

ECONOMIC DEVELOPMENT AUTHORITY

City of Brainerd, Minnesota
City Hall, 501 Laurel Street, Council Chambers
Thursday, July 7th at 7:30 am

The public is invited to attend this meeting in person
Meeting is also streamed live on YouTube: www.youtube.com/CityOfBrainerdMN

1. Call To Order

2. Roll Call

___ K. Bevans ___ T. Bieser ___ M. Kirsch
___ M. O'Day ___ K. Yeager ___ G. Johnson ___ Vacant

3. Approval/Amendment Of Agenda

4. Consent Calendar

NOTICE TO PUBLIC - all matters listed are considered routine by the Commission and will all be enacted by one (1) motion. There will be no separate discussion of these items unless good cause is shown prior to the time the Commission votes on the motion to be ADOPTED BY ROLL CALL

A. Approval Of Minutes

Documents:

2022-06-02 EDA Meeting Minutes.pdf
2022-06-08 EDA Special Meeting Minutes.pdf

B. Financial Report

Documents:

EDA Financials.pdf

C. DDBC Report

Documents:

DDBC Monthly Report Form 06.2022.pdf

D. Visit Brainerd Report

Documents:

Visit Brainerd Monthly Report Form_06_22.pdf

E. Swanson-Haskamp Consulting Report

Documents:

SHC Monthly Report June 2022.pdf

5. Old Business

A. Discussion Of Commercial And Office Uses (Tier 1: Underutilized Parking Lots And Tier 2: Washington Street Corridor)

Documents:

SHC Memo_CommercialRetailSummary_July2022.pdf

B. Approval Of Application For The DEED Mainstreet Revitalization Program

Documents:

Main Street Agenda Item.pdf

6. New Business

A. Discussion On ARPA Funds For Matching Funds

Documents:

ARPA Funds Memo.pdf

B. Consider Funds For Marketing For The DEED Main Street Program

Documents:

Marketing Agenda Item.pdf

C. DDBC Quarterly Update

7. Staff Reports

Executive Director of the EDA

HRA Director

Documents:

ED Report Agenda Item.pdf
Brainerd HRA Update Report 6-30-22.pdf

8. Commissioner's Comments/Questions

9. Adjourn

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, June 2, 2022, 7:30 a.m.
City Hall Council Chambers
WebEx Teleconference Meeting

Pursuant to due call and notice thereof, President Johnson called the meeting of the Brainerd Economic Development Authority to order at 7:30 a.m.

Upon roll call Commissioners Kelly Bevans, Toni Bieser, Marie Kirsch, Mike O'Day, Kevin Yeager, and Gabe Johnson were noted as present. Also, present were City Administrator Bergman, Acting Community Development Director Kramvik, Finance Director Hillman, Eric Charpentier, HRA Director, John Schoemmer, HRA, and Tyler Glynn, BLAEDC.

Approval/Amendment of the Agenda- Approved

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND YEAGER, DULY CARRIED, TO APPROVE THE AGENDA WITH ADDING QUARTERLY PRESENTATION BY VISIT BRAINERD.

Approval of Consent Calendar

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE CONSENT CALENDAR.

Commissioners Bevans, Bieser, Kirsch, O'Day, Yeager, and Johnson voted "aye". No commissioner voted "nay". The Chair declared the motion carried.

Old Business

Discussion Business Retention Questions- BLAEDC

Executive Director Bergman reviewed the questionnaire.

Commissioner Bieser asked that the questionnaire include what the community or BLAEDC can do to resolve problems that they may have.

Commissioner Kirsch sent suggestions to Mr. Glynn, demographic information would be helpful so that if there are grant opportunities connecting business owners to funds more easily, succession planning, and other information for business owners to be categorized so that communication can be fluid.

Commissioner Yeager suggested "greatest obstacle to future growth" as a question for write in.

Review Draft Set of Tier 1 Materials- Swanson Haskamp

Jennifer Haskamp, Swanson-Haskamp Consulting, reviewed the report she submitted with the EDA. The report was divided into three sections: Socio-economic Demographics, Housing and Employment, and finally the Tier 1 Sites- Underutilized Parking Lots. She gave examples of how each tier 1 property could potentially build out under the proposed zoning code.

Commissioner Yeager stated that he is fascinated by the buildout examples. He asked about possible municipal incentives.

Ms. Haskamp stated that municipalities could use TIF, waiving of fees, grants, other programs, and tax abatement abilities as incentives.

Commissioner Bevans stated that having been in business for 30 years, you're in business to make money. A developer is going to have to take the leap, in order to prove all of the information provided becomes a reality.

Ms. Haskamp stated that future meetings will be focused on getting numbers to make these examples a reality and then reach out to developers with a viable opportunity.

New Business

Discussion on DEED Main Street Revitalization Program

Executive Director Bergman stated that the Initiative Foundation would like to have weighted investments and has asked that the EDA create guidelines on how it will establish this criterion. Staff would like to discuss these criteria and next steps with the EDA.

Don Hickman, Initiative Foundation, gave an overview of the DEED Mainstreet Revitalization Program parameters. The Initiative Foundation was granted just under \$4.5 million, the initial allocation to Brainerd is \$765,600. The Initiative Foundation has set aside \$2 million for gap lending to help a project move forward. He tasked the EDA with determining the criteria for granting money to projects. The Brainerd EDA will be the entity that does the ranking of projects. On October 1st, any city that has not allocated their grant money will have their dollars reallocated to other cities that can show DEED the need in our communities. The Initiative Foundation has assigned BLAEDC to administer the applications. He suggested that the EDA establish a subcommittee to rank the projects.

Chair Johnson set a Special Meeting of the EDA for Wednesday, June 8th at 5:00 p.m. in the City Council Chambers to discuss the EDA's criteria for the program.

Informational

Visit Brainerd Quarterly Report

Mary Devine-Johnson, Visit Brainerd, gave an update on Visit Brainerd's actions on behalf of the EDA. An advertising campaign is underway on the radio. A domain has been purchased for recruitment campaign.

Staff Reports

HRA Director Charpentier stated that the HRA board did do strategic planning and are underway with a plan. The HRA is working actively with the developer of Serene Pines and Del Mar and Crow Wing County to convey tax forfeited lots to the HRA.

Commissioner Comments/ Questions

Commissioner O'Day stated that there are more projects than he originally thought of in the corridor as it encompasses highway 210.

Commissioner Kirsch stated that the DDBC Mainstreet Matters podcast is live. The Here for Good Market starts on June 7th.

Adjourn

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO ADJOURN THE EDA MEETING.

The Authority adjourned at 9:03 a.m.

Secretary/Treasurer

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, June 8, 2022, 5:00 p.m.
City Hall Council Chambers
WebEx Teleconference Meeting

Pursuant to due call and notice thereof, President Johnson called the meeting of the Brainerd Economic Development Authority to order at 5:00 p.m.

Upon roll call Commissioners Kelly Bevans, Toni Bieser, Mike O'Day, Kevin Yeager, and Gabe Johnson were noted as present. Also, present were City Administrator Bergman and Acting Community Development Director Kramvik. Commissioner Kirsch was noted as present at 5:03 p.m.

Approval/Amendment of the Agenda- Approved

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE AGENDA.

Old Business

Determine Criteria for the DEED Main Street Revitalization Program

Chair Johnson suggested that each of the commissioners suggest their top three criteria. The grant is 30% grant, 70% private contribution.

Commission discussion took place.

- 5- Housing Density
- 4- Landscaping, Lighting, and Greenspaces
- 3-Small Business
- 3- Child Care

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND BIESER, DULY CARRIED, TO APPROVE THE WEIGHTED LIST OF CRITERIA WITH ACTUAL LANGUAGE TO BE DEVELOPED.

Chair Johnson nominated Commissioner Kirsch (DDBC), Commissioner Yeager (EDA), Bruce Buxton, Mayor Badeaux, and Mary Devine-Johnson (Visit Brainerd) to the Sub-committee.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO APPROVE THE NOMINATIONS TO THE SUBCOMMITTEE.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND YEAGER, DULY CARRIED, TO AUTHORIZE BLAEDC TO DEVELOP THE GUIDELINES FOR THE APPLICATION AND PROVIDE OVERALL ADMINISTRATION OF THE GRANT APPLICATION PROGRAM WITH THE FINAL DECISION-MAKING AUTHORITY BY THE ECONOMIC DEVELOPMENT AUTHORITY.

Adjourn

MOVED AND SECONDED BY COMMISSIONERS O'DAY AND BEVANS, DULY CARRIED, TO ADJOURN THE EDA MEETING.

The Authority adjourned at 5:36 p.m.

Secretary/Treasurer

Financial Report for EDA

As of May 31, 2022

	<u>Cash & Investments</u>	<u>Receivable Balance</u>	<u>Deferred Loans (as of 12/31/21) **</u>	<u>Awarded Grants</u>
General Funds:				
EDA Fund - #295	\$ 59,178	\$ -	\$ -	\$ -
Total	\$ 59,178	\$ -	\$ -	\$ -
CDBG (Housing/Commerical (Slum & Blight/Federal Objective)):				
Downtown - #298	\$ 51,715	\$ 20,959	\$ 428,144	\$ -
SE Brainerd - #215	56,429	-	230,716	-
NE Brainerd - #218	-	-	251,426	-
Willows Project - #209	-	-	12,500	-
Old Housing - #209	3,320	-	59,286	-
Local Income - #275	52,095	14,924	13,825	-
Total	\$ 163,560	\$ 35,883	\$ 995,897	\$ -
Federal & State MIF (Commerical (Jobs)):				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	18,359	-	-	-
Total	\$ 18,359	\$ 646,427	\$ -	\$ -
Grand Total	\$ 241,097	\$ 682,310	\$ 995,897	\$ -

** Portion of the loan that is forgivable with the passage of time

^^^ The Receivable Balance **DOES** include the \$646,427 borrowed to pay for the industrial park land.

