

Economic Development Authority

Regular Meeting

Wednesday, January 17, 2024

4:00 pm

Charles S. Crandall Center - Meeting Room

City Hall

1. EDA Agenda - January 17, 2024

Documents:

[EDA 01-17-2024.PDF](#)

2. Roll Call: Boeke, Cowell, DeVinny, Mensink, Raney, Voss

3. Approval Of Minutes: December 20, 2023

Documents:

[EDA MINUTES 12-20-2023.PDF](#)

4. Treasurer's Report

Documents:

[TREASURERS REPORT.PDF](#)
[3. B. DECEMBER CASH BALANCES.PDF](#)

5. Loan Report

Documents:

[4. LOAN REPORT DECEMBER.PDF](#)

6. Reports

6.I. MainStreet Report

Documents:

[2023 QTR 4 OWATONNA STORY FORM.PDF](#)
[2023 QTR 4 OWATONNA REINVESTMENT STATS.PDF](#)

6.II. Tourism Report

Documents:

[5. C. TOURISM REPORT.PDF](#)

6.III. OABDC Report

Documents:

[5. D. OABDC REPORT.PDF](#)

7. Old Business

8. New Business

8.I. Approve The 2024 Forgivable Loan Program

9. Schedule Next Meeting - February 21, 2024

10. Adjournment

Economic Development Authority

Regular Meeting

Wednesday, January 17, 2024

4:00 PM

Charles S. Crandall Center – Meeting Room
City Hall

Agenda

1. Roll Call: Boeke, Cowell, DeVinny, Mensink, Raney, Voss
2. Approval of Minutes: December 20, 2023
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. Approve the 2024 Forgivable Loan Program
8. Schedule Next Meeting – February 21, 2024
9. Adjournment

**EDA
Minutes
December 20, 2023**

The Owatonna Economic Development Authority met in regular session at 4:02 PM in the Charles S. Crandall Center – Meeting Room at City Hall Building with President Raney presiding. Commissioners present: Andrew Cowell, Brenda DeVinny, Kevin Raney, and Doug Voss. Commissioners absent: Dan Boeke and Corey Mensink. Also present were Troy Klecker, Brad Meier, Lisa Cochran, and Kristen Kopp.

Approval of Minutes. Commissioner Cowell moved approval of the minutes of the November 15, 2023 meeting with second by Commissioner Voss. All Commissioners voting Aye, the motion passed.

Treasurer’s Report. Troy Klecker presented the revenue and expense reports for November. He said lodging tax dollars are looking good. Meier said that their estimates show that this year is stronger. Klecker said we’ve paid consulting invoices and there won’t be a lot this last month. We’ll be a little under budget, which is where we like to be.

Loan Report. Troy Klecker presented the loan report for November. He said Sean Williams couldn’t be here. All loans are current. Cars N Credit is showing as one more payment, but he thinks they’ve made that payment this month. There aren’t a lot of people using the loan funds, other than Forgivable Loan Funds. Cowell asked about the Arrow Ace TIF with the sale of the business. Klecker said that nothing changes with that since the ownership will not change.

OACCT / OPED Report. Chamber Director Brad Meier presented the OACCT Report for November. He said that Missy and Brian have been swamped with students who need guidance. In the earlier days, the question was, “How do we get more interest?” They just found out that they got a grant that will support students’ work experience over the summer, up to eight weeks. DeVinny asked what kind of work? Meier said manufacturing is one of the key employment areas and they highlighted a couple others, such as business IT. DeVinny asked how that coordinates with the Youth Skills Training Program. Meier said he thinks it’s separate. DeVinny said that there is an age limit with YST. Meier said they’ll have to see if it can tie into YST or it would be older high school students. They’re on year three of three with Livability as a way to market Owatonna. We just found out that we are one of the top six communities to live in in Minnesota. Raney asked if they were satisfied with Livability. Meier said they didn’t know what to expect. Raney said he thought the articles were really good, the question is if they are reaching who they want to reach. Meier said they’re putting together a new marketing plan with the new branding coming out. He said they had a good opportunity for a project with a lead through the State of Minnesota. Greg coordinated the work to get through the first round, and they came on site. They were very impressed and said this was a breath of fresh air. It was positive. We’ll see if we get the project. CDI cut the ribbon on their new facility this week. Raney said he wasn’t able to attend, but spoke with Brad Fisher who said that CDI has upped the game for other manufacturers around town with their leisure time spaces within the facility. He was very impressed. Klecker said that Tom designed it around the employees—that’s the perfect way to design it. The amenities are very visible. Cowell said kudos to Brad and Lisa about the article in

the Star Tribune. Lisa said that was an awesome call to get and she and Brad talked to the reporter and met with her and her photographer. Klecker said that was followed by an article about the high school.

MainStreet. MainStreet Director Lisa Cochran said the holiday parade was very successful. They estimated about 7,800 people were downtown. She said the weather is the biggest factor and it was 28 degrees with no wind. Friday night was a hit with almost everyone. There were 82 entries and about 85 volunteers. Raney said this was his first time attending and he was so impressed. The weather was perfect and there weren't a lot of other events going on in town.

OABDC Report. Klecker said that the session on the strategic planning session went really well. Sean Williams will present that to the EDA at an upcoming meeting. The whole focus is different than what it's been and Williams brings a lot of experience and energy to the role. There are a lot of good things coming.

EDA Projects. Community Development Director Troy Klecker presented the EDA Projects for November. He said they're still trying to find someone to build on the old Hardee's / Budget Mart site. Cemstone will probably be able to move off their old site in 2024. Oscar has until February to get something going in former Bubba's building. 117 W Bridge has at least one person still looking at it. 148 W Main will need to get moving. CDI had their ribbon cutting and KAMP is not far behind. They started moving in. Riverfront is moving along. Scooters is a spring 2024 project. The house at E Fremont is down. He said they're talking about doing a swap with Alexander Lumber. We'll still have two lots available on Fremont as well as the next house we own and are renting out. FoamCraft has started on their project. 139 E Pearl will be demolished in the spring of 2024. We'll look at redeveloping that corner. Voss said we should have a fairly definitive plan on what to do with Bubba's if it doesn't work out for Oscar. Klecker said that there will be more interest in it if we do get it back because of the hotel. We want the right use in there. Something that enhances everything else. Raney said he hopes Oscar can make it happen. He said if it's put back on the market, it's extremely marketable. There was some discussion about Scooters and the vacant lot owned by the radio tower.

New Business. Klecker said we have an application in for HotWorx. Cochran said she's met with them several times. It's a workout studio that will be open 24/7. It will be a very comprehensive and safe way for members to come in. There will be 10 pods and you can control the heat in each pod. There will be a free weight area. There will be ADA bathrooms and one shower. They've already started with the windows and they will have a new sign up. They will be putting siding underneath the windows. It will be a huge change from Pets and Fish. They have a plan and their application was approved. Voss asked about Tone Music. Cochran said the building is not for sale, just the business for now. A motion was made by DeViny and seconded by Cowell to approve a \$10,000 interior and \$10,000 exterior Forgivable Loan for HotWorx. All Commissioners voting Aye, the motion passed.

