There being no further business, a motion was made by Commissioner DeVinny and seconded by Commissioner Cowell to adjourn the meeting at 5:25 pm. All Commissioners voting Aye, the motion passed.

EDA ADMINISTRATION				
Account	Description	Current Budget	Current YTD	Budget Remaining
	REVENUE			
290-31000-690-691-000000	PROPERTY TAXES	- 200,000.00	- 150,005.00	- 49,995.00
290-31410-690-691-000000	LODGING TAX - 3%	- 250,000.00	- 193,072.95	- 56,927.05
290-33424-690-691-000000	STATE - OTHER PROGRA		- 140,000.00	140,000.00
290-34950-690-691-000000	TIF ADMINISTRATIVE F	- 71,773.00	- 26,899.75	- 44,873.25
290-36210-690-691-000000	INTEREST EARNINGS		- 2,482.83	2,482.83
290-36220-690-691-000000	RENT/RENTALS	- 3,600.00	- 2,700.00	- 900.00
	TOTAL REVENUE	- 525,373.00	- 515,160.53	- 10,212.47
	EXPENDITURES			
290-41000-690-691-000000	WAGES - REGULAR FT	86,568.00	66,458.98	20,109.02
290-41300-690-691-000000	WAGES - OT		9.77	- 9.77
290-41410-690-691-000000	PERA	6,493.00	4,944.90	1,548.10
290-41420-690-691-000000	FICA	6,622.00	4,925.75	1,696.25
290-41500-690-691-000000	INSURANCE	7,445.00	4,928.72	2,516.28
290-41550-690-691-000000	WORKERS COMP INSURAN	493.00	375.87	117.13
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	35,000.00	2,472.50	32,527.50
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	619.72	380.28
290-43231-690-691-000000	OBD - MARKET SERVICE	80,000.00	80,000.00	
290-43232-690-691-000000	OBD - LOAN SERVICES	20,000.00	20,000.00	
290-43233-690-691-000000	OBD - SMALL BUSINESS	4,000.00		4,000.00
290-43234-690-691-000000	DOWNTOWN ENHANCEMENT	5,000.00		5,000.00
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
290-43720-690-691-000000	REPAIR & MAINT - EQU	200.00		200.00
290-43810-690-691-000000	RENTS/LEASES	6,700.00	3,312.00	3,388.00
290-43972-690-691-000000	SOUTHERN MN INITIATI	1,667.00	1,666.00	1.00
290-43990-690-691-000000	MISCELLANEOUS		140,000.00	- 140,000.00
290-43991-690-691-000000	TOURIST DEVELOPMENT	237,500.00	155,645.75	81,854.25
290-47000-690-691-000000	TRANSFER TO OTHER FU	12,000.00	9,000.00	3,000.00
		525,188.00	506,359.96	18,828.04
EDA LOANS				
Account	Description	Current Budget	Current YTD	Budget Remaining
	REVENUE			
292-34109-690-692-000000	OTHER REVENUE			
292-34960-690-692-000000	INTEREST ON LOANS		- 661.73	661.73
292-36210-690-692-000000	INTEREST EARNINGS	- 16,000.00	- 16,430.53	430.53
		- 16,000.00	- 17,092.26	1,092.26
	EXPENDITURES			

292-48300-690-692-000000	LOAN PROGRAM DISBURS		73,968.55	- 73,968.55
	TOTAL EXPENDITURES		73,968.55	- 73,968.55
EDA LAND				
Account	Description	Current Budget	Current YTD	Budget Remaining
	REVENUE			
294-34950-690-694-000000	TIF ADMINISTRATIVE F	- 1,362.00	- 1,685.90	323.90
294-34960-690-694-000000	INTEREST ON LOANS	- 43,235.00	- 19,401.72	- 23,833.28
294-36210-690-694-000000	INTEREST EARNINGS	- 12,000.00	- 15,353.46	3,353.46
294-36220-690-694-000000	RENT/RENTALS	- 30,000.00	- 22,170.00	- 7,830.00
294-39101-690-694-000000	SALE OF CAPITAL ASSE			
	TOTAL REVENUE	- 86,597.00	- 58,611.08	- 27,985.92
	EXPENDITURES			
294-43004-690-694-000000	LEGAL FEES			
294-43010-690-694-000000	OTHER PROFESSIONAL S	20,000.00	- 8,500.00	28,500.00
294-43500-690-694-000000	PROPERTY & LIABILITY	4,100.00	3,075.00	1,025.00
294-43910-690-694-000000	REAL ESTATE TAXES	20,000.00	23,603.76	- 3,603.76
294-45100-690-694-000000	LAND		1,683.40	- 1,683.40
294-45300-690-694-000000	OTHER IMPROVEMENTS		4,476.03	- 4,476.03
	TOTAL EXPENDITURES	44,100.00	24,338.19	19,761.81

City of Owatonna
Balance Statement by Fund
30-Sep-24

FUND 292: EDA LOANS

Account Number	Account Name	Ending Balance
ASSETS		
292-10100-000-000	BANK ACCOUNTS	\$ 59,039.29
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	\$ 522,632.50
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	14,767.38	564.78	Current	Retail	
Total				43,480.63	14,767.38	564.78			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	1	43,480.63	14,767.38	100.00%
	Non-current	0	-	-	0.00%
		1	43,480.63	14,767.38	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	8,372.61	259.78	Current		
Vesterby	12/13/2021	1.625	7	12,500.00	7,758.01	157.53	Current		
Vesterby	12/13/2021	-	3	5,000.00	416.63	83.33	Current		

