

ECONOMIC DEVELOPMENT AUTHORITY

City of Brainerd, Minnesota
City Hall, 501 Laurel Street, Council Chambers
Thursday, March 9 at 4:00 pm

The public is invited to attend this meeting in person
Meetings are broadcast on CTC ch 8, Charter ch 181, YouTube, AppleTV, Roku, and
Amazon FireTV

1. Call To Order

2. Roll Call

___ K. Bevans ___ T. Bieser ___ G. Johnson ___ M. Kirsch

___ M. O'Day ___ K. Yeager ___ Vacant

3. Approval/Amendment Of Agenda

4. Old Business

A. Discussion On Framework

Documents:

Framework.pdf

B. Discussion On DEED Mainstreet Revitalization Grant Program

Documents:

DEED Grants.pdf

5. New Business

A. Define Downtown Area For DDBC Main Street Application

Documents:

Define Downtown.pdf

B. Re-Evaluate The Tiers Recommended By Swanson-Haskamp

Documents:

SHC - Opportunity Site and Approach Memo 2023.pdf

6. Staff Reports

7. Commissioner's Comments/Questions

8. Adjourn

MEMO



TO: EDA Board of Commissioners

FROM: Community Development Director, James Kramvik

DATE: March 9, 2023

RE: Discussion on Framework

Quarterly Framework

Staff presented preliminary framework at the February 7th quarterly consultant's meeting. The framework is a guide to coordinate the work prepared by City staff and the consultants. The framework is divided up by the goals of the EDA and activities have been split up by quarters and assigned to a consultant. Many of the end goals require collaborative work so this document will aid in remaining on schedule. The new scope of service agreements was reached in January and the framework was completed in February. As a result, some of quarter one's deliverables may be completed at the beginning of quarter two. All of quarter one's activities should be completed by the next quarterly consultant's meeting. Consultants and staff will provide completion updates and deliverables to the EDA Commissioners as part of a quarterly report.

After reviewing the goals of the EDA and completion of the framework, staff determined that there were missing elements in the consultant's scope of services. Visit Brainerd has been assigned most marketing goals and some are outside of the agreed upon scope of services. Staff will be reviewing the scope of services agreement on March 9th with Visit Brainerd to determine if the contract should be amended to help the EDA complete their objectives.

Currently Unassigned Activities/ Goals

- 1) Create a cohesive and comprehensive marketing plan for the EDA which includes a slogan, branding, and campaign.
- 2) Explore education campaigns which includes public signage.

Measurable Goals/ Metrics

Staff has prepared a document to help measure the success of the EDA. This serves as an easily understandable document to the public and will help facilitate a year-end report for the EDA. Many of the metrics will be difficult to quantify in 2023 as property lists, the website, and marketing strategies are not yet in place. However, this document will provide guidance for the scope of services and will be in place and approved by the EDA Commissioners for 2024.

Staff would like the EDA Commissioners to review and recommend any changes to the document and staff recommends approval at the next meeting.

Brainerd EDA Framework

EDA Goals	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Goal 1 - Create programs to seek funding to address identified needs.	BLAEDC provides City staff with a summary of needs identified from 2022 BRE interviews. BLAEDC provides recommendations to improve BRE interviews.	City Staff identifies areas of need for funding based on review of BLAEDC's report. City Staff Identifies programs in other locations similar to Destination Downtown.	City Staff seeks/ develops funding ideas for proposed programs and presents proposed programs to the EDA.	Visit Brainerd prepares marketing strategy for 2024 Scope of Services agreement.
Goal 2 - Create an inventory of under-used and under-developed properties and work with property owners to market them for redevelopment.	City Staff & SHC conduct a GIS assessment of underutilized properties and develop a metric system for underutilized properties	SHC identifies possible uses for underutilized properties with staff and engages property owners to assess interest in participating in a redevelopment program. Underutilized property includes James St. Mobile Home Park.	SHC provides a report to the EDA on interested properties.	SHC imports properties and information to website. Visit Brainerd prepares marketing strategy for 2024 Scope of Services agreement.

EDA Goals	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Goal 3 - Evaluate the City's vacant industrial property for compatible non-industrial uses that would address current and future needs of the community.	SHC & City Staff prepares an inventory of all City owned property and analyzes the properties that are underutilized.	City Staff & SHC identify possible uses for underutilized city property and provides a report to the EDA	City Staff & SHC import vacant properties and property analysis onto website and create a policy to keep properties updated.	Visit Brainerd prepares marketing strategy for 2024 Scope of Services agreement.
Goal 4 - Interview existing businesses to identify each businesses' individual needs to take the next step in their business development	BLAEDC provides City staff with a summary of needs identified from 2022 BRE interviews.	City Staff identifies 10 additional businesses to conduct interviews to assess needs for the business.		City Staff & BLAEDC evaluate and summarize the results from 2023 BRE interviews.
		City Staff conducts 4 BRE interviews.	City Staff conducts 3 BRE interviews.	City Staff conducts 3 BRE interviews.
	BLAEDC conducts BRE interviews. A portion of BRE interviews should include businesses along Washington Street to begin an inventory of business needs for the Washington Street reconstruction project.	BLAEDC conducts BRE interviews. BLAEDC develops an overall matrix to be able to evaluate business needs.	BLAEDC conducts BRE interviews.	BLAEDC presents updated matrix to EDA. BLAEDC conducts BRE interviews.
		SHC & BLAEDC creates and sends out a survey prior to roundtable breakfast to gauge interest and needs.	SHC & BLAEDC host 1 roundtable business owner breakfasts	SHC provides a final report and summary from roundtable business owner breakfasts.

EDA Goals	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Goal 5 - Work with community partners to develop a cohesive marketing strategy for the Community.	All consultants participate in quarterly meeting to update and strategically plan completion of EDA goals.	All consultants participate in quarterly meeting to update and strategically plan completion of EDA goals.	All consultants participate in quarterly meeting to update and strategically plan completion of EDA goals.	All consultants participate in quarterly meeting to update and strategically plan completion of EDA goals.
	SHC creates a web page for property marketing. Visit Brainerd begins working with the City IT department on a website for the EDA.	SHC designs a template page to describe all important characteristics of a marketable property. SHC begins preparing a concept/ general master plan for a 10+ acre private property for residential use, Wright Street Industrial Property, and Brainerd Industrial Park Properties.	Visit Brainerd & SHC determine method to promote identified properties to developers and buyers. Visit Brainerd works with City IT staff on developing web location to host marketable properties. SHC presents to the EDA concepts/ general master plan for three areas of focus.	Marketable properties are hosted on determined web location. Visit Brainerd proposes a marketing strategy in the 2024 Scope of Services.
<i>Visit Brainerd may need to amend 2023 Scope of Services or Include this as part of the 2024 Scope of Services</i>	Consultants discuss cohesive and comprehensive marketing plan for the EDA at the quarterly meeting.	Visit Brainerd provides options for slogan and branding at the quarterly consultants meeting and discusses how and where the slogan and brand will be used.	Visit Brainerd recommends final slogan and branding options and seeks final approval from the EDA. Visit Brainerd reports on slogan and brand marketing strategy.	Visit Brainerd begins marketing the EDA with new slogan and branding.
		City Staff compiles a list of vacant storefronts in the City of Brainerd.	Marketing Intern reaches out to property owners with vacant storefronts and	City Staff works with interested property owners

			gauges interest in marketing opportunities. Marketing Intern coordinates with Visit Brainerd on potential marketing campaign.	to create descriptive page on vacant tenant space.
	DDBC applies for Mainstreet America Affiliate Membership	DDBC Organize and host kickoff meeting with Mainstreet America/ Rethos Staff. DDCB supports Mainstreet events through the summer with advertising materials.	DDBC updates the EDA on the Mainstreet Program and DDBC attend education events and classes to support the Mainstreet program.	DDBC provides a final report of main street activities, arranges for a main street representative to present to the EDA, and provides a recommendation forward for a main street coordinator.
			Visit Brainerd provides options and pricing to the EDA for public signage.	Visit Brainerd markets the EDA/ EDA activities with public signage based on the recommendation from the EDA.
		Visit Brainerd develops and implements a summer advertising campaign to shop at Brainerd businesses.		Visit Brainerd develops and implements a winter advertising campaign to shop at Brainerd businesses.
				DDBC Hosts 4 business owner networking events. DBBC produces and distributes 12 promotional videos featuring local business owners.

Note: All items in quarters address action steps and scope of service directed and agreed upon by the EDA.



BRAINERD ECONOMIC DEVELOPMENT AUTHORITY

Who we are...

The EDA is dedicated on enhancing Brainerd's economic vitality and expanding tax base and employment opportunities within the city limits, providing a one-stop shop for developing businesses and fostering growth for Brainerd.

2023-2024: *Plan of Work*

Contact Us.