Klecker said they don't have to act on the 2024 Loan Program today, as there are still dollars remaining. We have had some discussions about extending it. Raney asked how much money we have. Klecker said we've generally had a good chunk of money in the EDA Loan fund and this is a way to get people to spend some of their own money. Raney asked Cochran if we'd do it again,

how many could she sell. She said 10. She said she has four people not on this list who have just talked to her about it and are very interested. She said with the momentum, it would be doable. There aren't as many shortages now, so that helps. \$10,000 is still a good amount, and it does help. Voss said we've done a lot of loans, have we touched a third of the need? Lisa said we're getting close. Klecker said we go through cycles with the economy and we went through a recession and things got bad. Now we're on an upswing. He said he thinks we need to maximize it because at some point in time, we'll hit a slow time again. We'll be that further ahead when we have another recession. Voss asked if we have the ability to give ourselves a loan for Centro Campesino. Cochran said Sean Williams is working on doing an online application that is fillable. Any building in the MainStreet district can qualify. Voss asked if we have the ability to do anything with it. Klecker said we can. We have typically done what is needed to keep the building safe and dry for a future buyer. Cowell asked if we want to expand the parameters beyond downtown. There are other areas of town that are getting grungy. Do we want to open it up to other areas. Raney said right now it's set up for the downtown. Cochran said they'd have to find someone to be in charge of it. Klecker said his preference is to keep it downtown because it gives more of an impact rather than spreading it out. We have momentum downtown and that's where we're having an impact. Klecker said he'd like to stick with downtown for at least another year. If it gets to a point where things are slowing down, he wouldn't mind specifying another area, such as the south end of town. The criteria would be different. We'll have the most success when we concentrate those dollars. Raney asked if Reggie's has talked about using the program in 2024. Cochran said she has spoken with him. He wants to, but he's not sure exactly what he wants to do. Klecker suggested doing \$100,000 total. He said he'd rather have money being spent and going into the economy and leveraged to get more. Meier said that the sooner we declare it, the better. Cochran agreed as she will reintroduce it in a slightly different way so it catches people's attention. Klecker said will include the approval of the 2024 Loan Program at the January meeting. Cowell asked if there were any policies we should update at the time as well. Cochran said they talked about getting rid of the \$25 application fee. Raney asked to have the Forgivable Loan guidelines ahead of the meeting. Klecker said they would also need to discuss how long a business has to wait if they want to do another loan if it's a different project. He'd like to have that figured out beforehand.

Schedule Next Meeting. The next EDA meeting is scheduled for **January 17, 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 5:03 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	- 195,000.00	- 195,000.00	
290-31410-690-691-000000	LODGING TAX - 3%	- 250,000.00	- 264,878.92	14,878.92
290-34950-690-691-000000	TIF ADMINISTRATIVE F	- 72,527.00	- 56,809.64	- 15,717.36
290-36210-690-691-000000	INTEREST EARNINGS		- 3,295.95	3,295.95
290-36220-690-691-000000	RENT/RENTALS	- 3,600.00	- 3,600.00	
290-36231-690-691-000000	GRANT FUNDS		- 352,000.00	352,000.00
	TOTAL REVENUE	- 521,127.00	- 875,584.51	354,457.51
	EXPENDITURES			
290-41000-690-691-000000	WAGES - REGULAR FT	82,659.00	83,066.09	- 407.09
290-41300-690-691-000000	WAGES - OT		2.51	- 2.51
290-41410-690-691-000000	PERA	6,199.00	6,176.88	22.12
290-41420-690-691-000000	FICA	6,323.00	6,162.78	160.22
290-41500-690-691-000000	INSURANCE	7,321.00	6,298.42	1,022.58
290-41550-690-691-000000	WORKERS COMP INSURAN	504.00	495.94	8.06
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	25,500.00	21,123.80	4,376.20
290-43121-690-691-000000	PHONE	200.00		200.00
290-43122-690-691-000000	POSTAGE	300.00	75.00	225.00
290-43220-690-691-000000	TRAVEL & TRAINING	1,000.00	217.16	782.84
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	1,250.00	2,750.00
290-43234-690-691-000000	DOWNTOWN ENHANCEMEN	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	356.00	644.00
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	6,624.00	76.00
290-43972-690-691-000000	SOUTHERN MN INITIATI	1,667.00	1,667.00	
290-43990-690-691-000000	MISCELLANEOUS		352,000.00	- 352,000.00
290-43991-690-691-000000	TOURIST DEVELOPMENT	237,500.00	231,537.55	5,962.45
290-47000-690-691-000000	TRANSFER TO OTHER FU	12,000.00	12,000.00	
	TOTAL EXPENDITURES	511,073.00	841,053.13	- 329,980.13
	EDA LOANS			
Account	Description	Current Budget	Current YTD	Budget Remaining
	REVENUE			
292-34109-690-692-000000	OTHER REVENUE		- 300.00	300.00
292-34960-690-692-000000	INTEREST ON LOANS	- 1,500.00	- 1,215.27	- 284.73
292-36210-690-692-000000	INTEREST EARNINGS	- 100.00	- 22,413.00	22,313.00
	TOTAL REVENUE	- 1,600.00	- 23,928.27	22,328.27
	EXPENDITURES			
292-48300-690-692-000000	LOAN PROGRAM DISBURS		79,359.10	- 79,359.10
	TOTAL EXPENDITURES		79,359.10	- 79,359.10

EDA LAND				
Account	Description	Current Budget	Current YTD	Budget Remaining
	REVENUE			
294-34950-690-694-000000	TIF ADMINISTRATIVE F	- 5,314.00	- 3,251.38	- 2,062.62
294-34960-690-694-000000	INTEREST ON LOANS	- 98,000.00	- 43,073.06	- 54,926.94
294-36210-690-694-000000	INTEREST EARNINGS	- 1,500.00	- 19,352.89	17,852.89
294-36220-690-694-000000	RENT/RENTALS	- 30,000.00	- 46,970.00	16,970.00
294-39101-690-694-000000	SALE OF CAPITAL ASSE		- 120,293.26	120,293.26
	TOTAL REVENUE	- 134,814.00	- 232,940.59	98,126.59
	EXPENDITURES			
294-43004-690-694-000000	LEGAL FEES		2,270.49	- 2,270.49
294-43010-690-694-000000	OTHER PROFESSIONAL S	17,000.00	6,433.17	10,566.83
294-43320-690-694-000000	ADVERTISING & PROMOT			
294-43500-690-694-000000	PROPERTY & LIABILITY	5,900.00	5,900.00	
294-43711-690-694-000000	RENTAL PROPERTY EXPE			
294-43910-690-694-000000	REAL ESTATE TAXES	20,000.00	16,517.64	3,482.36
294-45100-690-694-000000	LAND		51,232.10	- 51,232.10
294-45300-690-694-000000	OTHER IMPROVEMENTS		36,492.80	- 36,492.80
	TOTAL EXPENDITURES	42,900.00	118,846.20	- 75,946.20

