



**ECONOMIC DEVELOPMENT AUTHORITY
MEETING**
Wednesday, January 15, 2025 at 4:00 PM
Council Chambers, City Hall at 540 West Hills Circle

1. EDA Agenda

1.1. EDA Agenda - January 15, 2025

2. Roll Call: Boeke, Burbank, Cowell, McDermott, Mensink, Savage, Voss

3. Election of Officers

4. Approval of Last Meeting Minutes

4.1. EDA Minutes - December 18, 2024

5. Treasurer's Report

5.1. Treasurer's Report

6. Loan Report

6.1. Loan Report December

7. Reports

7.1. OACCT Report

7.2. MainStreet Report

7.3. Tourism Report

7.4. OABDC Report

7.5. Airport Report

7.6. Airport Report

7.7. EDA Report

8. Old Business

9. New Business

9.1. 2025 Forgivable Loan Program

9.2. Low Doc Loans

9.2.1. Uncaged VR & Game Lounge/Hoy - 303 Mineral Springs Road (Tier 1 & Tier 2)

9.3. Forgivable Loans

9.3.1. Health Nutz / HC Properties - 127 W. Broadway Street (Exterior \$1,700)

9.3.2. Coldwell Banker / HC Properties - 128 W. Bridge Street (Exterior \$2,000)

9.3.3. Unique Abilities / HC Properties - 129 W. Broadway Street (Exterior \$3,400)

10. Schedule Next Meeting – February 19, 2025

11. Adjournment

Economic Development Authority

Regular Meeting

Wednesday, January 15, 2025

4:00 PM

Charles S. Crandall Center – Chambers

City Hall

Preliminary Agenda

1. Roll Call: Boeke, Burbank, Cowell, McDermott, Mensink, Savage, Voss
2. Election of Officers
2. Approval of Minutes: December 18, 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
 - a. 2025 Forgivable Loan Program
 - b. Low Doc Loans
 - i. Uncaged VR & Game Lounge/Hoy – 303 Mineral Springs Rd
 - Tier 1 (up to \$5,000. 0% interest)
 - Tier 2 (up to \$20,000, 3.875% interest)
 - c. Forgivable Loans
 - i. Health Nutz / HC Properties – 127 W. Broadway Street
 - Exterior (\$1,700)
 - ii. Coldwell Banker / HC Properties – 128 W. Bridge Street
 - Exterior (\$2,000)
 - iii. Unique Abilities / HC Properties – 129 W. Broadway Street
 - Exterior (\$3,400)
8. Schedule Next Meeting – February 19, 2025
9. Adjournment

**EDA
Minutes
December 18, 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, Patrick McDermott, Corey Mensink, Kevin Raney, and Doug Voss. Commissioners absent: Brian Savage. Also present were Troy Klecker, Brad Meier, Lisa Cochran, and Kristen Kopp.

Approval of Minutes. Commissioner McDermott moved approval of the minutes of the November 20, 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 November. He said that they will be under budget for several items this year.

Loan Report. MainStreet Director Lisa Cochran presented the loan report for November. She said that all loans are current.

OACCT / OPED Report. OACCT President Brad Meier presented the OACCT / OPED Report for November. He said that they're working on the next Made in Owatonna Days. They will get to host a statewide group at OHS in January. OPED went through strategic planning with Kent Myers recently. There were a couple of Council Members and County Commissioners that joined them as well. They welcomed Neighbors' Meats and Daisy Blue Naturals to Owatonna last night.

OABDC Report. MainStreet Director Lisa Cochran was present to answer any questions regarding the OABDC Report.

EDA Projects. Community Development Director Troy Klecker presented the EDA Projects for November. He said Cemstone is trying to figure out what they're going to do for the retail side. They talked about buying the eastern portion of the land that the City now owns. There will likely be a request to use the existing site on North Street beyond the end of the lease period at the end of May. The office space works out well for their dispatch right now. The main objective was to get the heavy industrial use off that space, which they did accomplish. He said that there is a letter of intent signed for 117 Bridge Street W. They have a six month due diligence period. At the end of that time, they will need a purchase agreement. Scooter's is nearly done. Boeke asked if Renneberg Hardwood was still planning to build. Klecker said that they plan to build in the spring. They bought two lots from the City and ended up buying a third lot from Andy Michaletz. Mensink asked about the Zamboni Event Center. Klecker said that they can host market events because that is a similar use to what was there. They will need an architect to look at the event space to make sure it meets Building Code.

New Business.

Discuss Different Address, Different Business, Same Building Policy. MainStreet Director Lisa Cochran said that a building owner and his partner have put in an application for a forgivable loan for a building with two separate businesses between Bridge and Broadway. (They are wondering if they could apply for two loans—one for each of the separate businesses.) Klecker said that right now the loans are per property, but if you have one building that has two frontages, it appears to be two buildings, with one owner. They are physically separated, so the two businesses run independently. There are buildings that have multiple businesses, but this is a unique situation. He said there is a way of wording the policy for these kinds of situations. Raney said that one of City Council's goals was to revitalize downtown Owatonna and part of that is to have good-looking storefronts. Cochran said that the owner benefits, but it really benefits the downtown as a whole as well. Klecker said that they could word it as two separate facades, separate (nonadjacent) frontages, and separate businesses. Klecker said they could write it into the criteria or it's an exception to the rule that is approved on a case-by-case basis. Mensink said he would be more inclined to do it on a case-by-case basis. Mensink asked if it would ever be possible to split the building and sell it separately. Voss said that the big picture is that we're getting two renovated facades. Klecker recommended changing the wording of the program to narrowly qualify this scenario. He said we have to show some consistency in how we're awarding forgivable loans. The Commissioners agreed with this concept. Cowell asked if this policy change is for 2025. Klecker said no, this would be for 2024. We're expanding it to qualify for 2024 dollars and the EDA has to decide if they are reupping it for 2025. A motion was made by Cowell and seconded by Boeke to proceed with changing the wording of the 2024 EDA Loan Program to allow for two loans for the same property so long as it has two separate facades, separate (nonadjacent) frontages, and separate businesses. All Commissioners voting Aye, the motion passed.

Discuss Businesses that will not be utilizing approved loans in 2024. MainStreet Director Lisa Cochran said that Family First did not get her 2023 project done because of issues with the streetscape. Cochran said she would tell her she can reapply in 2025. A motion was made by Mensink and seconded by Cowell to rescind the designated funds from 2023. There was some discussion about where the unused funds would go. Klecker said unused funds have typically gone back into the Forgivable Loan Program and it's open to anyone who applies. All Commissioners voting Aye, the motion passed. Cochran said there are two from 2024 who have not started yet, but they haven't hit the 12-month deadline yet.