Jennifer Bergman: jbergman@ci.brainerd.mn.us / 218-454-3404
James Kramvik: jkramvik@ci.brainerd.mn.us / 218-454-3408

	BUSINESS RETENTION	BUSINESS ATTRACTION	DEVELOPMENT / REDEVELOPMENT	MARKETING
	GOALS 1 & 4	GOALS 1, 2, 3, & 5	GOAL 2 & 3	GOAL 5
Key Activities / Projects	• Conduct Business Retention and Expansion (BRE) interviews and provide a summary report. • Host business owner networking events. • Host a business owner roundtable breakfast. • Develop funding ideas and programs to target needs of businesses.	• Create a list of vacant storefronts in the City of Brainerd. • Work with property owners to market vacant spaces on the EDA website. • Produce promotional videos featuring local business owners. • Market development and redevelopment incentives.	• Create a list of vacant and underutilized properties (city owned and privately owned). • Reach out to private property owners and partner for redevelopment opportunities. • Concept and master plan priority properties. • Create property information pages to market on the EDA website.	• Develop an EDA website. • Create a citywide branding and marketing campaign. • Summer and winter advertising campaigns to shop Brainerd. • Apply for Mainstreet America Affiliate Membership.
Measurable Goals / Metrics	• % Of BRE businesses continuing to operate • # Of businesses using incentive programs • Increase childcare availability	• Decrease number of vacant commercial buildings and storefronts • # of new businesses using incentive programs	• Increase development of city owned property and of vacant / underutilized property • Increase housing	• Increase retail sales • Increase information for marketable properties • Increase discussion with developers

Goal 1 - Create programs to seek funding and address identified needs.

Goal 2 - Create an inventory of under-used and under-developed properties and work with owners to market them for redevelopment.

Goal 3 - Evaluate the City's vacant industrial property for compatible non-industrial uses addressing current and future community needs.

Goal 4 - Interview existing businesses to identify each businesses' needs to take the next step in their development.

Goal 5 - Develop with community partners a cohesive marketing strategy for the Community.

MEMO



TO: EDA Board of Commissioners

FROM: Community Development Director, James Kramvik

DATE: March 9, 2023

RE: Discussion on DEED Mainstreet Revitalization Grant Program

Deed Mainstreet Revitalization Grant Program

The Initiative Foundation (IF) was awarded \$4.5 million for Main Street Revitalization efforts throughout the region. The Initiative Foundation (IF) allocated \$765,600 to Brainerd to be used in the River to Rail Corridor and asked the Brainerd Economic Development Authority (EDA) to make recommendations on funding requests in Brainerd to the Initiative Foundation for final approval.

The EDA Chair appointed a 5-member subcommittee: Bruce Buxton, Mary Devine-Johnson, Mayor Dave Badeaux, Kevin Yeager and Gabe Johnson. The purpose of the subcommittee was to assist with the process and score and rank applications.

The subcommittee recommended 33 projects for funding by priorities set by the EDA. It was determined to weigh decisions by the following priority:

- 1st Housing
- 2nd Landscaping/Lighting/Greenspace/Streetscaping
- 3rd Small Business and Child Care

The Community Development Department and BLAEDC have provided updates on the DEED Mainstreet Grant recipients. BLAEDC's update reflects dispersal of funds while the Community Development Department's update reflects building permits and inspections. As of now, two businesses have officially declined funding in the amount \$54,187. BLAEDC will reach out to other grant recipients in which there is concern about project start dates.

The Community Development Department will update the subcommittee on any permits issued to businesses that applied for the grant but did not receive funds.

Staff Recommendation

Staff recommends holding a subcommittee meeting the week of March 20th to March 24th to recommend reallocation of \$54,187 of grant awards and any other declined grants by the next subcommittee meeting.

Name	Project	Priority	Subcommittee Recommended Funding	Total Project Cost	Updates as of 3.2.23
Teeny Bubbles Inc	Teeny Bubbles Inc Renovation	Child Care	\$150,000.00	\$500,000.00	IF has everything and will be on the next invoice IF sends to DEED - hopefully tomorrow
Young Men's Christian Association	Brainerd Family YMCA Early Learning	Child Care	\$100,000.00	\$1,500,000.00	IF has full \$100,000 from DEED; no expenses yet - the Y can ask for the first \$50,000 when they're ready.
Eight05 Laurel LLC	Eight05 Laurel Apartments	Housing	\$199,999.00	\$14,197,598.00	(EDA funding \$80,000) \$119,000 approved for Main Street Grant. A lot of correspondence with IF; struggling to secure bids; IF is just waiting to hear their progress
Pueringer Investments	209-211 s 7th	Housing	\$8,608.02	\$28,693.41	IF has invoiced DEED
Stangler Properties LLC	515 South 9th Street	Housing	\$60,000.00	\$200,000.00	IF has invoiced DEED
Pueringer Investments	301 S 7th	Housing	\$18,191.85	\$60,000.00	IF has invoiced DEED
Pueringer Investments	616 Front st	Housing	\$7,926.81	\$26,422.71	IF has invoiced DEED
Pueringer Investments	214 s 7th	Housing	\$3,809.04	\$12,696.82	IF has invoiced DEED
Pueringer Investments	201 s 7th	Housing	\$4,176.00	\$13,922.56	IF has invoiced DEED
Pueringer Investments	1702 Norwood	Housing	\$5,057.80	\$16,859.35	IF has invoiced DEED
Pueringer Investments	1624 oak	Housing	\$2,362.57	\$7,875.24	IF has invoiced DEED
Pueringer Investments	1610 Maple	Housing	\$815.77	\$2,719.25	IF has invoiced DEED
Lakes Area Habitat for Humanity	1108 Oak Street Habitat build	Housing	\$20,000.00	\$140,800.00	HRA is the contact for funding
Brainerd American Legion Post 25	Flag Pole	Landscaping	\$1,018.50	\$3,395.00	Just completed leverage form and is dropping off paper copy at BLAEDC today to get scanned/submitted
Mickey's Pizza and Subs	Mickey's Exterior Improvement	Landscaping	\$5,511.00	\$18,370.00	IF waiting for proof to match; waiting on bids for landscaping; has bid for sign; confirmed today this is a summer project so no movement at this point.
The Gallery	River to Rail Store Front Gallery	Landscaping	\$3,460.69	\$11,535.63	IF has invoiced DEED
MOORES PROPERTIES INC.	Historic Elks Building	Landscaping	\$14,400.00	\$48,000.00	IF will be invoicing DEED - hopefully tomorrow
Wagner Holdings LLC	Curb Appeal Project	Landscaping	\$11,759.96	\$39,199.87	Leverage form completed, IF to invoice DEED
Knotty Pine Bakery	Knotty Pine Bakery Facade Improvement	Landscaping	\$4,187.00	\$13,958.00	declined funding
CatTale's Books & Gifts	Business Signage Update for the Elks Bldg	Landscaping	\$900.00	\$3,000.00	IF has been in contact; no movement yet
Brainerd Restoration, DBA Destination	Destination Downtown Blade Sign Project	Landscaping	\$3,366.00	\$11,220.00	Trying to figure out if they can get the match; may get this money back
CatTale's Books & Gifts	Little Free Library & Bookstore Signage	Landscaping	\$660.00	\$2,200.00	IF has been in contact; no movement yet
Yesterdays Gone, LLC	Yesterdays Gone Parking Lots Repave	Landscaping	\$13,632.38	\$45,441.25	only need a signed grant agreement for IF to invoice DEED
Brainerd Donut Company	Brainerd Donut Company	Small Business	\$26,100.00	\$87,026.00	Chris Smith (contact person for the project) is stepping away from the project, but partner Jason Goldie will try to move forward with the project. An updated proposal regarding how the funds would be used has been emailed to the subcommittee. Waiting for subcommittee to review and make a decision.
Music General Inc.	Building repair	Small Business	\$19,500.00	\$65,000.00	working on documentation; IF has very little from them; Don will follow up again
Lang Chiropractic Clinic P.A dba Lakes Chiro	Lakes Chiro expansion and remodel	Small Business	\$36,000.00	\$120,000.00	IF has invoiced DEED; IF should be receiving money anyday
Copper Cat Escape Games	Escape Room Renovation and Signage	Small Business	\$6,000.00	\$20,000.00	working on their ability to match; no bids; IF is working with them
Jcbahr enterprises DBA Anderson	Anderson cleaners remodel	Small Business	\$21,000.00	\$70,000.00	Process complete, funds dispersed.
Brainerd Quick Wash	Brainerd Quick Wash	Small Business	\$15,000.00	\$50,000.00	working on documentation; been in contact with IF
Ya-Sure Kombucha	Ya Sure Remodel	Small Business	\$4,830.00	\$16,100.00	IF has been in contact; business working on it, but no movement yet
Adapt Family Martial Arts & Fitness	Specialized Flooring	Small Business	\$3,000.00	\$10,000.00	IF has invoiced DEED; IF should be receiving money anyday
Region Five Development Committee	Sustainable Human Centered Equitable	Small Business	\$50,000.00	\$840,000.00	Declined funding
First Impression Print & Design	Apparel Expansion	Small Business	\$44,327.61	\$400,000.00	Process complete, funds dispersed.
		Total	\$865,600.00	\$18,582,033.09	

Green – In progress with IF getting funds from DEED, or process complete.