City of Owatonna
Balance Statement by Fund
31-Dec-23

FUND 292: EDA LOANS

Account Number	Account Name	Ending Balance
ASSETS		
292-10100-000-000	BANK ACCOUNTS	\$ 41,113.90
292-10400-000-000	INVESTMENTS	800,000.00

FUND 294: EDA LAND

Account Number	Account Name	Ending Balance
ASSETS		
294-10100-000-000	BANK ACCOUNTS	\$ 266,681.51
294-10400-000-000	INVESTMENTS	500,000.00

CITY OF OWATONNA
 EDA - LOAN PROFILE
 As of : December 2023
 prepared 1/9/2024

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	20,560.15	564.78	Current	Retail	
Total				<u>43,480.63</u>	<u>20,560.15</u>	<u>564.78</u>			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	1	43,480.63	20,560.15	100.00%
	Non-current	0	-	-	0.00%
		<u>1</u>	<u>43,480.63</u>	<u>20,560.15</u>	<u>100.00%</u>

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	10,334.12	259.78	Current		
Selective Looks	6/16/2020	-	3	5,000.00	0.00	138.89	Current		Paid in Full
Vesterby	12/13/2021	1.625	7	12,500.00	9,072.35	157.53	Current		
Vesterby	12/13/2021	-	3	5,000.00	1,666.64	83.33	Current		
				<u>47,500.00</u>	<u>21,073.11</u>	<u>639.53</u>			

Profile by Loan Performance		Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current		4	47,500.00	21,073.11	100.00%
	Non-current		0	-	-	0.00%
			<u>4</u>	<u>47,500.00</u>	<u>21,073.11</u>	<u>100.00%</u>

EDA - MIF Flood Recovery

Borrower	Loan Date	Int Rate	Years	Original Balance	Current Balance	Monthly Payment	Status	Type	Notes
Plemel (direct loan)	6/22/11	-	10	27,378.50	-	228.15	Current		Paid in Full Oct 2020
Marks Repair (direct loan)	4/5/12	-	10	39,327.50	-	254.85	Current		Paid in Full Nov 2021
Owatona Country Club (direct)	5/7/12	-	10	82,363.50	-	686.36	Current		Paid in Full Aug 2022
Cars-N-Credit (direct loan)	4/30/13	-	10	71,657.00	597.14	597.14	Current		
Plemel (deferred loan)	6/22/11	-	10	27,378.50	-	-			Forgiven after 6/22/21
Marks Repair (deferred loan)	4/5/12	-	10	39,327.50	-	-			Forgiven after 4/1/22
Owatonna Country Club (deferred)	5/7/12	-	10	82,363.50	-	-			Forgiven after 5/1/22
Cars-N-Credit (deferred loan)	4/30/13	-	10	71,657.00	-	-			Forgiven after 4/30/23
Total				441,453.00	597.14	1,766.50			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	8	441,453.00	597.14	100.00%
	Non-current	0	-	-	0.00%
		8	441,453.00	597.14	100.00%

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	425,262.87		Current		TIF Guarantee
Arrow Ace TIF note	12/1/17	3.000	25	350,000.00	313,732.13		Current		TIF Guarantee
Nicolai TIF note	12/31/17	3.000	25	524,845.17	518,820.84		Current		TIF Guarantee
Marriott TIF note		3.000	25	268,000.00	268,000.00		Current		TIF Guarantee
224 Cedar TIF note		3.000	25	225,000.00	225,000.00		Current		TIF Guarantee
Total				1,840,734.17	1,750,815.84	-			

Profile by Loan Performance	Status	Number of Loans	Original Balance	Current Balance	% of Current Balance
	Current	4	1,840,734.17	1,750,815.84	100.00%
	Non-current	0	-	-	0.00%
		4	1,840,734.17	1,750,815.84	100.00%

Reinvestment Statistics Quarterly Report: Main Street Story Form

Community	Owatonna
Quarter	4
Date	01/12/2024
Submitted By	Lisa Cochran

What is your downtown story?

It's hard to submit Quarter 4 Stats without highlighting our Holiday Lighted Parade. Held on Friday, December 1st, we had a record number of attendees estimated at over 7800. We had over 65 volunteers and 92 parade entrants. The parade ran smoothly, and we accomplished all the improvements we set out to make from last year. Many of our bars and restaurants downtown were very busy before and after the parade, which is what we wanted to happen!

Did you include photos?

Owatonna Q4 Photo 1: Aerial view of parade. Photo by Aaron Guzman

Owatonna Q4 Photo2: Old Time Fire Truck. Photo by Trevor Gieseke

Owatonna Q4 Photo3: Snowman and trees. Photo by Trevor Gieseke

Owatonna Q4 Photo 4: First place winner, Barbie at Life Fitness. Photo by Trevor Gieseke





Rethos Main Streets Reinvestment Statistics Form

Reports Due: April 14, July 14, October 13, January 15 ('24)

Community:	Owatonna
Quarter:	4th
Date:	1/10/2024
Submitted By:	Lisa Cochran

Business Statistics

New Businesses and Jobs Added

Name / Address	Type of Business (retail, service, office, etc.)	# Full-time Jobs Added	# Part-time Jobs Added	Main Street Assistance (financial, design consultation, education)?	Other Notes
Total # of New Downtown Businesses		0			
Total # of Jobs		0	0		

Business Expansions and Jobs Added

Name / Address	Type of Business (retail, service, office, etc.)	# Full-time Jobs Added	# Part-time Jobs Added	Main Street Assistance (financial, design consultation, education)?	Other Notes
Total # of Businesses Expansions		0			
Total # of Jobs		0	0		

Businesses Closed, Relocated and Jobs Lost

Name / Address	Type of Business (retail, service, office, etc.)	# Full-time Jobs Lost	# Part-time Jobs Lost	Closed, Moved Out, or Downsized	Reason for Closure/Employees Lost
Steele Threads/Sunflower Boutique 110 N Cedar Ave	Retail	2	0	Relocated from Downtown	Went back to online store only
Krazy Bling Boutique 142 W Bridge St	Retail	1	0	Relocated from Downtown	Went back to online store only
Arrow Hardware & Paint 122 W Vine	Retail	2	4	Closed	Will re-open with new name and branding
Total # of Downtown Businesses closed or moved out		3			
Total # of Jobs		5	4		