Low Doc Loan: Owatonna Family Thrift – Tier 1, up to \$5,000. Community Development Director Troy Klecker said that Owatonna Family Thrift would be constructing handicap accessible bathrooms. They are hoping to open in January. He said the Tier 1 Loan requires very little documentation—it was intended to be easy to get. If approved, they will still go through all the loan documents. A motion was made by Mensink and seconded by McDermott to approve the Low Doc Loan for Owatonna Family Thrift – Tier 1. All Commissioners voting Aye, the motion passed.

Second Floor Challenge. MainStreet Director Lisa Cochran said that three addresses applied for the challenge. The committee met and after looking through the applications and the criteria,

they would like to award it to 118 Cedar Avenue N, which is Re/Max, who plans to expand their business. The committee felt this was a better fit than apartments at this time. A motion was made by Mensink and seconded by McDermott to approve awarding the \$20,000 grant to 118 Cedar Avenue N. All Commissioners voting Aye, the motion passed.

Schedule Next Meeting. The next EDA meeting is scheduled for **January 15, 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 Commissioner Cowell to adjourn the meeting at 5:07 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	- 194,578.48	- 5,421.52
290-31410-690-691-000000	LODGING TAX - 3%	- 250,000.00	- 277,325.26	27,325.26
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	- 3,600.00	
	TOTAL REVENUE	- 525,373.00	- 644,886.32	119,513.32
	EXPENDITURES			
290-41000-690-691-000000	WAGES - REGULAR FT	86,568.00	83,106.20	3,461.80
290-41300-690-691-000000	WAGES - OT		9.77	- 9.77
290-41410-690-691-000000	PERA	6,493.00	6,180.01	312.99
290-41420-690-691-000000	FICA	6,622.00	6,154.61	467.39
290-41500-690-691-000000	INSURANCE	7,445.00	6,331.22	1,113.78
290-41550-690-691-000000	WORKERS COMP INSURAN	493.00	469.80	23.20
290-42000-690-691-000000	OFFICE SUPPLIES	400.00	44.00	356.00
290-42300-690-691-000000	SMALL TOOLS & MINOR	400.00		400.00
290-43010-690-691-000000	OTHER PROFESSIONAL S	35,000.00	8,700.00	26,300.00
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	206.25	793.75
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	6,624.00	76.00
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	244,554.48	- 7,054.48
290-47000-690-691-000000	TRANSFER TO OTHER FU	12,000.00	12,000.00	
	TOTAL EXPENDITURES	525,188.00	628,666.06	- 103,478.06
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		- 781.93	781.93
292-36210-690-692-000000	INTEREST EARNINGS	- 16,000.00	- 16,430.53	430.53
	TOTAL REVENUE	- 16,000.00	- 17,212.46	1,212.46
	EXPENDITURES			
292-48300-690-692-000000	LOAN PROGRAM DISBURS		81,030.16	- 81,030.16

	TOTAL EXPENDITURES		81,030.16	- 81,030.16
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	- 19,498.93	- 23,736.07
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	- 24,720.00	- 5,280.00
294-39101-690-694-000000	SALE OF CAPITAL ASSE			
	TOTAL REVENUE	- 86,597.00	- 61,258.29	- 25,338.71
	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		1,883.40	- 1,883.40
294-45300-690-694-000000	OTHER IMPROVEMENTS		9,546.53	- 9,546.53
	TOTAL EXPENDITURES	44,100.00	29,608.69	14,491.31

City of Owatonna
Balance Statement by Fund
31-Dec-24

FUND 292: EDA LOANS

Account Number	Account Name	Ending Balance
ASSETS		
292-10100-000-000	BANK ACCOUNTS	\$ 54,631.72
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	\$ 520,862.00
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	14,225.64	564.78	Current	Retail	
Total				43,480.63	14,225.64	564.78			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	1	43,480.63	14,225.64	100.00%
	Non-current	0	-	-	0.00%
		1	43,480.63	14,225.64	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	7,238.83	259.78	Current		
Vesterby	12/13/2021	1.625	7	12,500.00	7,316.32	157.53	Current		
Vesterby	12/13/2021	-	3	5,000.00	0.00	83.33	Current		Paid in full
Family 1st Insurance			7	20,000.00	20,000.00				
Family 1st Insurance			3	5,000.00	5,000.00				
				<u>67,500.00</u>	<u>39,555.15</u>	<u>500.64</u>			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	5	67,500.00	39,555.15	100.00%
	Non-current				0.00%
		<u>5</u>	<u>67,500.00</u>	<u>39,555.15</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	18,953.16		Current		TIF Guarantee
Ascend TIF note	7/31/2023	5.000	25	100,000.00	100,000.00		Current		TIF Guarantee
KAMP TIF note	2/1/23	3.500	8	155,074.00	155,074.00		Current		TIF Guarantee
Total				<u>2,095,808.17</u>	<u>1,770,028.18</u>	<u>-</u>			

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

Memo

To: Economic Development Authority
From: Brad Meier, President/CEO
Date: 01/15/2025
Re: OACCT Economic Development Update

Economic Development

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

Workforce

- Next Made in Owatonna Days: **Business, Management, Entrepreneurs, Cyber Security, Hospitality. February 19th**
- Chamber has been awarded 2nd round of Work Experience grants which will be used to support student experience at local businesses paying up to \$15/hour of wages for 160 hours.
- Hosted the Minnesota Chamber Business Education Network and Greater Twin Cities United Way at the new OHS for a meeting and tour yesterday (Jan 14th).
- Quarterly SteeleCoWorks employer meeting will be held on January 30 at 8:30a at Chamber

Other

- OPED: Working with a large project considering a couple options in MN
- OPED: Meeting with Riverland CC monthly to track progress on Owatonna campus and assist as needed.
- OPED: Conducting retention/expansion visits with business. Recently met with Bosch and Life Fitness. Next is Allina & Mayo together, then working on Viracon.
- OPED: coordinating plans for Owatonna to host Micropolitan meeting with Real Estate Journal in October 2025.
- January Chamber Growth Breakfast will feature the 'State of the City' report

<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. 12/9 organization is moving into new space, but will lease first and look to purchase at a later time.	
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; Opened in Owatonna Nov. 1	
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.	Renting space at former Hursh Motors building plans to open Dec. 1	
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.		
Local non-profit looking for new space	11/11/2024	Local non-profit moving out of city space in need of 6,000 sq ft	Provided 2 options that are available for purchase. Organization may only want to lease.		
Wants to Open an event space downtown Owatonna	11/12/2024	Looking at the Zamboni building downtown to do an indoor marketplace, host weddings, etc	Signing lease on 11/15/24, open by end of November		
Interested in going into business	11/19/2024	Wants to meet to discuss ideas he has to go into business	Followed up on 11/21/24 to schedule coffee.		



