



OWATONNA

where the extra mile takes you

# ***HOW IT STARTED***

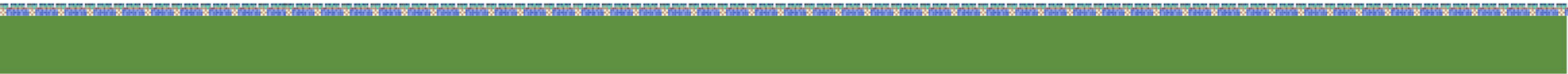
**Urban Loft Closing...**

**Retail Incubator Space?**

# **PROCESS**

- **Staff level discussions**
  - **Identify and investigate potential roadblocks/barriers**
  - **Loop in appropriate partner staff to discuss and address**
- **Advance to Boards once path is clear**

***HOW IT'S GOING:***







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**THE ROSE STREET CENTER**

**FEATURING**

**THE SHOPS ON ROSE STREET**



# Why do we think this will work?

- Research done on several Main Street Business Incubator sites, including Batavia, IL
- Batavia is a town of 26,000 people, located one hour from a major metro
- They built 8 shops and opened The Batavia Main Street Boardwalk Shops in June of 2020
- In 2021, they added 2 more shops, for a total of 10
- Tourist attraction/destination





## After 4 years at The Boardwalk:

- A total of 35 tenants
- 19 currently in brick-and-mortar locations
- \$1.5 million in sales



