



Top Focus areas for 2024

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

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

	2024	2023	2022	2021	2020	2019
JAN	\$19,206	\$22,926	\$13,871	\$21,347	\$ 16,376	\$17,083
FEB		\$17,468	\$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		\$21,155	\$21,443	\$15,578	\$ 11,453	\$15,874
DEC		\$18,059	\$22,647	\$17,257	\$ 8,688	\$16,358
TOTAL	\$19,206	\$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%
2023	38.6	40.5	46	45	49	62	52.5	58.4	55.4	49.2	44.3	36.2	48.1%
2022	34	35	41	52	52	59	49	51	44	43	39	39.3	44.1%
2021	22	27	31	43	52	63	57	59	54	60	48	40	47%
2020	45.7	46.8	34	28	35.4	51.6	37.2	38.6	42.1	46.6	37.5	26.5	39.2%
2019	42.6	50.9	42.3	50.0	57.1	68.3	63.4	67.0	59.6	58.4	46.9	43.9	54.2%
2018	49.9	49.6	53.80	50.20	55.5	68.10	57.80	69.00	65.4	59.60	41.9	45.7	55.5%
2017	62.4	58.6	61.2	49.4	59.3	70.9	68.0	69.0	65.4	67.7	62.8	50.2	62%
		2020	2021	2022	2023	2024 (YTD)							
ADR		\$ 83.73	\$ 81.30	\$ 94.27	\$ 117.98	\$112.25							
REV Par		\$ 36.56	\$ 27.13	\$ 42.01	\$ 62.62	\$46							

1. Key Dates:

- a. Owatonna Shop & Dine Challenge- Feb 26-May 5
- b. VG Arrived Last Week
- c. April 8- Retail/Restaurant Marketing Meeting- 8am Chamber Conference Room
- d. Tour Our Town Completes End of April- New version starts May -Oct
- e. Corky’s Early Bird May 3-5- Volunteer Sign up after April 1
- f. May 20- Marketing 101 offered at OPU in partnership with OBDC 11am-1pm- Quarterly Meeting
- g. NTTW May 19-25; Social/Awards May 22 at Foremost



EDA March 2024 Report

2. Meeting/Group Tours Recap

- a. Clean River Partners & MN Health Coalition- March 26

Comments from organizer: *The event was a huge success. The total count was somewhere around 250 people. The Owatonna Eagles staff was excellent. We had to add to the number of people attending from 220 to 275, and we did this on the day before the event. The staff was able to accommodate us with no problem. The food was delicious and the staff supported us throughout the entire time of the event.*

Everything went extremely well! Thank you again for your assistance in finding a venue to hold our event.

- b. MainStreet Minnesota- April 4 & 5
- c. GrandRapids Mainstreet (Economic Development Services)-April 29
- d. AmeriPrise Financial – April 25 &26
- e. United Way of MN Meeting- June 5 & 6
- f. Catholic Daughters- April 2025
- g. Model T Ford Group- July 2025