Fund 295 EDA FUND

GL Number	Description	PERIOD ENDED 05/31/2021	PERIOD ENDED 05/31/2022
*** Assets ***			
295-0000-10100	CASH	17,369.63	59,178.30
295-0000-10700	DELINQUENT TAX RECEIVABLE	7,917.80	6,578.78
295-0000-11500	ACCOUNTS RECEIVABLE	10,000.00	0.00
295-0000-16160	FA-LAND HELD FOR RESALE	488,252.22	488,252.22
Total Assets		523,539.65	554,009.30
*** Liabilities ***			
295-0000-20600	DEPOSITS PAYABLE	10,000.00	2,242.50
295-0000-22200	DEFERRED REVENUE	488,252.22	488,252.22
295-0000-22210	DEFERRED TAXES RECEIVABLE	4,344.68	4,431.78
Total Liabilities		502,596.90	494,926.50
*** Fund Balance ***			
295-0000-28900	FUND BALANCE/EQUITY ACCT	53,498.12	53,498.12
Total Fund Balance		53,498.12	53,498.12
Beginning Fund Balance		53,498.12	53,498.12
Net of Revenues VS Expenditures - 2021			15,273.58
*2021 End FB/2022 Beg FB		68,771.70	
Net of Revenues VS Expenditures - Current Year		(32,555.37)	(9,688.90)
Ending Fund Balance		20,942.75	59,082.80
Total Liabilities And Fund Balance		523,539.65	554,009.30

* Year Not Closed

06/15/2022 04:58 PM
 User: chillman
 DB: Brainerd

REVENUE AND EXPENDITURE REPORT FOR CITY OF BRAINERD

Page: 1/1

PERIOD ENDING 05/31/2022

ACCOUNT DESCRIPTION	ACTIVITY FOR		YTD BALANCE	AVAILABLE	% BDGT USED
	2022 MONTH	05/31/2022	05/31/2022	BALANCE	
	AMENDED BUDGET	CHANGE (DECREASE)	ΔMAL (ABNORMAL)	ΔMAL (ABNORMAL)	
Fund 295 - EDA FUND					
Revenues					
Function: Unclassified					
Dept 0000					
TAXES & PENALTIES					
31010 CURRENT AD VALOREM	145,036.00	0.00	2,087.46	142,948.54	1.44
31020 DELINQUENT AD VALOREM	0.00	0.00	59.54	(59.54)	100.00
TAXES & PENALTIES	145,036.00	0.00	2,147.00	142,889.00	1.48
OTHER REVENUE					
36210 INTEREST INCOME	460.00	0.00	0.00	460.00	0.00
OTHER REVENUE	460.00	0.00	0.00	460.00	0.00
Total Dept 0000	145,496.00	0.00	2,147.00	143,349.00	1.48
Total - Function Unclassified	145,496.00	0.00	2,147.00	143,349.00	1.48
TOTAL REVENUES	145,496.00	0.00	2,147.00	143,349.00	1.48
Expenditures					
Function: Unclassified					
Dept 6510 - ECONOMIC DEVELOPMENT AUTH					
SERVICES					
43300 PROFESSIONAL SERVICES	139,996.00	1,350.00	6,412.00	133,584.00	4.58
43350 PRINTING/LEGAL PUBLICATION	0.00	0.00	59.07	(59.07)	100.00
43361 INS - GENERAL LIABILITY	150.00	0.00	14.83	135.17	9.89
43435 BOOKS/PAMPHLETS/DUES	5,350.00	0.00	5,350.00	0.00	100.00
SERVICES	145,496.00	1,350.00	11,835.90	133,660.10	8.13
Total Dept 6510 - ECONOMIC DEVELOPMENT AUTH	145,496.00	1,350.00	11,835.90	133,660.10	8.13
Total - Function Unclassified	145,496.00	1,350.00	11,835.90	133,660.10	8.13
TOTAL EXPENDITURES	145,496.00	1,350.00	11,835.90	133,660.10	8.13
Fund 295 - EDA FUND:					
TOTAL REVENUES	145,496.00	0.00	2,147.00	143,349.00	1.48
TOTAL EXPENDITURES	145,496.00	1,350.00	11,835.90	133,660.10	8.13
NET OF REVENUES & EXPENDITURES	0.00	(1,350.00)	(9,688.90)	9,688.90	100.00

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DB: Brainerd

INVOICE REGISTER REPORT FOR CITY OF BRAINERD

EXP CHECK RUN DATES 05/01/2022 - 05/31/2022

BOTH JOURNALIZED AND UNJOURNALIZED

BOTH OPEN AND PAID

Page: 1/1

Inv Num Inv Ref#	Vendor Description GL Distribution	Inv Date Entered By	Due Date	Inv Amt	Amt Due	Status	Jrnlized Post Date
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Vendor 0220 - KENNEDY & GRAVE:

167537

71441

KENNEDY & GRAVEN
SERVICES THROUGH 2/28/22

05/06/2022

05/18/2022

5,686.00

0.00

Paid

Y

05/18/2022

295-6510-43300 PROFESSIONAL SERVICES

100.00

295-0000-20600 DEPOSITS PAYABLE

4,374.00

295-0000-20600 DEPOSITS PAYABLE

1,212.00

Total for vendor 0220 - KENNEDY & GRAVE:

5,686.00

0.00

of Invoices: 1 # Due: 0

Totals:

5,686.00

0.00

of Credit Memos: 0 # Due: 0

Totals:

0.00

0.00

Net of Invoices and Credit Memos:

5,686.00

0.00

--- TOTALS BY GL DISTRIBUTION ---

295-0000-20600 DEPOSITS PAYABLE

5,586.00

295-6510-43300 PROFESSIONAL SERVICES

100.00

--- TOTALS BY FUND ---

295 - EDA FUND

5,686.00

0.00

--- TOTALS BY DEPT/ACTIVITY ---

0000 -

5,586.00

0.00

6510 - ECONOMIC DEVELOPMENT AUTH

100.00

0.00

06/15/2022 05:03 PM
User: chillman
DB: Brainerd

JOURNAL REGISTER FOR CITY OF BRAINERD
JE #: 1261 to 1261
Posted and Unposted Journal Entries

Page: 1/1

Journal Number GL Number	Date Description	JNL	Description	User	DR	CR
1261	05/31/2022	GJ	TO RECORD SERVICES TO EDA PER BUDGET	chillman		
POSTED BY chillman Approval Level: JE APPROVED						
295-6510-43300	PROFESSIONAL SERVICES				1,250.00	
295-0000-10100	CASH					1,250.00
101-0000-10100	CASH				1,250.00	
101-0000-34100	ADMIN FOR PARKING LOTS					1,250.00
					2,500.00	2,500.00
			Total:		2,500.00	2,500.00

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report
Destination Downtown Business Coalition

Report Date: 6/28/22

1. Coordinate a main street job fair where job seekers can pick-up employment applications, apply on-site for job opportunities, and have on-site interviews with participating employers.

Update : DDBC Org Committee is planning a Mainstreet Job Fair for late summer/early fall and plans to work with downtown businesses to target new employees to downtown businesses for busy holiday months.

Working on adding a “Job Openings” tab for the downtownbrainerd.org website to be available prior to the job fair(s) so prospective employees can pre-apply for positions prior to interviewing.

2. Produce and distribute promotional videos featuring local business owners monthly.

Update: DDBC Org Committee has identified the first three Business Owners that will be featured as a Business Owners Spotlight each month. From these spotlights, DDBC will produce a 3–5 minute video that can be used a promotional video for “Why Downtown Brainerd”.

Each business will be the featured Business of the Month on DDBC social media pages with various coordinated posts to coincide with the video from each business owner. The first video/social media series will begin Mid July.

3. Conduct 4 classes designed to provide instruction in areas of business operations unique to small and start-up businesses.

Update: We have set dates for our classes to coordinate with DDBC’s Business Owner Socials as our first B.O.S event received a great turn out of the Downtown Brainerd Business Community. We will run these classes on the same day of the BOS events prior to each social for maximum attendance from downtown business owners.

1. Mindset & Balance (September 21)
2. Marketing (December 21)
3. Financial Planning/Human Resources (January 2023)

The topics for each class have been coordinated with the podcast series and we are aiming to have the instructors for the classes join us as guest/experts for the podcasts.

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- 4. Develop a podcast and publish 12 episodes designed to educate small businesses and further build the Brainerd business brand that Brainerd is a great city to own and operate a business in.**

Update: Since the launch on May 22, Mainstreet Matters Podcast has had over 312 unique downloads across all podcast platforms. All three episodes Mainstreet Matters is now available on iHeart Radio, Spotify, Amazon Podcasts & Audible. Our forth episode will be a roundtable discussion with a downtown business owner to discuss their thoughts on the series to be released 7/5. The next series will focus on marketing and branding and will begin release in mid July.

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- 5. Coordinate 4 business owners socials.**

Update: The second BOS event was held on June 23 at 5Rocks Distillery, there were 14 Downtown Business Owners in attendance. Next social will be held on 9/21/22 location to be determined.

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- 6. Apply for and obtain membership in the Main Street America program through the National Main Street Center on behalf of the EDA and the City of Brainerd**

Update **3/28/22**: DDBC has secured a Main St America membership. The organization committee is working towards Main Street America Accreditation for Downtown Brainerd and is currently researching the accreditation process.

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- 7. Other Misc. Updates**

DDBC's Here for Good Market hosted Business After Hours with the Brainerd Lakes Chamber of Commerce on June 14, It was a great turn out for the market and brought local members of the business community to Downtown Brainerd to highlight the positive changes to Downtown over the last couple years.

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report
Visit Brainerd

Report Date: 6/25/2022

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- 1. Develop and implement an advertising campaign focused on recruiting workers to find employment with business located within the corporate limits of the City of Brainerd.**

Update: In progress. No significant progress to report.

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- 2. Develop and implement an advertising campaign focused on recruiting entrepreneurs, developers, investors, and the like to start a business within the corporate limits of the City of Brainerd.**

Update: In progress. No significant progress to report.

-
- 3. Develop and implement an advertising campaign focused on recruiting existing businesses outside of Brainerd to relocate to areas within the corporate limits of the City of Brainerd.**

Update: On hold per EDA.

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- 4. Develop and implement a summer advertising campaign designed to draw locals, seasonal/second homeowners, and visitors to shop at businesses located within the corporate limits of the City of Brainerd.**

Update: In progress. The radio ads on Hubbard Radio are running.

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- 5. Develop and implement a winter advertising campaign designed to draw locals, seasonal/second homeowners, and visitors to shop at businesses located within the corporate limits of the City of Brainerd.**

Update: On hold until Fall 2022.

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- 6. Other Misc. Updates**

Nothing to report.

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report
Swanson Haskamp Consulting

Report Date: June 30, 2022

1. Develop and implement marketing, advertising, and communications plan for identified properties within the corporate limits of the City of Brainerd.

Update:

- Compiled market research/analysis for commercial/retail/office uses in region.

2. Promote property with the corporate limits of the City of Brainerd for commercial development/redevelopment and residential development.

Update:

3. Solicit developers on behalf of the EDA.

Update:

- Prepare questionnaire for interviews/discussion with local developers regarding pricing, etc., to prepare high-level proformas.
- Draft and coordinate process with City Administrator – plan to begin interviews/discussion in July

4. Engage identified private property owners on behalf of the EDA who have property prioritized for redevelopment.

Update:

- Compiling list of property owners of Tier 2 properties. Planned contact/reach out of property owners in July after coordination w/City Staff.

5. Develop partnerships with local real estate agents and professionals.

Update:

6. Other Misc. Updates

Update:

- SHC is planning to attend the quarterly EDA consultant meeting scheduled in July.
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MEMO

To: Brainerd EDA

CC: Jennifer Bergman, City Administrator

From: Jennifer Haskamp, AICP, SHC

Date: June 30, 2022

RE: Commercial and Office Uses (Tier 1: Underutilized parking lots and Tier 2: Washington Street corridor)

At the regular EDA meeting on June 2, 2022 SHC presented a summary memo regarding the Tier 1: Underutilized parking lots in the City's downtown. The memo focused primarily on residential uses but allocated area within each development capacity analysis for commercial/retail/office uses. Through the course of the discussion, the EDA requested additional information regarding the market for commercial/retail/office types of uses.

The purpose of this memo is to provide background information regarding non-residential uses, and the potential demand for such uses in Brainerd. The information contained in this memo is applicable to both the Tier 1 underutilized parking lot properties and the Washington Street corridor. The general market demand is applicable to both areas; however, it should be noted that some users may find Washington Street more desirable than the downtown and vice-versa (e.g. a drive-through restaurant wants visibility in a major transportation corridor with high trip counts as opposed to a sit-down restaurant that may prefer a walkable/quaint main street environment). Throughout this summary and analysis any known industry preferences for location will be noted.