				<u>42,500.00</u>	<u>16,547.25</u>	<u>500.64</u>			
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Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	3	42,500.00	16,547.25	100.00%
	Non-current				0.00%
		<u>3</u>	<u>42,500.00</u>	<u>16,547.25</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	418,878.55		Current		TIF Guarantee
Arrow Ace TIF note	12/1/17	3.000	25	350,000.00	307,966.79		Current		TIF Guarantee
Nicolai TIF note	12/31/17	3.000	25	524,845.17	501,155.68		Current		TIF Guarantee
Marriott TIF note	5/18/21	3.000	25	268,000.00	268,000.00		Current		TIF Guarantee
224 Cedar TIF note		3.000	25	225,000.00	19,605.95		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>1,770,680.97</u>	<u>-</u>			
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Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	7	2,095,808.17	1,770,680.97	100.00%
	Non-current	0	-	-	0.00%
		<u>7</u>	<u>2,095,808.17</u>	<u>1,770,680.97</u>	<u>100.00%</u>

Memo

To: Economic Development Authority
From: Brad Meier, President/CEO
Date: 10/23/2024
Re: OACCT Economic Development Update

Economic Development

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

Workforce

- Work experience grant, 16 active work experiences finishing up summer. Applied for 2nd round.
- SteeleCoWorks Coordinator-new person started Monday.
- First Made in Owatonna day for 2024-25 school year is October 31st -Law Enforcement/Legal System.
- Business/Teacher mixer at OHS

Other

- OPED: Bosch leadership met with the group to discuss current activity at the Owatonna site.
- OPED: Riverland Owatonna dean, Matt Bissonette joined the group to discuss plans for this campus.
- OPED: Met with GreenSeam out of Mankato for an update on their work in the region with agriculture based businesses.
- OPED:Childcare shortage discussion with United Way and SMIF.
- OPED: OPU Presentation about lines into Owatonna and power redundancies.
- Participated in MNSCU's Chancellor listening session at Riverland-Austin.
- Candidate Forums x 6

<u>Company</u>	<u>Date of Inquiry</u>	<u>Service Provided</u>	<u>Follow ups</u>	<u>Conclusion</u>	<u>Project Outcome: Green (progressing), yellow (probable); red (not moving)</u>
Franchise director for DQ US looking for a new person to run DQ franchise for Owatonna	10/9/2023	Looking for ideas on a new franchise owner for the DQ in Owatonna. They'd like to fill the space just vacated on Bridge.	Received some promotional information and have been sharing it out to business community. 01/09/24: franchisor they had lined up fell through, so still looking for one for Owatonna.		
Wants to run an adult daycare in his existing location downtown	12/4/2023	Some questions about what is needed by the city of owatonna to complete this project in current space.	Ken Beck & Brad Meier met with business owner to discuss what is needed and a realistic timeline.	Owner still working on details with architect. 2/15/24: conditional use permit approved at city.	
Looking for new site for their church	1/25/2024	Lead pastor has moved church to temporary location, wants to find an existing building with at least 10,000 sq ft	Building on the south end of Owatonna has come on the market. Discussed some information about the site with him.	Church is going to purchase land to put up a new structure.	
Group has purchase agreement on building looking for feedback on needs/use	1/8/2024	Redevelopment project that has high visitor attraction potential.	Provided ideas on the building and possible uses/needs.	2/22/24: meeting with the key investors of the project to discuss possible uses and operators.	
Discussion with developer about future projects.	2/27/2024	Discussed redevelopment sites at I35 & Hoffman as well as south end wholesale tires buildings	Did not seem like a project this individual was interested in taking on at this time.		
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.	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.	
Met with new owners purchased existing business in Owatonna	3/1/2024	Plan to invest upwards of \$500,000 into the building	Improvements will allow for growth of the business.	Not asking for help with it, plan to complete in 2024.	
New attorney	2/19/2024	Divorce Attorney open Owatonna location	Planning to open small office in downtown Owatonna	Things are on-track and plan to open in April/May	
New Psychologist	2/19/2024	Psychologist opening Owatonna location	Planning to open small office in downtown Owatonna	On Track	
Restaurant for Downtown	4/26/2024	Working towards opening a restaurant business	Considering a cooperative agreement with existing location. 7-3-24: shifting idea to a food truck	Working with Sean at OABDC	