Yellow - Flagged: Question on possibility of getting money back based on limited progress/contact

Red – Declined funding

No color – still at beginning stages, no new information; plan for these projects to still move forward

Applicant	Address	Project	Description	Total Cost	Request	Awarded	Permit Applied For/Issued?
Teeny Bubbles Inc	1002 Laurel St	Child Care Reno	Our childcare center needs a few additional upgrades (security & HVAC) that were not originally needed when our funds were first approved prior to COVID. These funds will be able to allow us to provide a safe and up to code facility for our area.	\$500,000.00	\$150,000.00	\$150,000.00	Building Permit Issued 2/17/2023 Approved Conditional Use Permit
Young Men's Christian Assoc of Brainerd	703 Oak St	YMCA Learning Center Renovation	Addressing a critical childcare shortage, the Y will renovate an existing property to become a licensed center to minimally serve 74 infants/toddlers. This will be part of a local solution for business and workforce development. *see attachment	\$1,500,000.00	\$300,000.00	\$100,000.00	No
Eight05 Laurel LLC	805 Laurel St	Eight05 Laurel Apts	New Mixed Use Commercial/ Apartment Building	\$14,197,598.00	\$199,999.00	\$199,999.00	No
Pueringer Investments	209-211 S 7th St	Housing	Install new roof. There are 4 apartments and 1 commercial space. Install kickplates on doors. Install awning in front to modernize appearance	\$28,693.41	\$8,608.02	\$8,608.02	Building Permit Issued for Roof 12/07/2022
Stangler Properties LLC	515 S 9th St	Housing	Project is to construct a townhouse at 515 S 9th St on vacant lot. Project will provide housing in the city of Brainerd. Project is for new construction of multi unit housing on vacant lot. Project location is in the River to rail district.	\$200,000.00	\$60,000.00	\$60,000.00	New construction permits issued 10/4/22
Pueringer Investments	301 S 7th St	Housing	New fire doors, new high efficiency windows, wrap metal over frames, new electronic lock, upgrade electric panel. All improvements are on the residential part of the building.	\$60,639.50	\$18,191.85	\$18,191.85	No
Pueringer Investments	616 Front St (614)	Housing	Install new roof. There are 10 apartments and 3 commercial spaces. Install new fire doors and kick plates. This will enhance safety and stop any leaks	\$26,422.71	\$7,926.81	\$7,926.81	No
Pueringer Investments	214 S 7th St	Housing	Install new roof. There are 4 apartments and 1 commercial unit	\$12,696.82	\$3,809.04	\$3,809.04	No
Pueringer Investments	201 S 7th St (205)	Housing	This is an apartment and commercial building. The roof is almost 30 years old and is due for replacement.	\$13,922.56	\$4,176.00	\$4,176.00	No
Pueringer Investments	1702 Norwood St	Housing	This property needs a new roof. The old one is 30 + years	\$16,859.35	\$5,057.80	\$5,057.80	Roofing permit issued 8/22/22 (Completed)
Pueringer Investments	1624 Oak St	Housing	Needs new garage roof and garage doors	\$7,875.24	\$2,362.57	\$2,362.57	No
Pueringer Investments	1610 Maple St	Housing	Needs new garage door	\$2,719.25	\$815.77	\$815.77	No
Lakes Area Habitat for Humanity	1108 Oak St	Housing	Vacant lot, new construction single family home	\$148,000.00	\$42,240.00	\$20,000.00	No
Brainerd American Legion Post 255	708 Front St	Flag Pole	We have a flag pole that need repairs to fly the American flag and the mian flag.	\$3,395.00	\$1,188.25	\$1,018.50	No Building Permit Required

Mickey's Pizza & Subs	417 S 5th St	Exterior Improvements	Repairing our old, nonfunctioning corner street sign to be more energy efficient & aesthetically pleasing. Adding a pollinating garden on the Norwood Street side of the building.	\$18,370.00	\$5,511.00	\$5,511.00	No (Permit not required for landscaping)
The Gallery	222 S 7th St	R2R Store Front	To improve signage and replacing awnings of the store/building on South 7th St. Would start as soon as possible when funding is available. Expected completion around 60 days from start date, depending on access to materials and weather permitting.	\$11,535.63	\$3,460.69	\$3,460.69	No
Moores Properties	605 Laurel St	Landscape/Lighting	Replace awnings on the 2nd and 3rd floor, replace sidewalk and parking lot on the north side of the building. Improvements will help beautify the city of Brainerd and improve safety.	\$48,000.00	\$16,000.00	\$14,400.00	No (No Permit Required for Sidewalks & Parking Lot)
Wagner Holdings LLC	101 Washington St	Curb Appeal	The funds would be used to greatly improve the appearance of the building. Currently the exterior paint and parking lot is in rough shape. A new parking lot and exterior paint would greatly improve the appearance of the building from 210.	\$39,199.87	\$13,719.96	\$11,759.96	No Building Permit Required
Knotty Pine Bakery	707 Laurel St	Facade Improvements	Facade improvement project for a small business located in Downtown Brainerd that funds adding an awning and exterior sign to help improve the aesthetic look of the building and streetscape. See attached proposal for complete project details.	\$13,958.00	\$4,187.00		
CatTale's Books & Gifts	609 Laurel St (605)	Business Signage Update	We propose updating the signage for the Elks building by replacing the current boards with new ones; as well as updating graphics, adding signage for new businesses, removing graphics for old businesses no longer in the building and removing rust.	\$3,000.00	\$900.00	\$900.00	No
Brainerd Restoration dba Destination Downtown		Blade Sign project	Our goal is to continue the unification and beautification of Downtown. In addition to the EDA funds, we are also hoping to obtain other grant funding, with additional fundraising through the DDBC to keep the cost low to business owners.	\$11,220.00	\$3,366.00	\$3,366.00	No
CatTale's Books & Gifts	609 Laurel St	Little Free Library	I've had a Free Book Cart downtown for 2 yrs. It is rusty & falling apart. MN Makerspace will create a Little Free Library to be permanently installed in the flower bed, in front of the bookstore. My signage is 20 yrs old & doesn't fit our downtown.	\$2,200.00	\$660.00	\$660.00	No Permit Required
Yesterday's Gone LLC	219 S 9th St	Parking Lot Repave	Repave both parking lots - approximately 17,000 SQFT	\$45,441.25	\$13,632.38	\$13,632.38	No Permit Required
Brainerd Donut Company	215 7th St S	Small Business	Tenant buildout/ remodel	\$87,026.00	\$26,100.00	\$26,100.00	No

Music General Inc	416 S 7th St	Building Repairs	Repair roof, Replace Glass and door in entrance area, Repaint interior and exterior, replace carpet and flooring	\$65,000.00	\$19,500.00	\$19,500.00	No
Lakes Chiropractic	413 S 6th St	Expansion and Remodel	demolition, expansion and renovations in vacant space previously rented out within the building.	\$120,000.00	\$40,000.00	\$36,000.00	Remodel Permit Issued 02/08/2023 First Inspection Completed
Copper Cat Escape Games	605 Laurel St	Reno and signage	Add signage in our windows, and build out a third experience.	\$20,000.00	\$6,000.00	\$6,000.00	No, owner picked up application
Anderson Dry Cleaners	416 S 8th St	Remodel	Upgrade building including roof	\$70,000.00	\$21,000.00	\$21,000.00	No
Brainerd Quick Wash (Brd Car Wash)	801 Mill Ave	Small Business		\$50,000.00	\$15,000.00	\$15,000.00	No
Ya-Sure Kombucha	216 S 8th St	Remodel	Remodeling taproom with a bar makeover including walls and a new draft system. Attractive signage on the front windows.	\$16,100.00	\$4,830.00	\$4,830.00	No (May not need a building permit)
Adapt Family Martial Arts & Fitness	223 Washington St	Specialized Flooring	Replace existing flooring with specialized low impact flooring material for the protection and safety of students and customers.	\$10,000.00	\$3,000.00	\$3,000.00	No Permit Required
Region Five Development Commission	213 5th St S (City Hall Annex)	Econ Development	This project invests in a co-working, accelerator space dedicated to serving low-income, veterans and minority owned businesses.	\$840,000.00	\$255,000.00		
First Impression Print & Design	401 Front St	Apparel Expansion	We are moving it to our 401 space and renovating the space to for new and bigger equipment. New Signage.	\$400,000.00	\$225,000.00	\$44,327.61	Permits issued in Fall of 2022 for Restroom Addition, Furnace Replacement, Window & Door Replacement

\$811,413.00

Green - Building permit has been issued/ completed and at least one inspection has been performed
Yellow/ Green - Building permit has been issued - no inspections performed
Yellow - No permit issued
Red - Declined funding
No permit required/ no information from Community Development Department

Total Grant Allocation	\$865,600.00
Amount Currently Allocated	<u>\$811,413.00</u>
Available Funds to Reallocate	\$54,187.00

MEMO



TO: EDA Board of Commissioners

FROM: Destination Downtown Brainerd Coalition (DDBC)
Community Development Director, James Kramvik

DATE: March 9, 2023

RE: Define Downtown Area for DDCB Main Street Application

Defining Downtown

DDBC is looking to define boundaries for the application process with Rethos to attain Affiliate status within Main Street.

The boundaries will be used for statistics, measurements, and data for the application. By collecting data, and having a set boundary to collect that information, DDBC is hoping to gain a better understanding of what our community needs, make our programming even more successful, and be able to communicate what we are accomplishing with outside organizations. DDBC needs to be able to measure our impact, and we can't do that without having a set boundary to measure within.

Mapping Options

DDBC would like input from the EDA in choosing the boundaries for the application. Options A, B, & C have been provided in a separate document and businesses have been listed according to each boundary. All businesses outside of the recommended boundary will still benefit from Minnesota Main Streets, but will not be included in the statistical data of the application.