This memo is broken into three sections:

SECTION 1: General Commercial/Retail/Office Market Analysis and Trends

This section introduces general market trends and characteristics based on a specific user or scale and provides regional context.

SECTION 2: Current Businesses & Active Commercial/Retail/Office listings in Brainerd, Baxter & Nisswa

This section provides a geographic inventory of existing businesses and approximate square footage of buildings based on high-level GIS analysis. Research was conducted to identify how much supply or inventory of commercial/retail/office space is available in Brainerd and Baxter.

SECTION 3: Opportunities

This section provides a brief summary of the potential square footage presented in the June 1, 2022 memo and considerations of the types of users/demand considerations that should be considered for the space given the market conditions.



SECTION 1: General Commercial/Retail/Office Market Analysis and Trends

The following summary provides an overview of market trends in the commercial/retail and office real estate markets. The information provided is a mix of recent trends that are emerging post pandemic combined with historical (or traditional) metrics that different users often relied upon pre-pandemic. Because we don't know exactly how the commercial, retail, and office markets will respond to the post-pandemic environment we have to rely on some information and data from pre-pandemic when our retail and commercial markets were more constant. Information provided includes broad industry trends followed by regional and/or local trends. The following information is divided into observations regarding the Commercial/Retail market which includes service providers, and the office market.

Commercial Retail Market Observations and Trends

Commercial/ Retail Trade Areas

At the June 2, 2022 meeting the EDA began discussing the potential demand for retail/commercial spaces in the downtown area if the Tier 1 sites were to be redeveloped. An important consideration for any retail or commercial user is the composition of the trade area. There is an axiom in the real estate industry that says, "retail follows rooftops." This means that most retailers and service providers will not open a store in a neighborhood until there is a sufficient number of nearby households to support the business. There are exceptions to this rule, but generally retailers and service providers need a certain number of permanent households to be viable. Obviously in places like Brainerd the seasonal population also plays a significant role, but as real estate prices rise, the number of year-round households will become more important. Attached to this memo is information and background about different types of users, population and trade areas for your reference and background.

Commercial/ Retail Observations

- Nationally, and regionally, the number of bricks and mortar stores per capita is decreasing. The demand for bricks and mortar (including big box users) is flat, or in decline in most areas because of e-commerce or online shopping. In the attached "Cheat Sheet" the trade area and minimum population needed to support the use type has likely shifted due to the significant shift in how people consume goods. However, the information is still relevant since we are entering a somewhat unknown retail/commercial/office environment post-pandemic we have to rely at least in part to historical trends.
- E-commerce has placed new demands on land use, but instead of bricks and mortar commercial or shops now goods are housed and transferred from large warehouses and distribution centers. These uses do not fit into traditional commercial or retail space, but instead require industrial land that is located in areas with high accessibility to roadways.
- Experience based retail and commercial was picking up steam pre-pandemic, and post-pandemic many economists expect this sector to regain momentum. Experience based commercial and retail includes places like restaurants, game hubs, and places where you can 'try' before you buy such as golf simulators, etc.
- Per MN DEED and other regional reports, outstate MN region's retail markets performed better than the Twin Cities Metropolitan Area. The Retail Trade sector in places like St. Cloud, Mankato, Brainerd Lakes, etc., all increased where as there was significant decline in the state's major Metropolitan areas including the Twin Cities and Rochester area.
- Per MN DEED in 2021 the Retail Trade sector in the Northwest Minnesota market (includes Crow Wing County) had more job vacancies than any other sector with over 3,000 vacancies. Of those vacancies 32% of the jobs were classified as part-time and the median wage was \$12.89. This metric is difficult for new retailers to contend with as they need workers and there is stiff competition in the region.
- The lack of workers is significantly impacting this sector, and it is unclear how long this trend may continue. Restaurants, shops and services have been forced to shift hours, close stores, and change in-person opportunities because there are not enough workers to maintain a high level of service. This is a



case where there is demand, but not supply (and in this case supply is both product shortages and people/workers).

Office Observations

As we discussed at the June 2, 2022 EDA meeting, the shift to a hybrid work model has the potential to significantly impact the quantity and type of office space that is needed. Pre-pandemic most employers allocated approximately 150 to 200 Square Feet for every worker when determining the amount of space needed for a business. Post-pandemic companies are struggling to determine the amount of space they need, and what the space should be used for. The following observations include:

- The shift to hybrid work creates less static office space needs. Hoteling and/or other creative office space allocation is becoming the norm – and makes it difficult to know what will be demanded in the marketplace over the next 2 to 5 years.
- Most large companies, including Minnesota's largest Fortune 500 and 100 companies have announced permanent plans to transition to hybrid work models. There is not a one-size-fits-all plan for how companies will implement a hybrid model. Some companies are allowing workers to select a few days or a week a month to be onsite, while some require workers to be in the office a set number of days per week. The flexibility and hybrid model will impact where people choose to live if commuting is largely removed from the equation.
- Of those companies that are back in the office full-time the amount of space allocated per worker is anticipated to go up, but there will be fewer workers in the office all at the same time. This is partly due to the perception of safety and the shift away from joint or co-working workspaces. This balancing act will impact the amount of space each user will eventually need to occupy, as well as impact the type of space demanded. Trends indicate a push towards more office spaces that promote collaboration, interaction with high amenities (think downtown office spaces with ping-pong tables in the break room).
- Nearly 60% of the Brainerd population is employed in careers categorized as “white collar” professions. These jobs are the most likely to offer work-from-home and hybrid opportunities.
- Per data obtained from ESRI, which is based on Census data and business filings, there are 99 office locations in the City, which outnumbers any of the surrounding communities. This category includes financial offices, city and county offices, insurance, real estate, etc.
- The large government office complex west of 6th Street in downtown accounts for a large proportion of the office jobs. It is unknown how the municipal sector will adjust to the new hybrid models or whether the traditional office jobs will stay in-person. It can be assumed that a large percentage of the municipal jobs will continue to be required to office in-person, but may have some flexibility for certain days of the week, etc.
- Given the high concentration of offices/business in Brainerd's downtown, the City will likely continue to have the competitive advantage over its neighbors. This is particularly true if the City is able to continue to refresh and bring new office spaces online to meet a variety of business types and needs.

Consumer Analysis and Observations

The information in this section is a repeat of the information presented at the June 2, 2022 meeting, but with a different perspective focused on the commercial/retail/office market.

- Brainerd's local economy includes nearly 130 retail trade businesses. Many of these businesses are concentrated in the downtown area and along the Washington Street corridor. Per capita, this is a significant number of businesses which impacts the viability and demand of new businesses.
- In the region, the population spends a significant amount of money on lifestyle spending, apparel/clothing, and eating out. Market trends indicate that this type of business will be most demanded as we recover from the pandemic and people look for places to gather and get together again.



- Brainerd's share of the retail trade businesses and food services make up approximately 25% of the total business types in the County. This is a significant part of the local economy and of the larger region and makes it a "hub" for goods and services. The City has the opportunity to leverage the strong core of businesses, and actively support existing businesses while encouraging new businesses to locate in the City.
- As stated last month, the Gen Z and Millennial generations are drawn to communities with a strong downtown or main street. This is a huge opportunity for businesses in the City to rethink how to cater to these populations to keep them interested in staying and locating in town. The trend towards smaller communities that offer a walkable, main street with local businesses and restaurants but without the price tag. Brainerd can offer this environment and could be competitive if housing choices that meet this demographic need are available which would increase the number of rooftops in DT further supporting continued growth in the retail/commercial/office sectors.

SECTION 2: Current Businesses & Active Commercial/Retail/Office listings in Brainerd, Baxter & Nisswa

Current/Existing Business Inventory

It is important to understand the existing business makeup in the City and to understand what types of spaces are occupied, what types of businesses are operating and how much square footage is allocated to the business. The existing business makeup, to some extent, tells us what types of businesses may be interested in located in vacant or underutilized spaces. Contrary to what is often thought, businesses typically like to locate near compatible and sometimes similar businesses – healthy competition brings more clients and patrons to an area which is believed to benefit all. The two main retail/commercial areas in the City are the "downtown" and along the Washington Street (Hwy 210) corridor. As previously noted, the memo presented in June identified the underutilized parking lots in downtown as a Tier 1 priority, and the Washington Street corridor is a Tier 2 priority. Generally, the Brainerd market is small enough that both areas can be considered collectively, although some users might prefer one area over another because of various metrics and characteristics associated with downtown or the highway corridor.

Attached to this memo is a business inventory for the downtown area (correlated to the proposed Main Street zoning district) and the Washington Street corridor (correlated to the Community Commercial zoning district). The inventory includes the business, business type and approximate gross square footage based on a GIS/aerial analysis identifying building footprint and number of stories present. Vacant properties or spaces are not identified in this analysis because a field verification was not completed.

(See Attached Inventory)

Key Observations of Current Inventory

- The inventory demonstrates a variety of businesses with use types including traditional office, service businesses including medical services, restaurants and retailers.
- Generally, the market is responsive to areas with a strong mix of uses because of business diversity. From a real estate perspective, the more diversity present the easier it is for any type of business to locate in an area, as opposed to an area that has a single dominant user type.
- Based on the mapping inventory and GIS analysis development/use pattern in downtown is fairly pronounced with the "retail core" along Laurel Street between 7th and 9th Street. The retail core is surrounded by a more diverse mix of uses, with most office uses around the perimeter of the Main Street district/area.
- The Washington Street corridor is also divided into two distinct segments with service businesses dominating uses between the river and 10th Street, and retail uses dominating between Gillis Avenue and 5th Ave. NE.
- As denoted in the inventory, many of the buildings have fairly small footprints which attract specific business and user-types. Any larger use or retailer would likely be attracted to a larger redevelopment site or to available space in Baxter.



Active Commercial/Retail/Office Listings in Brainerd and Baxter

To further understand and evaluate the potential demand for new commercial/retail/office space in a new development or redevelopment it is important to evaluate the existing market conditions. The following tables provide a summary of the existing listings actively on the market in both Brainerd and Baxter, which have similar and, in some places, overlapping trade areas. Note that the listings identified do not include any active land listings, since the entitlement and square footage of potential development cannot be established with certainty. However, it should be noted that there are a few properties being actively marketed within the City limits that if developed, could impact the supply of available new retail/commercial/office space depending on the ultimate development.