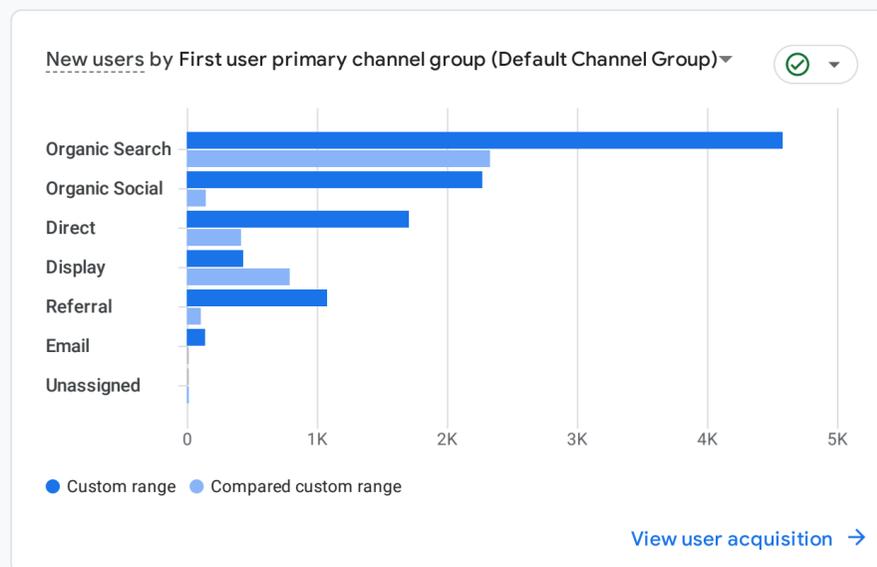
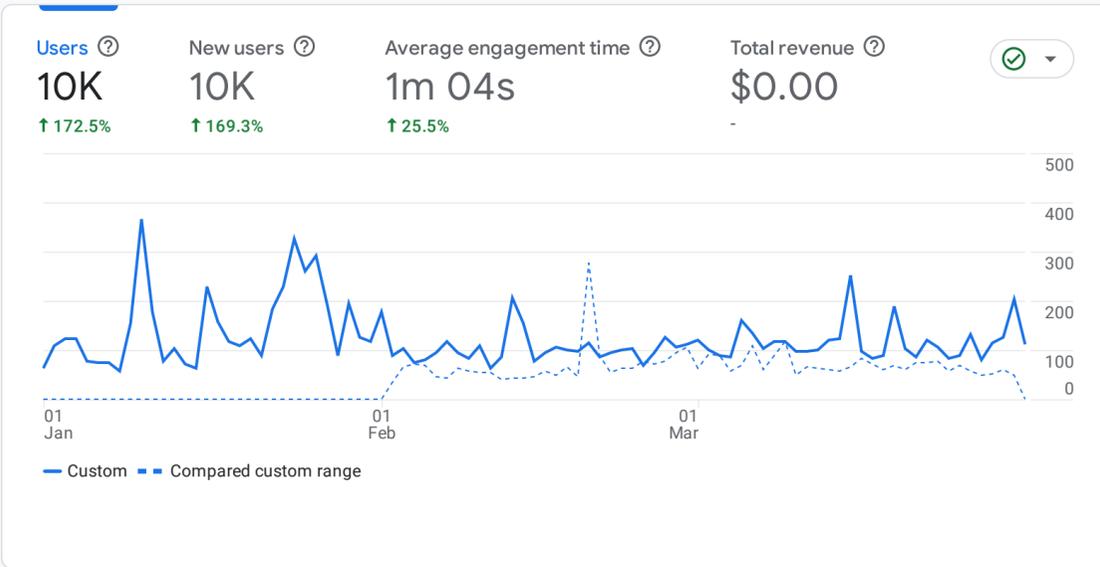
Group Tours	City	State/Region	Date
DCCHSA Field Trip (Dodge County Home School Association)	Dodge County	Minnesota	2/1/2024
Loyola High School Social Studies Class	Mankato	Minnesota	2/28/2024
PossAbilities - Rochester	Rochester	Minnesota	4/1/2024
New Sociables	Eagan	MN	5/17/2024
Red Wing Senior Center	Red Wing	Minnesota	6/1/2024
Landmark Center	St Paul	Minnesota	6/13/2024
Stewartville Community Education	Stewartville	Minnesota	7/10/2024
Seniors on the Move - Des Moines, Iowa	Des Moines	Iowa	8/25/2024
Maple Grove Parks & Recreation	Maple Grove	Minnesota	9/1/2024
Castle Rockers Travel Club - October 2024	Randolph	Minnesota	10/7/2024

- 3. National Travel & Tourism Week- May 19-25- Foremost event May 22.
- 4. 24 Hour Welcome Center almost ready to open- Entrance of Ringhofer Conference Center
- 5. Website RFP's being reviewed