Distillery	4/26/2024	Wants to open small batch distillery	Timing not known right now.		
Commercial Kitchen	5/7/2024	Interested in commercial kitchen space to expand current business being run out of their house.	Sharing new space idea with the owner.	He is looking into the space to see if it is a suitable fit. Too big for what they need at this time. Will continue out of home.	
Expand Retail Space	5/7/2024	Considering options for doubling his space.	Discussed several ideas and will continue discussion. They want to do something soon.	Won't happen in 2024	
Beauty Services	6/3/2024	Trying to secure funding to get business started, first in her home.	Talked about business planning; she has an appointment with Sean Williams set. Looking to get a small loan for start up items.	6/19/24: phone conversation, she is still looking for a small loan of approx. \$1,500 to get her business started. She is scheduled to meet with Danielle at the OABDC	
Restaurant Interested in Owatonna	6/18/2024	Owns a restaurant in Rochester, MN and has a food truck that comes to Owatonna.	Wants to pursue a location for his restaurant in Owatonna and wants to discuss funding options		
Business looking for commercial land to build	6/19/2024	Business looking for 1-3 acres to build an initial building of 8,400 sq ft with space to expand.	Provided a variety of land options including space on Cedar north of 26th, corner land SW corner by Lowes, and land near Cabela's		
Has a home builder connection that wants to come to Owatonna	7/16/2024	Looking for 10 home lots to get started or potentially more.	Discussed a variety of options including existing lots and developments. Also discussed future plans and possible options there.	Provided a specific contact to them with a developer who has discussed a small project in Owatonna.	
Local non-profit looking for new space to purchase	7/15/2024	Needs approximately 4000 sq ft with the basic office amenities of conference room, offices, etc.	7-17-24: connected with a building owner who is willing to sell a space that has 4000 sq ft available. Did a tour.	Fall/winter timeframe	
Re-engaged on space in Owatonna -wants retail and creation space.	7/17/2024	Needs approximately 2500 sq ft with production space.	Toured the former Curly Girlz spot and really likes it. Considering moving the production side of the business from a different city to Owatonna.	Fall (Sept) timeframe	
Looking for a partner to move into a new space and expand.	7/17/2024	Want to expand into 2,500 sq ft, but need a partner organization to make it work financially.	Asking for ideas and contacts. Several provided.		

Wants to open a thrift store in Owatonna.	8/26/2024	Discussed the Salvation Army retail space closing and his vision to open a thrift shop.	Discussed possible locaitons, business plan.		
Looking for a physical location for restaurant (has a food truck)	9/5/2024	Provided a couple location options and contacts for those sites.	Decided would like to go into the former Pupuseria location. Connected him with building owners and things are progressing.		



Quarter 3 Report for EDA

Design:

- Flower baskets went down on October 7th, and we ordered flowers for 2025 and increased from 130 to 147, keeping in mind the Ascend Project and Development along the river.
- New street banners are installed – I have received many positive comments, especially from other Main Streets.
- Design Committee ordered updated lighting and garland for the streetscape and park and it has arrived.

Economic Vitality:

- Met with 2 business/building owners regarding Forgivable Loan – 1 project is in the process and the other is waiting on plans from contractor.
- Attended 2 IBOC monthly meetings (Innovators & Business Owners Connect-Up) led by Sean of OABDC.
- Attended 2 EDA Meetings
- Hosted 3rd Quarter Downtown Business/Building meeting, record attendance (42)
- Received 3 applications for the Upper-Level Grant
- Collaborating for a future Retail Incubator possibility
- Held Quarterly Economic Vitality Committee Meeting and visited several businesses downtown as a group

Organization:

- Led 2 Advisory Board Meetings
- Sent in Quarter 2 stats
- Spoke with 3 potential Board Members
- Developed Main Street Strategic Plan with Main Street Advisory Board, OACCT Board, and Brad. Will finalize 4th Quarter.

Promotion:

- Planned and executed 3 Downtown Thursday events with a record number of vendors in September (125). Included a Car Show that brought an estimated extra 1000 attendees to the event
- Assisted with Farmer's Market, 13 held in 3rd quarter
- Added entertainment to one Farmer's Market, solicited donations to add 3 more for 4th quarter and next year as well.
- Assisted with Gem Days by organizing food trucks, communicating with businesses, Kid's Parade, and set-up.
- Volunteered at OACCT booth at SCFF to spread information about Main Street to fair-goers

Training:

- Attended 5 Main Street Directors meetings via Zoom
- Attended Quad State Meeting for Main Street via Zoom
- Attended a Visual Merchandising Zoom session

Communication:

- 1 interview on Straight Talk
- 3 full-page articles/ads in Steele County Times focused on Main Street
- 2 interviews on both KOWZ and KRUE radio and 1 on KRFO
- Spoke at Exchange Club monthly meeting
- Assisting with communication regarding the Vine St Parking Lot with Downtown Businesses
- Completed 28 one-on-one visits with business owners, managers, and/or employees

Downtown News:

- Businesses Closed: Urban Loft, Pupuseria La Paz
- Businesses Opened: BOLOfide, Grapeful Wine Bar, O-Town Collectibles & Vinyl, Vanity, LLC,
- New Owners:
- Businesses on the Move: MN Secured Title moved to Main Street District

Community Involvement:

- Attended 1 Owatonna Business Partnership Meeting to share Main Street news, events, and programs
- Attended 1 Community Advisory Meeting with the Owatonna Foundation
- Attended 2 Business After Hours hosted by OACCT
- Member of *Owatonna Business Women* and *Women United* through United Way
- Participant in Owatonna Community Leadership Academy for 2024/2025

A couple of Stats:

Attendance for 3 Downtown Thursday Events – (According to Place AI) 10,200
Total Volunteer Hours for Main Street – 202, Value of \$6,423.60

EDA October (Q3) 2024 Report



Top Focus areas for 2024

1. Establish Tourism as a community marketing resource and collaborative partner with local event and tournament planners, businesses and non profits, service clubs and organizations
2. Increase Leisure Activity/Marketing Focus
3. Execute Owatonna's Branding Plan within Owatonna and outside the community
4. Create a seamless visitor process (customer journey) from the initial awareness interest in Owatonna to their experience upon their arrival and stay in Owatonna.