City of Brainerd – Active Listings (as of 6/25/2022)

Property Address	Property Use Type	Lease/Sale	Source	Available Space
704 W Washington St	Retail: Strip Center	Lease	MNCAR	500 SF
3 Washington St NE	Retail: Freestanding	Lease or Sale	MNCAR	2,370 SF
9 Washington St NE	Retail: Restaurant	Sale	MNCAR	1,948 SF
115-119 Washington St NE	Retail: Strip Center	Lease	MNCAR	4,053 SF
East Brainerd Mall South 611 – 643 Washington St NE	Retail: Strip Center	Lease	MNCAR	1,300 SF 1,440 SF
East Brainerd Mall North 401-429 8 th Ave NE	Retail: Community/ Specialty	Lease	MNCAR	Industrial: 9,966 SF* Retail: 5,725 SF
Approx. 722 Laurel St	Retail: Storefront	Lease	Craigslist	Est. 6,800 SF
Midtown Center 400 – 500 Washington St	Retail: Strip Center	Lease	MNCAR	2,318 SF 8,874 SF
<i>Retail Subtotal</i>				<i>35,328 SF</i>
Historic Elks Building 603 Laurel St	Mixed Use: Office and restaurant space	Lease (ground floor restaurant)	MNCAR	4,458 SF
210 NW 5 th St	Mixed Use: Primarily Office, some retail	Lease	MNCAR	3,012 SF
<i>Mixed Use Subtotal</i>				<i>7,410 SF</i>
312 NW 5 th St	Office: General	Lease	MNCAR	1,100 SF 1,025 SF
424 James St	Office: General	Lease	MNCAR	1,928 SF
15 Washington St	Office: General	Lease or whole building for sale	MNCAR	1,506 SF 2,503 SF
101 Washington St	Office: General	Lease	MNCAR	2,136 SF
315 E River Road	Office: General	Lease	MNCAR	520 SF
<i>Office Subtotal</i>				<i>10,718 SF</i>
Total Space Available (Retail, Mixed-Use, Office)				53,456 SF

*Total Excludes Industrial space listing at East Brainerd Mall

Observations:

- Small retail spaces are available, predominantly in the Washington Street corridor. There are limited opportunities for a new retail business in the downtown based on active market listings.
- Retail spaces along the Washington Street corridor are not new and will likely require tenant improvements.
- Office spaces are more intermittent, but again there are few options in downtown.



City of Baxter – Active Listings (as of 6/25/2022)

Property Address	Property Use Type	Lease/Sale	Source	Available Space
7788 Fairview Rd	Retail: Restaurant	For Sale	MNCAR	3,801 SF
75352 Glory Rd	Retail: Big Box	Lease or Sale	MNCAR	83,360 SF
14203 Edgewood Dr N	Retail: Strip Center	Lease	MNCAR	1,302 SF
Starbucks Retail Center 15091 Edgewood Dr N	Retail: Strip Center	Lease	MNCAR	1,500 SF 1,776 SF
Baxter Village Bldg 2 15620 Edgewood Dr	Retail: Strip Center	Lease	MNCAR	2,094 SF
13495 Elder Dr	Retail: Strip Center	Lease	Loopnet	1,780 SF 1,824 SF (5 spaces)
Grizzly's Center 15175 Edgewood Dr	Retail: Strip Center	Lease	Loopnet	1,825 SF
Retail Subtotal				106,558 SF
Wilderness Center Bldg 3 4676 Wilderness Ct	Office: General	Lease	MNCAR	6,760 SF
Ohearn- Excelsior 7760 Excelsior Rd	Office	Lease	Loopnet	1,421 SF
Office Subtotal				8,181 SF
Total Square Footage Available				114,739 square feet

Observations:

- There is a significant amount of retail space available in strip malls, which tend to be auto-oriented types of establishments.
- The large Big Box retail space is challenging to repurpose and redevelop, these spaces have been difficult to reuse/market for retail space in the past 5-years.
- Baxter's market appears to be more retail-based than office. However, it should be noted that there is a significant amount of land on the market for medical, office medical, medical services, etc., which is not accounted for within the active listings.

SECTION 3: Opportunities Summary

As presented at the June EDA meeting, if all three of the underutilized parking lots were redeveloped with a program similar to the development capacity analysis there would be approximately 23,533 SF of additional retail/commercial/office space introduced into the market. Based on the information presented regarding the current market the following observations are provided:

- New space in the downtown area will compete, to some extent, with both the Washington Street corridor and the Baxter market. That means that there must be a differentiator that makes the new spaces more desirable to the end user.
- "New" spaces generally demand higher rents per foot. This is a double edge sword in the Brainerd market. The higher-end retail/office/commercial spaces will need to provide a competitive advantage over the existing Class B and Class C markets.
- The emphasis in downtown should be on attracting experience based retail and commercial spaces that leverage the main street character of Laurel Street and the surrounding area.
- Traditional office space has the potential to remain strong in Brainerd, if supporting retail/commercial users reinforce the desirability of downtown long-term.
- Brainerd's 'government center' and supporting office uses have distinct advantage over Baxter because there is a downtown central business district vibe, as opposed to the surrounding communities that have less centralized office spaces.

DEVELOPMENT CHEAT SHEET

Retail Trade Area Sizes

There is an axiom in the real estate industry that says, “retail follows rooftops.” This means that most retailers and service providers will not open a store in a neighborhood until there is a sufficient number of nearby households to support the business. Since there is a lag between residential development, redevelopment and demand for commercial/retail services it essential to **plan** and **preserve** the best parcels or areas until the local market reaches the anticipated size (think about your long range plan adopted in the Comprehensive Plan). Below are some general characteristics prepared by the Urban Land Institute of how large a local market needs to be to support different types of retail centers.

Retail Site Requirements

Although the local household base may at some point be able to support a wide variety retail options, retailers are highly sensitive to where they can locate. If the right location is not available, many times they will bypass a strong market for a weaker market but better location. Specific requirements that often influence or even determine a retailer’s decision to locate somewhere are the following:

- * **Highly visible:** store must be highly visible or be in a shopping center/strip mall that is highly visible. A key determinant of visibility is how much traffic travels past a location. Most retailers require a location that is along roadways with at least 15,000 vehicles per day or higher.

Retail Center Type	Convenience	Neighborhood	Community	Regional/Super Regional
Anchor Type	Superette/Small Grocery	Drug Store/Grocery	Supermarket/Discount Merchandise	Department Stores/ Entertainment
Gross Leasable Area (SF)	<30,000	30,000-100,000	100,000-300,000	300,000+
Minimum Population to Support	3,000-5,000	15,000-40,000	40,000-150,000	150,000+
Trade Area Radius (miles)	<1.5	1.5-3	3-5	5-12
Trade Area Drive Time (Minutes)	<5	5-10	10-20	20-30

- * **Easily accessible:** Visibility doesn’t mean anything if a customer can’t get there. This is why retailers tend to gravitate to highway interchanges and not the mid-point between interchanges.
- * **Co-tenancy (i.e., critical mass of complementary retailers):** retailers like to be around other retailers that complement but not compete with them. A simple example would be shoe stores and clothiers (Think about downtown and the types of businesses that tend to gravitate to each other).
- * **Anchor:** similar to co-tenancy is the need among smaller retailers to have proximity to a key anchor or anchors that drive traffic to the retail area.
- * **Well-known, highly recognizable intersection/neighborhood/district:** this is more important for retailers dependent of destination shoppers (e.g., downtown Brainerd or Nisswa) than neighborhood retailers. However, locations that have a cache that extend beyond immediate vicinity always have preference because it just increases the potential to appeal to as broad a market as possible. Savvy developers will sometimes try to create cache through the design of the retail district or specific business.
- * For **chain stores**, it is important that they do not cannibalize another nearby store.



Community Retail Center
Example Anchor Type: Target, SuperTarget, Walmart
Avg. Store SF: 125,000-200,000
Site Size: 10-15 Acres (Store)



Neighborhood Retail Center
Example Anchor Type: Whole Foods
Avg. Store SF: 40,000
Site Size: 3-5 Acres (Store)



Convenience Retail Center
Example Anchor Type: Walgreens, TargetExpress
Avg. Store SF: 15,000
Site Size: 1-2 Acres (Store)



Fast Casual Dining
Example: Chipotle
Avg. Store SF: 2,500-4,000
Site Size: 0.5 (Store, often in strip)



Home Improvement Center
Example: Lowe's
Avg. Store SF: 116,000
Site Size: 10-12 Acres



Specialty Grocer
Example: Trader Joe's
Avg. Store SF: 10,000
Site Size: 0.5 - 1 Acre



Large Scale Grocer
Example: Hy-Vee
Avg. Store SF: 80,000
Site Size: 0.5 - 1 Acre



Chain/Sit-down Restaurant
Example: Outback
Avg. Store SF: 10,000
Site Size: 0.5 - 1 Acre

Downtown Business Inventory

		Business Type	Approximate Sq. Ft.
A	Guidepoint Pharmacy	Retail	6,138
B	Pink Ribbon Insurance	Office	
C	Home Instead Senior Care	Services	
D	Former Northern Pacific Railroad Station	Services	13,394
E	Mid Minnesota Federal Credit Union	Services	8,169
F	Design Consign	Retail	13,154
G	Northern Pines Mental Health Center	Medical	3,980
H	Sports Card Central	Retail	12,750
I	Picture Perfect Framing Studio	Retail	
J	612 Station	Restaurant	4,760
K	Front Street Cafe	Restaurant	18,906
L	Elysium Hair Studio	Services	3,500
M	Bargains on 7th	Retail	7,116
N	Pawn Shop	Retail	6,848
O	American Legion	Restaurant	4,143
P	Charpentier & Lange	Office	2,967
Q	Atlas Abstractt & Title	Office	4,063
R	City Hall	Office	24,846
S	Elks Building	Retail/ Restaurant	31,407
T	Open City Thrift	Retail	31,407
U	Bridge of Harmony	Retail	5,997
V	The Gallery	Retail	11,809
W	E.L. Menk Jewelers	Retail	22,989
X	Belle Creations	Services	10,406
Y	Big Jay's Pizza Arcade Ecothermic Nirvana	Retail/ Restaurant	13,152
Z	Se'z Bar	Restaurant	7,740
AA	Rumbly Hall	Services	2,054
BB	Knotty Pine Bakery	Restaurant	4,696
CC	The Crossing Arts Alliance Lakes Area Music Festival Vaenn Har Hair Studio	Services	7,844
DD	Last Turn Saloon	Restaurant	8,384
EE	Ya Sure Kombucha	Restaurant	4,207
FF	Purple Fern	Retail	1,731
GG	Arlene's Bridal & Tuxedo Shop The Pit Stop	Retail/ Restaurant	6,830
HH	Brainerd Eyecare Center Farmers Insurance	Medical/ Office	8,681

II	Mills Automotive Group Corporate Campus	Office	30,466
JJ	Borden, Steinbauer, Krueger & Knudson, P.A	Office	3,716
KK	Mills Financial	Office	2,148
LL	Maple Street Dentist	Medical	2,335
MM	US Bank	Services	7,600
NN	The Olde Open Window	Retail	6,834
OO	VFW	Restaurant	4,119
PP	Shep's on 6th	Restaurant	5,368
QQ	Severson Porter Law	Office	3,244
RR	The Junction Youth for Christ	Services	12,071
SS	Crow Wing Food Co-Op	Retail	8,075
TT	El Potro Mexican	Restaurant	4,205
UU	Hair and Beyond	Services	7,080
VV	Doherty Jobs Fancy Pants Chocolate Kings and Queens Hair Saloon Photography Studio	Services/ Retail	12,218
WW	O'Neary's Irish Pub	Restaurant	1,668
XX	Bremer Bank	Services	11,317
YY	VIP Weddings The Ivy Room	Retail	8,218
ZZ	The Parlor	Restaurant	4,298
AAA	Vacant - advertised for lease	Retail	14,036
BBB	Bob & Fran's Factory Direct	Retail	11,754
CCC	Maple Street Law Offices	Office	2,494
DDD	416 South 6th Street Offices	Office	13,118
EEE	Lakes Chiropractic	Medical	7,002
FFF	Seal King Pro Sealcoating	Services	19,845
GGG	Music General	Services	14,056
HHH	The Office Shop	Retail	17,548
III	Anderson Cleaners	Services	3,102