Commercial Space Data in the Main Street District

Total number of commercial spaces (annual):		As of this date:	12/31/2023	How was info gathered (MS Staff, Volunteers, City Input):
Total number of vacant spaces:		As of this date:	12/31/2023	How was info gathered (MS Staff, Volunteers, City Input):
How many new vacant spaces in this quarter:		Reason:		How was info gathered (MS Staff, Volunteers, City Input):
Average rent per square foot:		As of this date:	12/31/2023	How was info gathered (MS Staff, Volunteers, City Input):

Building Statistics

Façade Renovations Completed

Address	Description	Public \$ Invested	Private \$ Invested	Public \$ Sources	Main Street Assistance (financial, design consultation, education)?
113 W Main St	All of the Above	\$10,000		Forgivable Loan from EDA & Main Street	financial and some design
114 E Pearl St	Other	\$4,750	\$4,750	Forgivable Loan from EDA & Main Street	financial
208 N Cedar Ave	Other	\$10,000		Forgivable Loan from EDA & Main Street	financial
Total # of Projects	3	\$ 24,750.00	\$ 4,750.00		

Other Rehabilitations Completed (Any building rehab work other than façade renovation. Includes interior, structural, etc.)					
Address	Description	Public \$ Invested	Private \$ Invested	Public \$ Sources	Main Street Assistance (financial, design consultation, education)?
113 W Main St	ADA Compliance	\$10,000		Forgivable Loan from EDA & Main Street	financial
205 E Rose St	plumbing		\$900	0	no
249 E Main St	roofing		\$10,600	0	no
141 W Bridge St	mechanical		\$49,630	0	no
306 N Cedar Ave	plumbing		\$9,800	0	no
306 N Cedar Ave	mechanical		\$3,000	0	no
325 Hoffman Dr NW	plumbing		\$10,000	0	no
329 N Cedar Ave	plumbing		\$900	0	no
Total # of Projects	8	\$ 10,000.00	\$ 84,830.00		

Buildings or Property Sold				
Address / Name of Building	Current/ Past Use	Sale Price	Future Use	Main Street Assistance (financial, design consultation, education)?
139 E Pearl St	residential	\$106,500	Future Demo	no
124 W Fremont	residential	\$142,000	?	no
Total # of Sales	2	\$ 248,500.00		

New Buildings Constructed					
Address / Name of Building	Is construction complete?	Public \$ Invested	Private \$ Sources	Planned Use	Main Street Assistance (financial, design consultation, education)?
Total # of Projects	0	\$ -	\$ -		

New Housing in Main Street District					
Address	Type (condo, apt., Single Family, etc...)	# of units	Sales/Lease Price	Main Street Assistance (financial, design consultation, education)?	Type: Rehab, New, Upper floor, entire building, Senior, Student
Total # of Projects	0	0			

Housing in the Main Street District						
Total Number of Housing Units	380	As of this date:	12/31/2023	How was info gathered (MS Staff, Volunteers, City Input):	MS Staff	
Average cost of 2 bedroom apartment	\$1,250	As of this date:	12/31/2023	How was info gathered (MS Staff, Volunteers, City Input):	MS Staff	
How many hotels in downtown?	1	As of this date:	12/31/2023	How was info gathered (MS Staff, Volunteers, City Input):	MS Staff	
How many hotel rooms in downtown?	102	As of this date:	12/31/2023	How was info gathered (MS Staff, Volunteers, City Input):	MS Staff	

How many AirBnBs downtown?	1	As of this date:	12/31/2023	How was info gathered (MS Staff, Volunteers, City Input):	MS Staff
----------------------------	---	------------------	------------	---	----------

Main Street events during this quarter			
Name of Event	Type of Event	Est. # of attendees	Est # of business participants
Farmer's Market	Retail	215	40
Farmer's Market	Retail	175	25
Farmer's Market	Retail	175	16
Farmer's Market	Retail	50	5
Small Business Saturday	Give-aways, videos	3500	75
Lighted Holiday Parade	Parade/Lighting Ceremony	7600	110
Total # of Events		6	11715
			271

Events hosted by other entities this quarter					
Name of Event	Type of Event	Est. # of attendees	Est # of business participants	Who led event efforts?	Did Main Street Partner? (Yes/No)
Bingo	Entertainment	40		Eagles	No
Bingo	Entertainment	35		Eagles	No
Bingo	Entertainment	30		Eagles	No
Bingo	Entertainment	25		Eagles	No
Bingo	Entertainment	45		Eagles	No
Bingo	Entertainment	55		Eagles	No
Bingo	Entertainment	50		Eagles	No
Bingo	Entertainment	35		Eagles	No
Bingo	Entertainment	35		Eagles	No
Bingo	Entertainment	30		Eagles	No
Bingo	Entertainment	25		Eagles	No
Bingo	Entertainment	30		Eagles	No
Bingo	Entertainment	30		Bridge St Tavern	No
Bingo	Entertainment	30		Bridge St Tavern	No
Bingo	Entertainment	20		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	30		Bridge St Tavern	No
Bingo	Entertainment	30		Bridge St Tavern	No
Bingo	Entertainment	30		Bridge St Tavern	No
Bingo	Entertainment	35		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	25		Bridge St Tavern	No
Bingo	Entertainment	15		Foremost	No
Bingo	Entertainment	15		Foremost	No
Bingo	Entertainment	20		Foremost	No
Bingo	Entertainment	15		Foremost	No
Bingo	Entertainment	10		Foremost	No
Bingo	Entertainment	10		Foremost	No
Bingo	Entertainment	25		Mineral Springs Brewery	No

