

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. OACCT Report

Documents:

[OACCT REPORT.PDF](#)  
[LEADS EDA REPORT JANUARY.PDF](#)  
[LEADS EDA REPORT JANUARY 2.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  
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## **Agenda**

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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 DeVinnie 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.

<b>EDA Administration</b>				
Account	Description	Current Budget	Current YTD	Budget Remaining
	<b>REVENUE</b>			
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
	<b>EXPENDITURES</b>			
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
	<b>EDA LOANS</b>			
Account	Description	Current Budget	Current YTD	Budget Remaining
	<b>REVENUE</b>			
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
	<b>EXPENDITURES</b>			
292-48300-690-692-000000	LOAN PROGRAM DISBURS		79,359.10	- 79,359.10
	TOTAL EXPENDITURES		79,359.10	- 79,359.10

<b>EDA LAND</b>				
Account	Description	Current Budget	Current YTD	Budget Remaining
	<b>REVENUE</b>			
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
	<b>EXPENDITURES</b>			
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
<b>Total</b>				<b>441,453.00</b>	<b>597.14</b>	<b>1,766.50</b>			

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%
			<b>8</b>	<b>441,453.00</b>	<b>597.14</b>	<b>100.00%</b>

**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
<b>Total</b>				<b>1,840,734.17</b>	<b>1,750,815.84</b>	<b>-</b>			

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%
			<b>4</b>	<b>1,840,734.17</b>	<b>1,750,815.84</b>	<b>100.00%</b>

# Memo

To: Economic Development Authority  
From: Brad Meier, President/CEO  
Date: 1/17/2024  
Re: OACCT Economic Development Update

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## Economic Development

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

## Workforce

- Next Made in Owatonna Day scheduled for February 21<sup>st</sup>-Healthcare
- Workforce Coordinator has had contact with 52 businesses through SCW. This includes paid work, job shadowing, round tables, career panels, and the student opportunity board (which currently hold 30 businesses).

## Other

- OPED conducted strategic planning work to guide the groups efforts, key focus areas: Attract/Educate Workforce, Marketing & Communications, and Development/Redevelopment.
- Business Changes:
  - Arrow Hardware closed end of year and will reopen late February/early March as an Ace Hardware.
  - DQ still looking for a new franchisor.
  - KFC closed-working to identify plans for their building
  - Owatonna Hospital has new president-Whitney Johnson
  - Krazy Bling (downtown) has decided to go back to on line only sales
  - Central Park Coffee sold to new owners-Tim & Anissa Disher

	<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>
Jason Eyberg, W	New Building	5/24/2021	Troy Klecker and Brad Meier met with business looking to build an office building somewhere near downtown.	Discussed location options for their use and next steps. 10/15 additional meetings have taken place with this business and it is still a possible deal. 2/11/22: multiple meetings on this development continue to take place every 2 weeks. Project continues to move forward. 6/13: project continues to make strides forward in property acquisition. 10/16/22: progress continues forward.	12/1/22 Project has been announced for Owatonna's Riverfront. Project includes chamber site and the block immediately south of the chamber.	
Destiny	Church	7/15/2021	Local church looking to own building and expand into 10,000 sq ft of space	Looked at Pillsbury and couple other vacant buildings, but haven't found the right fit.	Reviewed all options. Keeping an eye out for them. 8/5 might have an option for them-current church that may be available. 10/15 continue to search for a location, reviewed another site downtown, but pricetag may be too high. 2/11/22 still having conversations with another church about purchase of that building. 6/13: church had a bid in on a building and lost it so still looking for the right space.	
Kamp Automati	Automation Business	8/13/2021	Through a staff member at the Chamber learned that this business is looking to relocate to Owatonna. They are growing and need space. Also want 135 visibility.	8/15/2021: sent an introductroy email and have a phone call scheduled for next week to learn more details. 8/17/21: spoke on the phone about their needs: company works with customers from 3M to Advance Coil, employs 27 engineers, looking to own a 50,000 sq ft building, 22 ft clear, near 135.	8/25/21: Greg Kruschke and Brad Meier went to the business to discuss their needs and view their operation. 8/30/21: Kruschke set up meeting with developer to meet with the business later in the week. 10/14 producing 'Points of Pride' sheet that company can use with employees about a possible move here. 6/13: project moving forward.	
Greg Lamers	Don Juans Site	10/14/2021	Looking for parking space regulations on this site for possible new development	Connected with Kruschke at City to provide the needed information	Project continues to move.	
Travis, OPD	Looking to Purchase buildin	2/8/2022	Call from an individual looking to purchase a building, but will only need about 1/2 of the building for their business and wanted to understand the market for office/commercial space.	Shared that there is a need for space of all kinds right now.	No timeline on moving forward.	