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

	2024	2023	2022	2021	2020	2019
JAN	\$19,206	\$22,926	\$13,871	\$21,347	\$ 16,376	\$17,083
FEB	\$17,592	\$17,468	\$12,330	\$8,475	\$ 11,009	\$16,473
MARCH	\$16,896	\$21,919	\$14,205	\$10,756	\$ 8,123	\$14,985
APRIL	\$20,395	\$20,851	\$14,121	\$13,735	\$ 5,493	\$17,043
MAY	\$27,303	\$25,317	\$21,351	\$16,739	\$ 7,230	\$19,600
JUNE	\$32,677	\$29,759	\$24,958	\$22,810	\$ 10,808	\$23,445
JULY	\$28,276	\$26,075	\$21,242	\$20,225	\$ 12,350	\$21,907
AUG	\$34,678	\$29,703	\$28,797	\$22,930	\$ 12,689	\$23,691
SEPT		\$26,022	\$23,793	\$19,313	\$ 13,034	\$20,317
OCT		\$23,678	\$24,361	\$21,464	\$ 15,098	\$20,839
NOV		\$21,155	\$21,443	\$15,578	\$ 11,453	\$15,874
DEC		\$18,059	\$22,647	\$17,257	\$ 8,688	\$16,358
TOTAL	\$197,023	\$282,937	\$243,119	\$193,373	\$ 131,662	\$227,616

5.

6. Occupancy YTD

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	YTD Average
2024	39.2	41.1	40.1	46.6	54	60	53	58.7	53.9				49.62%
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	2023/2024 (YTD Comparison)		Sep 2023/Sep 2024 Comparison						
ADR	\$ 83.73	\$ 81.30	\$ 94.27	\$ 117.98	\$118.22/\$113.27		\$116.40/\$115.70						
REV Par	\$ 36.56	\$ 27.13	\$ 42.01	\$ 62.62	\$60.23/\$56.55		\$64.80/\$63.30						

EDA October (Q3) 2024 Report



Q3 Groups/Meetings/Events Recap

Room Demand	Date Start	Date End	Event
149	7/4/2024	7/4/2024	Rotary Fireworks
218, 182	7/5/2024	7/7/2024	MCHA
236	7/11/2024	7/11/2024	Main Street Downtown Thursdays
321	7/12/2024	7/12/2024	Community Pathways Palooza
274	7/13/2024	7/13/2024	SCHC Chuckwagon Supper
274	7/13/2024	7/13/2024	Rainbowatonna
167	7/14/2024	7/14/2024	SCHC Extravaganza
240, 300, 274	7/18/2024	7/20/2024	OBP Gem Days
300	7/19/2024	7/21/2024	Owatonna Park & Rec Summer weekend out
248	8/1/2024	8/1/2024	Main Street Downtown Thursdays
225 & 197	8/10/2024	8/11/2024	Aces Baseball Tournament
324, 328, 298, 319, 338	8/13/2024	8/18/2024	SCFF
250	8/24/2024	8/24/2024	Summer Meltaway Ice Cream Fun Ride/Walk
143	8/25/2024	8/25/2024	Owatonna Airport Fly In Breakfast
170	9/3/2024	9/3/2024	Steele Fit Health Fair
255	9/7/2024	9/7/2024	Chubb's BBQ
284	9/10/2024	9/10/2024	KOWZ
321	9/14/2024	9/14/2024	HAF Memorial Auction/Ride
321	9/14/2024	9/14/2024	Rustic Mamas Event
275	9/16/2024	9/16/2024	AAUW Taste of Steele County
217,235,302	9/19/2024	9/21/2024	Mineral Springs Brewery Oktoberfest
302	9/21/2024	9/21/2024	State School Orphanage Fall Celebration
302	9/21/2024	9/21/2024	Relay for Life
300	9/28/2024	9/28/2024	MN State Rabbit Show

Average Room Demand

YTD 2024

By Day of week

Day of week	Average Demand Per day
Sunday	136
Thursday	194
Monday	220
Saturday	221
Friday	224
Wednesday	230
Tuesday	239



EDA October (Q3) 2024 Report

Currently Working with

Order of the Eastern Star	Nov 15 & 16, 2024
Fair Zone	3/16/25-3/18/25
Schilling Supply Company Tradeshow	TBD 2025
Exchange Club - Region	TBD
MASMS Conference	Oct 2025
Co-occurring disorders symposium	Jan 28-30, 2026

Bids lost

Minnesota Nutrition Services (2025)
Coalition of Greater MN Cities (2025)
National Trappers Convention (2026)