All Users Add comparison

Custom Jan 1 - Mar 31, 2024
Compare: Jan 1 - Mar 31, 2023

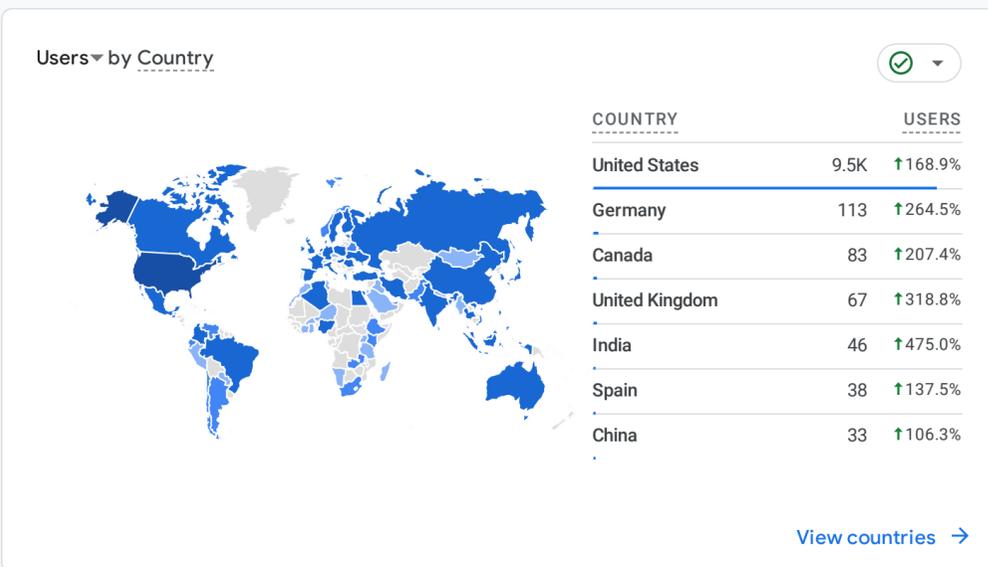
Reports snapshot



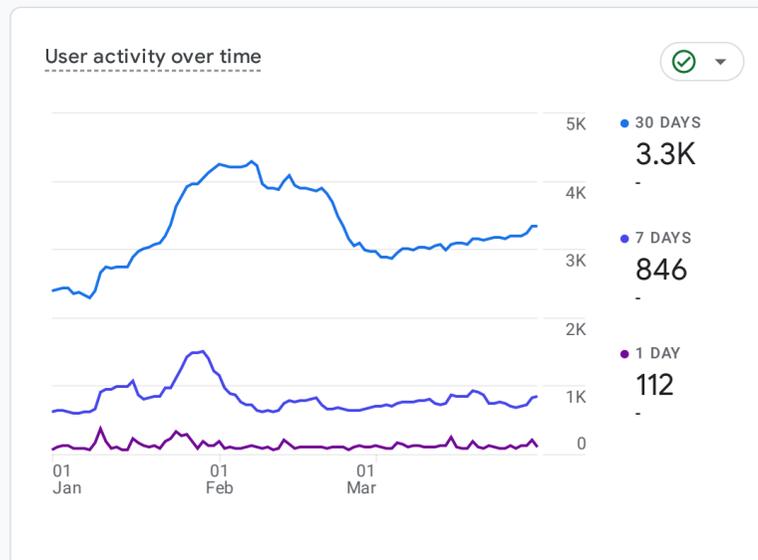
Sessions by Session primary channel group

SESSION PRIMARY CHAN...	SESSIONS	% Change
Organic Search	6.2K	↑ 115.9%
Direct	2.2K	↑ 291.2%
Organic Social	2.5K	↑ 1,586.0%
Referral	1.1K	↑ 661.9%
Display	436	↓ 45.2%
Email	219	-
Unassigned	27	↑ 237.5%

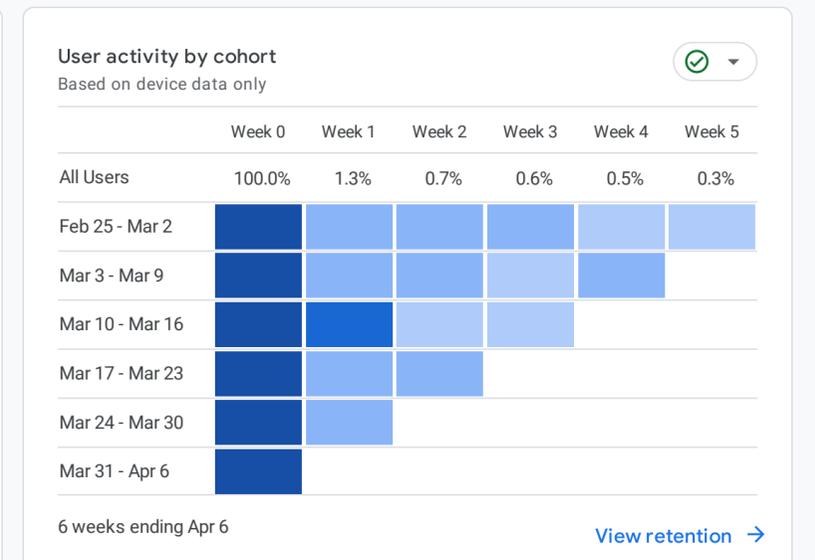
[View traffic acquisition](#)



HOW ARE ACTIVE USERS TRENDING?