2022 Affiliate Community Application

COMMUNITY INFORMATION

Downtown or Neighborhood District Name:
Contact Name:
Contact Title:
Contact Organization:
Organization Website:
Telephone #:
Email:
Street Address:
City, State, Zip:
County:
Community Population #:

BUSINESS DISTRICT INFORMATION

Please fill out the below statistics. We'll ask you to track these data points each year to track revitalization efforts in your downtown or district.	
Total # of buildings in the downtown or district:	
Total # of businesses in the downtown or district:	
# of Storefronts:	# of Vacant Storefronts:
# of Apartments (if you can access this):	# of Hotels:
# of Annual Events in District (shopping, community festivals, etc.):	
Is your district on the National Register of Historic Places? Yes ☐ No ☐	

ORGANIZATION DESCRIPTION

The information below is not about the overarching entity filling out the application (ex: a Chamber of Commerce, Government Office, or CVB).	
Does the application have a committee, task force, or organization that focuses on the designated area: Yes ☐ No ☐	
If Yes, list the name of the entity:	
If Yes, list the annual operating budget:	\$

SUPPORTING DOCUMENTS

If your community has one or more of the following documents please send them via e-mail as an attachment to emily@rethos.org: 1. A downtown district map, in PDF format, indicating boundaries. 2. List of names, titles/roles and contact information (phone, email) for five individuals who plan to participate in program activities. 3. Documentation of municipal support for the program in the form of resolution, signed letter of recommendation, or proof of annual funding.

PARTICIPATION & REPORTING REQUIREMENTS

Once accepted, Affiliate Communities will be able to renew their contract annually provided that the following conditions have been met:

1. Community pays the \$500 annual fee.
2. Community had representation in a minimum of one program activity (workshop, webinar, regional meeting, etc.).
3. Community completes annual survey (including information about new and expanding businesses, additional jobs, private and public investment in the downtown district, as well as volunteer hours contributed as part of the program).
4. Community has submitted all forms from any competitive grant, design consultation, or staff support services they have received in the previous year.

I/we the undersigned certify that the information in this application is accurate.

Name:

Title:

Signature:

Date:

Name:

Title:

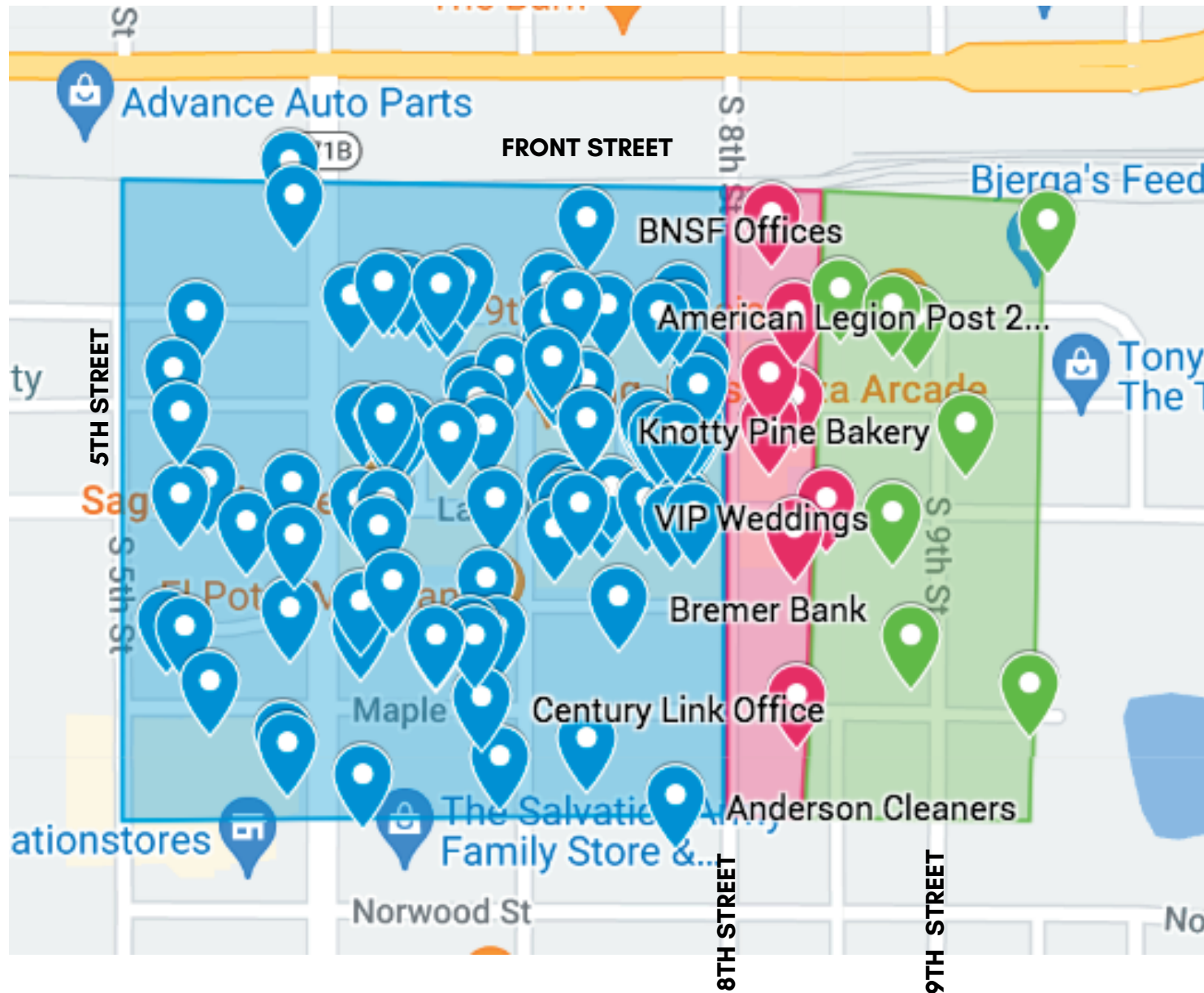
Signature:

Date:

Minnesota Main Streets by Rethos is recognized by Main Street America™ as the official statewide coordinating program in Minnesota. This project has been financed in part with funds provided by the State of Minnesota from the Arts and Cultural Heritage Fund through the Minnesota Historical Society.



BRAINERD DOWNTOWN DISTRICT - PROPOSED BOUNDARIES



MAIN STREET ZONE

- Front Street (N & S side) to Maple (N & S side), 5th Street (East Side) to 8th Street (West Side)

E 8th Street Addition

- Expands Main Street Zone east to include both sides of 8th Street between Front and Maple.

9th Street Addition

- Further expands the boundary to 9th Street (both sides) between Front and Maple.

LIST OF BUSINESSES/PROPERTIES

MAIN STREET ZONE (COUNT = 87)

- 612 Station
- American Legion Post 255
- Anderson Cleaners
- Annex Office Building
- Arcadia
- Arlene's Bridal & Tuxedo Shop
- Atlas Abstract
- B Johnson & Associates Ltd
- Bargains On 7TH
- Belle Creations
- Big Jay's Pizza Arcade
- BNSF Offices
- Bob & Fran's Factory Direct
- Borden, Steinbauer, Krueger & Knudson
- Brainerd Dental Care
- Brainerd Eyecare Center
- Bremer Bank
- Bridge of Harmony
- CatTale's Books & Gifts
- Central Lakes Drug Testing
- Century Link Office
- Charpentier & Lange
- City Hall
- Coco Moon Coffee Bar
- Copper Cat Escape Games
- Crow Wing Food Co-Op
- Design Consign
- Doherty
- E.L. Menk Jewelers
- Ectothermic Nirvana
- El Potro Mexican Restaurant
- Elysium Hair Studio
- Fancy Pants Chocolates
- Farmers Insurance - Tyler Monda
- Front Street Cafe
- GuidePoint Pharmacy
- Hair & Beyond
- Iron Hills gun and pawn
- Ivy Room
- Knotty Pine Bakery
- Lakes Area Music Festival
- Lakes Chiropractic
- Lakes Lash Studio
- Lakes Vape & Rec Supply
- Last Turn Saloon
- Loide' Oil & Vinegars Tasting Bar
- Maple Street Dental
- Maple Street Law Offices
- Mid Minnesota Federal Credit Union
- Mills Automotive Group
- Mills Financial Services
- Music General
- Northern Pines Mental Health Center
- Northwind Grille
- O'Neary's Irish Pub
- Olson's Corner Keepsakes
- Pickin Sistas
- Picture Perfect Framing Studio
- Pink Ribbon Insurance
- Purple Fern Bath Company
- Retail Space (217 South 7th Street Suite 18)
- Retail Space (613 Maple St)
- Retail Space (615 Maple St)
- Retail Space (619 Maple St)

- Revel Row Event Space
- Sage on Laurel
- Se'z Bar
- SEH Office Building
- Severson Porter Law
- Shep's On 6th
- Sports card Central
- Thairapy Lash & Beauty Bar
- The Blushing Angel Photography for Women
- The Crossing Arts Alliance
- The Gallery
- The Junction
- The Office Shop Inc
- The Olde Open Window
- The Parlor
- The Pit Stop
- Thrift on Laurel
- U.S. Bank Branch
- Vaenn Har Hair Studio
- Veterans of Foreign Wars
- VIP Weddings
- Visit Brainerd
- Ya Sure Kombucha

E 8th Street Addition

(COUNT = 8)