Bingo	Entertainment	30		Mineral Springs Brewery	No
Bingo	Entertainment	25		Mineral Springs Brewery	No
Bingo	Entertainment	35		Mineral Springs Brewery	No
Bingo	Entertainment	35		Mineral Springs Brewery	No
Bingo	Entertainment	25		Mineral Springs Brewery	No
Bingo	Entertainment	40		Mineral Springs Brewery	No
Bingo	Entertainment	35		Mineral Springs Brewery	No
Bingo	Entertainment	20		Mineral Springs Brewery	No
Bingo	Entertainment	25		Owatonna Elks	No
Bingo	Entertainment	25		Owatonna Elks	No
Bingo	Entertainment	20		Owatonna Elks	No
Bingo	Entertainment	20		Owatonna Elks	No
Bingo	Entertainment	25		Owatonna Elks	No
Bingo	Entertainment	20		Owatonna Elks	No
Bingo	Entertainment	20		Owatonna Elks	No
Bingo	Entertainment	20		Owatonna Elks	No
Bingo	Entertainment	25		Owatonna Elks	No
Bingo	Entertainment	25		Owatonna Elks	No
Bingo	Entertainment	25		Owatonna Elks	No
Trivia	Entertainment	10		Foremost	No
Trivia	Entertainment	15		Foremost	No
Trivia	Entertainment	10		Foremost	No
Trivia	Entertainment	10		Foremost	No
Trivia	Entertainment	10		Foremost	No
Trivia	Entertainment	15		Foremost	No
Trivia	Entertainment	15		Mineral Springs Brewery	No
Trivia	Entertainment	20		Mineral Springs Brewery	No
Trivia	Entertainment	20		Mineral Springs Brewery	No
Trivia	Entertainment	20		Mineral Springs Brewery	No
Trivia	Entertainment	20		Mineral Springs Brewery	No
Trivia	Entertainment	15		Mineral Springs Brewery	No
Trivia	Entertainment	30		Mineral Springs Brewery	No
Trivia	Entertainment	25		Mineral Springs Brewery	No
Trivia	Entertainment	10		American Legion	No
Trivia	Entertainment	10		American Legion	No
Trivia	Entertainment	10		American Legion	No
Trivia	Entertainment	10		American Legion	No
Trivia	Entertainment	10		American Legion	No
Music/Bands/Concerts	Entertainment	300		Eagles	No
Music/Bands/Concerts	Entertainment	300		Eagles	No
Music/Bands/Concerts	Entertainment	250		Eagles	No
Music/Bands/Concerts	Entertainment	300		Eagles	No
Music/Bands/Concerts	Entertainment	250		Eagles	No
Music/Bands/Concerts	Entertainment	250		Eagles	No
Music/Bands/Concerts	Entertainment	300		Eagles	No
Music/Bands/Concerts	Entertainment	300		Eagles	No
Music/Bands/Concerts	Entertainment	150		Dog Pound	No
Music/Bands/Concerts	Entertainment	50		Foremost	No
Music/Bands/Concerts	Entertainment	45		Foremost	No
Music/Bands/Concerts	Entertainment	40		Foremost	No
Music/Bands/Concerts	Entertainment	35		Foremost	No
Music/Bands/Concerts	Entertainment	40		Foremost	No
Music/Bands/Concerts	Entertainment	50		Foremost	No
Music/Bands/Concerts	Entertainment	40		Foremost	No
Music/Bands/Concerts	Entertainment	50		Foremost	No
Music/Bands/Concerts	Entertainment	50	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	50	3	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	70	2	Mineral Springs Brewery	No

Music/Bands/Concerts	Entertainment	65	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	65	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	65	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	70	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	50	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	55	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	60	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	60	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	65	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	60	2	Mineral Springs Brewery	No
Music/Bands/Concerts	Entertainment	150		American Legion	No
Music/Bands/Concerts	Entertainment	175		American Legion	No
Music/Bands/Concerts	Entertainment	150		American Legion	No
Music/Bands/Concerts	Entertainment	170		Reggies Brewhouse	No
Music/Bands/Concerts	Entertainment	165		Reggies Brewhouse	No
Music/Bands/Concerts	Entertainment	150		Reggies Brewhouse	No
Music/Bands/Concerts	Entertainment	175		Reggies Brewhouse	No
Music/Bands/Concerts	Entertainment	175		Reggies Brewhouse	No
Music/Bands/Concerts	Entertainment	165		Reggies Brewhouse	No
Music/Bands/Concerts	Entertainment	160		Reggies Brewhouse	No
Craft Fair	Retail	1500	30	Eagles	No
Craft Fair	Retail	1500	25	Elks	No
Costume Party	Entertainment	250		Bridge St Tavern	No
Costume Party	Entertainment	200		Reggies Brewhouse	No
Costume Party	Entertainment	150		Foremost	No
Downtown Trick or Treating	Promotion	1500	85	Owatonna Business Partnership	Yes
Ugly Sweater Party	Entertainment	60		Foremost	No
Ugly Sweater Party	Entertainment	150		Reggies Brewhouse	No
Ugly Sweater Party	Entertainment	150		Elks	No
October Fest	Fundraiser	300		Mineral Springs Brewery	No
Comedy Club Night	Fundraiser	100		Torey's	No
Euchre Tournament	Entertainment	25		American Legion	No
Bean Bag Tournament	Entertainment	30		American Legion	No
Growth Breakfast	Education	55		Torey's	No
Growth Breakfast	Education	35		Torey's	No
Growth Breakfast	Education	45		Torey's	No
Owatonna Business Women	Networking	60		Torey's	No
Owatonna Business Women	Networking	60		Torey's	No
Owatonna Business Women	Networking	50		Torey's	No
OBW Leadership Night	Networking/Entertainment	125		Torey's	No
Fashion Show	Entertainment	145		Torey's	No
OBP Breakfast	Networking	15		Torey's	Yes
OBP Breakfast	Networking	20		Torey's	Yes
OBP Breakfast	Networking	20		Torey's	Yes
Chili Cook-off Event	Fundraiser	100		Owatonna Chamber	Yes
Charcuterie Class	Entertainment	35		Foremost	No
Centerpiece Class	Entertainment	25	3	Foremost	No
Chili Supper	Entertainment	80		Redemption	No
Cookie Decorating	Entertainment	35		The Kitchen	No
Shop Owatonna for the Holidays	Retail	6000	35	Owatonna Business Partnership	Yes
Total # of Events		19780	205		

Volunteer Hours	
	Total Hours (#volunteers x #hours)
Board Members	25
Committee Members	12

Special Events	170
Other Volunteer Hours	15
Total # of Hours	222
Total Value of Hours*	\$ 6,535.68

* 2021 value of a volunteer's time in Minnesota is \$30.98 from <http://www.independentsector.org/resource/the-value-of-volunteer-time/>

*Meeting hours count as volunteer time.

Main Street Contributions	
Type of Donation (In-Kind vs. \$)	Value of Contribution
Chamber Bucks	\$280
Hours to OBP	10

Completed Public Improvement Projects (In district and city-funded: infrastructure, parks, utilities, etc.)				
Description	Sources of Funds	Public \$ Invested	Private \$ Invested	Main Street Assistance (financial, design consultation, education)?
Total # of Projects	0	\$ -	\$ -	

Grants Received				
Name of Grant	Granting Entity	\$ Value	Public or Private	Description of Project
Project Assistance Grant	Rethos	\$4,000		New Holiday Banners
Total # of Grants	1	\$ 4,000.00		

Historic Preservation: Newly Designated Buildings				
Building Address	Year Built	National Register Designation	Local Register Designation	Additional Comments
Total # of Designations	0			

Demolished			
Building Address or District Information	Year Built	National Register Designation?	Local Register Designation?
127 E Vine St	?	no	no
Total # of Demolitions	1		

Downtown Story (required)	
Please use attached document to share story and photos.	Story Attached (Yes or No)
See separate document for how to include images.	Yes