Maeve Cashman, Medspa	Main level, downtown space for service business	3/15/2022	Looking for a main waiting area and 2 office size rooms. Currently doing business in a second floor space.	Rent level willing to pay \$600-1200.	Still working on options have provided a few, but nothing is a fit yet. 12-1-22: Maeve has moved into the former Lily & Rose site until her new location is ready in a portion of the Insty Prints building on Cedar Ave.	
Julie Sweet	Space for piano lessons	4/3/2022	Looking for 500 sq ft for piano lessons business and wants space for band rehearsal.	Discussed music space and provided option that Bob Seykora has in his building on E Vine. Neither of these seem to be good options.	Still working on this.	
Nolan Baker	Local business working to grow into new location. Possible new construction	3/17/2022	Wants more space for a shop, drive in vehicles and office. Considering new construction or existing space.	New construction seems to be too big price tag right now (\$1M). Have connected him with another business that also is looking for space as a possible renter.	6/13: No movement on this right now. Waiting to see what happens in the marketplace. 10/17/22: will be moving to an existing site that will provide some extra space while he monitors next steps on a building.	
Pure Detailing	Currently conducting business in his garage-wants a commercial space.	3/17/2022	Needs a location with drains and proper water and washing space for detailing. Would consider co-locating with other business	Connected with possible partner on a building project.	No movement yet. 9/2/22: Moved to site on hoffman drive.	
Jena Thompson, Daisy Blue	Business from another SMN city looking at expansion options for downtown retail in Owatonna	4/8/2022	Spoke on the phone about her location options, updated on progress downtown.	No decision; asked me to check back. 7/1/22 reached out for an update.	Not making the move for now.	
NextEra Energy	Energy project moving forward in Dodge & Steele Counties.	5/10/2022	Company looking for support at public hearing for the project.	Attended and spoke in favor of this development project. 6/28/22 follow up with company and update on some additional challenges moving the project to the finish line. 7/25/22: meeting about some snags in the process.	This project will happen, but timeline unknown based on regulations.	
Tasha McCaulley	local individual inquiring about downtown space	6/9/2022	inquiry about space availability downtown.	Provided a few options, inquiring more about the use and size needs	No decision	
Rich Petit	Inquiry about Central Park Coffee business for sale-looking for details.	7/1/2022	Looking for asking price, if owns building and if not, lease amount.	Got asking price, rent amount and provided contact information between the two.		
Marie and her number is (507)-491-6486.	Called office looking for resources for starting a business	7/1/2022	She was talking about car detailing and snow plowing for her first thought on a new business. Mentioned Central Park Coffee when she asked about a restaurant downtown. She then called back and asked for their phone number. I did give it to her, so she can call and ask about the business.	She inquired about financing too. Directed her to Owatonna Business Development Center to get started on a business plan.		