Quarter 4 Report for EDA

Design:

- Added 1 new Design Committee member, Tana Weiland
- New holiday banners were put up. They did not get here in time to put up last year.
- We accepted a generous donation of \$3,316.01 from Profinium Bank's Non-Profit Giveback program to the banner fund.
- Holiday Decoration plan is moving along. The new lighted garland went up in the 200 block of N. Cedar Ave. The Design team switched out a portion of the bulbs in 39 snowflakes to implement mixing warm bulbs with cool bulbs. The response has been positive. OPU has taken the time to put lights in trees and we will continue to work on a brighter plan for Central Park.

Economic Vitality:

- Met with 2 business/building owners regarding Forgivable Loan
- Attended 3 IBOC monthly meetings (Innovators & Business Owners Connect-Up) led by Sean of OABDC.
- Attended 3 EDA Meetings
- Hosted 4th Quarter Downtown Business/Building meeting, very small attendance (6), but great conversations
- Committee chose winner of the \$20,000 Upper-Level Grant Award, RE/MAX Venture.
- Continue to collaborate for a future Retail Incubator possibility
- Attended 3 Ambassador Visits to new businesses in Main Street District
- Coordinated Shop Small promotion event, including videos and giveaways in Main Street District

Organization:

- Led 3 Advisory Board Meetings
- Sent in Quarter 3 stats
- Added 1 new Advisory Board Member – Kaitlyn Seykora

Promotion:

- Held 1 Promotions Committee meeting to re-cap summer events and plan Holiday Lighted Parade
- Assisted with Farmer's Market, 4 held in 4th quarter
- Added entertainment to Farmer's Market on 3 Saturdays
- Assisted with volunteers for OHS Homecoming parade held in Downtown Owatonna
- Assisted with Downtown Trick-or-Treating organized by Owatonna Business Partnership
- Assisted with Shop Owatonna for the Holidays promotion led by OBP
- Held the annual Holiday Lighted Parade, safely
- Interviewed 3 new business owners/businesses for Downtown Owatonna social media
- Shared Main Street information in the Chamber 101 meeting

Training:

- Attended 6 Main Street Directors meetings via Zoom
- Attended a 5-hour Entrepreneurial Ecosystem Training in Madison, MN
- Attended a 1-hour Annual Reporting Update via Zoom
- Attended a 3.5 hour *Delivering Exemplary Service* seminar

Communication:

- 1 interview on Straight Talk
- 3 full-page articles/ads in Steele County Times focused on Main Street
- 3 interviews on KOWZ radio and 1 on KRFO

Downtown News:

- Businesses Closed:
- Businesses Opened: Daisy Blue Naturals, Taqueria Jalisco, Neighbor's Meats,
- New Owners/Business Name: Carquest to Auto Value
- Businesses on the Move:

Community Involvement:

- Attended 1 Owatonna Business Partnership Meeting to share Main Street news, events, and programs
- Re-committed to serving another year on Community Advisory Group with Owatonna Foundation
- Attended 2 Business After Hours hosted by OACCT
- Member of *Women United* through United Way, *Owatonna Business Women*, and a "big" through *BBBS*
- Participated in 3 Owatonna Community Leadership Academy days

A couple of Stats:

Attendance Holiday Lighted Parade – (According to Place AI) 5,100
Had a net gain of 10 businesses in Main Street District for 2024

Q4-Conferences/Networking Events

Oct 2-4- MACVB Conference
 Oct 9- Westopolis Launch Party
 Oct 10- Enjoy Eagan FAM tour
 Oct 27-29-Hospitality Minnesota Conference
 Nov 12-Associations North Fall Workshop
 Dec 9- Nationally Speaking

Q4-Leads Generated

E Newsletter Sign ups- 18
 Nationally Speaking Leads-114
 MN Field Trip Library-585
 Explore Minnesota Leads- 217
 New Social Follows/Likes- FB 191; IG 43

Q4-2024 Group Tours/Visits

Oct 6-Jefferson Highway Military Convoy
 Oct 7- Castle Rockers Travel Club
 Oct 9- PossAbilities- Rochester
 Oct 9- Coon Rapids Senior Center
 Oct 11- Class of 1994
 Oct 11- Family Group
 Oct 12-Pink Ladies Mystery Trip
 Nov 8- Home School Group
 Nov 10- Family Group
 Nov 15- Order of the Eastern Star

Q4-RFP's Submitted

Minnesota Chamber of Commerce Executive Summer
 Refresh- Submitted December 13

Q4-2024 Groups generating room nights

Oct 11-13- Class of 1994
 Oct 11-13- Women's Barbell Classic
 Nov 15-16-Order of the Eastern Star
 Nov 22-24- Hockey Tournament
 Dec 6-8- Hockey Tournament
 Dec 13-15- Hockey Tournament
 Dec 27-28- Federated Basketball Classic

Q4-Meetings Held/Attended

Oct 11- Owatonna Enviro Show- Collaboration with
 Owatonna Community Ed & Steele County
 Oct 16-Model T/Steele County History Center- Fashion
 Show meeting
 Oct 16-Annual Tourism Executive Committee
 Oct 17-Southern MN Tourism Association Meeting
 Oct 23-OPED, Monthly Lodging Meeting, EDA
 Nov 6- Model T/Four Seasons Centre- Banquet meeting
 Nov 19- Model T/DoubleTree Contract Meeting
 Nov 21- Southern Minnesota Tourism Association Meeting
 Dec 4- OPED strategic planning session
 Dec 10- MN Catholic Daughters/DoubleTree Meeting
 Dec 11- Model T/Main Street Meeting

Dec 11- Tourism Holiday Social
 Dec 12- Star Tribune Promo Planning
 Dec 19- Southern MN Tourism Association Meeting
 Dec 26- Model T/Steele County Times

Q4-Local Marketing Activity

Hometown Holiday Table Tents
 Weekly-Tues/Wed Talk of the Town on KRFO
 Bi-weekly- Tuesdays- KOWZ
 OPP Model T Story
 Holiday Lighted Parade- Model T Float
 Southern MN Scene Story- Bold & Cold

Q4-Regional Marketing

Fall Events-Sponsored Social-- Aug 29-Sep 20;
 Reach 25,447
 Halloween Events- Sponsored Social-Oct 10-25; Reach-
 Reach 22,976
 Hometown Holidays-Sponsored Social- Nov 8-Dec 8-
 Reach -16,391
 Retargeting Campaign – Sep-Nov (DM/MPLS traveler)
 Updated I-35 Billboard to Shop & Dine- Nov- April
 Digital Billboard-on-going monthly (event updates)
 MN M&E- ½ Print Ad
 Midwest Meetings- Fall/Winter Ad
 2025 Explore Minnesota Guide

Q4- 2024 Groups Presented to

Oct 1-Lions Club

Foundational Marketing Activities

Oct 21-Fall Video Production
 Nov 21-22- Tempest Website In-person visits

2025 Groups Confirmed

2025 Weekends Apr 5- May 4-USBC 51st Annual Minnesota
 State Mixed Championships
 Apr 23-26 MN Catholic Daughters
 May 2-4 Corky's Early Bird Softball Tournament
 Jul 19-25 Model T Tour Groups