HOW WELL DO YOU RETAIN YOUR USERS?



WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS	% Change
Owatonna Area Chamber of Commer...	2.8K	↑ 195.7%
GROUP TOUR PLANNING Owatonn...	1.6K	↑ 109.8%
Bold & Cold Winter Festival Owatonn...	1.9K	↑ 969.0%
CALENDAR OF EVENTS Owatonna ...	1.4K	↑ 146.0%
THINGS TO DO Owatonna Area Cha...	1.1K	↑ 157.1%
WHERE TO EAT Owatonna Area Cha...	871	↑ 121.1%
EVENTS Owatonna Area Chamber o...	742	↑ 116.3%

[View pages and screens](#)

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT	% Change
page_view	28K	↑ 264.2...
session_start	13K	↑ 185.5...
user_engagement	12K	↑ 135.9...
first_visit	10K	↑ 169.3...
scroll	7.8K	↑ 475.7...
click	4.9K	↑ 166.0...
engaged_visitors_2_...	2.4K	-

[View events](#)

WHAT ARE YOUR TOP CONVERSIONS?

Conversions by Event name

EVENT NAME	CONVERSIONS	% Change
engaged_visitors_2_...	2.4K	-
engaged_visitors_2_...	1.6K	-
purchase	128	-

[View conversions](#)

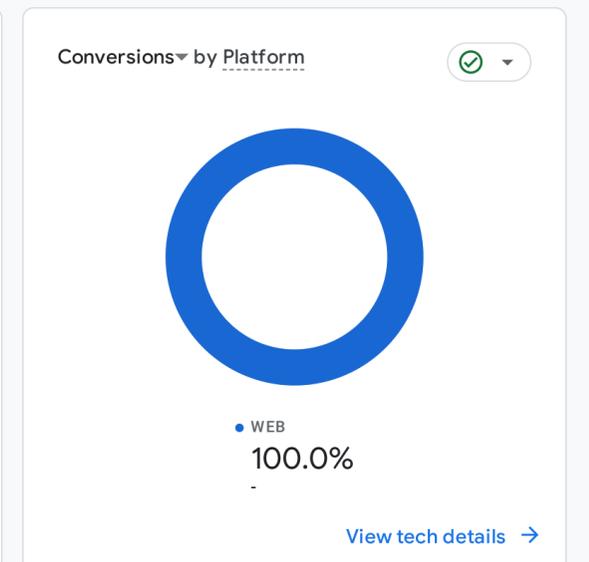
WHAT ARE YOUR TOP SELLING PRODUCTS?

Items purchased by Item name

ITEM NAME	ITEMS PURCHA...	% Change
Shop & Dine Owatonn...	128	-

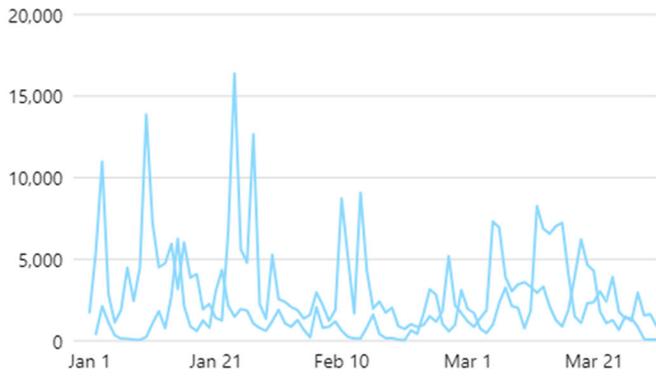
[View items](#)

HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

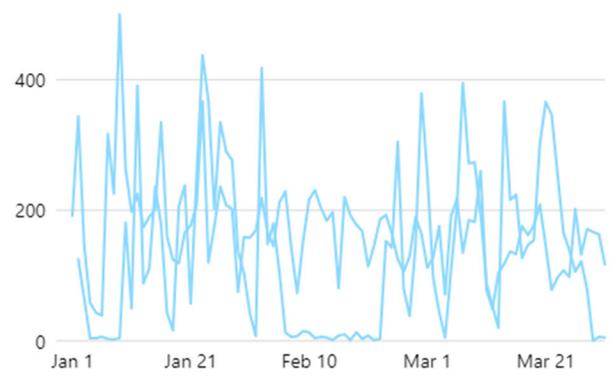


Reach

Facebook ⓘ
94.7K ↑ 105.1%

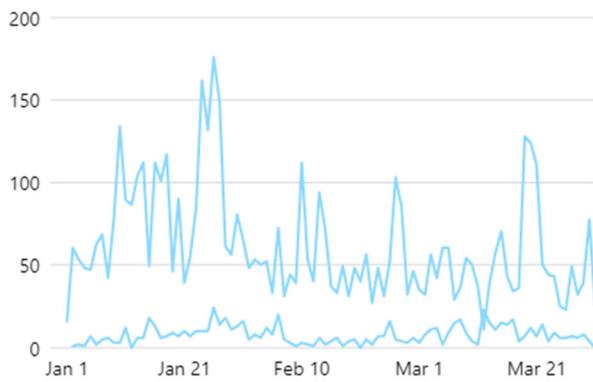


Instagram ⓘ
1.7K ↓ 36.4%

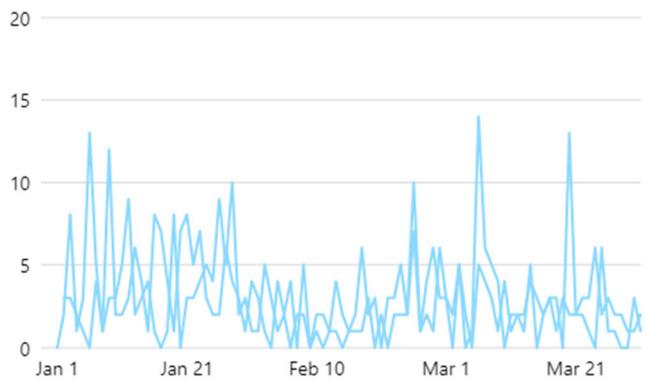


Visits

Facebook ⓘ
5.6K ↑ 710.6%

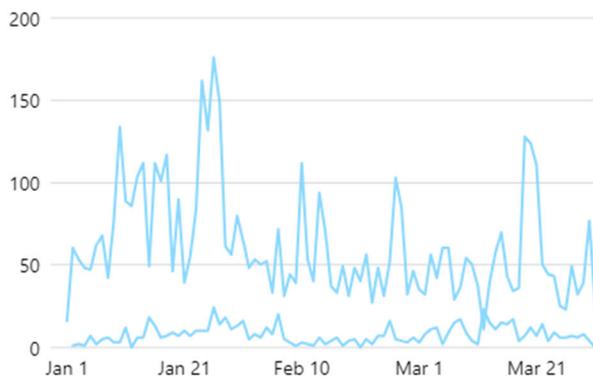


Instagram profile ⓘ
305 ↑ 33.8%

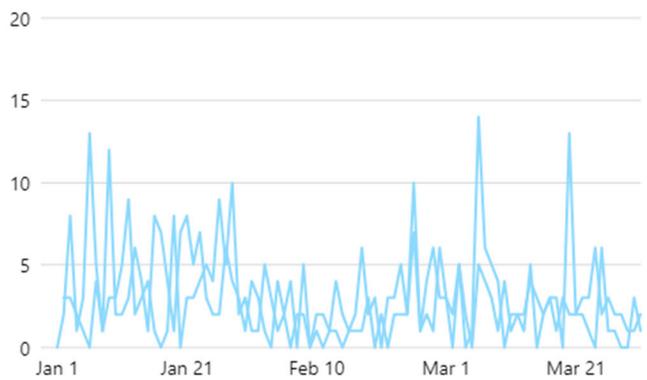


Visits

Facebook ⓘ
5.6K ↑ 710.6%



Instagram profile ⓘ
305 ↑ 33.8%



Ad trends

Paid reach ⓘ
14,748 ↓ 32%

Paid impressions ⓘ
58,230 ↑ 34.3%



EDA March 2024 Report



2024 Events Listing

Start Date	End Date	Organization	Festival or Event Name	Venue Held
12/1/2023	12/3/2023	Owatonna Hockey Association	Hockey Tournament	Four Seasons
12/2/2023	12/3/2023	Owatonna Basketball Association	OBA Boys Tournament	Multiple
12/8/2023	12/10/2023	Owatonna Hockey Association	Hockey Tournament	Four Seasons
12/23/2023	2/25/2024	Owatonna Hockey Association	Hockey tournament	Four Seasons Center
12/29/2023	12/30/2023	Owatonna Hoops Club	HS Boys Basketball- Federated Classic	OHS
1/5/2024	1/7/2024	Owatonna Hockey Association	Hockey Tournament	Four Seasons
1/13/2024	1/14/2024	Owatonna Basketball Association	OBA Girl Tournament	Multiple
1/13/2024	1/13/2024	Music Boosters	Music Boosters of Owatonna Fundraiser	OHS
1/14/2024	2/25/2024	owatonna arts center	Lisa Traux Clay, Perpich Center for Arts Education. Visual Artists works, Abraham Gilberto equestrian-themed photos	Owatonna Arts Center
1/19/2024	1/21/2024	Owatonna Hockey Association	Hockey Tournament	Four Seasons
1/22/2024	1/28/2024	Park and Rec; Owatonna Chamber; Owatonna People's Press	Bold and Cold	Multiple
1/27/2024	1/27/2024	Rice Lake State Park	Candlelight Event	Rice Lake State Park
2/3/2024	2/3/2024	reggies brewhouse	Legacy Of The Loud is a rock band based out of the Twin Cities who brings together accomplished musicians to create a one of a kind medley format by covering history's top selling artists.	reggies brewhouse
2/3/2024	2/3/2024	Foremost Brewing Cooperative	Americana-Country-Folk music of Gospel and Gravel- The duo's setlist includes covers by Brandi Carlile, Emmylou Harris, John Prine, Dolly Parton, Mumford & Sons, and The Head and The Heart as well as favorite originals that have been stirring followers since singing their first notes together in 2019.	Foremost Brewing Cooperative