Presented to the following groups in 2024

1. January 11- Owatonna CEO Group
2. January 24- OPED
3. January 30- Group 1 of about 25 at Tourism Presentation- variety of businesses/organizations represented
4. January 30- Group 2 of about 25 at Tourism Presentation- variety of businesses/organizations represented
5. February 1- Noon Exchange Club
6. February 5- Park & Recreation
7. February 5- Owatonna Business Partnership
8. February 6- City Council at Study Session
9. February 9- Owatonna Aces
10. March 14- Explore Minnesota Destination Representatives
11. April 29- Alliance for Greater Equity
12. May 9- Owatonna CEO Group
13. May 10- Steele County Park & Recreation

14. June 4- Raise the Bar Initiative Group
15. June 11- Steele County Commissioners
16. June 24- SCFF Marketing Group
17. June 24- Owatonna Youth Hockey Association
18. June 25- VFW
19. August 7- Owatonna Business Networkers
20. August 12- Noon Rotary
21. August 14- OPED
22. Sept 13- Owatonna Basketball Association
23. September 18- Morning Rotary
24. October 1- Lions Club

Plan to schedule with the following groups before the end of 2024

(if you have ideas on others to reach out to, please let me know!)

Owatonna Business Women
Owatonna Young Professional
Owatonna Wrestling Association
Owatonna Baseball Association

Marketing/Branding Update

Signed contract with Tempest Web Developer
Placer.ai contract signed

A

All Users

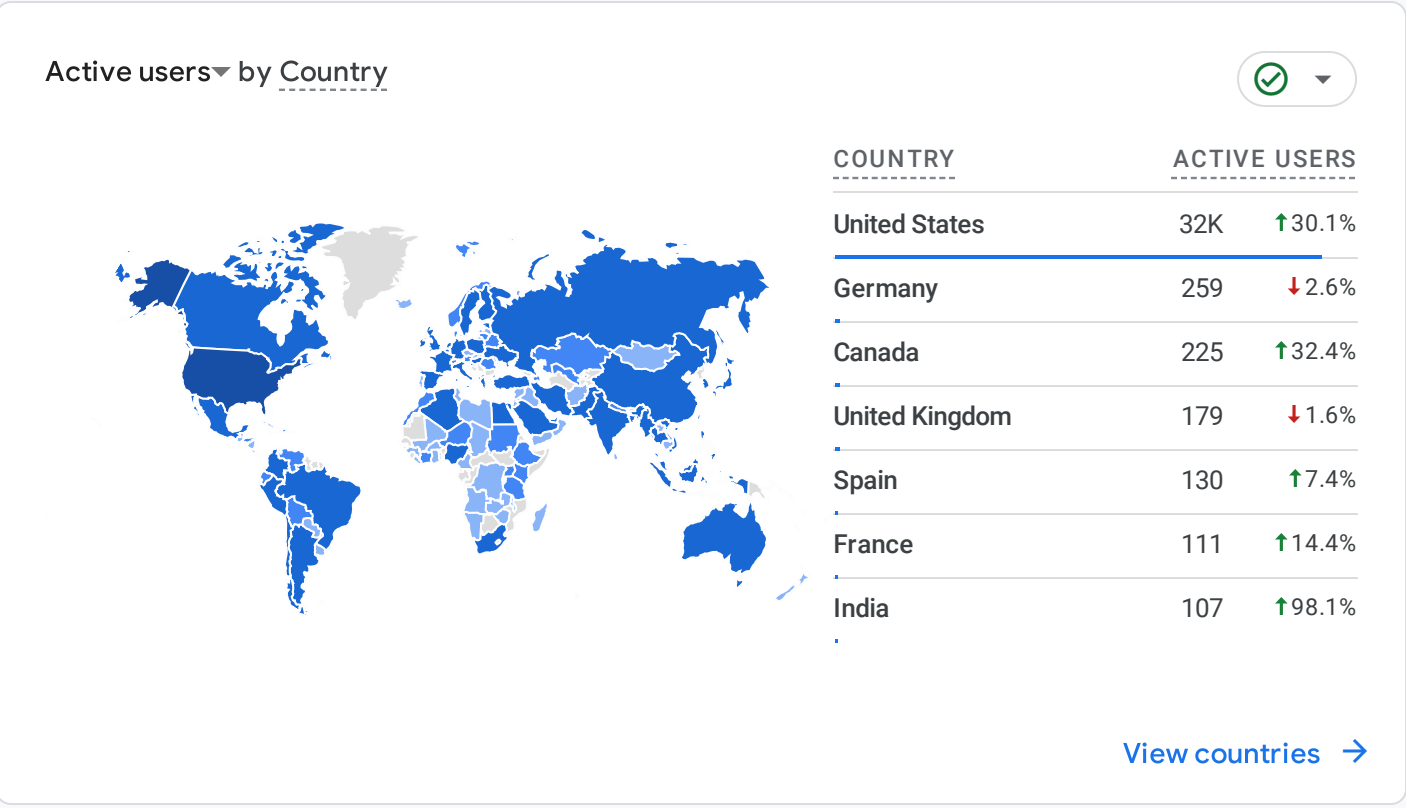
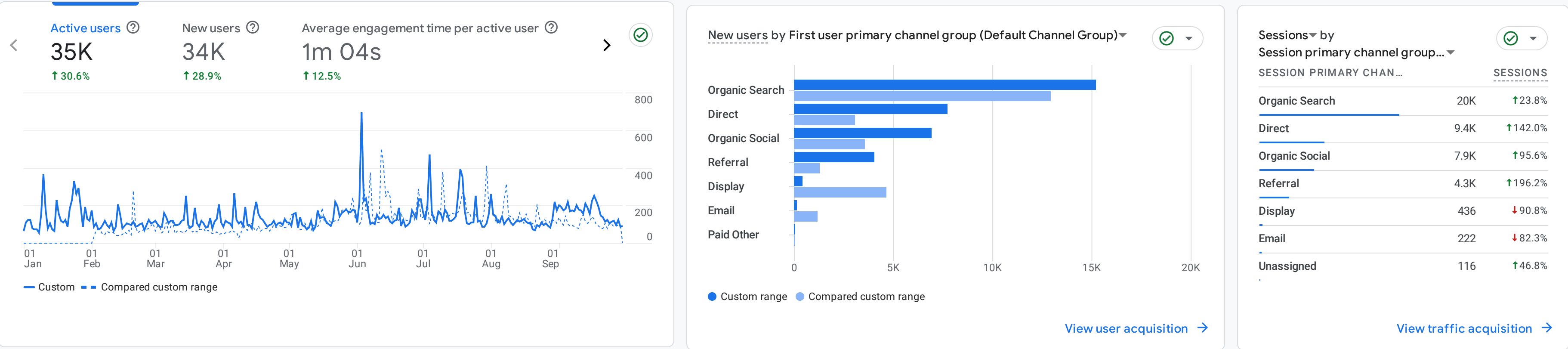
Add comparison