2026 Groups Confirmed

Jan 26-28 Co-Occurring Disorders Symposium
 Minnesota State Bowling Tournament

Groups/RFP's In process (not submitted/unconfirmed)

2026 MAHLMS
 2026 Fair Zone
 2025 MASMS Conference
 Schilling Supply Company
 Exchange Club Regional

To Date 2024 STR Report



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	\$29,764	\$26,075	\$21,242	\$20,225	\$ 12,350	\$21,907
AUG	\$34,678	\$29,703	\$28,797	\$22,930	\$ 12,689	\$23,691
SEPT	\$30,274	\$26,022	\$23,793	\$19,313	\$ 13,034	\$20,317
OCT	\$28,634	\$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	\$257,425	\$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
2024	39.2	41.1	40.1	46.6	54	60	53	58.7	53.9	49.6	34.8		48.23%
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%
						2023/2024 (YTD Comparison)		Nov 2023/Nov 2024 Comparison					
	2020		2021		2022		2023						
ADR	\$ 83.73		\$ 81.30		\$ 94.27		\$ 117.98		\$117.61/\$112.94		\$114.20/\$111.00		
REV Par	\$ 36.56		\$ 27.13		\$ 42.01		\$ 62.62		\$59.21/\$55.54		\$51.50/\$39.30		

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.

All Users

Add comparison

Custom

Jan 1 - Dec 31, 2024

Compare: Jan 1 - Dec 31, 2023

Reports snapshot

Active users

46K

↑19.1%

New users

45K

↑17.6%

Average engagement time per active user

1m 01s

↑4.3%

New users by First user primary channel group (Default Channel Group)

Organic Search	20K
Organic Social	10K
Direct	10K
Referral	5K
Display	7K
Email	2K
Paid Other	0K

View user acquisition

Sessions by Session primary channel group

Session primary channel group	Sessions	% change
Organic Search	27K	↑18.0%
Organic Social	11K	↑62.1%
Direct	12K	↑102.9%
Referral	6K	↑219.0%
Display	436	↓93.3%
Email	222	↓87.0%
Unassigned	127	↑21.0%

View traffic acquisition

Active users by Country

Country	Active Users	% change
United States	42K	↑19.6%
Canada	293	↑3.9%
Germany	286	↓28.7%
United Kingdom	204	↓21.5%
Ireland	167	↑131.9%
China	146	↓33.0%
Spain	141	↓23.0%

View countries

User activity over time

30 DAYS

3.3K

7 DAYS

711

1 DAY

106

User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	1.4%	0.7%	0.9%	0.7%	0.2%
Nov 24 - Nov 30						
Dec 1 - Dec 7						
Dec 8 - Dec 14						
Dec 15 - Dec 21						
Dec 22 - Dec 28						
Dec 29 - Jan 4						

6 weeks ending Jan 4

View retention

Views by Page title and screen class

Page title and screen class	Views	% change
Owatonna Area Chamber of ...	12K	↑45.0%
CALENDAR OF EVENTS Ow...	10K	↑35.0%
ANNUAL EVENTS Owatonn...	4.8K	↓37.4%
THINGS TO DO Owatonna A...	6.1K	↑89.8%
EVENTS Owatonna Area Ch...	4.5K	↑13.1%
GROUP TOUR PLANNING O...	3.8K	↓12.9%
WHERE TO EAT Owatonna A...	4.2K	↑41.4%

View pages and screens

Event count by Event name

Event name	Event count	% change
page_view	122K	↑36.9%
session_start	57K	↑23.7%
user_engagement	56K	↑22.8%
first_visit	45K	↑17.6%
scroll	28K	↑18.5%
click	22K	↑40.7%
engaged_visitors_2_...	11K	↑167.2%

View events

Key events by Event name

Event name	Key events	% change
engaged_visitors_2_...	11K	↑167.2%
engaged_visitors_2_...	7.5K	↑190.6%
purchase	357	-

Average 120d value by First user primary channel group (Default ...)

View user acquisition cohorts

Items purchased by Item name

Item name	Items purchased	% change
Shop & Dine Owatonn...	176	-
Tour Our Town Pass	148	-
Hometown Holidays ...	33	-

View ecommerce purchases

Key events by Platform

WEB

100.0%

↑181.4%

View tech details

A

All Users

Add comparison

Custom

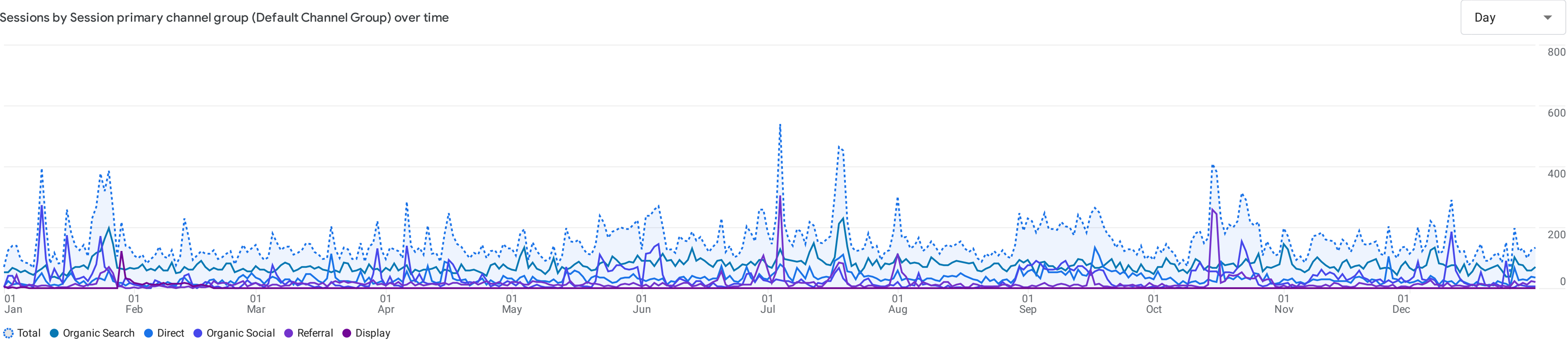
Jan 1 - Dec 31, 2024

Compare: Jan 1 - Dec 31, 2023

Traffic acquisition: Session primary channel group (Default Channel Group)