Quarterly Reinvestment Statistics Summary	
Net of all gains and losses in full-time jobs this quarter	-5
Net of all gains and losses in part-time jobs this quarter	-4
Net of all gains and losses in new businesses this quarter	-3
Total number of business expansions this quarter	0
Number of building rehabilitation projects this quarter	11
Number of public improvement projects this quarter	0
Number of new construction projects completed this quarter	0
\$ Value of all private investment spent in the above projects	
\$ Value of all public investment spent in the above projects	

Number of volunteer hours contributed this quarter	222
\$ Value of volunteer hours contributed this quarter	\$ 6,535.68
Number of event attendees this quarter	11715
Number of grants received	1
\$ Value of grants received	\$ 4,000.00
Number of properties sold	2
\$ Value of properties sold	\$ 248,500.00
Number of properties designated as historic	0
Number of buildings demolished	1

January EDA REPORT

2024

UPDATES

Top 3 Focus 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)

	2023	2022	2021	2020	2019
JAN	\$22,926	\$13,871	\$21,347	\$ 16,376	\$17,083
FEB	\$17,468	\$12,330	\$8,475	\$ 11,009	\$16,473
MARCH	\$21,919	\$14,205	\$10,756	\$ 8,123	\$14,985
APRIL	\$20,851	\$14,121	\$13,735	\$ 5,493	\$17,043
MAY	\$25,317	\$21,351	\$16,739	\$ 7,230	\$19,600
JUNE	\$29,759	\$24,958	\$22,810	\$ 10,808	\$23,445
JULY	\$26,075	\$21,242	\$20,225	\$ 12,350	\$21,907
AUG	\$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		\$21,443	\$15,578	\$ 11,453	\$15,874
DEC		\$22,647	\$17,257	\$ 8,688	\$16,358
TOTAL	\$243,718	\$243,119	\$193,373	\$ 131,662	\$227,616

Occupancy YTD

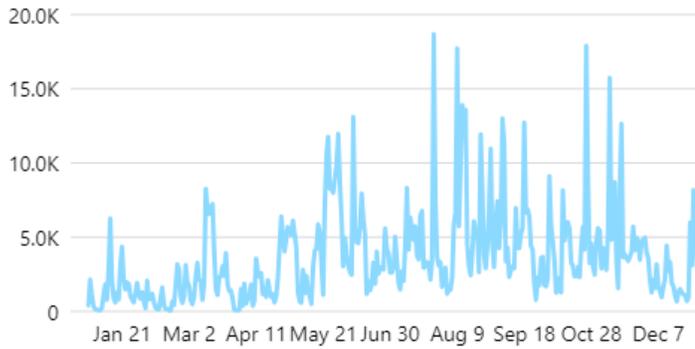
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	YTD Average
2023	38.6	40.5	46	45	49	62	52.5	58.4	55.4	49.2	44.3		49.2%
2022	34	35	41	52	52	59	49	51	44	43	39	39.3	44.1%
2021	22	27	31	43	52	63	57	59	54	60	48	40	47%
2020	45.7	46.8	34	28	35.4	51.6	37.2	38.6	42.1	46.6	37.5	26.5	39.2%
2019	42.6	50.9	42.3	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 (YTD)									
ADR	\$ 83.73	\$ 81.30	\$ 94.27	\$ 117.98									
REV Par	\$ 36.56	\$ 27.13	\$ 42.01	\$ 62.62									

Looking Ahead to January 2024

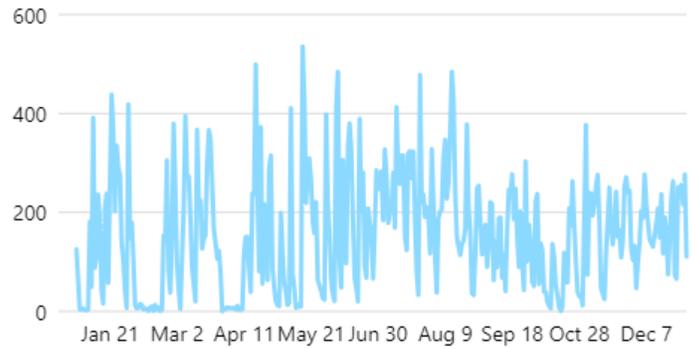
1. **New Visitor Guide will be available in February**
2. January 9- **Minnesota Field Trip Library Summer Planning Show** at Fort Snelling
3. January 12-15 Minne Road Trip **Chicago Travel Show**
4. **Bold & Cold** January 23-28
5. **January 30, Tourism Kick-Off for 2024.**
Retail; Restaurant; Service clubs; Non Profits; Events; Festivals; Group Tours; Attractions; Sports Associations and Boosters; Meeting Venues; Hotels & Lodging
6. **Bandwango** – Restaurant & Retail Challenge (Mar/Apr/May)
7. **HubSpot**- CRM system Set up to manage leads and follow ups
8. **Play Easy Set**- EMT Pays a portion of subscription for all ; Matches Tournament planners to tournament venues. Setting up by end of 1st quarter for sports venue facilities