Custom

Jan 1 - Sep 30, 2024

Compare: Jan 1 - Sep 30, 2023

Reports snapshot



All Users

Add comparison

Custom

Jan 1 - Sep 30, 2024

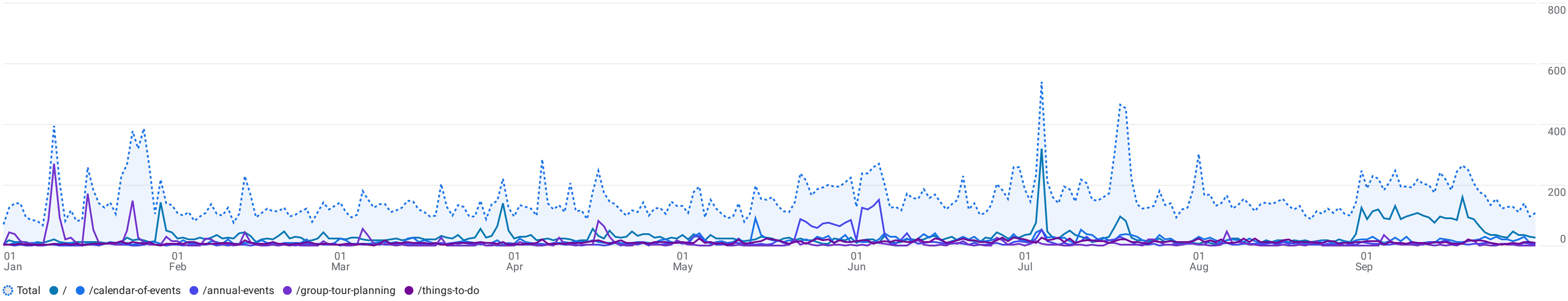
Compare: Jan 1 - Sep 30, 2023

Landing page: Landing page

Add filter

Sessions by Landing page over time

Day

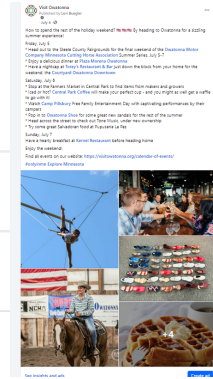
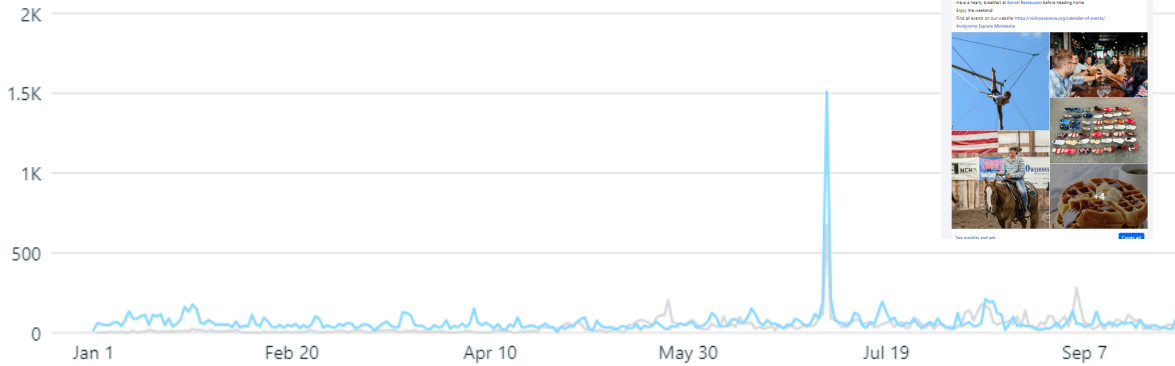