Add filter

Sessions by Session primary channel group (Default Channel Group) over time



Search...										
Session primary...Channel Group)		Rows per page: 10 1-9 of 9								
SHOW ALL ROWS		Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
Total		56,031 vs. 45,479 ↑ 23.2%	30,023 vs. 22,989 ↑ 30.6%	53.58% vs. 50.55% ↑ 6%	50s vs. 49.82 ↑ 0.79%	6.31 vs. 5.90 ↑ 6.95%	353,538 vs. 268,313 ↑ 31.76%	18,988.00 vs. 6,747.00 ↑ 181.43%	24.94% vs. 11.2% ↑ 122.78%	\$0.00 vs. \$0.00
1	Organic Search									
Jan 1 - Dec 31, 2024		27,428	17,497	63.79%	53s	6.38	174,922	11,662.00	30.63%	\$0.00
Jan 1 - Dec 31, 2023		23,248	15,467	66.53%	56s	6.19	143,792	4,584.00	14.83%	\$0.00
% change		17.98%	13.12%	-4.12%	-4.93%	3.11%	21.65%	154.41%	106.55%	0%
2	Direct									
Jan 1 - Dec 31, 2024		11,842	5,210	44%	32s	5.37	63,599	3,734.00	21.75%	\$0.00
Jan 1 - Dec 31, 2023		5,836	2,785	47.72%	41s	5.43	31,679	863.00	11.17%	\$0.00
% change		102.91%	87.07%	-7.81%	-22.38%	-1.06%	100.76%	332.68%	94.71%	0%
3	Organic Social									
Jan 1 - Dec 31, 2024		10,986	4,083	37.17%	17s	4.19	46,042	1,628.00	11.2%	\$0.00
Jan 1 - Dec 31, 2023		6,778	2,353	34.72%	21s	4.29	29,062	650.00	7.51%	\$0.00
% change		62.08%	73.52%	7.06%	-16.97%	-2.26%	58.43%	150.46%	49.09%	0%
4	Referral									
Jan 1 - Dec 31, 2024		5,972	2,736	45.81%	39s	5.77	34,440	1,880.00	22.2%	\$0.00
Jan 1 - Dec 31, 2023		1,872	1,240	66.24%	54s	6.59	12,338	323.00	11.97%	\$0.00
% change		219.02%	120.65%	-30.84%	-28.57%	-12.5%	179.14%	482.04%	85.56%	0%
5	Display									
Jan 1 - Dec 31, 2024		436	20	4.59%	0s	3.57	1,556	4.00	0.92%	\$0.00
Jan 1 - Dec 31, 2023		6,521	260	3.99%	0s	3.51	22,896	15.00	0.2%	\$0.00
% change		-93.31%	-92.31%	15.05%	-35.34%	1.64%	-93.2%	-73.33%	360.2%	0%
6	Email									
Jan 1 - Dec 31, 2024		222	97	43.69%	38s	5.27	1,169	58.00	20.27%	\$0.00
Jan 1 - Dec 31, 2023		1,706	1,094	64.13%	2m 03s	7.52	12,837	306.00	10.55%	\$0.00
% change		-86.99%	-91.13%	-31.86%	-68.7%	-30.02%	-90.89%	-81.05%	92.12%	0%
7	Unassigned									
Jan 1 - Dec 31, 2024		127	0	0%	1h 08m	250.25	31,782	22.00	12.6%	\$0.00
Jan 1 - Dec 31, 2023		105	6	5.71%	38m 54s	148.84	15,628	6.00	5.71%	\$0.00
% change		20.95%	-100%	-100%	75.66%	68.14%	103.37%	266.67%	120.47%	0%
8	Organic Shopping									
Jan 1 - Dec 31, 2024		4	0	0%	0s	4.00	16	0.00	0%	\$0.00
Jan 1 - Dec 31, 2023		0	0	0%	0s	0.00	0	0.00	0%	\$0.00
% change		0%	0%	0%	0%	0%	0%	0%	0%	0%
9	Paid Other									
Jan 1 - Dec 31, 2024		4	0	0%	0s	3.00	12	0.00	0%	\$0.00
Jan 1 - Dec 31, 2023		27	0	0%	0s	3.00	81	0.00	0%	\$0.00
% change		-85.19%	0%	0%	0%	0%	-85.19%	0%	0%	0%

All Users

Add comparison

Custom

Jan 1 - Dec 31, 2024

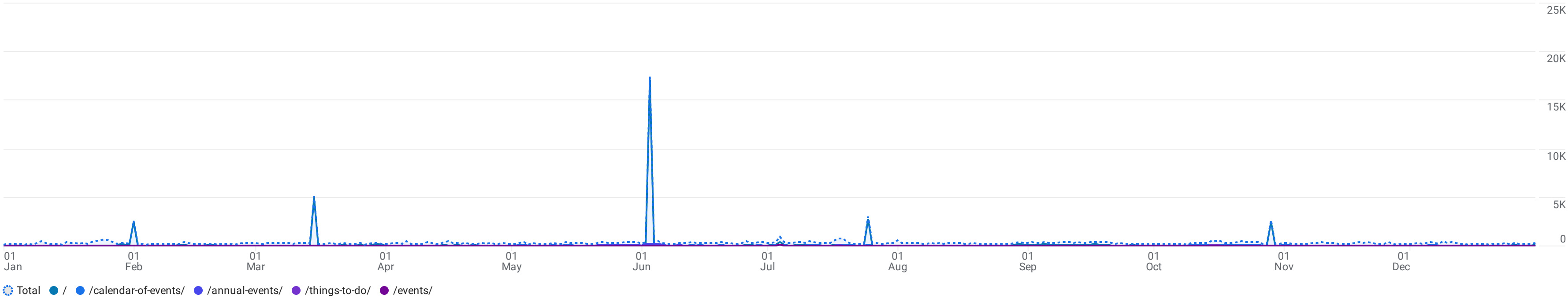
Compare: Jan 1 - Dec 31, 2023

Pages and screens: Page path and screen class

Add filter

Views by Page path and screen class over time

Day



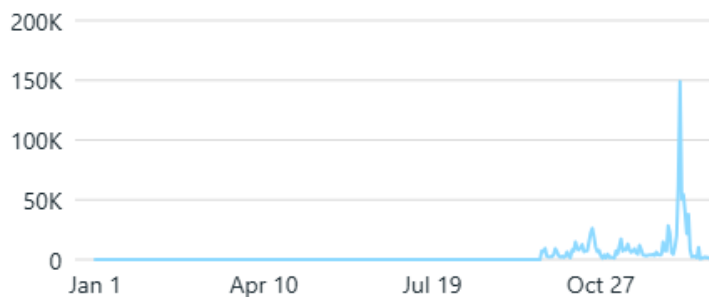
🔍 Search...