Reach

Facebook (i)
reach
304,496 ↑ 57.3%

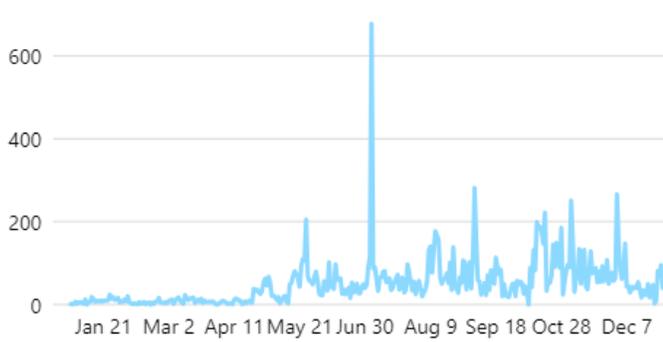


Instagram (i)
reach
5,982 ↓ 3.3%

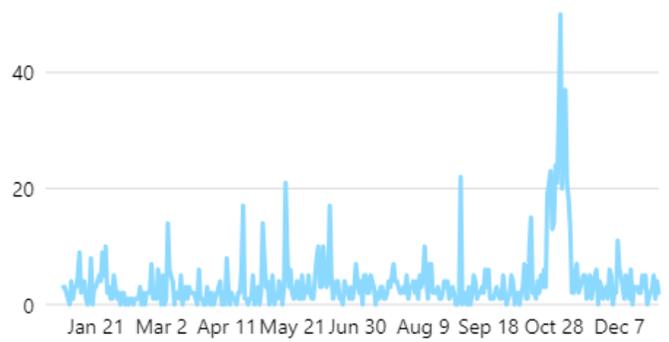


Visits

Facebook (i)
visits
18,169 ↑ 366.2%

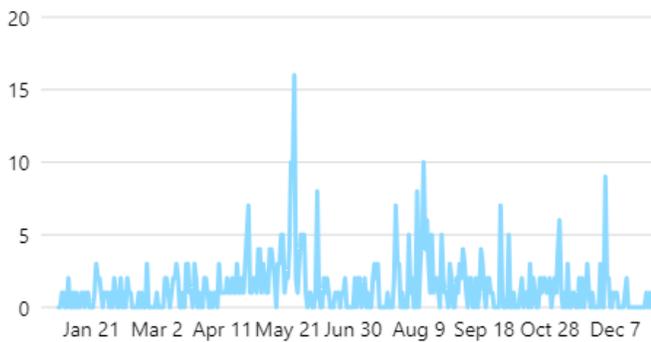


Instagram profile (i)
visits
1,414 ↑ 84.4%

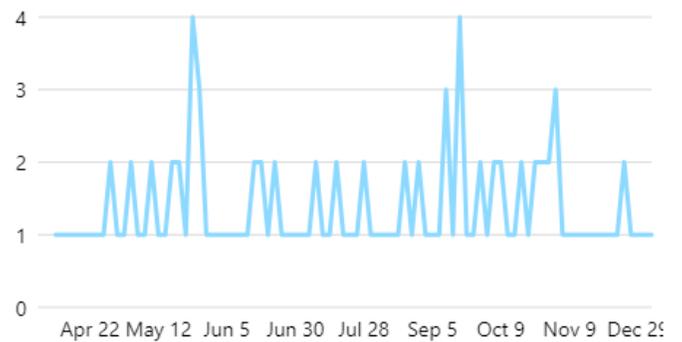


New likes and follows

Facebook Page new (i)
likes
485 ↓ 8.7%



New Instagram (i)
followers
121



Ad trends

Paid (i)
reach
78,765 ↑ 518.2%

Paid (i)
impressions
303,911 ↑ 1.0K%

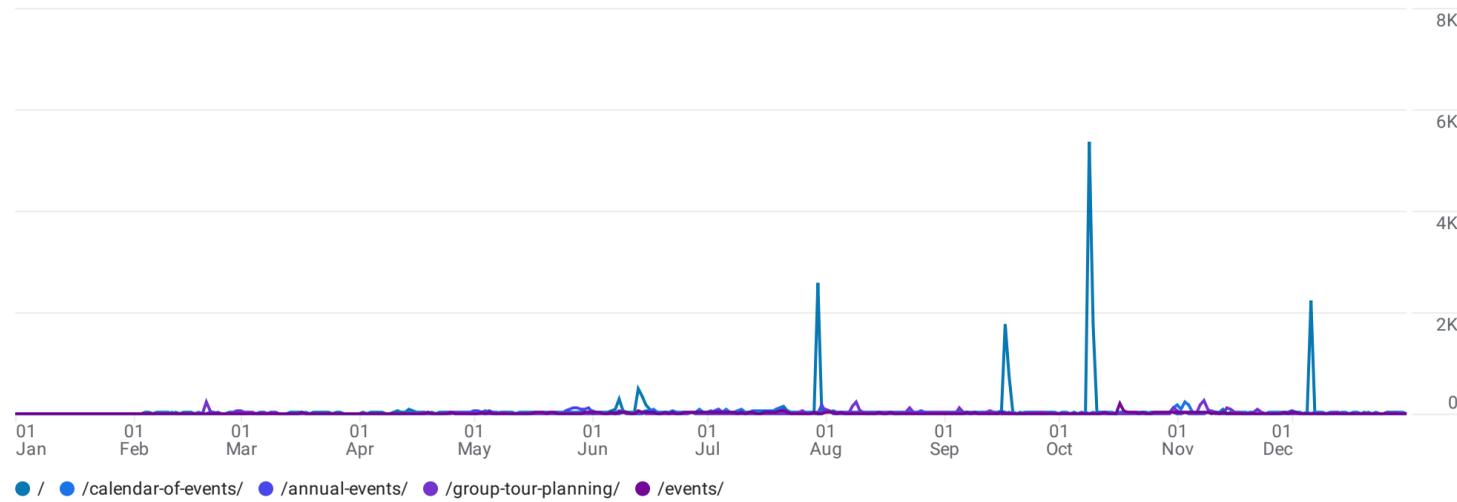
All Users Add comparison +

Last calendar year Jan 1 - Dec 31, 2023

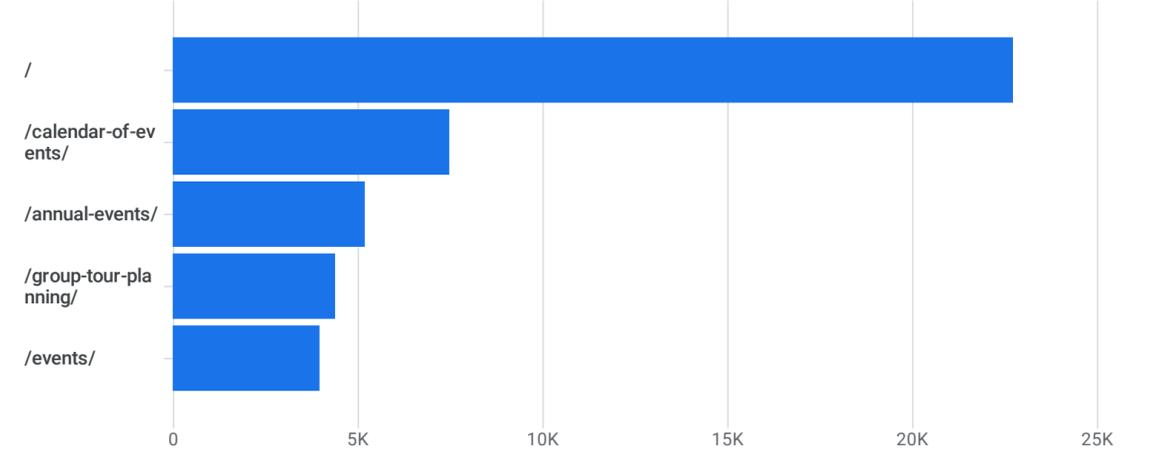
Pages and screens: Page path and screen class

Add filter +

Views by Page path and screen class over time



Views by Page path and screen class



Search... Rows per page: 10 Go to: 1 1-10 of 434

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	89,215 100% of total	38,481 100% of total	2.32 Avg 0%	58s Avg 0%	268,313 100% of total	6,747.00 100% of total	\$0.00
1 /	22,721	5,999	3.79	1m 10s	44,435	0.00	\$0.00
2 /calendar-of-events/	7,466	5,167	1.44	37s	20,886	0.00	\$0.00
3 /annual-events/	5,184	4,318	1.20	28s	18,456	0.00	\$0.00
4 /group-tour-planning/	4,379	3,747	1.17	21s	14,381	0.00	\$0.00
5 /events/	3,969	2,998	1.32	12s	12,044	0.00	\$0.00
6 /things-to-do/	3,235	2,437	1.33	24s	10,028	0.00	\$0.00
7 /where-to-eat/	2,989	2,065	1.45	1m 13s	12,589	0.00	\$0.00
8 /hometownholidays/	2,721	2,024	1.34	47s	9,289	0.00	\$0.00
9 /ANNUAL-EVENTS/	2,537	2,478	1.02	1s	8,675	0.00	\$0.00
10 /5-things-you-can-only-do-in-owatonna/	2,294	1,967	1.17	52s	8,660	0.00	\$0.00