Met with Abdulahi Osman and his brother about looking for coffee shop space	Met with 2 individuals interested in locating a coffee shop in Owatonna.	7/11/2022	Individuals were working to start a daycare, but having difficulty finding proper staffing. now interested in buying a building and running a coffee shop.	Talked about Central Park coffee being for sale, but building is not included. They are meeting with Char on that business.	Purchasing Al Radel's building on Broadway	
Nikki Arnold (U)	Possible interest in coffee shop purchase	8/18/2022	Discussions with MainStreet Director about possible purchase-Central Park Coffee. Doing inventory of equipment.	Putting numbers together		
Rebecca Moore	Interest in coffee shop purchase	8/30/2022	Local couple interested in details of the Central Park Coffee site for sale	Looking for sales numbers. Connected them with Char for details. Provided asking price information.		
andy, java comp	Looking for possible location for another Caribou	9/1/2022	Looking for possible options for locating another Caribou in Owatonna.	Discussed a couple properties and provided contact information for a specific site they're looking at on the south end.	9/15/22: has made contact with property owner on south end of town and negotiating land.	
	Cocktail lounge and cigar bar	9/12/2022	Lisa Cochran and Troy Klecker met with individuals to discuss the idea and options.	Individual with restaurant experience interested in opening a local establishment.		
Callon Paffrath	Retail looking at space downtown	9/7/2022	Owner discussing options for moving existing business to the downtown.	Owner is looking for options in downtown, preferably on Cedar Ave.		
Learning RX	Service business looking for more space	9/9/2022	Existing downtown business looking at expanding site, looking for space options.	Needs more space.		
Matthew Ristrom, 913-669-5169	Looking to open a business in Downtown Owatonna	11/3/2022	Looking for main floor retail, space to work on his product (tube amplifiers) and an apartment or two upstairs. Wants to own the building.	Toured the city building on Main Street-the cost doesn't work for him with the amount of renovation needed. Provided him with Al Radal and Al Martin contact information - neither is interested in selling to him at this time.	12/12/22: Matt has decided to invest in a building in Faribault. Only reason is he wasn't able to find a willing seller in Owatonna for what he wanted.	
Darin Waldhauser 218-309-8702	Interested in buying Tone Music	12/1/2022	Working with Beyond the Brinks a non-profit supporting people who recently served time in prison.	He wants to have the business be part retail and part non-profit. Looking for how to start this effort.	Sent him to Bill at OABDC to get started with business plan as first step.	
Tim Ellison 952-484-9319	Interest in redeveloping the Motel 6/Studio 6	10/26/2022	Husband/Wife combo who have done redevelopment projects in downtown Faribault have some interest in the hotel project.	Troy, Greg, Brad met with them to discuss the current situation and did a call with the bank who has the note on the building. The couple was going to look at the building that morning.	11/30/22: This couple wanted contact information for the current hotel owner so they could discuss possible purchase before the property went to sheriff's sale. Follow up: that isn't going to work so waiting for bank to own. 12/9/22: Current bank has ownership after sheriff sale. The owner himself could still do a buyback until a date in January.	

<p>Randy Walters, Circle K r.walters@circl ek.com or 608- 359-9561</p>	<p>Possible Truck Stop Location</p>	<p>12/15/2022</p>	<p>At the Holiday gas station ribbon cutting had a discussion with regional manager Dan Fitzpatrick about Circle K locating a truck stop in Owatonna near the 35/14 interchange. Dan said he'd have their location guy call me.</p>	<p>12/15/22: phone discussion with Randy W. about possible truck stop location near 35/14. Talked through some site possibilities along that stretch. Randy asked me to email him to tell Owatonna's story and include any recent additions to the community and industries.</p>	<p>12/22/2022: sent an email explaining Owatonna's growth including recent locations of new business in the industrial park as well as residential.</p>	
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Company	Date of Inquiry	Service Provided	Follow ups	Conclusion	Project Outcome: Green (progressing), yellow (probable), red (not moving)
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 in 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.	

# 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
<b>TOTAL</b>	<b>\$243,718</b>	<b>\$243,119</b>	<b>\$193,373</b>	<b>\$ 131,662</b>	<b>\$227,616</b>

#### Occupancy YTD

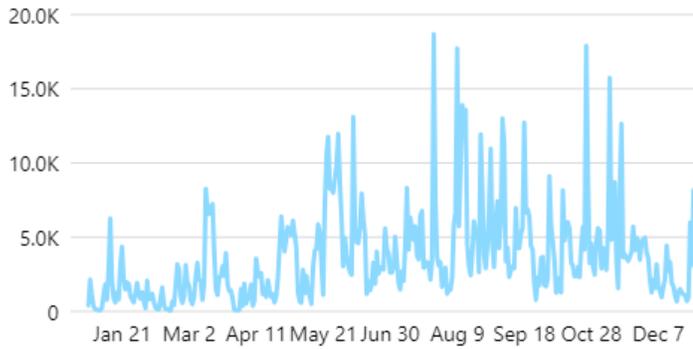
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	YTD Average
<b>2023</b>	38.6	40.5	46	45	49	62	52.5	58.4	55.4	49.2	44.3		49.2%
<b>2022</b>	34	35	41	52	52	59	49	51	44	43	39	39.3	44.1%
<b>2021</b>	22	27	31	43	52	63	57	59	54	60	48	40	47%
<b>2020</b>	45.7	46.8	34	28	35.4	51.6	37.2	38.6	42.1	46.6	37.5	26.5	39.2%
<b>2019</b>	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%
<b>2018</b>	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%
<b>2017</b>	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%
	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023 (YTD)</b>									
<b>ADR</b>	\$ 83.73	\$ 81.30	\$ 94.27	\$ 117.98									
<b>REV Par</b>	\$ 36.56	\$ 27.13	\$ 42.01	\$ 62.62									