Rows per page: 10Go to: 11-10 of 526

Page path and screen class		↓ Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events	Total revenue
SHOW ALL ROWS						All events	All events	
Total		122,094 vs. 89,215 ↑ 36.85%	45,835 vs. 38,481 ↑ 19.11%	2.66 vs. 2.32 ↑ 14.9%	1m 01s vs. 58.89 ↑ 4.25%	353,538 vs. 268,313 ↑ 31.76%	18,988.00 vs. 6,747.00 ↑ 181.43%	\$0.00 vs. \$0.00
1	/							
	Jan 1 - Dec 31, 2024	41,504	9,823	4.23	1m 10s	74,249	0.00	\$0.00
	Jan 1 - Dec 31, 2023	22,721	5,999	3.79	1m 10s	44,435	0.00	\$0.00
	% change	82.67%	63.74%	11.56%	-0.62%	67.1%	0%	0%
2	/calendar-of-events/							
	Jan 1 - Dec 31, 2024	10,117	6,539	1.55	40s	28,247	0.00	\$0.00
	Jan 1 - Dec 31, 2023	7,466	5,167	1.44	37s	20,886	0.00	\$0.00
	% change	35.51%	26.55%	7.08%	7.25%	35.24%	0%	0%
3	/things-to-do/							
	Jan 1 - Dec 31, 2024	6,141	4,693	1.31	22s	21,150	0.00	\$0.00
	Jan 1 - Dec 31, 2023	3,235	2,437	1.33	24s	10,028	0.00	\$0.00
	% change	89.83%	92.57%	-1.42%	-5.47%	110.91%	0%	0%
4	/annual-events/							
	Jan 1 - Dec 31, 2024	4,832	3,857	1.25	31s	16,040	0.00	\$0.00
	Jan 1 - Dec 31, 2023	5,184	4,318	1.20	28s	18,456	0.00	\$0.00
	% change	-6.79%	-10.68%	4.35%	10.93%	-13.09%	0%	0%
5	/events/							
	Jan 1 - Dec 31, 2024	4,488	3,098	1.45	19s	12,223	0.00	\$0.00
	Jan 1 - Dec 31, 2023	3,969	2,998	1.32	12s	12,044	0.00	\$0.00
	% change	13.08%	3.34%	9.43%	54.49%	1.49%	0%	0%
6	/where-to-eat/							
	Jan 1 - Dec 31, 2024	4,226	3,104	1.36	59s	18,333	0.00	\$0.00
	Jan 1 - Dec 31, 2023	2,989	2,065	1.45	1m 13s	12,589	0.00	\$0.00
	% change	41.39%	50.31%	-5.94%	-19.08%	45.63%	0%	0%
7	/group-tour-planning/							
	Jan 1 - Dec 31, 2024	3,815	3,326	1.15	17s	12,695	0.00	\$0.00
	Jan 1 - Dec 31, 2023	4,379	3,747	1.17	21s	14,381	0.00	\$0.00
	% change	-12.88%	-11.24%	-1.85%	-18.76%	-11.72%	0%	0%
8	/attractions/							
	Jan 1 - Dec 31, 2024	2,783	2,204	1.26	1m 03s	8,194	0.00	\$0.00
	Jan 1 - Dec 31, 2023	1,617	1,277	1.27	1m 11s	4,976	0.00	\$0.00
	% change	72.11%	72.59%	-0.28%	-10.49%	64.67%	0%	0%
9	/boldandcold/							
	Jan 1 - Dec 31, 2024	2,373	1,544	1.54	1m 07s	8,447	0.00	\$0.00
	Jan 1 - Dec 31, 2023	271	184	1.47	58s	925	0.00	\$0.00
	% change	775.65%	739.13%	4.35%	16.03%	813.19%	0%	0%
10	/meetings/							
	Jan 1 - Dec 31, 2024	2,238	1,437	1.56	48s	7,874	0.00	\$0.00
	Jan 1 - Dec 31, 2023	1,456	613	2.38	1m 33s	4,545	0.00	\$0.00
	% change	53.71%	134.42%	-34.43%	-47.64%	73.25%	0%	0%

