



## Quarter 1 Report for EDA

### Design:

- Ordered flowers for 2024 flower baskets
- Applied for, and received Project Assistance Funds from Rethos for street banners with new logo (\$4000) and to revive the Owatonna Owls story/interaction (\$1000)

### Economic Vitality:

- Met with 3 business/building owners regarding Forgivable Loan - applications are all in process
- Attended 3 monthly meetings with Sean from OABDC
- Held quarterly Economic Vitality Committee Meeting
- Attended 3 EDA Meetings
- Hosted Quarterly Downtown Business/Building Owners meeting

### Organization:

- Ran 3 Advisory Board Meetings
- Completed accreditation application
- Recruited 1 new board member and 2 new committee members

### Promotion:

- Implemented a new event in Main Street District highlighting restaurants and bars - A Winter Walk w/ Beverages, Bites and Brrringo
- Assisted Tourism with Shop & Dine Challenge
- Supported and assisted with planning a new event in Downtown Owatonna - Cinco de Mayo event on May 4<sup>th</sup>
- Led 2 Promotions Committee Meetings
- Attended Capitol Day at MN State Capitol, met with representatives to advocate for additional funding for Main Street Programs in 26-27

### Training:

- Attended 6 Main Street Directors meetings via Zoom
- Attended, Emerging Trends with Main Streets, AARP Community Challenge, Funding Main Street Management, Backing Small Businesses, all in Zoom form
- Coordinated with Rethos Staff and Tourism to host MN Main Street Conference in Owatonna in April
- Attended 1 Growth Breakfast Series

### Communication:

- 2 interviews on Straight Talk

-3 full-page articles/ads in Steele County Times focused on Main Street

Downtown News:

- Businesses Closed: Bellebrook Boutique and Elwood Cleaners
- Businesses Opened: Hotworx, The Clubhouse, Daryl Bauer Home Resource Group
- New Owners: Central Park Coffee
- Business Move: Flemke Agency

Community Involvement:

- Attended 3 Owatonna Business Partnership Meetings to share Main Street news, events, and programs
- Attended 1 Community Advisory Meeting with the Owatonna Foundation
- Attended 1 Planning Commission Meeting
- Attended 2 Business After Hours hosted by OACCT
- Attended the State of the State Address at OHS