- Office
- Retail
- Medical
- Services
- Restaurant

Washington Street Business Inventory

	Business Name	Business Type	Approximate Footprint
A	Harmony Massage Spa	Services	4,840
B	All State Insurance	Office	1,574
C	Auto Import	Services	12,358
D	Low Cost Interlock Prestige Platin	Services	21,948
E	Scott's Machine Shop	Services	2,309
F	Pauline's Tailor Shop	Services	3,727
G	Hardee's	Restaurant	4,123
H	Greenheck Auto Glass	Services	1,451
I	Touchless Car Wash Pampered Pets	Services	1,822
J	Thifty White	Retail	4,314
K	Digital Ink	Services	4,740
L	Allegra Marketing Print Mail	Services	3,072
M	Jr's No. 19 BBQ	Restaurant	4,585
N	Brainerd Floral Vapor North US	Retail	11,538

O	Allstate Insurance	Office	3,981
P	Kelly's Service	Services	2,913
Q	North Central Fiber Optics	Services	1,372
R	PVR Design Solutions Easy Riders Bicycle & Sports American Family Insurance	Office/ Retail	16,864
S	Advance Auto Parts	Services	23,919
T	Red at Night Tattoos and Piercings Diamond House Chinese Cut Above Liberty Tax	Services/ Restaurant	1,079
U	Hudrlik Carpet and Tile Hudrlik Design Studio Harting Shoe Repair Aquarius Home Services	Services	10,025
V	T B Pawn Shop State Farm Insurance	Office/ Retail	10,445
W	Certiear Hearing Center Penmac One Life Tattoo Center	Medical/ Services	10,327
X	Royal Tire Complete Auto Care	Services	6,179

Y	Breen & Person Brainerd Water Tower	Services	2,011
Z	Tower Motors	Services	2,982
AA	Minnesota School of Diving	Services/ Retail	8,966
BB	Bells and Blossom Boutique	Retail	1,617
CC	Severson Mark The Barn	Office/ Restaurant	1,982 1,235
DD	The Shop	Services	3,048
EE	Little Caesars Pizza	Restaurant	3,510
FF	Cornerstone Liquor Freedom Firearms Folklore Tattoo	Retail	8,575
GG	O'Reilly Auto Parts	Services	7,435
HH	Batteries Plus Bulbs	Retail	2,062
II	Brainerd Door Service	Services	3,529
JJ	Integrity Auto Repair	Services	3,180
KK	Brainerd Hydraulics/Air	Services	3,796
LL	Mr. Tire Car Care Center	Services	3,681

LL	Mr. Tire Car Care Center	Services	3,681
MM	Sakura Express	Restaurant	1,303
NN	5Rocks Distilling Co	Restaurant	4,669
OO	Wayne's Barber Shop TJ Speciality Construction Kevin Matthews Pottery	Services/ Retail	1,486 2,231 1,035
PP	CC's Bar Skillet	Restaurant	1,872 1,335
QQ	Jimmy John's	Restaurant	2,200
RR	Starbucks	Rrestaurant	2,313
SS	Taco John's	Restaurant	2,313
TT	210 Auto Sales & Repair	Services/ Retail	2,249
UU	H D Auto Repair Speedway	Retail	1,353 3,434
VV	McDonald's	Restaurant	4,754
WW	Goodwill Little Farm Market-Wild Bird Store Cash Wise Liquor Store Brainerd	Retail	16,793
XX	Dairy Queen	Restaurant	3,811

Office Retail Services Restaurant Medical





TO: EDA Board of Commissioners

FROM: BLAEDC Executive Director, Tyler Glynn

DATE: July 1, 2022

RE: Approval of Guidelines and Application for the DEED Main Street Program

The Brainerd Lakes Area Economic Development Corporation (BLAEDC) will serve as the administrator of the Main Street Revitalization Grant Program. BLAEDC has worked with the Subcommittee that was appointed by the Brainerd EDA to create the grant application and grant guidelines. As the grant administrator, BLAEDC will manage the grant process from the creation of the application and guidelines through the completion of application submission to the Initiative Foundation for final grant approval. All inquiries from grant applicants will be managed by BLAEDC staff.

Requested Action:

1. Review and Approve Guidelines and FAQ's
2. Review and Approve Application
3. Finalize Application Timeline

Main Street Revitalization Grant Program Guidelines

The Minnesota Department of Employment and Economic Development (DEED) is overseeing the Main Street Revitalization Program approved by the Minnesota Legislature in 2021. The Initiative Foundation (IF) was awarded \$4.5 million for Main Street Revitalization efforts throughout the region. The IF has allocated \$765,600 to Brainerd to be used in the River to Rail Corridor (see attached map) and has asked the Brainerd Economic Development Authority (EDA) to decide on funding requests in Brainerd. Grant awards can cover up to 30% of a project's cost, while the remaining funds (70%) must be secured through other sources by the applicant.

This is a competitive grant program and a sub-committee appointed by the EDA will review the applications and submit recommendations for approval.

The EDA identified targeted priorities for this funding:

- Housing
- Landscaping/Lighting/Greenspace/Parking
- Small Business
- Child Care



Main Street Revitalization Grant Partners

The eligible uses for the funds per MN DEED are:

- Repair or renovation of real property
- Building construction
- Landscaping and streetscaping
- Demolition and site preparation
- Project pre-design and design
- Engineering
- Non-municipal infrastructure



Requirements:

- Physical location of the proposed project must be located within the River to Rail Corridor. (See map)
- All funded projects must be completed by December 31, 2026.
- Must have Federal and State ID numbers.
- There is a matching requirement. Applicant is required to secure 70% matching funds of the Main Street Grant award amount requested (30% total project cost).

Application Deadline:

Applications are submitted online and must be completed by Monday, August 15, 2022 by 4pm.

Application Tips:

- The online application is located on the BLAEDC website www.growbrainerdlakes.org. There will also be a link located on the City of Brainerd website www.ci.brainerd.mn.us.
- Download or print the application questions and supporting documents to ensure you have all required information and documents needed to complete the online application.
- Make sure your documents are saved as your project title before uploading them into your application.
- If you have multiple documents you'd like to upload into your application under the "Project Information" section, combining these documents into one may help with ease of uploading. This can be done by scanning documents into a PDF prior to uploading into the application.
- For any questions regarding this application or if you need technical assistance, call 218-828-0096 or email tyler@growbrainerdlakes.org.

Main Street Grant Application

This is a PDF version of the questions in the online application. This document, along with other supporting documents (Guidelines, FAQ, Funding Sources & Uses Form) are available to print or download on the BLAEDC website at www.growbrainerdlakes.org. This will ensure you have all required information and documents to complete the online application. Once you begin the online application, you will not be able to save your progress. BLAEDC is the organization administering this grant program. If you have any questions or need technical assistance with the application, please call 218-828-0096 or email tyler@growbrainerdlakes.org.

Applicant Information

1. Email
2. Business or Organization Name
3. Name of Owner/Primary Contact

The physical location of the proposed project must be located within the River to Rail Corridor, which is one-half block north of Washington Street to one-half block south of Oak Street; from Mississippi River to 19th Street SE. (see map)

4. Is your proposed project located within the River to Rail Corridor?
 - ☐ Yes
 - ☐ No (If your project is not located in the River to Rail Corridor, it is not eligible for these funds.)
5. Project Address
6. Mailing Address
7. Contact Phone Number
8. Business or Organization website (optional)
9. Business or Organization Employee Identification Number (EIN) or Federal Tax ID Number
10. Business or Organization State Tax ID Number
11. How many current employees do you have total, including yourself?
12. Who owns the property where this project is proposed?
 - ☐ I own the property (will skip to question 14)
 - ☐ I rent the property (will be prompted to answer question 13)

13. You indicated you rent the property for this proposed project. Please provide the name, email and phone number of the property owner. We will confirm the owner supports this project.

Project Proposal Information

14. Please give a TITLE to your proposed project to be used through this grant selection process.

15. The EDA identified priorities for funding. What priority fits your primary funding request?

(Mark only one)

- ☐ Housing
- ☐ Landscaping/Lighting/Greenspace/Parking
- ☐ Small Business
- ☐ Child Care

16. Below are the eligible uses of these funds per MN DEED. What will be the primary use of these funds:

(Mark only one)

- ☐ Repair or renovation of real property
- ☐ Building construction
- ☐ Landscaping and streetscaping
- ☐ Demolition and site preparation
- ☐ Project pre-design and design
- ☐ Engineering
- ☐ Non-municipal infrastructure

17. Please describe your project in detail. Include the following information below: (1) How your proposed project meets the identified EDA priorities you indicated above and (2) eligible uses if you receive funding. Maximum character count 250 words.

18. When do you expect to start your proposed project? (Choose date)

19. Your project must be completed by December 31, 2026. What is the expected completion date of your proposed project? (Choose date)

20. Upload any supporting documents you'd like to share about your proposed project. (Upload documents)

Project Funding Sources

*Grant requests should be no more than 30% of the project cost.
Maximum grant award is \$750,000.*

NOTE: For projects under \$100,000, a local grant of no more than 35% of the total project cost may be available depending on eligibility and available funds. Preference for these funds will be a total project cost of \$50,000 or less.

21. What is your TOTAL project cost?

22. What is the amount of Main Street Grant funding being requested?

Note: Grant requests should be no more than 30% of the project cost.

23. Applicants must include a completed Funding Sources & Uses Form outline funding sources. (Upload document)

Grant Program Policy Authorization for Release of Information

24. By submitting this form, I declare that the information provided in this application and on the accompanying exhibits is true and complete to the best of my knowledge. The Initiative Foundation, Brainerd EDA, and the Brainerd Lakes Area Economic Development Corporation (BLAEDC) have the right to verify any information contained in this application and may contact any individuals and institutions involved with the proposed project.