Landing page		↓ Sessions	Active users	New users	Average engagement time per session	Key events All events	Total revenue	Session key event rate All events
SHOW ALL ROWS								
Total		42,421 vs. 31,997 ↑ 32.58%	34,884 vs. 26,711 ↑ 30.6%	34,470 vs. 26,747 ↑ 28.87%	52s vs. 47.74 ↑ 10.85%	14,566.00 vs. 2,686.00 ↑ 442.29%	\$0.00 vs. \$0.00	24.87% vs. 6.16% ↑ 303.9%
1	(not set)							
	Jan 1 - Sep 30, 2024	11,820	10,583	897	40s	14,248.00	\$0.00	89.18%
	Jan 1 - Sep 30, 2023	2,973	2,572	169	29s	2,686.00	\$0.00	66.26%
	% change	297.58%	311.47%	430.77%	36.05%	430.45%	0%	34.58%
2	/							
	Jan 1 - Sep 30, 2024	8,609	7,565	7,366	34s	39.00	\$0.00	0.44%
	Jan 1 - Sep 30, 2023	1,551	1,330	1,243	1m 09s	0.00	\$0.00	0%
	% change	455.06%	468.8%	492.6%	-50.17%	0%	0%	0%
3	/calendar-of-events							
	Jan 1 - Sep 30, 2024	4,144	2,993	2,716	39s	0.00	\$0.00	0%
	Jan 1 - Sep 30, 2023	2,940	2,291	2,121	30s	0.00	\$0.00	0%
	% change	40.95%	30.64%	28.05%	28.74%	0%	0%	0%
4	/things-to-do							
	Jan 1 - Sep 30, 2024	2,986	2,755	2,629	1m 24s	0.00	\$0.00	0%
	Jan 1 - Sep 30, 2023	1,029	962	900	1m 36s	0.00	\$0.00	0%
	% change	190.18%	186.38%	192.11%	-11.98%	0%	0%	0%
5	/annual-events							
	Jan 1 - Sep 30, 2024	2,961	2,628	2,506	28s	0.00	\$0.00	0%
	Jan 1 - Sep 30, 2023	3,435	3,126	3,038	23s	0.00	\$0.00	0%
	% change	-13.8%	-15.93%	-17.51%	18.56%	0%	0%	0%
6	/group-tour-planning							
	Jan 1 - Sep 30, 2024	2,445	2,261	2,225	18s	0.00	\$0.00	0%
	Jan 1 - Sep 30, 2023	2,492	2,331	2,300	18s	0.00	\$0.00	0%
	% change	-1.89%	-3%	-3.26%	1.24%	0%	0%	0%
7	/where-to-eat							
	Jan 1 - Sep 30, 2024	1,976	1,716	1,641	52s	0.00	\$0.00	0%
	Jan 1 - Sep 30, 2023	1,323	1,108	1,056	1m 00s	0.00	\$0.00	0%
	% change	49.36%	54.87%	55.4%	-14.51%	0%	0%	0%
8	/boldandcold							
	Jan 1 - Sep 30, 2024	1,588	1,218	1,132	50s	1.00	\$0.00	0.06%
	Jan 1 - Sep 30, 2023	106	86	85	29s	0.00	\$0.00	0%
	% change	1,398.11%	1,316.28%	1,231.76%	70.3%	0%	0%	0%
9	/experiences							
	Jan 1 - Sep 30, 2024	1,450	1,173	1,096	23s	211.00	\$0.00	14.55%
	Jan 1 - Sep 30, 2023	0	0	0	0s	0.00	\$0.00	0%
	% change	0%	0%	0%	0%	0%	0%	0%
10	/events							
	Jan 1 - Sep 30, 2024	1,224	1,052	931	52s	1.00	\$0.00	0.08%
	Jan 1 - Sep 30, 2023	892	816	752	56s	0.00	\$0.00	0%
	% change	37.22%	28.92%	23.8%	-7.52%	0%	0%	0%

