

# EDA REPORT

## July 2021

**Tourism Staff Assigned: Karen Pehrson**

*Promote Owatonna as a destination for leisure, group, tournament and meeting travel.*

### UPDATES

#### Marketing Umbrella Branding Project

May

- Engaged Bill Geist from DMOProz

June

- Two days talking with key community stakeholders and government officials regarding their visions for the future.
  - Conversations energized by the positive attitudes we experienced, driven in large part by developments downtown, in education and recreational assets. Unlike several communities similar to Owatonna, there is a definite feeling of optimism as we emerge from the ravages of the pandemic.
  - Despite the enthusiasm for the future, there is also a significant challenge in finding a skilled workforce with which the communities' businesses can grow. The struggle to find workers was universally noted as the biggest pain point for local business owners and management.
  - Those with whom we spoke agreed that, to capitalize on the momentum of the past year, Owatonna needs to become more intentional about the story it tells, both locally to instill community pride and externally to develop interest in learning more about the destination.

August - October

- Contact with stakeholders with whom we met in late June. Loop Economic Development back into the conversation. Ascertain the "inner circle's" comfort with the overall concept of a unified brand...and a centralized marketing approach. Assuming consensus, begin to expand the circle. Develop a list of community thought-leaders and individuals with considerable respect throughout the region. Prioritize the list for contact and begin to grow consensus until you believe you have the support to publicly announce plans to develop a community brand (*no one outside the circle of contacts really needs to know the details of the marketing umbrella at this stage of the process*).

#### Lodging Tax Revenue

	2021	2020	2019
	January includes arrears from 2019 & 2020		
JAN	\$21,347	\$ 16,376	\$17,083
FEB	\$8,475	\$ 11,009	\$16,473
MARCH	\$10,756	\$ 8,123	\$14,985
APRIL	\$13,735	\$ 5,493	\$17,043
MAY	\$16,739	\$ 7,230	\$19,600
JUNE	\$7,992 (2 properties as of 7/21)	\$ 10,808	\$23,445
JULY		\$ 12,350	\$21,907
AUG		\$ 12,689	\$23,691
SEPT		\$ 13,034	\$20,317
OCT		\$ 15,098	\$20,839
NOV		\$ 11,453	\$15,874
DEC		\$ 8,688	\$16,358
<b>TOTAL</b>	<b>\$75,093</b>	<b>\$ 131,662</b>	<b>\$227,616</b>

## Occupancy YTD

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	Average
<b>2021</b>	22	26.6	31	43	52	63							39.6%
<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%

## STBT or Mystery Group Tour

2021 Bookings: 0

- Orphanage had their first group tour of 25 people on July 15<sup>th</sup>
- Working with group in Rochester to add more attractions onto their Orphanage Museum tour May 2022

## Meeting & Events

2021 Bookings: 3

- Rustic Mama's added another craft show this summer
- Linder Farm Network added a show in Sept
- Large Reunion July 23-24 (30-40 hotel rooms for 1-2 nights)