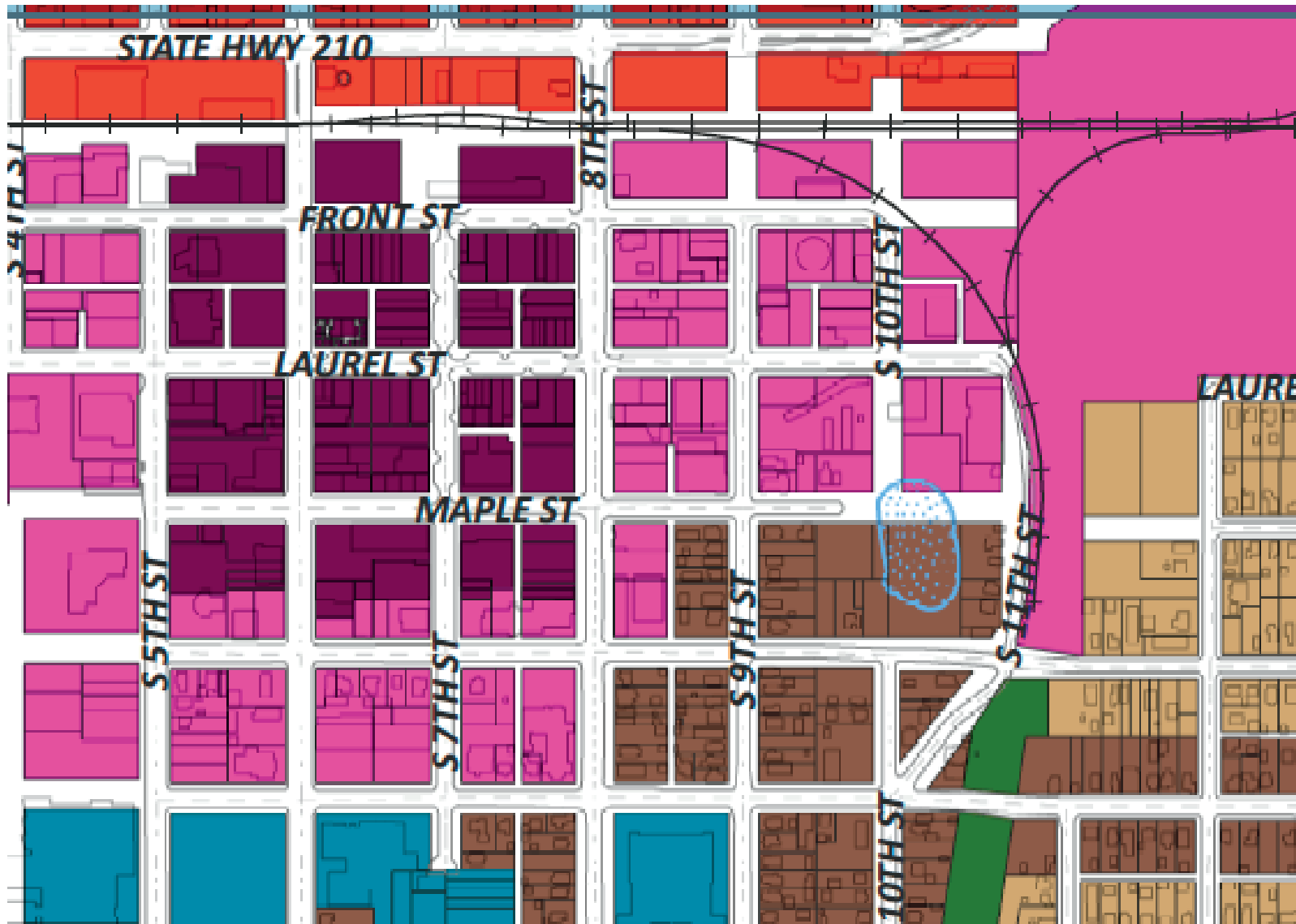
- Brainerd BN Credit Union
- Builders FirstSource
- Dragon Forge Games
- Edward Jones
- Northland Fire Protection
- Old Thrifty White Building
- Retail Space (215 S 8th Street)
- Vacant Building (801 Front St)

9th Street Addition

(COUNT = 8)

- 9th Street Social Club
- Bjerga's Feed Store
- Brainerd Skate Co.
- Communitas Church
- Minnesota T's
- Northern Pines Mental Health Center
- Tiny Adventures Child Care Center
- Yesterday's Gone Bar & Grill

CITY OF BRAINERD ZONING MAP





MEMO

To: Members of Brainerd EDA

CC: James Kramvik, Community Development Director

From: Jennifer Haskamp, AICP, SHC

Date: March 1, 2023

RE: Revisiting Priorities for 2023

Background:

In March 2022 the EDA established and identified priority sites to pursue through further study and analysis for the year. The top sites identified were the overflow/underutilized parking lots in downtown, followed by other properties owned by the City and/or public agencies. The primary objective identified was to bring new housing to the City with a focus on market-rate opportunities. This objective aligned with the sites selected.

Revising Priorities: 2023

The purpose of the discussion on March 9, 2023 is to revisit the priority sites selected and to determine if these sites continue to be the priority sites for the coming year, or if we should make adjustments to our strategy and process in 2023. A couple of things to note when revisiting the attached priority site map and this memo:

- The redevelopment of the Thrifty White Site in downtown for multi-family uses gained traction in the second half of 2022. While the development is not certain, it is making headway and the City and HRA continue to work collaboratively with the developer towards bringing the project to fruition. There will be a steep learning curve as this project becomes a reality, and the City will have the benefit of learning from the process.
- Privately owned large contiguous properties/acreages (greenfield) are currently listed on the market, and some of the property owners have suggested they may be interested in offering more land for sale. This may provide a unique opportunity to explore private-public partnerships. To that end, the sites that are actively marketed have been added to this memo and the map for discussion.
- Both Industrial Park properties have potential but lack a cohesive vision for marketing. In addition, there may be an opportunity to rethink/revisit the land use and zoning of the property, especially the Wright Street expansion. Once a vision is established, the sites would benefit from actively marketing the properties for sale. This should be discussed – if it is determined that these properties are a priority.
- Interest rate increases have impacted real estate developers and their ability to make tight projects work (which multi-family tends to be). As a result, the infill parking lots with small projects likely will require significant incentives to make the projects work.
- Greenfield development (that is raw land, or near raw land) will likely be more cost-effective to develop, but the economics may still be tight and incentives may be needed (incentives could take a variety of forms such as City/EDA sponsored concept planning, city fee waivers, TIF, etc.)

EDA Land/Property Objectives for 2023:



At the March 9th Special Meeting we should confirm your objectives for development in the City. We understand, based on the 2022 priorities the following:

- Bring housing to the market, with attention to market-rate opportunities in both multi-family, attached and detached single-family housing.
- Support development that creates jobs and brings new businesses to the City.

Review these objectives, and let's talk about whether we need to add/refine/modify them for 2023. If we can create a stronger vision, especially for the industrial parks, we might get some traction in the market.

DRAFT 2023 Tier 1 Properties:

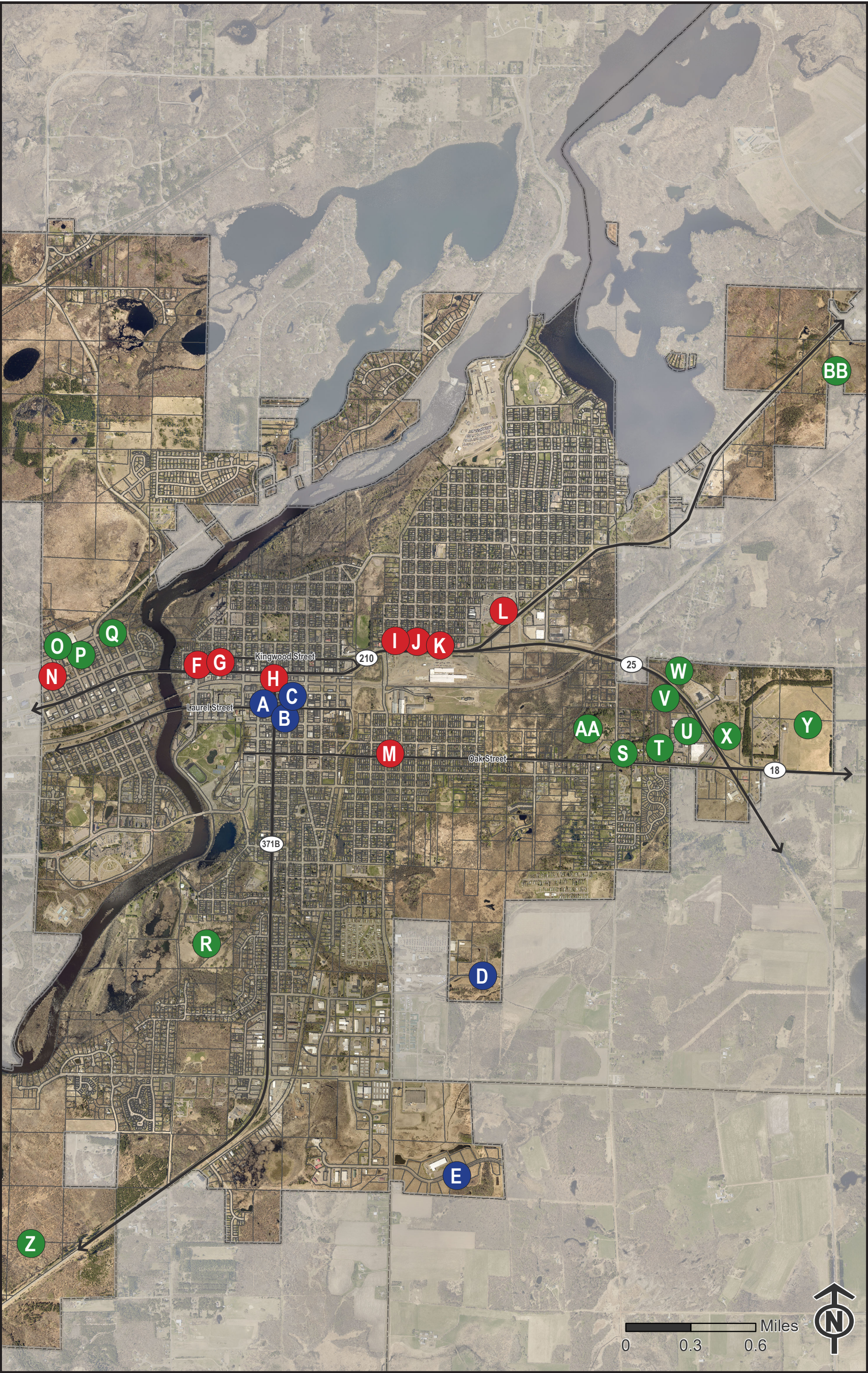
The following properties are identified for discussion. Please reference the Priority Map, and come to the work session prepared to talk about the properties, and whether we need to bring other properties into the mix.