☐ Agree

25. Authorized Signature (Full Name)

26. Title

27. Date

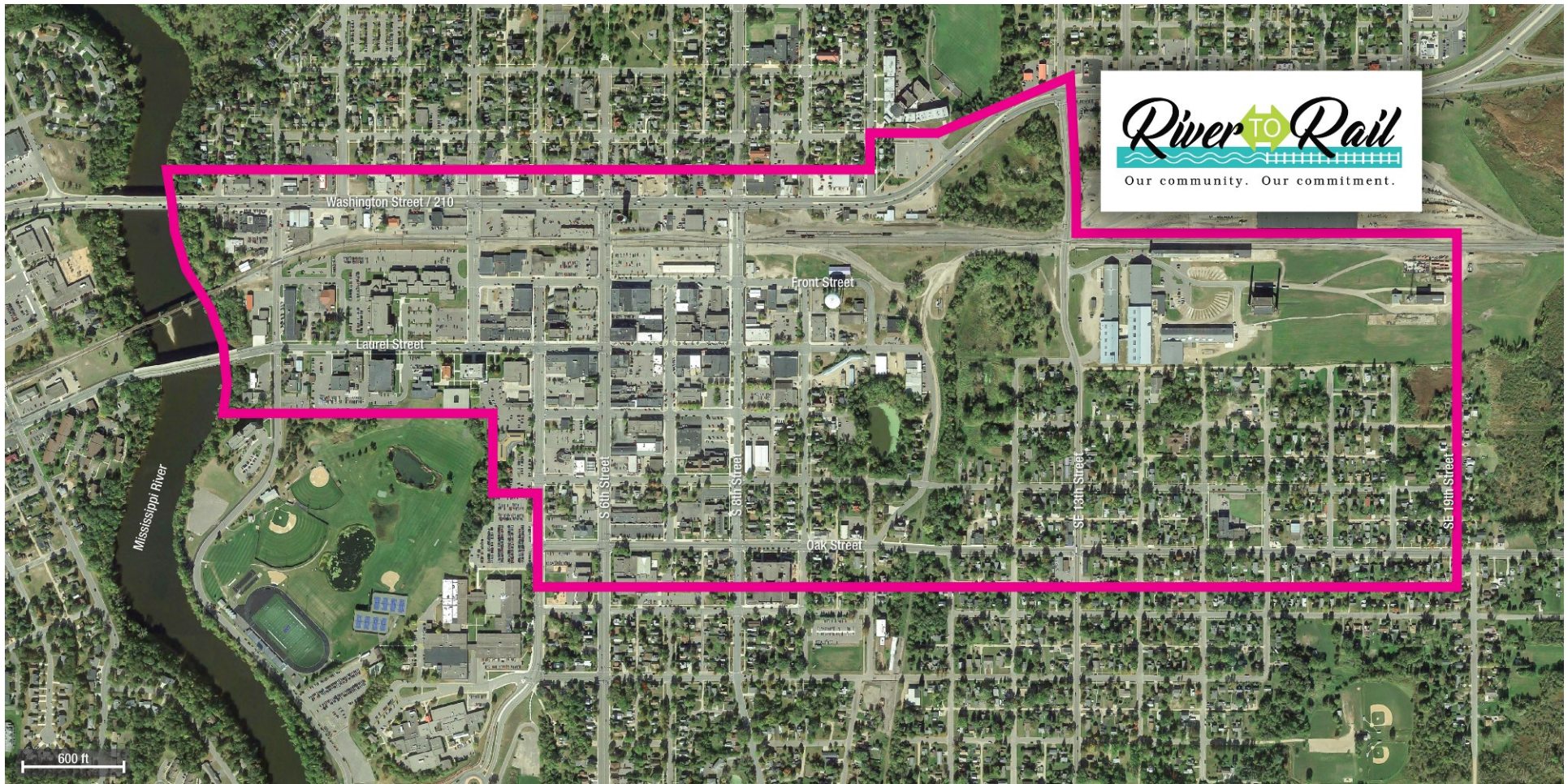
Thank you for your application.

The Initiative Foundation and Brainerd EDA retains the right to determine if a project meets the eligibility criteria for this program. The Initiative Foundation and Brainerd EDA retains the right to fund grant applications at the requested amounts, but may also fund grant applications at less than that which is requested.



.....

For questions, please call (218) 828.0096 or
email tyler@growbrainerdlakes.org



Funding Sources & Uses Form

Project Name: _____

(Check appropriate box)

Source	Amount	Secured Funding	Will be applying

Total:

--

Uses	Amount

Total:

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Main Street Revitalization Grant Frequently Asked Questions

What is the Main Street Economic Revitalization Grant Program?

This is a state-funded initiative intended to provide grants for projects in central business districts across the state. Funding is provided by the Minnesota Department of Employment and Economic Development (DEED). A stipulation of this funding required that each city had to define a specific corridor. The City of Brainerd identified River to Rail as the corridor for the Initiative Foundation to include in this grant. The total amount available in this grant program for the Brainerd River to Rail Corridor is \$765,600.00.

Who may apply for funding?

Any person or company planning to invest in eligible projects in the River to Rail Corridor (see map).

Where is the River to Rail Corridor located?

The project area boundaries are as one-half block north of Washington street to one-half block south of Oak Street; from the Mississippi River to 19th Street SE.

Is there a minimum or maximum amount I can apply for?

There is NO minimum, and the maximum grant amount that can be requested is \$750,000.00.

What does the 70% local match mean?

Example: Project of \$100,000 Total Cost

This project would require \$70,000 matching funds secured by applicant and the Main Street Grant Fund request would total \$30,000.

What can be used for the matching funds?

Loans, equity, and local government funding not derived from state or federal sources can be used for the match.

What sources are not eligible for match funding?

Existing assets and state or federal funds may not be used to meet this requirement.

Is there any other funding available that could help with my proposed project?

Yes. For projects under \$100,000, a local grant of no more than 35% of the total project cost may be available depending on eligibility and available funds. Preference for these funds will be a total project cost of \$50,000 or less.

Why do I need a Federal and State Tax ID number?

A State Tax ID number is required for this grant as these are state funds. To access your state ID or to create a state tax ID# visit this site: www.sos.state.mn.us and click "Register a Business." If you need help with your Employee Identification Number (EIN) visit: <https://irs-gov-ein-number.com/>

Why is there a completion deadline?

Due to the fact these are state funds, completion deadlines are required.

Who is administering the grant program in Brainerd?

The Brainerd Lakes Economic Development Corporation (BLAEDC), a non-profit corporation located in Brainerd, MN. BLAEDC is working closely with the Initiative Foundation who applied for and secured the grant award. If you need assistance with this application, visit the BLAEDC website for more application information at www.growbrainerdlakes.org, email tyler@growbrainerdlakes.org or call (218) 828-0096.

MEMO



TO: EDA Board of Commissioners

FROM: Executive Director, Jennifer Bergman

DATE: July 1, 2022

RE: Discussion on the ARPA Funds for Matching Grant

The City of Brainerd received approximately \$1.4 million in American Rescue Plan Act (ARPA) funds. Chair Johnson suggested asking the City Council to appropriate some ARPA funds to the EDA to be used for matching grants for applicants who may need additional assistance with the DEED Main Street Revitalization Program. The City Council authorized \$80,000.

In addition, the HRA board allocated up to \$20,000 to be used for a matching grant for eligible projects for the DEED Main Street Revitalization Program. The HRA funds can be used for projects with a total project cost of \$50,000 or less. The HRA funds must meet the statutory requirements listed in Minnesota Statute 469. The HRA Board authorized the decisions for funding to be made by the EDA Subcommittee. HRA staff will review the funding request with their legal counsel to assure it meets statute.

The EDA Subcommittee discussed the potential uses for the ARPA funds. The recommendation from the Subcommittee was to use the ARPA funds for a matching grant program for projects with a total project cost to \$100,000 or less. The maximum grant would be 35% of the total project cost and priority given to those projects under \$50,000.

The Subcommittee recommended that the review of the DEED applications also includes the matching grants that the matching grants be reviewed along with the request for the DEED program and prepare recommendations for funding to the EDA.

Recommendation: Authorize the use of the allocated ARPA fund to be used as a matching grant for the Main Street Revitalization program.

MEMO



TO: EDA Board of Commissioners

FROM: Executive Director, Jennifer Bergman

DATE: July 1, 2022

RE: Consider Funding Marketing for the DEED Main Street Program

The EDA Subcommittee recommended that we do some additional marketing for the DEED Main Street Revitalization program; specifically, that we provide a direct mailer to each property owner within the River to Rail Corridor.

Mary Devine Johnson, Visit Brainerd Executive Director and EDA Subcommittee member, volunteered to explore options. According to Johnson, the easiest way to accomplish this is through Every Door Direct Mail (EDDM) as it is very expensive to purchase mailing lists and it would likely be difficult to zoom in geographically to the River to Rail businesses only. Using the EDDM method, every postal customer (resident and/or business) will receive this mailer.

Johnson obtained quotes from three local printing companies: Allegra, First Impressions and Lakes Printing (see attached). Lakes Printing was the lowest estimate for a total of \$1,298.30. In addition, there would be a charge of \$50 per hour for Lakes Printing to design the flyer. This is an unbudgeted expense. If approved, it would possibly result in expenditures exceeding revenue for 2022; however, the fund balance is sufficient to absorb the cost.

Recommendation: Authorize staff to work with Lakes Printing to develop a marketing piece for the DEED Main Street Revitalization program in amount not to exceed \$1,750.

<u>Vendor</u>	<u>Design/hr</u>	<u>Printing (qty 3,000)</u>	<u>Mailing Services</u>	<u>Postage Estimate</u>	<u>Notes</u>
Allegra	60	\$785.00		\$575.00	Noted some specific EDDM specifications that might change the costs slightly; they noted needing 5-7 business days to turn-around the project
First Impressions	60	\$720.55	\$55.00	\$575.00	
Lakes Printing	50	\$693.30	\$30.00	\$575.00	
				\$523.25	EDDM Postage for 2,875 pieces on five routes within the River to Rail District

From: Mary Devine Johnson, Executive Director
Bcc: Kevin Thesing (kthesing@lakesprinting.com); Pat MacLeish; ron@allegrabrainerd.com
Subject: Cost Estimate: Every Door Direct Mail
Date: Thursday, June 23, 2022 4:39:00 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)

Hello!

I have been asked to help the Brainerd EDA get a cost estimate for an Every Door Direct Mail project. They will be announcing a grant opportunity for businesses in the River to Rail district (see the map below). I started working on an estimate via the USPS website and that includes all of the mail delivery routes in blue (see second map below).