Visits

Facebook visits ⓘ

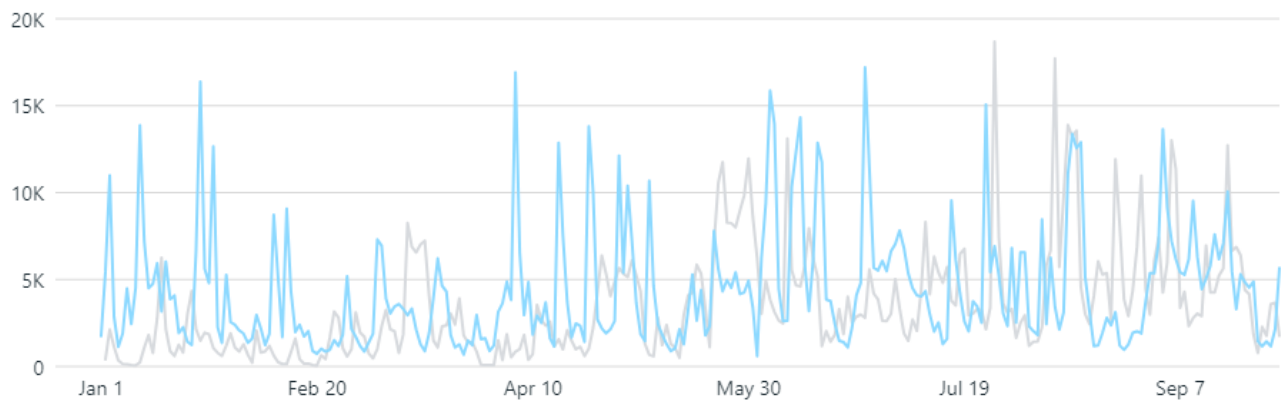
18.1K ↑ 66%



Reach

Facebook reach ⓘ

296.8K ↑ 27.3%



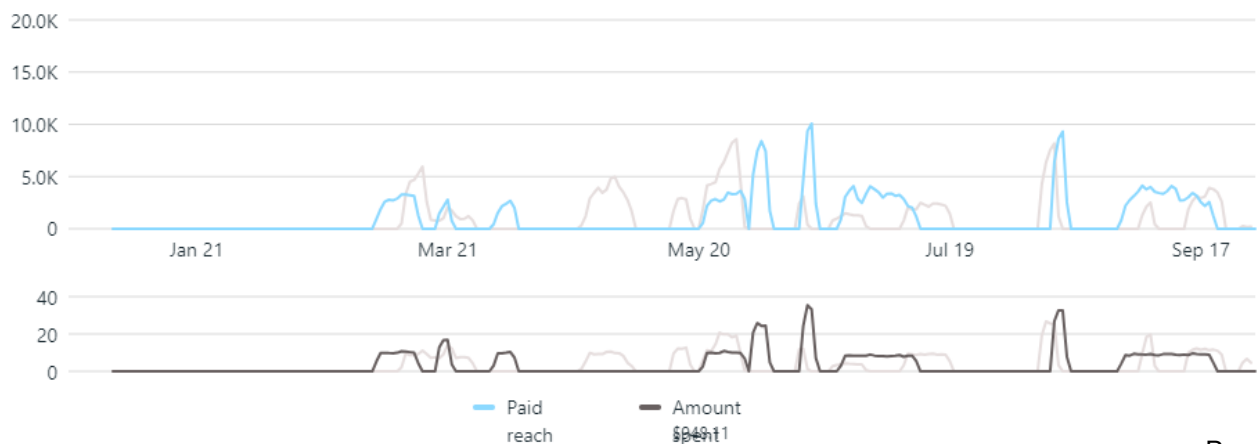
Ad trends

Paid reach ⓘ

81,395 ↑ 8.2%

Paid impressions ⓘ

352,503 ↑ 25.7%





EDA Report for August and September 2024

Updates:

- Software Studio and Makerspace Updates
- Innovators & Business Owners Connect-up (IBOC) – 2nd Thursday of every month
- Fall Small Business Academy & Workshop - Co.Starters
- OABDC Member Updates

OABDC - August and September 2024

Consulting						
Clients	Sessions	Hours	New	Operating	Hours	
					2024 YTD	2023 YTD
Aug - 15	23	19	3	8	157	68.5
Sept - 14	30	38.25	5	7	195.25	74.25

Occupancy			
Manufacturing			Offices
Total Leasable Space	34,325		Total Leasable Offices
Total Leased Space	19,375		Total Number of Leased Offices
Present Occupancy	64%		Present Occupancy %
Budget Occupancy	70%		Budget Occupancy %
Occupancy Revenue to Budget	+ \$666		Revenue to Budget
Performance to Budget	110%		Performance to Budget
Number of Tenants	9 (+1)		Number of Tenants
Makerspace	1,600		



EDA Forgivable Loan Program – August and September 2024

Updates:

- 141 W. Bridge St. – Heinz Insurance / Otterson
 - o Loan documents signed.
- 120 S. Oak Ave. – Chamber / Meier
 - o Loan documents signed.
- 315 N. Cedar Ave – Dress Shop / Pankowski
 - o Loan documents signed.
- 114 N. Cedar – Tone Music / Schack
 - o Loan documents signed.

New Business:

- 216 W. Bridge Street – Neighbor's Meats / Stadheim

October 23, 2024
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.
- 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. They will be building an office and storage space this fall.
- The property at 224 North Cedar Avenue has been conveyed to Oscar and Tammy Mazariago to renovate the building into a wine lounge. Tax Increment Financing has been approved for the project. A development agreement was approved and signed for the project. Costs has gone up on the project from the time the development agreement was signed and the owner is not moving forward with the project. The property has been transferred back to the City. 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 redevelopment project is being sought for that property.
- The City owns the property at 148 West Main Street that was damaged from a collapsed roof. 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 has begun.

- Scooter's Coffee is proposing to build a drive-through coffee shop on city owned land at the corner of South Cedar Avenue and 18th Street SW. The City Council has approved a conditional use permit for the project and purchase agreement for the property. The property has been sold. Scooters is trying to purchase the tower property and incorporate it into the site before beginning the project. A building permit has been issued and construction has started on the new building.
- 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.
- Foamcraft is proposing to construct a 15,000 square foot addition to their existing facility in the industrial park. Tax Increment Financing has been approved for the project. Construction is nearly complete.
- The City has purchased the property at 139 East Pearl Street for a future redevelopment project. The City will be demolishing the house this fall.
- 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 on July 16th and the closing date is set for August 29th. Construction on the new building will begin next year.