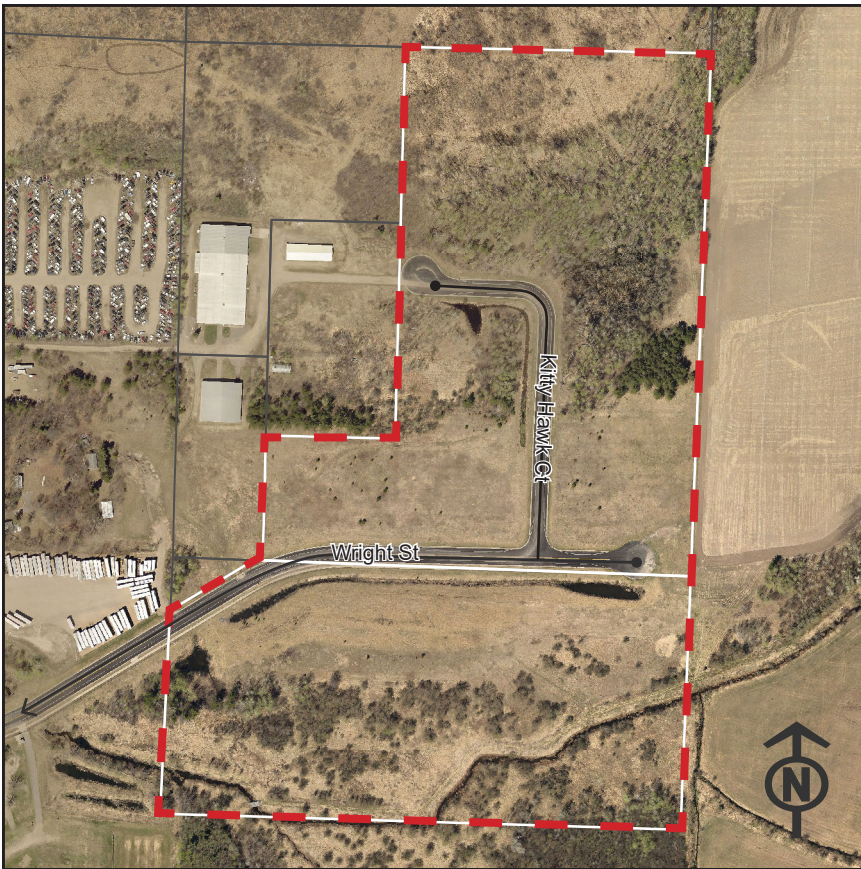
USE Category (FLU/Zoning)	Map Legend	Summary Characteristics	Approach
Industrial Park Parcels (2023)			
➤ Thiesse Drive Industrial Park	E	▪ Platted industrial lots are "shovel ready" ▪ Roads are available, area is accessible	▪ Establish base maps ▪ Create concept plan graphics from fit test ▪ Identify leading industry sectors ▪ Identify creative industrial opportunities to capitalize on the quality of the area ▪ Consider Listing Agreement terms to actively market
➤ Wright Street Extension (unplatted) ➤ Wright Street Extension (platted lots)	D	▪ Unplatted area is large contiguous acreage, with road network; does not appear "shovel ready" but could be opportunity for larger user ▪ Evaluate buffer opportunities to create a mix of uses	▪ Reevaluate land use – identify potential shift in use type ▪ Create concept plan graphics from fit tests ▪ Consider Listing Agreement terms to actively market
Other - Greenfield Site (2023)			
➤ Business Hwy 371	Z	▪ 49.01 Acres ▪ Active on market for \$599,900– listing says, "Excellent Residential development opportunity...ideal for single family, multi-family, or senior housing..."	▪ Approach seller for "concept plan" collaboration (opportunity to offer City/EDA sponsored effort) ▪ Find developer to partner with EDA ▪ Evaluate incentives available.
➤ Oak St & 28 th St. E	AA	▪ 29.32 Acres ▪ Active on market for \$649,900 – listing says, "...makes this an exceptional opportunity for a mixed residential development..."	▪ Approach seller for "concept plan" collaboration (opportunity to offer City/EDA sponsored effort) ▪ Find developer to partner with EDA ▪ Evaluate incentives available.
➤ Hwy 210 & Jordan Rd NE	BB	▪ 95.17 Acres ▪ Active on market, price TBD ▪ Listing focuses on Industrial, but larger area under same ownership	▪ Approach seller for "concept plan" collaboration (opportunity to offer City/EDA sponsored effort) especially on area not marketed ▪ Find developer to partner with EDA ▪ Evaluate incentives available.
Other - Greenfield Site (Move to 2024)			
➤ 1702 Pennsylvania Avenue ➤ 1700 Mary Street	R	▪ PUC identified site for wellhead management area; location unknown ▪ Significant topography will impact development area ▪ Utilities are adjacent, but infrastructure	▪ Establish base map, include utility analysis. ▪ Work with PUC on concept that identifies areas for PUC Use and ID what's left over, etc. ▪ Interview PUC representative to understand their improvements and impact on potential development area.



		(roadways/access/extension) etc., will need to be evaluated	▪ Concept plan and fit test – focus on residential pockets, what types of product mix?
Underutilized Parking Lots (Move to late 2023 or 2024?)			
➤ City Hall Parking Lot ➤ 616 Laurel Street Parking Lot ➤ 212 7th Street Parking Lot	A, B, C	▪ Existing parking lot areas are adjacent to structures/buildings ▪ Sites have physical constraints (ROW, buildings, or other) ▪ Sites are highly accessible (auto and pedestrian oriented)	▪ Establish base map to establish site constraint analysis. ▪ Perform “fit test” to determine what the site can support. ▪ Identify market opportunities for different uses by site. Use existing reports and analysis and pull data from other resources such as MLS. ▪ Based on use analysis and fit test, prepare summary high-level proforma.

Opportunity Site Reprioritization
Brainerd Economic Development Authority 3.2.2023