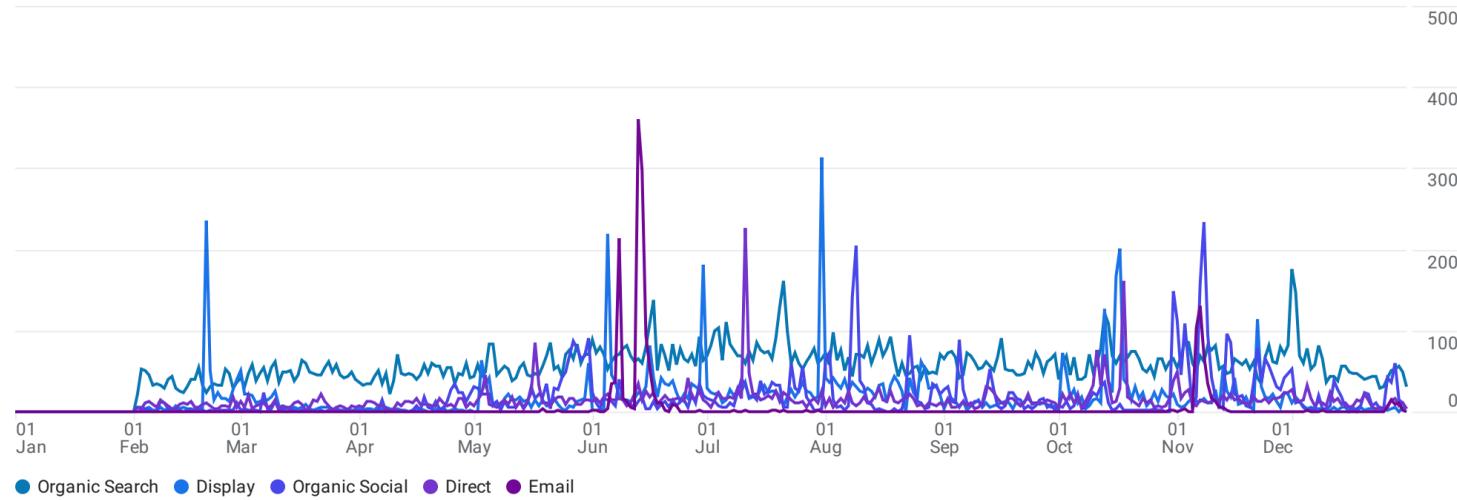
All Users Add comparison +

Last calendar year Jan 1 - Dec 31, 2023

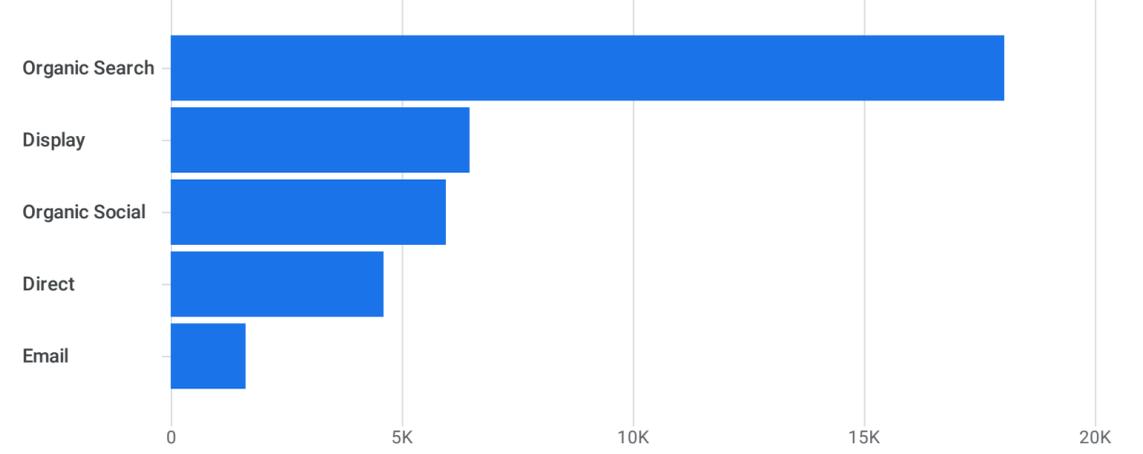
Traffic acquisition: Session default channel group

Add filter +

Users by Session default channel group over time



Users by Session default channel group



Search... Rows per page: 10 1-8 of 8

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
Organic Search	38,481 100% of total	45,479 100% of total	22,989 100% of total	49s Avg 0%	0.60 Avg 0%	5.90 Avg 0%	50.55% Avg 0%	268,313 100% of total	6,747.00 100% of total	\$0.00
1 Organic Search	18,033	23,248	15,467	56s	0.86	6.19	66.53%	143,792	4,584.00	\$0.00
2 Display	6,465	6,521	260	0s	0.04	3.51	3.99%	22,896	15.00	\$0.00
3 Organic Social	5,952	6,778	2,353	21s	0.40	4.29	34.72%	29,062	650.00	\$0.00
4 Direct	4,592	5,836	2,785	41s	0.61	5.43	47.72%	31,679	863.00	\$0.00
5 Email	1,609	1,706	1,094	2m 03s	0.68	7.52	64.13%	12,837	306.00	\$0.00
6 Referral	1,509	1,872	1,240	54s	0.82	6.59	66.24%	12,338	323.00	\$0.00
7 Unassigned	532	105	6	38m 54s	0.01	148.84	5.71%	15,628	6.00	\$0.00
8 Paid Other	27	27	0	0s	0.00	3.00	0%	81	0.00	\$0.00

OABDC - December 2023

Consulting						
Clients	Sessions	Hours	New	Operating	Hours	
					2023 YTD	2022 YTD
5	5	3.75	1	4	99.00	108.25

Occupancy				
Manufacturing			Offices	
Total Leasable Space	34,600		Total Leasable Offices	10
Total Leased Space	27,250		Total Number of Leased Offices	10
Present Occupancy %	79%		Present Occupancy %	100%
Budget Occupancy %	70%		Budget Occupancy %	70%
YTD Performance to Budget \$	\$ 30,243		YTD Performance to Budget \$	\$ 9,419
YTD Performance to Budget %	143%		YTD Performance to Budget %	140%
Number of Tenants	6		Number of Tenants	9
Future Makerspace	1,750			