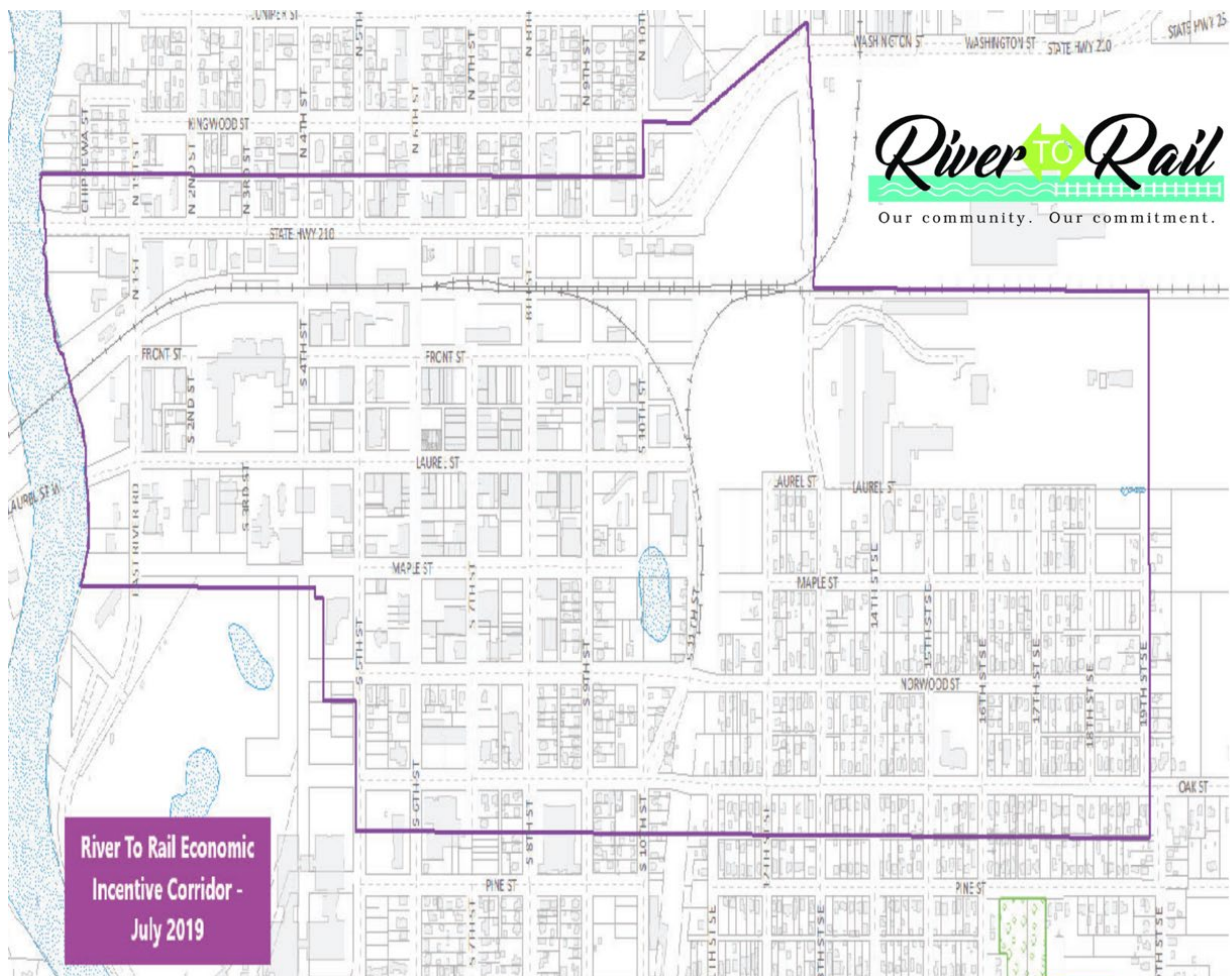
We do not have a mailing list; that's why I am thinking the EDDM is the easiest option but I am open to suggestions.

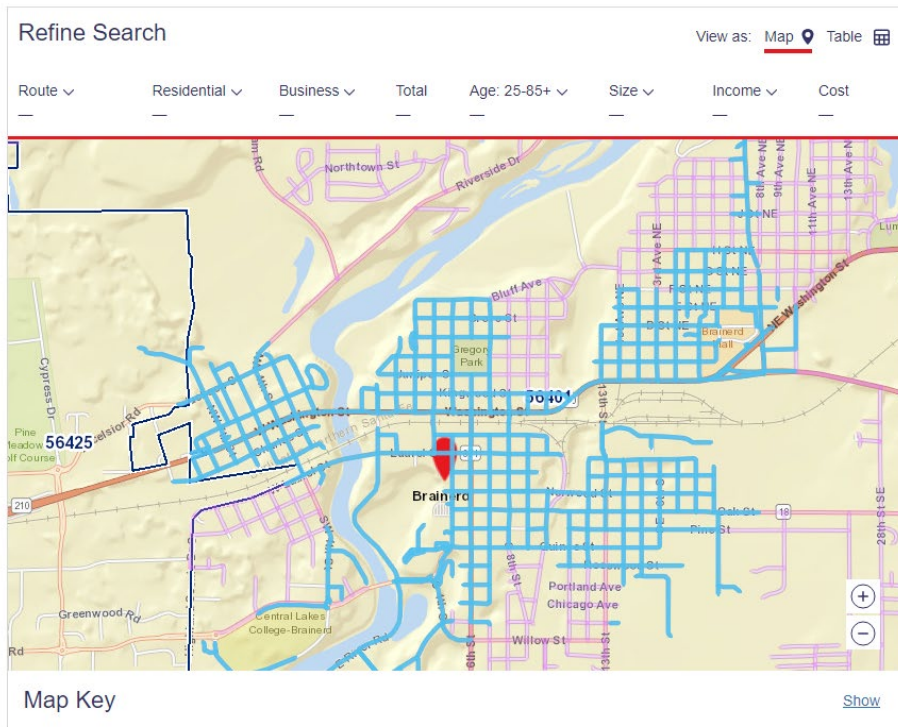
Regardless, they want to get a standard size postcard printed and mailed the week of July 11 (pending approval of the expenditure by the EDA on July 7). If you are interested, please provide a cost estimate for the following:

- Design services
- Printing services
- Mailing services
- Postage cost estimate

If you have any questions, give me a call. You'll find my contact information below the maps.

Also, please confirm receipt of the email because my email address occasionally lands in the junk folder.





Order Summary

Selected Routes

5

[Post Office™ Drop-Offs](#)

1

Total Mailpieces

2875

Approximate Cost

\$575.00

[Next Step](#)

[Clear Routes](#)

Thank you,

Mary Devine Johnson
Executive Director

Visit Brainerd
706 Laurel Street
Brainerd, MN 56401
P: 218.825.0410 | F: 218.825.0411 | C: 218.821.4997
mary@visitbrainerd.com | www.visitbrainerd.com

VISITBRAINERD

Get area information in the palm of your hand: Download the "Brainerd Lakes Area Updates" app from the [Google Play](#) or [iPhone](#) app stores.



MARKETING • PRINT • MAIL

220 Washington Street
Brainerd, MN 56401
218.828.4248 Fax 218.828.1398
www.AllegraBrainerd.com

Estimate

No: **8075**

Date: 6/29/22

Customer PO:



Ship To:

VISIT BRAINERD
706 LAUREL STREET
BRAINERD MN 56401

Quantity	Description	Amount
5,000	FULL SERVICE EDDM-VISIT BRAINERD Zip/Route ID: 56401C007, 56401C006, 56401C008, 56401C002, 56401C005, Product Info: Postcards, 6.5" x 9", 14PT C2S, 4/4 (4 color both sides), UV Coating Front Only, 5000 POSTAGE 1:00 GRAPHIC DESIGN	\$ 1,691.13
Sales Rep: Mary Johnson mary@visitbrainerd.com 218-825-0410 (PRIMARY:)		
Thank you for the opportunity to quote this project. This Estimate is good for 30 days. Prices are based on specifications provided and may be revised upon review of final art/disk.		

ALLEGRA offers free estimates on:

BANNERS • LARGE FORMAT • LABELS • BUSINESS CARDS • COLOR PRINTING • DESKTOP PUBLISHING • NEWSLETTERS
COPYING • FLYERS • BROCHURES • LETTERHEADS • ENVELOPES • BOOKLETS • MANUALS • STAMPS • INVITATIONS
ANNOUNCEMENTS • MAGNETIC SIGNS • FULL MAILING SERVICE • FEDEX SHIPPING

Quote Prepared by:
Allegra Marketing Print Mail
220 Washington Street
Brainerd,Minnesota 56401
218-828-4248

Quote Prepared for:
Mary Johnson
218-825-0410
06-29-2022
1234567
mary@visitbrainerd.com

VisitBrainerd

Product Info: Postcards, 6.5" x 9", 14PT C2S, 4/4 (4 color both sides), UV Coating Front Only, 5000

Zip/Route ID	Businesses	Residential	Total	Median Income
56401C007	164	398	562	27,137
56401C006	75	533	608	39,578
56401C008	23	631	654	33,682
56401C002	102	388	490	39,089
56401C005	156	405	561	26,863

Order Summary		
Routes	Businesses	Residential
5	520	2355
Residentail Only :		
Total Addresses : 2875		
In Mailbox Date : 07-12-2022		
Product Price : \$1067.88		
EDDM Service Price : \$0.00		
Postage : + \$523.25		
Total :		
\$1591.1339795821		



Estimate

401 FRONT STREET • BRAINERD, MN 56401
218-829-1860 • FAX 218-825-7550

Date	Estimate No.	Project
06/24/22	15706	

Name/Address
VISIT BRAINERD 14084 BAXTER DR. STE 12 BAXTER, MN 56425 FAX 218-825-0411

Item	Description	Quantity	Cost	Total
PRINTING	EDDM POSTCARDS - 9 X 6, 4 COLOR PROCESS OVER ONE PMS, 2 SIDED, 100# COATED COVER	3,000	0.23485	704.55T
CUT	CUT TO 9 X 6	4	4.00	16.00T
BINDERY	BOUNDLE IN 50'S	60	0.50	30.00T
TYPE SETTING	TYPESETTING - \$60 PER HOUR	1	60.00	60.00T
SALES AT COST	POSTAGE WILL BE ACUTUAL COST OFF POSTAGE - SHOULD BE ON THE EDDM WEBSITE LIST		0.00	0.00
MISC	DELIVERY TO POSTOFFICE	1	25.00	25.00T
	STATE, LOCAL, COUNTY		7.875%	65.80
			Total	\$901.35

From: [Kevin Thesing](#)
To: [Mary Devine Johnson, Executive Director](#)
Subject: Re: Cost Estimate: Every Door Direct Mail
Date: Monday, June 27, 2022 3:11:34 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)

Mary,

3000 of the 6 x 4 - \$346.25
3000 of the 9 x 6 - \$693.30

Let me know.
Kevin

On 6/27/2022 2:22 PM, Mary Devine Johnson, Executive Director wrote:

Thanks, Kevin!

A couple of tweaks...will you quote printing for a 9x6 postcard? Apparently that's the largest size you can go with the EDDM and I'm hedging my bets just in case we need the room for instructions or something. Also, please adjust the quantity to 3,000 for both a 9x6 and 6x4. After reviewing my notes, they might want some to hand-out to businesses as well.

Best,
Mary

From: Kevin Thesing <ktthesing@lakesprinting.com>
Sent: Monday, June 27, 2022 10:03 AM
To: Mary Devine Johnson, Executive Director <mary@visitbrainerd.com>
Subject: Re: Cost Estimate: Every Door Direct Mail

Hi Mary
I think you are on the right path.
We can do this as a carrier route presort mailing.
I have filled in our budgets for each category below.
I think this looks very straight forward.
Let me know what you have for questions.
Kevin Thesing
Lakes Printing

On 6/23/2022 4:39 PM, Mary Devine Johnson, Executive Director wrote:

Hello!

I have been asked to help the Brainerd EDA get a cost estimate for an Every Door Direct Mail project. They will be announcing a grant opportunity for businesses in the River to Rail district (see the map below). I started working on an estimate via the USPS website and that includes all of the mail delivery routes in blue (see second map below).

We do not have a mailing list; that's why I am thinking the EDDM is the easiest option but I am open to suggestions.

Regardless, they want to get a standard size postcard printed and mailed the week of July 11 (pending approval of the expenditure by the EDA on July 7). If you are interested, please provide a cost estimate for the following:

<!--[if !supportLists]-->1. <!--[endif]-->Design services - \$50
<!--[if !supportLists]-->2. <!--[endif]-->Printing services - 6 x 4, full color two sides, 2875 - \$335
<!--[if !supportLists]-->3. <!--[endif]-->Mailing services - \$30 (no addressing, carrier route sorting)
<!--[if !supportLists]-->4. <!--[endif]-->Postage cost estimate - \$575

If you have any questions, give me a call. You'll find my contact information below the maps.