#### Looking Ahead to January 2024

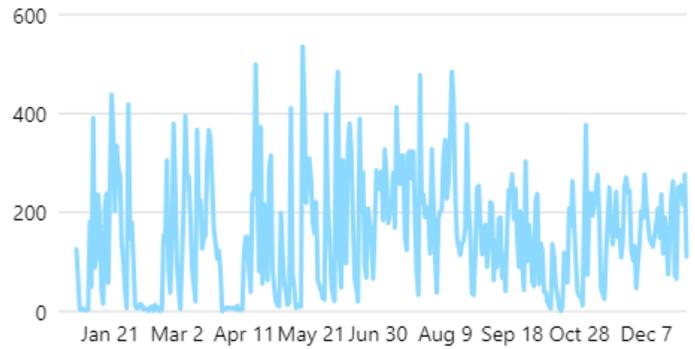
1. **New Visitor Guide will be available in February**
2. January 9- **Minnesota Field Trip Library Summer Planning Show** at Fort Snelling
3. January 12-15 Minne Road Trip **Chicago Travel Show**
4. **Bold & Cold** January 23-28
5. **January 30, Tourism Kick-Off for 2024.**  
Retail; Restaurant; Service 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 1<sup>st</sup> quarter for sports venue facilities

## Reach

Facebook (i)  
reach  
**304,496** ↑ 57.3%

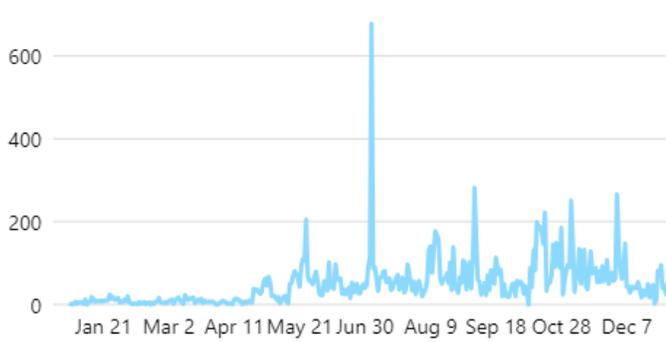