2/3/2024	2/3/2024	mineral springs brewery	Kate & Ray	mineral springs brewery
2/3/2024	2/3/2024	Owatonna Hockey	Hockey Day Owatonna	four seasons

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		Association		center
2/9/2024	2/9/2024	Be Still Wellness Center & Injection Bar	Galentine's Wellness Party	Fresh Cafe
2/10/2024	2/10/2024	SCHC	Adult Victorian Tea	SCHC
2/15/2024	2/15/2024	Four Seasons Center	Section 1AA and 1A H.S. Girls Championships	Four Seasons Center
2/16/2024	2/25/2024	Little Theatre of Owatonna	LTO Steel Magnolias	Little Theatre of Owatonna
2/24/2024	2/24/2024	Foremost Brewing Cooperative	Bob Fest- February 24 - ALL DAY <ul style="list-style-type: none"> • Music currently schedule: ADAM MOE at 7:00pm • Bob's Badass Bock beer release • Beer Poking all day • Outdoor winter patio 	Foremost Brewing Cooperative
2/26/2024	5/5/2024	Owatonna Shop & Dine Challenge	Various Owatonna Locations	Various Owatonna Locations
2/29/2024	3/2/2024	Owatonna High School "Newsies" Musical	Owatonna High School "Newsies" Musical	
3/1/2024	3/3/2024	Community Pathways	Hometown Sampler	Little Theatre of Owatonna
3/2/2024	3/2/2024	Owatonna Hockey Association	Hockey Tournament	Four Seasons Center
3/3/2024	3/31/2024	owatonna arts center	Owatonna Public Schools Student Art Show	Owatonna Arts Center
3/9/2024	3/9/2024	Big Brothers Big Sisters	Evening for Kids Sake	Torey's
3/9/2024	3/9/2024	Four Seasons Center	Figure Skating Show	Four Seasons Center
3/14/2024	3/16/2024	North Star & KOWZ/KRUE	North Star Farm & Power Show	Four Seasons
3/16/2024	3/16/2024	Owatonna Eagles Club	Bridal Expo	owatonna eagles club
3/16/2024	3/16/2024	Foremost Brewing Cooperative	Blues & Brews- St. Paddy's Day Party- BLUES AND BREWS - ST. PADDY'S DAY PARTY Saturday, March 16th Music by the Mark Cameron Band at 7:00pm	Foremost Brewing Cooperative
3/21/2024	3/24/2024	CAT CALLS - a feminist Cabaret	Owatonna Arts Center	Owatonna Arts Center
3/22/2024	3/24/2024	KOWZ/KRUE	KOWZ/KRUE Home Show	Four Seasons
4/6/2024	4/6/2024	Habitat for Humanity	Hops for Habitat	Four Seasons
4/7/2024	4/28/2024	Owatonna Arts Center	Ann Junkin found still lives at a swap meet; Mary Opatz Herges landscape paintings	Owatonna Arts Center
4/9/2024	4/9/2024	KOWZ	Job Fair	Four Seasons