Also, please confirm receipt of the email because my email address occasionally lands in the junk folder.

P: 218.825.0410 | F: 218.825.0411 | C: 218.821.4997
mary@visitbrainerd.com | www.visitbrainerd.com



Get area information in the palm of your hand: Download the "Brainerd Lakes Area Updates" app from the [Google Play](#) or [iPhone](#) app stores.

MEMO



TO: EDA Board of Commissioners
FROM: Executive Director, Jennifer Bergman
DATE: July 1, 2022
RE: Executive Director Report

Update on Industrial Land Purchase

The Purchase and Development Agreement (PDA) provides VCV with 180 days for due diligence. Upon completion of the due diligence, VCV shall issue a written notice to the EDA that VCV wishes to proceed with the closing. The EDA must receive a Notice to Proceed by the time the due diligence period expires which is on August 30th, 2022.

Prior to the written notice to proceed, the following conditions must be satisfied:

- 1) The Authority having approved Construction Plans for the Minimum Improvements
- 2) The Developer having secured financing for the acquisition of the Development Property and the construction of Minimum Improvements and Authority having approved such financing and the Developer having closed on such financing at Closing
- 3) There is no uncured Event of Default by the Developer
- 4) The Developer having reviewed and approved title to the Development Property
- 5) The Developer having reviewed and approved soil and environmental conditions
- 6) The Developer having negotiated and executed the Utility Agreement with the City acting through its Brainerd Public Utility regarding the purchase of electrical power.

We have not received any of the information listed above so I reached out to VCV to remind them of the deadline and the EDA meeting dates prior to the deadline. I would anticipate this will be the August 4th EDA agenda.

Quarterly Meeting with Consultants

One of the requirements in the agreements with our consultants is to hold a quarterly meeting. That meeting has been scheduled for Wednesday, July 13th. The purpose of the meeting is to have the consultants share what they are working on.

DEED Conflict of Interest Disclosure

The Department of Employment and Economic Development (DEED) requires all community members who are participating in reviewing competitive grants using DEED funds to disclose any conflicts of interest. This form must be completed by EDA and EDA Subcommittee members prior to the review of applications. Please complete the attached form and provide a copy to BLAEDC and city staff.

Conflict of Interest Disclosure Form for Community Members participating in a Competitive Grant Application Review

This form gives community members and external grant reviewers an opportunity to disclose any actual or potential conflicts of interest that may exist or arise during a competitive grant review process.

It is the community members or external grant reviewer's obligation to be familiar with the Office of Grants Management (OGM) [08-01 Conflict of Interest in State Grant-Making Policy](#) and to disclose any conflicts of interest accordingly.

All community members and external grant reviewers must complete and sign a conflict of interest disclosure form for each competitive grant review process they are involved in.

- The community member or external grant reviewer must identify any grant applicant with which they have an actual or potential conflict.
- The community member or external grant reviewer is not required to explain the reason for the conflict of interest on this disclosure form as this form is public data after the grant evaluation process is completed as defined in under Minn. Stat. §13.599.
- The community member or external grant reviewer must discuss the conflict with appropriate agency or grant program personnel.
- *A disclosure does not automatically result in the grant application reviewer being removed from the competitive grant review process.*

Please read the definitions of conflict of interest below and mark the appropriate boxes that pertain to you and your status as a grant reviewer of applications for [Autofill grant program name here]

Definitions per [08-01 Conflict of Interest in State Grant-Making Policy](#)

Conflict of Interest:

A conflict of interest occurs when a person has actual or apparent duty or loyalty to more than one organization and the competing duties or loyalties may result in actions which are adverse to one or both parties. A conflict of interest exists even if no unethical, improper, or illegal act results from it.

Actual Conflict of Interest:

An actual conflict of interest occurs when a person's decision or action would compromise a duty to a party without taking immediate appropriate action to eliminate the conflict.

Individual Conflict of Interest

A conflict of interest that may benefit an individual employee or a grant reviewer is any situation in which their judgment, actions or non-action could be interpreted to be influenced by something that would benefit them directly or through indirect gain to an immediate family member, business, or organization with which they are involved.

An individual conflict of interest occurs when any of the following conditions are present:

- (a) A state employee or a grant reviewer uses their status or position to obtain special advantage, benefit, or access to the grantee or grant applicant's time, services, facilities, equipment, supplies, badge, uniform, prestige, or influence.
- (b) A state employee or a grant reviewer receives or accepts money or anything else of value from a state grantee or grant applicant or has equity or a financial interest in or partial or whole ownership of an applicant organization
- (c) A state employee or a grant reviewer is an employee or board member of a grant applicant or grantee applicants or is a family member of anyone involved in the grantee or grant applicant's agency.

*This situation can be evaluated on a case-by-case basis:

- The grant reviewer works in a volunteer capacity for a grant applicant or grantee organization

Potential Conflict of Interest:

A potential conflict of interest may exist if a person has a relationship, affiliation, or other interest that could create an inappropriate influence if the person is called on to make a decision or recommendation that would affect one or more of those relationships, affiliations, or interests. For example, a grant reviewer that serves in a volunteer capacity for an applicant organization has the potential to, but does not necessarily create a conflict of interest, depending on the nature of the relationship between the two parties.

A disclosed potential conflict of interest warrants additional discussion between the grant reviewer and appropriate agency or grant program personnel in order to identify the nature of the relationship, affiliation, or other interest and mitigate any potential conflicts.

Section I: To be completed by the community or external grant reviewer

- A.** As a community or external grant reviewer, I certify that I have read and understand the description of Conflict of Interests explained above and in (OGM) [08-01 Conflict of Interest in State Grant-Making Policy](#)
- B. Please check the applicable box or boxes below that correspond to you and your status as a community or external grant reviewer**
 - ☐ I do not have any conflicts of interest relating to this program's grant applicants or proposed projects and I will participate in the review process.
 - ☐ I have reviewed the list of applicants, and I have an Actual or Potential Conflict of Interest with:
 - ☐ One of the applicants listed
 - ☐ Multiple applicant(s) listed.
 - ☐ I have reviewed the list of applicants and I am unsure if I have an Actual, or Potential Conflict of Interest with
 - ☐ One of the applicants listed
 - ☐ Multiple applicant(s) listed

C. If applicable:

List grant applicants that community or external grant reviewer has an actual or potential conflict of interest.

*The community or external reviewer can choose to describe the nature of the conflict in this section, however, this is not required, as this form is public data after the grant evaluation process is completed as defined in Minn. Stat. §13.599.

- D.** If at any time during the review process I discover a conflict of interest, I will stop reviewing any grant applications I may have received and disclose that conflict immediately to appropriate agency or grant program personnel.

Pursuant to Minn. Stat. §13.599, I understand that grant evaluation data created or maintained during this grant evaluation process are not public and I cannot disclose the data to others outside of the process.

Grant Reviewer's printed name: _____

Grant Reviewer's signature and date: _____

The grant reviewer must return this signed form to the appropriate agency contact or grant program personnel and, if applicable, take next steps as referenced in OGM [08-01 Conflict of Interest in State Grant-Making Policy](#) to address any potential or actual conflicts of interest disclosed.

Section II: To be completed by the executive branch grantor/appropriate agency contact

I certify that the OGM [08-01 Conflict of Interest Policy in State Grant-Making Policy](#) has been provided and discussed with the community or external grant reviewer and the following action(s) have been taken:

- ☐ 1. Community or external reviewer has disclosed no conflict(s) and will fully participate in the review process.
- ☐ 2. Community or external reviewer wasn't sure if they had an actual or potential conflict and reached out to Department of Employment and Economic Development (DEED) to discuss.
 - ☐ After discussion, it was determined that no actual conflict exists, and they will fully participate in the review process.
 - ☐ After discussion, it was determined that no potential conflict exists, and they will fully participate in the review process.
 - ☐ After discussion, it was determined that an actual conflict exists. Please reference and choose from either #3 or #6, as applicable to the situation, for next steps.
 - ☐ After discussion, it was determined that a potential conflict exists. Please reference and choose from either #4 or #5, as applicable to the situation, for next steps.
- ☐ 3. Community or external reviewer has disclosed an actual conflict but will continue to participate in the review process. The reviewer will not be given any applications to review from those applicant(s) with whom they identified as having an actual conflict. The reviewer has been instructed to avoid discussing the applicant or applications from organization(s) with which the reviewer has disclosed an actual conflict of interest with other reviewers. The reviewer will not be included in discussion or final scoring decisions made about the applicant they have identified as having an actual conflict with.
- ☐ 4. Community or external reviewer has disclosed a potential conflict(s) but will continue to participate in the review process. The reviewer will not be given any applications to review from those applicants with whom they identified as having a potential conflict. The reviewer has been instructed to avoid discussing the applicant or applications from organizations with which the reviewer has disclosed a conflict of interest with other reviewers. The reviewer will not be included in discussion or final scoring decisions made about the applicant they have identified as having a potential conflict with.
- ☐ 5. Community or external reviewer has disclosed a potential conflict(s) but after additional discussion and analysis by agency or grant program personnel it was determined that no conflict of interest exists, and the reviewer will continue to fully participate in the review process.
- ☐ 6. Community or external reviewer has disclosed an actual conflict with multiple grant applicants. After additional discussion and analysis, the [Executive branch granting agency here] decided that in order to fully resolve the conflict(s), the reviewer should not participate any further in the competitive grant review process.

- ☐ Department of Employment and Economic Development (DEED) will follow the procedures in OGM [08-01 Conflict of Interest in State Grant-Making Policy](#), as applicable, for disclosed conflicts and their resolution.

Additional Details or Comments from agency or grant program personnel:

Agency Staff role/position:

Agency Staff name:

Signature and date:

To: EDA Board of Commissioners
From: Eric Charpentier, Executive Director
Date: June 30th, 2022
Re: Brainerd HRA Update

General Agency Update

Our board approved using up to \$20,000 in board designated funding to be utilized as matching grants for applicants for DEED's Mainstreet Revitalization Program. Our board has focused on providing matching grant funding for projects with total costs of up to \$50,000 with the hope that these grant dollars can spur and entice business owners who may have smaller improvement projects and might not have the 70% match that is required to access the DEED grant dollars. These projects will still need to be within the scope of Minnesota Statute 469 and our staff will vet the projects that the EDA subcommittee puts forward for use of these dollars, to ensure we are in compliance. Our agency is excited for the opportunity to infuse some funds to help small businesses in the designated River to Rail corridor.

Our first down payment assistance loan and the first loan ever is scheduled for funding through the Crow Wing County Housing Trust Fund on Thursday July 7th. We have several projects in our pipeline for rehabilitation loans and we continue to have meetings with developers throughout the County to get these dollars out in the community to help with the housing shortages that we are experiencing throughout the County. We are very excited to get this first project funded and look forward to many more to come.

Rehab

We currently have 2 homeowners we are working with through the MHFA program and 1 through the Housing Trust Fund.

Brainerd Oaks/Serene Pines/Dalmar Estates

Development	Total	# Sold to Developer	# Sold to End Buyer	For Sale	In Construction
Brainerd Oaks	81*	66	57	0	9
Serene Pines	23	19	16	0	0
Dalmar Estates	7	3	1	0	2

*Originally 83 lots, 2 have been merged/combined into a single parcel