Instagram (i)  
reach  
**5,982** ↓ 3.3%

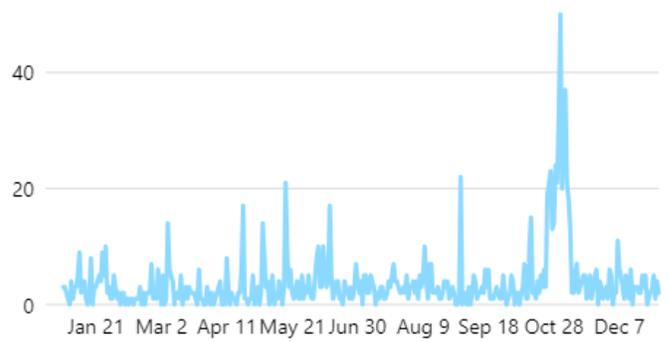


## Visits

Facebook (i)  
visits  
**18,169** ↑ 366.2%

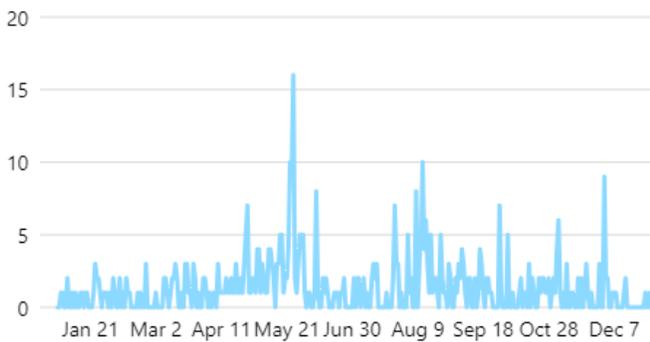


Instagram profile (i)  
visits  
**1,414** ↑ 84.4%

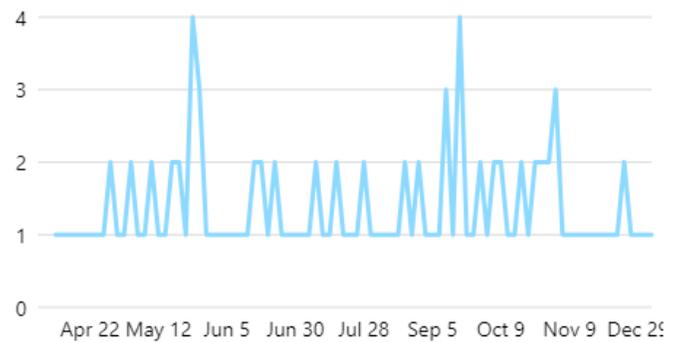


## New likes and follows

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%

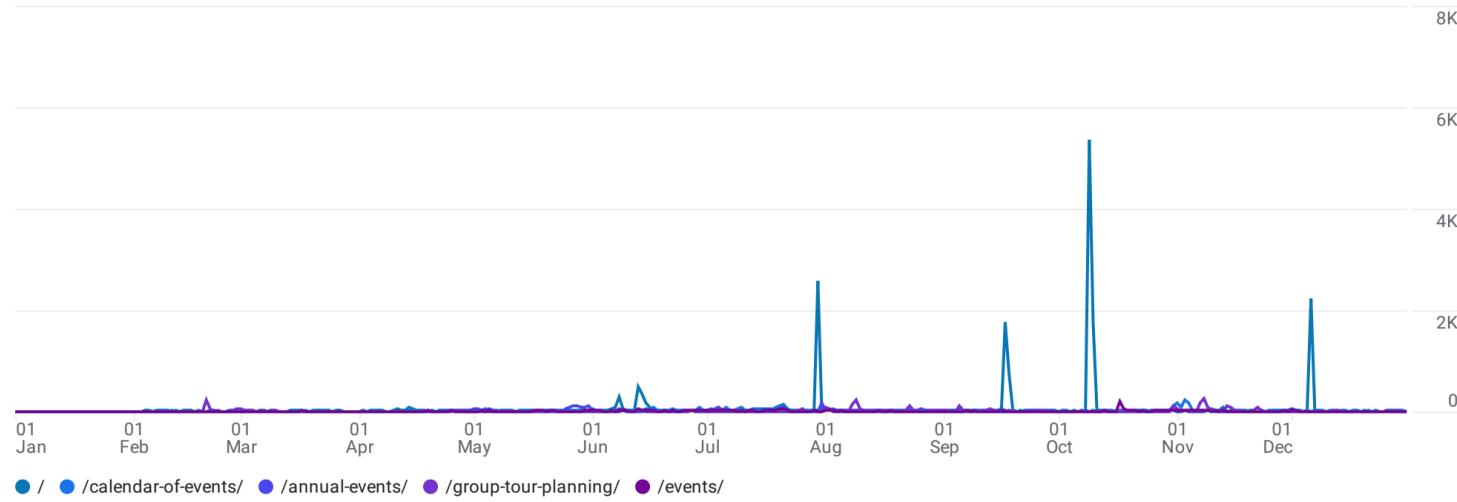
All Users Add comparison +

Last calendar year Jan 1 - Dec 31, 2023

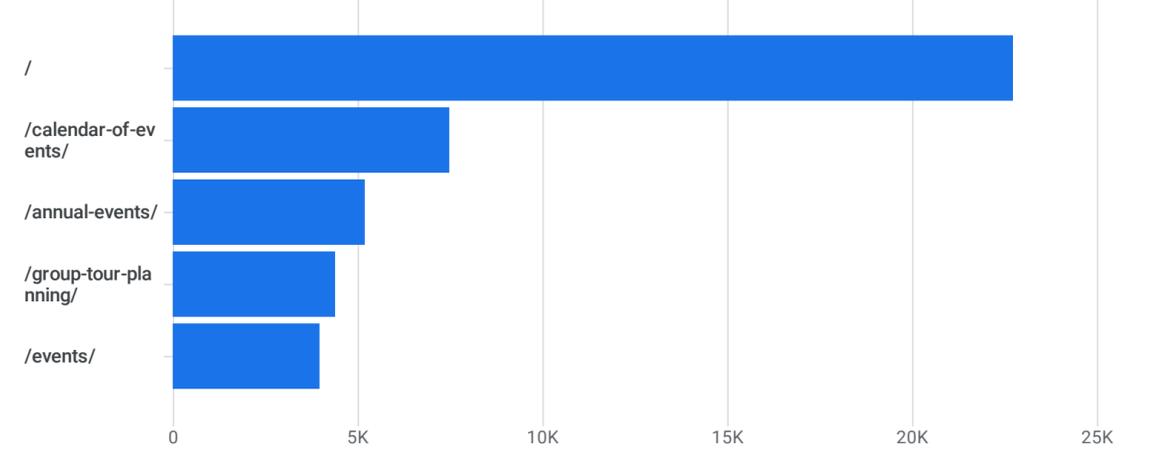
Pages and screens: Page path and screen class