Wright Street Extension

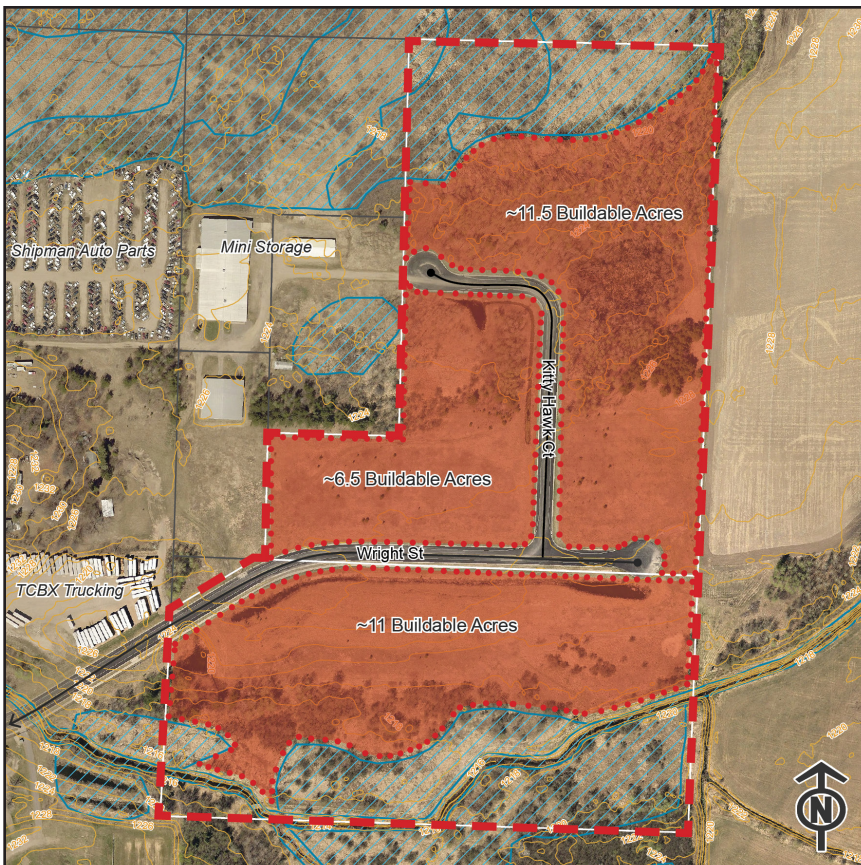
Property Owner(s): City of Brainerd

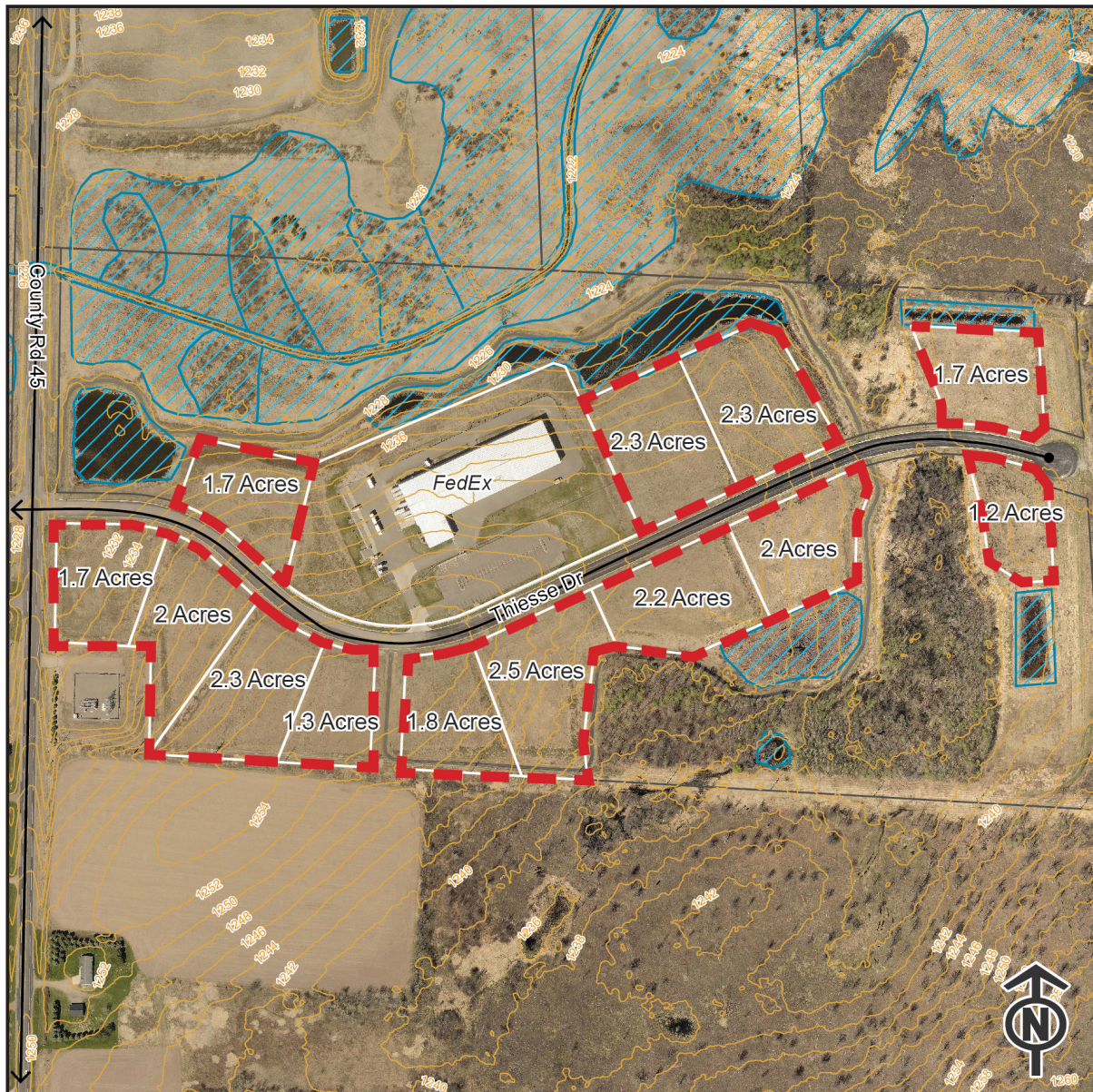
PIN(s): 41310500
41310501

Size: 45.5 Acres

Category: City-Owned

Zoning District: General Industrial (GI)





Thiesse Dr

Property Owner(s): **City of Brainerd**

PIN(s): 41060500, 41060501
 41060502, 41060503
 41060504, 41060505
 41060506, 41060507
 41060508, 41060509
 41060510, 41060511
 41060513

Size: **25 Acres**

Category: **City-Owned/Redevelopment**

Zoning District: **General Industrial (GI)**



A

NW Corner of Laurel St & S 6th St (City Hall parking)

Property Owner(s): **City of Brainerd**

PIN(s): **41241434**

Size: **0.48 Acres**

Category: **City-Owned**

Zoning District: **Main Street (MS)**



B

212 7th Street S

Property Owner(s): **City of Brainerd**

PIN(s): **41241453**

Size: **0.22 Acres**

Category: **City-Owned**

Zoning District: **Main Street (MS)**



616 Laurel Street

Property Owner(s): **City of Brainerd**

PIN(s): **41241296**
41241298

Size: **.28 Acres**

Category: **City-Owned**

Zoning District: **Main Street (MS)**



112 Kingwood Street 119 Washington Street

Property Owner(s): **Northland Investments LLC (1/2 Int)**

PIN(s): **41241364**
41241368

Size: **22,400 square feet**

Category: **Redevelopment**

Zoning District:

Traditional Neighborhood 1 (TN-2) (West Parcel)

Commercial Corridor (CC) (East Parcel)



206 Kingwood Street

Property Owner(s): 209 Washington LLC

PIN(s): 41241377
41241378

Size: 13,800 square feet

Category: **Redevelopment**

Zoning District:

Traditional Neighborhood 2 (TN-2)



NE Corner of 6th St S & Front St

Property Owner(s): Lively Auto Bldg Real Est

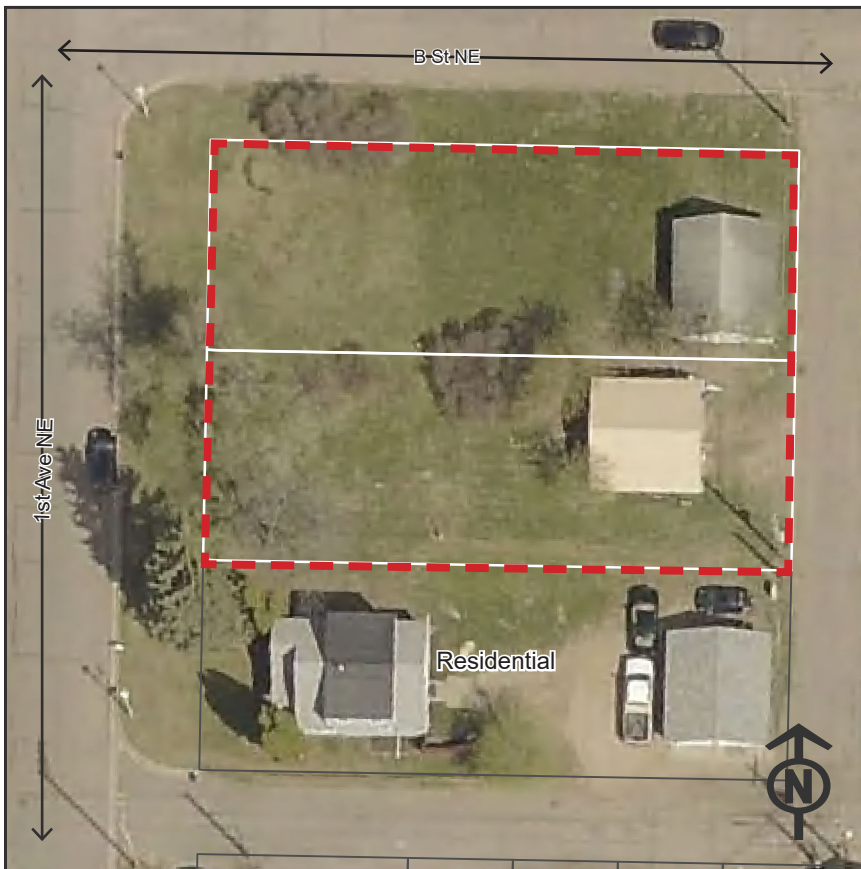
Holdings

PIN(s): 41251149

Size: 37,000 square feet

Category: **Redevelopment**

Zoning District: **Main Street (MS)**



118, 112 1st Avenue NE

Property Owner(s): **Roger Engholm**

PIN(s): **41191816**

41191817

Size: **14,000 Square Feet**

Category: **Redevelopment**

Zoning District:

Traditional Neighborhood 1 (TN-1)



111 2nd Avenue NE

Property Owner(s): **Mattson Properties LLC**

PIN(s): **41191814**

41191815

Size: **14,000 Square Feet**

Category: **Redevelopment**

Zoning District:

Traditional Neighborhood 1 (TN-1)



106 3rd Street NE

Property Owner(s): PBJ Rentals LLC

PIN(s): 41191847

Size: 14,600 square feet

Category: **Redevelopment**

Zoning District:

Commercial Corridor (CC)



