

# Memo

To: Economic Development Authority  
From: Brad Meier, President/CEO  
Date: 2/21/2024  
Re: OACCT Economic Development Update

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## Economic Development

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

## Workforce

- Made in Owatonna Day-Healthcare was held today
- Federated Insurance intern process
- Junior & Senior survey follow ups

## Other

- OPED: Livability new articles (5) have been published at Livability.com
- OPED: Focus areas over the next three years:
  - **Attract/Educate Quality Workforce** - A quality workforce is vital to continued economic growth in Owatonna. We also seek opportunities to attract a workforce that doesn't actually live in Owatonna, and also attract people to live in Owatonna that work elsewhere.
  - **Marketing and Communications** - Provide updates to key partners and brand Owatonna as the place to be. (Visit – Work – Live) Extra mile ends here. Focus on the value of relationships that exist. Easy to do business with and live in.
  - **New Development/Redevelopment** – Achieve private and public investment in infrastructure at levels which support a population growth projection of 40,000 by 2040.
- Grand Rapids downtown association group coming to spend night and tour Owatonna's renovations.
- Chamber Annual Dinner recognized 8 large donors to the new OHS with the Extra Mile Award
- Website updating for VisitOwatonna, Chamber, and Owatonna Partners for Economic Development-collecting proposals