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

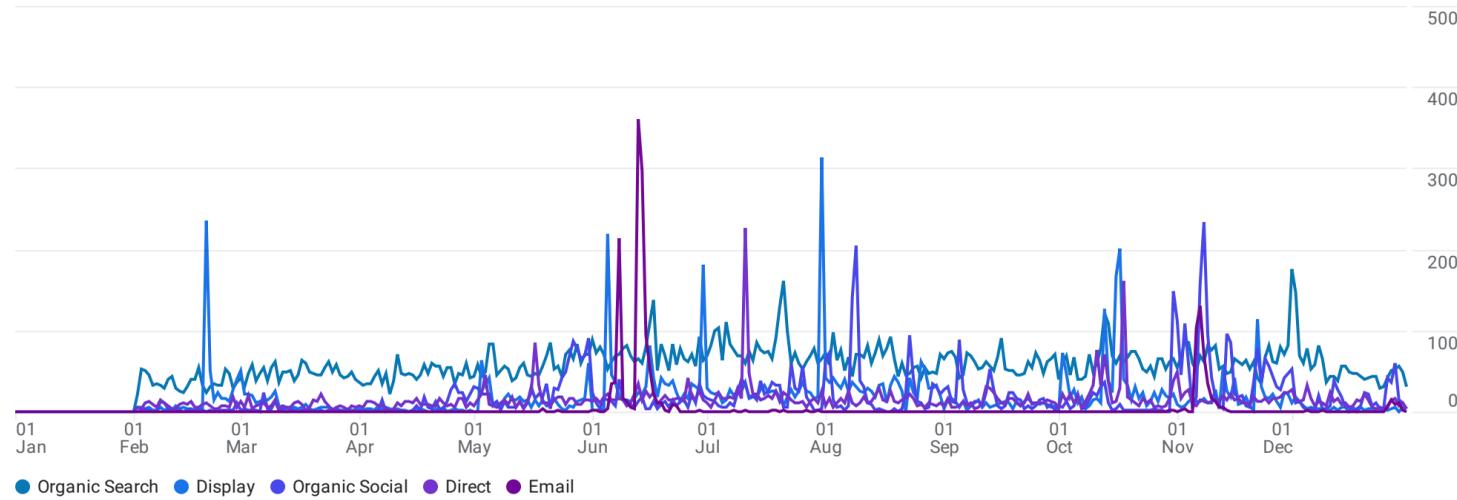
All Users Add comparison +

Last calendar year Jan 1 - Dec 31, 2023

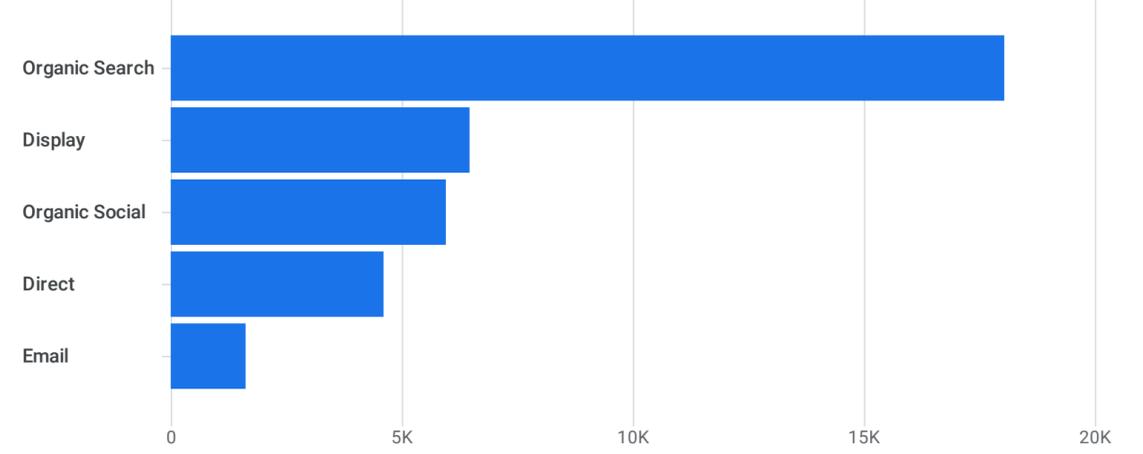
Traffic acquisition: Session default channel group

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
<b>Organic Search</b>	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			