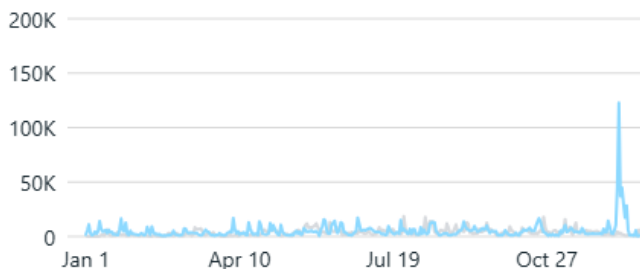
Views ⓘ

1.1M



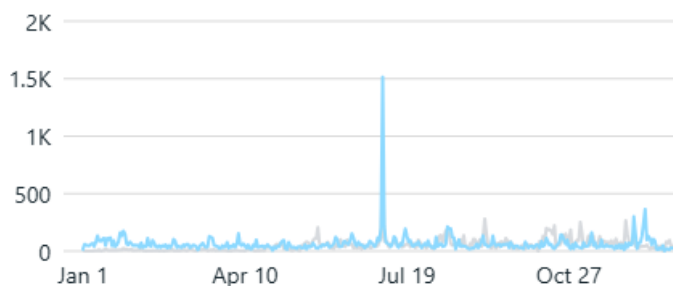
Reach ⓘ

619.9K ↑ 103.6%



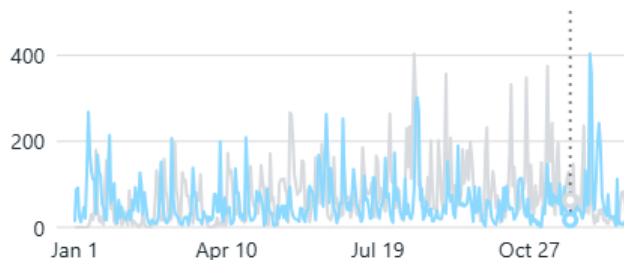
Visits ⓘ

23.8K ↑ 31.4%



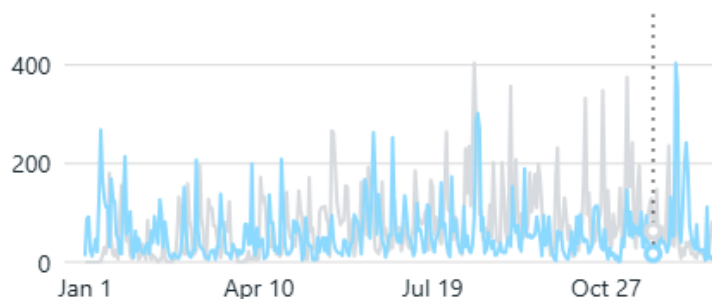
Content interactions ⓘ

21.2K ↓ 21.8%



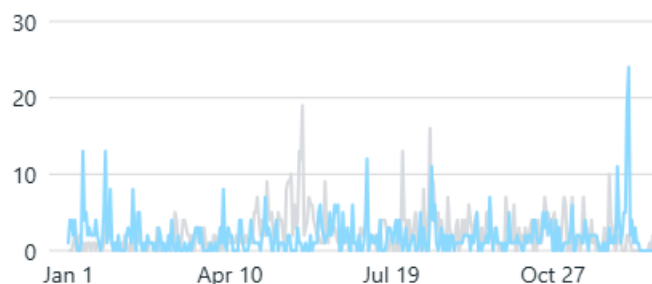
Content interactions ⓘ

21.2K ↓ 21.8%



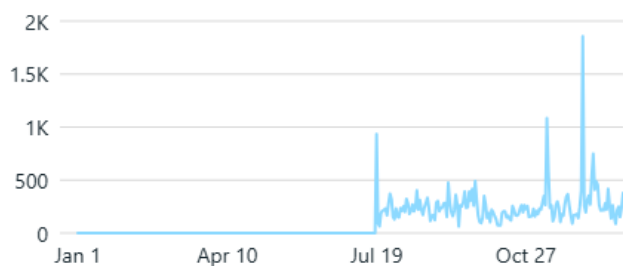
Follows ⓘ

651 ↓ 19.6%



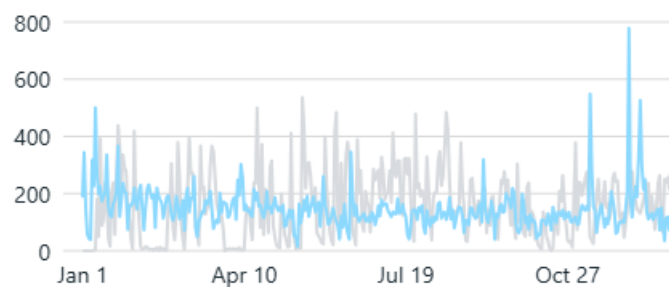
Views ⓘ

42.3K



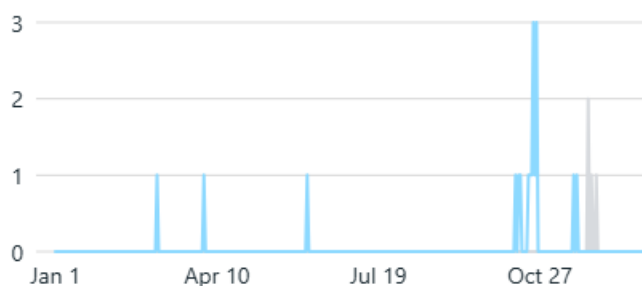
Reach ⓘ

5.6K ↓ 5.6%



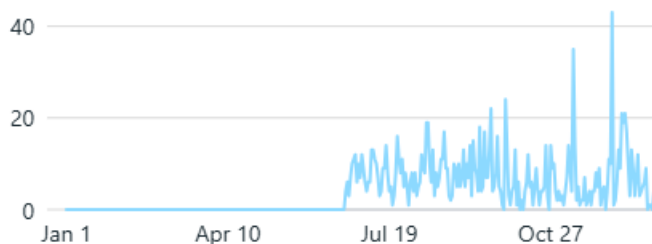
Link clicks ⓘ

18 ↑ 350%



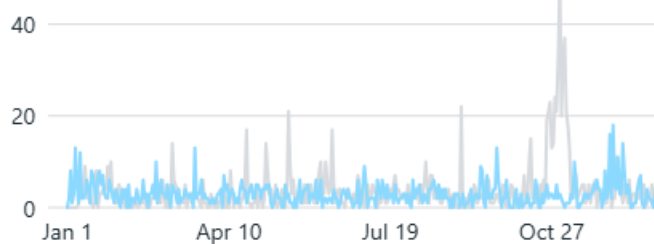
Content interactions ⓘ

1.4K ↑ 100%



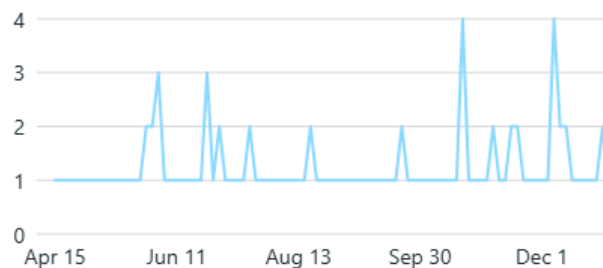
Visits ⓘ

1.1K ↓ 22%



Follows ⓘ

114





EDA Report for December 2024

Updates:

- **Southeast Minnesota Software Studio** – 2nd Cohort Starts 2/21 – Apply at software.owatonna.biz
- **Innovators & Business Owners Connect-up (IBOC)** – 2nd Thursday of every month - Register at iboc.eventbrite.com
- **Get Your Business Started Workshop** – 2/8 – Register at oabdcworkshop.eventbrite.com

OABDC - December 2024

Consulting						
Clients	Sessions	Hours	New	Operating	Hours	
					2024 YTD	2023 YTD
7	11	9.25	1	2	251.25	100

Occupancy			
Manufacturing		Offices	
Total Leasable Space	34,325	Total Leasable Offices	11
Total Leased Space	13,550 (+200)	Total Number of Leased Offices	10
Present Occupancy	39%	Present Occupancy %	91%
Budget Occupancy	70%	Budget Occupancy %	70%
Occupancy Revenue to Budget	-\$2,611	Revenue to Budget	+\$1,010
Performance to Budget	60%	Performance to Budget	144%
Number of Tenants	9	Number of Tenants	10
Makerspace	1,800		



EDA Loan Programs – December 2024

New Business:

Low Doc Loans:

- Uncaged VR & Game Lounge/Hoy
 - o 303 Mineral Springs Rd
 - o Tier 1 – Up to \$5,000, 0% Interest
 - o Tier 2 – Up to \$20,000, 3.875% Interest

Forgivable Loans:

- HealthNutz/HC Properties
 - o 127 W. Broadway
 - o Exterior - \$1,700
- Coldwell Banker/ HC Properties
 - o 128 W. Bridge St.
 - o Exterior - \$2,000
- Unique Abilities/ HC Properties
 - o 129 W. Broadway
 - o Exterior - \$3,400



OWATONNA

Degner Regional Airport

Quarterly EDA Report, January 2025

Owatonna Degner Regional Airport 2025 Goals and Objectives

The Airport has established a number of goals for 2025. These goals are established in coordination with the Airport Commission and related to the overall administration and operation of the facility. Many of these goals involve business development and economic development.

(Efficient Effective Government - Ensure current and future fiscal sustainability)

- Work with FAA and MnDOT Aeronautics to obtain grant funding for capital improvement projects.

(Efficient Effective Government - Become an employer of choice)

- Encourage staff development through expanded training opportunities while fostering environment that supports continuous improvement.
- Provide adequate staff coverage to meet or exceed customer expectations and maintain quality facilities and services.

(Economic Vitality - Implement community growth strategies)

- Complete airport zoning ordinance update to protect for and accommodate planned runway expansion.
- [Continue to pursue compatible business development on the airport to attract and expand services offered.](#)
- [Develop new Airport Business Plan to promote business activity at the airport.](#)
- Develop action plan for implementation of airport master plan items including runway extension and building area development to further drive economic development opportunities and economic impact.