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				Center
4/19/2024	4/28/2024	Little Theatre of Owatonna	LTO -The Man Who Came to Dinner	Little Theatre of Owatonna
4/19/2024	4/19/2024	BBBS	Bowl For Kids Sake	SpareTime Entertainment
4/20/2024	4/20/2024	Young Life	Young Life Cake Auction	Trinity?
4/20/2024	4/20/2024	St Mary's	St. Mary's Auction	St. Mary's
4/21/2024	4/21/2024	Styles of Steele	Blooms & Bubbles Fashion Show	Toreys
4/26/2024	4/26/2024	SCHC	SCHC 75th Anniversary	SCHC
4/27/2024	4/27/2024	OHS	prom	Four Seasons Center
4/27/2024	4/27/2024	Soubas	Souba Greenhouse Spring Celebration	Soubas
4/28/2024	4/28/2024	Owatonna Arts Center	OMS Orchestra & Jazz Band	Owatonna Arts Center
5/3/2024	5/5/2024	Loren Dietz	Corky's Early Bird Tournament	Owatonna Ball Diamonds
5/4/2024	5/4/2024	Julee Elstad	Rustic Mamas	Four Seasons
5/4/2024	5/4/2024	Beth Svenby	From the Heart 5K	Lake Kohlmier
5/4/2024	10/26/2024	OBP	Farmers Market	Central Park
5/4/2024	5/4/2024	Alliance for Greater Equity/Lupe- El Rey del Taco	Cinco de Mayo	Central Park
5/5/24	5/26/2024	owatonna arts center	The 71 Annual Steele County Art Exhibition & David Salemo paintings "Together a portrait of America.	Owatonna Arts Center
5/11/2024	5/11/2024	Jose Herrera	Los Inquietos del Norte	SCFF Grandstand
5/11/2024	5/12/2024		Rabbit Show	SCFF Radel Building
5/14/2024	5/14/2024	KOWZ	Taste Fest	Four Seasons Center
5/17/2024	5/19/2024	MCHA	National/Minnesota Cutting Horse Event	SCFF Radel Building
5/18/2024	5/18/2024	Just for Kix	Dance recital	Four Seasons Center
5/19/2024	5/25/2024	National Travel & Tourism Week	Visit Owatonna & Tourism Partners	Varios Locations
5/20/2024	8/5/2024	Owatonna Aces	Owatonna Aces Baseball Season	Dartts Park
5/22/2024	5/22/2024	Owatonna Tourism	National Travel & Tourism Week Social	Foremost Brewing Cooperative
5/27/2024	5/27/2024	VFW/Legion	Memorial Day Service & parade	Four Seasons Center
5/31/2024	6/1/2024	John Hammer	Smokin In Steele	SCFF Beer Garden
6/6/2024	8/15/2024	Jerry Besser	11@7 Concert Series	Central Park
6/6/2024	6/6/2024	Main Street	Downtown Thursdays (1st Thursday of	Cedar and