# ***SYNERGY AT ROSE STREET CENTER***

**The Shops at Rose Street**

**Retail Incubator**

**Coworking Space**

**Makerspace**

**Welcome Center**

**Food Truck Spot**

**Future: Commercial Kitchen**



# How do we get there?

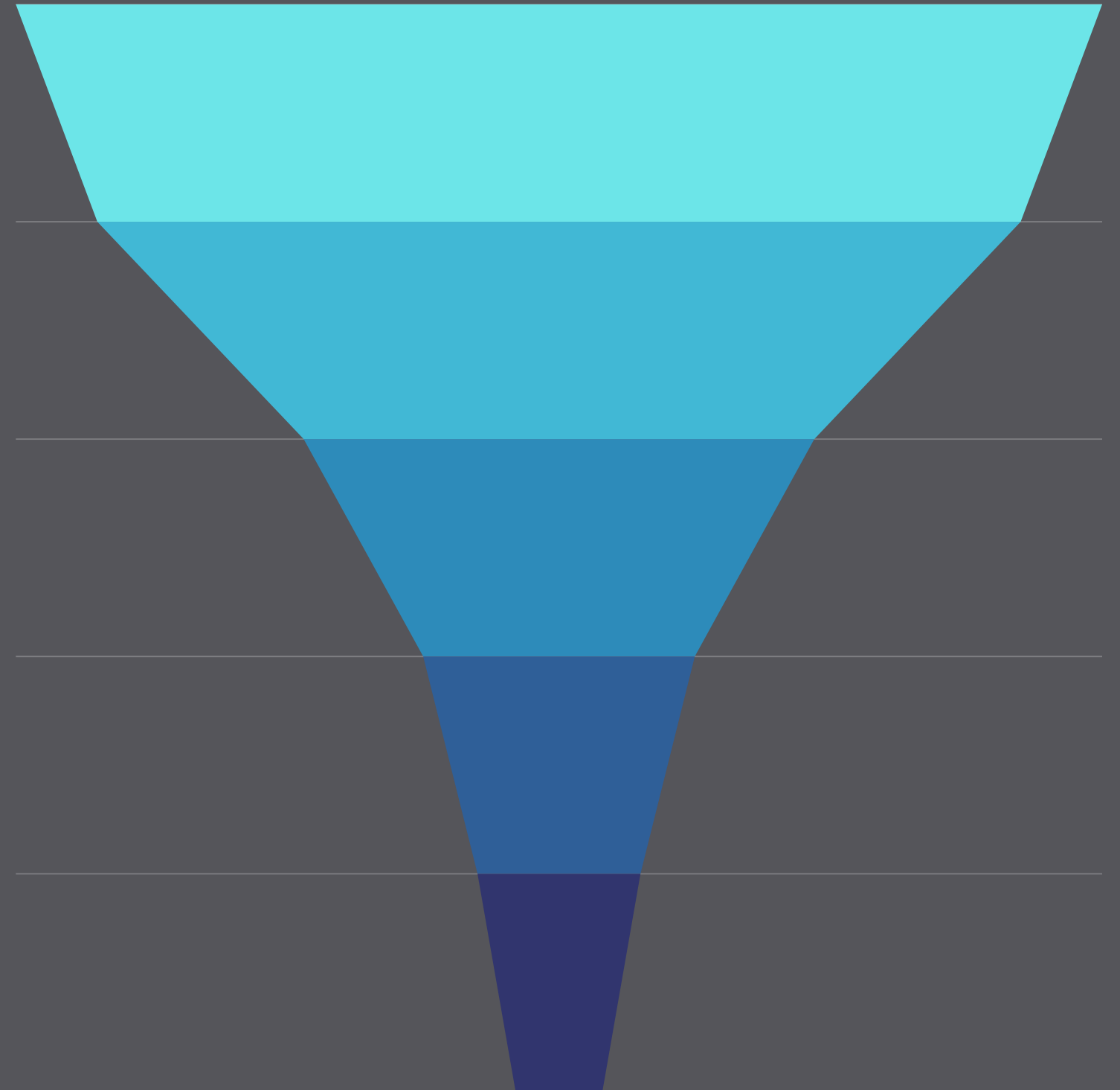
Co.Starters & SBDC

Makerspace & Coworking Space

Booth @ Retail Incubator

The Shops at Rose Street

Brick-and-Mortar location in the  
Main Street Business District!!!





# The Proposal

## The Location:

Rose Street Center  
115 E. Rose Street  
owned by OPS







# Retail Incubator



# Coworking Space



# Makerspace







# Welcome Center



## COLLABORATION



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# The Plan

## The Location

- City of Owatonna to hold trial lease for 3 years
- OPU to provide contributed services
- Main Street to oversee/sublease The Shops, Food Truck Spot, and Retail Incubator
- OABDC to oversee/sublease Coworking Space and Makerspace
- Welcome Center partner identified to sublease



# The Plan

## The Shops

- 10 ft X 12 ft interior, with 4' porch.
- Handicap accessible via boardwalk.
- Electricity, air conditioning, and heat.
- Building bathrooms accessible during open hours.
- Each member will be responsible for their own POS system, decor, and insurance, with enforced hours.
- Temporary => Permanent structure roadmap



# The Plan

## The Build

- Grant dollars for shop building equipment and materials at OABDC Makerspace.
- Accessibility issues identified, partner org to address.
- Grants identified and potential Owatonna Foundation.
- Local partners to provide additional materials, sponsorship.
- Trades classes at OHS will build the shops over next year at the OABDC for transport to Rose Street Center.





# The Plan

## Expand Downtown Activity

- Enforceable hours can drive activity downtown, especially on Sundays, encouraging other local businesses to be open/flex hours.
- Tourist destination, attracting visitors downtown.
- Anchor location on north end of Cedar to encourage longer visiting hours and exploration.



# The Plan

## Community Support

- Mentorship opportunities for experienced entrepreneurs to help new, growing businesses in incubator space and shops.
- Lead generation for downtown landlords to fill vacant spaces.
- Experimentation for existing businesses with new products or venture ideas.



# The Plan

## OPS Benefits

- No cost to OPS - insurance coverage by tenants.
- Deferred maintenance & accessibility improvements.
- Real world opportunities: OHS school store on Main Street, and substitute staff pool for new retailers.
- Mentorship for students by entrepreneurs.
- Pathway for student businesses to grow into reality.



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