(Infrastructure)

- Install upgraded automated fueling pedestal for avgas system to improve capability and improve customer experience at the pump.
- [Reconstruct and expand automobile parking lot replacing depreciated pavement and opening areas for hangar development.](#)
- Reconstruct taxiway adjacent to T-Hangar #1 as part of pavement maintenance plan addressing lowest PCI rated surface.
- Replace roof of main hangar as part of core building improvement and improve corporate appeal and functionality of hangar.

(Quality of Life - provide quality amenities, services and programs)

- [Continue to provide high level of customer service, welcoming facilities, and quality amenities for visitors to the community.](#)
- Promote airport through continued school tours, tenant events, informational meetings, and other special events.

Business Growth Objectives

- Development of Aircraft Maintenance Service
- Other Compatible Business Development
- Protect Adjacent Properties
- Increase Based Corporate Aircraft
- Use of Community Branding



**January 15, 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.
- 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 winter.
- 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 letter of intent has been signed as a business is going through a due diligence process for a potential redevelopment project.
- The City owns the property at 148 West Main Street that was damaged from a collapsed roof. The City has cleaned out the property and secured it. A redevelopment project is being sought for that property.
- Tax Increment Financing has been approved for the redevelopment of 202 West Bridge Street. The project will renovate the entire building into retail and office space. Construction is complete on the first floor and Graif has moved into that space. Additional tenant space is being built out in the upper level of the building.
- Plans have been announced for the riverfront redevelopment project north of West Vine Street and west of North Oak Avenue. Redline Development Group will be demolishing 5 buildings, including the Chamber of Commerce building and constructing a bank building and a second building which will contain Mineral Springs Brewery, 20,000 square feet of commercial space and 69 luxury apartments. The EDA owns one of the buildings at 216 North Oak Avenue. Tax Increment Financing has been approved for this project. A development agreement has been approved. The property is being platted and

easements and streets are being vacated as part of the project. Demolition of the buildings is complete and construction 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.
- 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 the spring.



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PROPOSAL

Interior

Exterior

Davin Johnson Painting

PO Box 884 • 111 6th Ave SE
Blooming Prairie, MN 55917
Cell: 507-438-1234
License #BC648558

Asphalt

55' Bucket Truck

Ag Steel

Residential Steel

PROPOSAL SUBMITTED TO:		JOB NAME <u>Coldwell Bankers</u>	JOB #
ADDRESS		JOB LOCATION	
DATE <u>12/5/24</u>		DATE OF PLANS	
PHONE #	FAX #	ARCHITECT	

WE HEREBY SUBMIT SPECIFICATIONS AND ESTIMATES FOR: Tear-off and disposal of old signage

area. Replace with 26 ga Horizon loc steel. Install soffit
above entry door. Replace glass block

All labor + material
included

\$ 3,850-

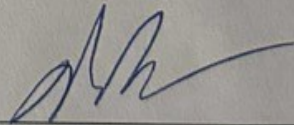
WE PROPOSE HEREBY TO FURNISH MATERIAL AND LABOR - COMPLETE IN ACCORDANCE WITH THE ABOVE SPECIFICATIONS FOR THE SUM OF:

\$ three-thousand eight-hundred fifty and 00/100 DOLLARS

WITH PAYMENTS TO BE MADE AS FOLLOWS: upon completion of job

Any alteration or deviation from above specifications involving extra costs will be executed only upon written order, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents, or delays beyond our control.

RESPECTFULLY
SUBMITTED



Note - this proposal may be withdrawn by us if not accepted within 15 days.

ACCEPTANCE OF PROPOSAL

The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payments will be made as outlined above.

Date of Acceptance _____ Signature _____
Signature _____

PROPOSAL

Exterior

Davin Johnson Painting

PO Box 884 • 111 6th Ave SE
 Blooming Prairie, MN 55917
 Cell: 507-438-1234
 License #BC648558

Interior

Asphalt

Ag Steel

55' Bucket Truck

Residential Steel

JOB NAME Health Nutz

JOB #

PROPOSAL SUBMITTED TO:

JOB LOCATION

ADDRESS

DATE 12/5/24

DATE OF PLANS

PHONE #

FAX #

ARCHITECT

WE HEREBY SUBMIT SPECIFICATIONS AND ESTIMATES FOR:

Tear-off and disposal of old
signage area. Replace with 26ga. Horizon loc steel.
Install soffit above entry-door

All labor + material
included

\$ 3,350

WE PROPOSE HEREBY TO FURNISH MATERIAL AND LABOR - COMPLETE IN ACCORDANCE WITH THE ABOVE SPECIFICATIONS FOR THE SUM OF:

\$ three-thousand three-hundred fifty and 00/100 DOLLARS

WITH PAYMENTS TO BE MADE AS FOLLOWS: upon completion of job

Any alteration or deviation from above specifications involving extra costs will be executed only upon written order, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents, or delays beyond our control.

RESPECTFULLY
 SUBMITTED

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The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payments will be made as outlined above.

Date of Acceptance

Signature

Signature

Exterior

PROPOSAL

Interior

Davin Johnson Painting

55' Bucket Truck

PO Box 884 • 111 6th Ave SE

Asphalt

Blooming Prairie, MN 55917

Cell: 507-438-1234

Residential Steel

License #BC648558

Ag Steel

PROPOSAL SUBMITTED TO:	JOB NAME	JOB #
ADDRESS	JOB LOCATION	
	DATE 12/5/24	DATE OF PLANS
PHONE #	FAX #	ARCHITECT

WE HEREBY SUBMIT SPECIFICATIONS AND ESTIMATES FOR: *Tear-off and Disposal of old signage area. Replace with 26 ga Horizon loc steel. Install soffit above entry door. Estimate includes north + south ends*

All labor + material included

\$6,600

WE PROPOSE HEREBY TO FURNISH MATERIAL AND LABOR - COMPLETE IN ACCORDANCE WITH THE ABOVE SPECIFICATIONS FOR THE SUM OF:

\$ Six-thousand six-hundred and 00/100

DOLLARS

WITH PAYMENTS TO BE MADE AS FOLLOWS: *upon completion of job*

Any alteration or deviation from above specifications involving extra costs will be executed only upon written order, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents, or delays beyond our control.

RESPECTFULLY
SUBMITTED

Note - this proposal may be withdrawn by us if not accepted within *15* days.

ACCEPTANCE OF PROPOSAL

The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payments will be made as outlined above.

Date of Acceptance

Signature

Signature

Attached is a picture of the black color we will be using. The glass block will be replaced with new glass block. The plan is to put the current signage back up when the project is complete as long as it is not damaged during repairs, but the same appearance will be there.