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			Month)	Central Park
6/6/2024	8/29/2024	Owatonna Eagles	Classic Car Cruise In (Eagles)- Every Thursday	Owatonna Eagles
6/8/2024	6/9/2024	Huskies Bullpen Club	Huskies Bullpen Tournament 14AA & 14AAA	Ball Diamonds
6/8/2024	6/8/2024	American Dairy Association	Breakfast on the Farm	TBD
6/14/2024	6/16/2024	MCHA	Minnesota Cutting Horse Event	SCFF Radel Building
6/14/2024	6/23/2024	Little Theatre of Owatonna	LTO- Dear Edwina Jr.	Owatonna Middle School
6/14/2024	6/16/2024	Huskies Bullpen Club	Huskies Bullpen Tournament 9AA, 9AAA, 12A, 12AA, 12AAA, 13AA, 13AAA	Ball Diamonds
6/15/2024	6/15/2024	Marching Band Committee	Harry Wenger Marching Band Festival	
6/18/2024	6/21/2024	Degner Regional Airport	47th Annual Air Race Classic	Degner Regional Airport
6/21/2024	6/23/2024	Huskies Bullpen Club	Huskies Bullpen Tournament 10A, 10AA, 10AAA, 11A, 11AA, 11AAA, 13A, 13AAA, 14/15A, 15AA, 15AAA	Ball Diamonds
6/22/2024	6/22/2024	Alliance for Greater Equity	Juneteenth	Manthey
6/22/2024	6/22/2024	Owatonna Young Professionals	.5K	Mineral Springs Brewery
6/23/2024	6/23/2024	SCHC	Jazz Jam on the Patio	SCHC
6/29/2024	6/29/2024	Foremost Brewing Cooperative	SIZZLIN' SUMMER KICK OFF- SIZZLIN' SUMMER KICK OFF Saturday, June 29th • Melissa Schulz - Kids music sing along from 1pm-3pm • Fun family activities	Foremost Brewing Cooperative
7/4/2024	7/4/2024	Rotary	4th of July Fireworks	SCFF
7/5/2024	7/7/2024	MCHA	Cutting Horse Event	SCFF Radel Building
7/11/2024	7/11/2024	Main Street Community Pathways	Downtown Thursdays (June 6; July 11; Aug 11 Sep 5)	Cedar and Central Park
7/12/2024	7/12/2024	Pathways	Pathways Palooza	SCFF Beer Garden
7/13/2024	7/13/2024	SCHC	Chuckwagon Supper	SCHC
7/13/2024	7/13/2024	Rainbowatonna	Pride in the Park	
7/14/2024	7/14/2024	SCHC	Extravaganza	SCHC
7/18/2024	7/20/2024	OBP	Gem Days	Cedar and Central Park
7/19/2024	7/21/2024	Owatonna Park & Rec	Summer Weekend Out	Various Locations
8/1/2024	8/1/2024	Main Street	Downtown Thursdays (June 6; July 11; Aug 11 Sep 5)	Cedar and Central Park
8/13/2024	8/18/2024	SCFF	Steele County Free Fair	SCFF

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8/24/2024	8/24/2024		Riverbend Music Festival	
9/3/2024	9/3/2024		Steele Fit Health Fair	Four Seasons Center
9/5/2024	11/15/2024	Owatonna's Outdoor Adventures	Bandwango Challenge	Bandwango Challenge
9/7/2024	9/7/2024		Chubb's BBQ	SCFF Beer Garden
9/10/2024	9/10/2024		Kowz Taste Fest	Four Seasons Center
9/14/2024	9/14/2024	State School Orphanage	State School Orphanage Fall Festival	State School Orphanage
9/14/2024	9/14/2024	Julee Elstad	Rustic Mamas	Four Seasons
9/20/2024	9/21/2024	Mineral Springs Brewery	OktoberFest- MSB	Mineral Springs
9/21/2024	9/21/2024	Relay for Life	Relay for Life	SCFF Grounds
9/28/2024	9/28/2024	MN State Rabbit Show	MN State Rabbit Show	SCFF Radel Building
10/5/2024	10/5/2024	Foremost Brewing Cooperative	Oktoberfest	Foremost Brewing Cooperative
10/26/2024	10/26/2024	Foremost Brewing Cooperative	Halloween Costume Party	Foremost Brewing Cooperative
10/26/2024	10/26/2024	SCHC	A Haunting We Will Go	SCHC
10/26/2024	10/26/2024	Downtown Trick or Treat Event		
11/1/2024	11/9/2024	Multiple	Craft Sales & Bazaars (2 weekends in nov)	Multiple
11/8/2024	11/9/2024	Multiple	Craft Sales & Bazaars (2 weekends in nov)	Multiple
11/9/2024	11/9/2024	Tri M Graphics	Tri M Open House	Tri M Graphics
11/16/2024	11/16/2024	SCHC	Children's Victorian Tea	SCHC
11/28/2024	11/28/2024	SCHC	Holiday Light Cruise Begins	City-wide
12/4/2024	12/5/2024	SCHC	Holiday Cookie Sale	SCHC
12/6/2024	12/6/2024	Main Street	Lighted Parade	Cedar and Central Park
12/6/2024	12/18/2024	Multiple	Hometown Holidays	Multiple
12/6/2024	12/7/2024	SCHC	Christmas in the Village	SCHC
12/14/2024	12/14/2024	Foremost Brewing Cooperative	Cheers & Beers-Anniversary Part & Ugly Christmas Sweater Party	Foremost Brewing Cooperative
7/19/2025	7/25/2024	Owatonna Model T Club	Model T Ford Club	