417 8th Avenue NE

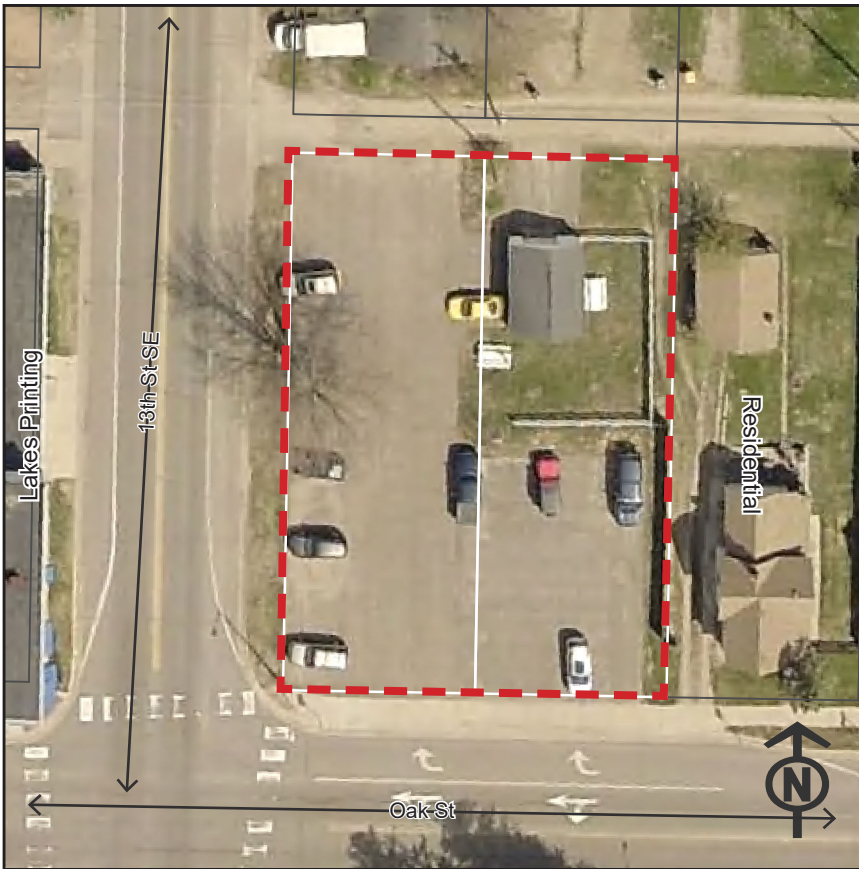
Property Owner(s): Suso 2 Brainerd LP

PIN(s): 41190502
41191873

Size: 1.3 Acres

Category: **Redevelopment**

Zoning District: **General Commercial (GC)**



**515 13th Street SE
1307 Oak Street**

Property Owner(s): **Lakes Printing Inc, of Brainerd**

PIN(s): **41300579**

41300580

Size: **14,000 Square Feet**

Category: **Redevelopment**

Zoning District:

Traditional Neighborhood 2 (TN-2)



14136 Baxter Drive

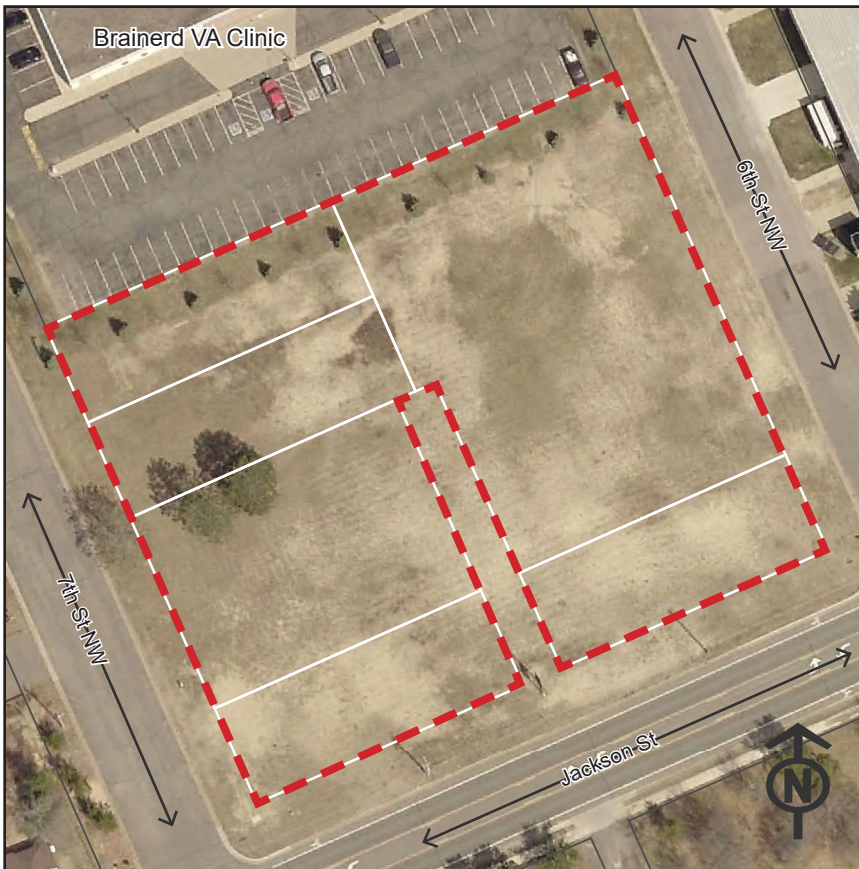
Property Owner(s): **Westgate Mall Realty Group LLC**

PIN(s): **41040784**

Size: **1 Acre**

Category: **Redevelopment**

Zoning District: **General Commercial (GC)**



710 7th Street NW

Property Owner(s): Timothy and Ladonna Haglin

PIN(s): 41040754, 41040755

41040756, 41040757

41040759, 41040760

Size: 75,000 square feet

Category: **Greenfield**

Zoning District:

Traditional Neighborhood 2 (TN-2)



605 NW 6th Street

Property Owner(s): Professional Auto, Leasing Inc.

PIN(s): 41040765

41040766

41040767

Size: 28,000 square feet

Category: **Greenfield**

Zoning District:

Traditional Neighborhood 2 (TN-2)



509 2nd Street

Property Owner(s): **Gustafson Properties of Brainerd LLC (majority) , Craig & Claire Williams (one parcel)**

PIN(s): **41040501, 41040502, 41040503
41040504, 41040505, 410405111
41040777, 41040779, 41040780
41040781, 41040782, 41040783
41040799, 41040800, 41040801
41040805, 41040806, 41040807
41040808, 41040809, 41040810
41040853**

Size: **9.4 Acres total**

North Portion: 2.3 Acres

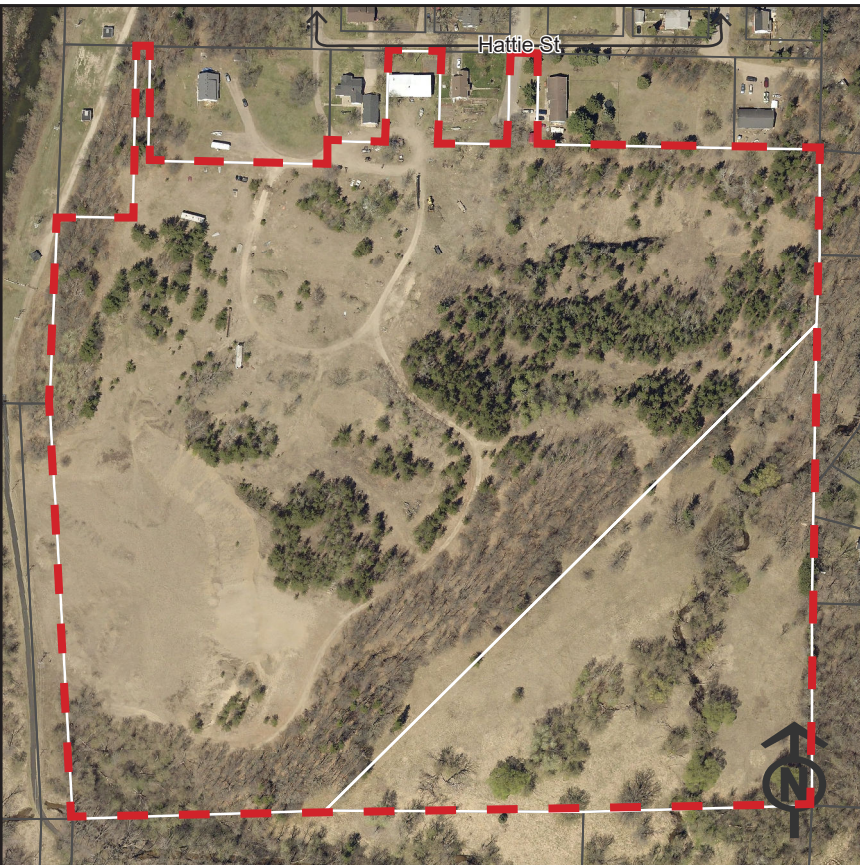
West Portion: 3.16 Acres

East Portion: 4 Acres

Category: **Greenfield**

Zoning District:

Traditional Neighborhood 2 (TN-2)



1702 Pennsylvania Avenue 1700 Mary Street

Property Owner(s): **Robert's Sand and Gravel**

PIN(s): **41361080
41361081**

Size: **35.2 Acres**

Category: **Greenfield**

Zoning District:

Contemporary Neighborhood 1 (CN-1)



NE Corner of Oak Street & 28th Street SE

Property Owner(s): RKD Real Estate LLC

PIN(s): 41290503

41290683

Size: 2.6 Acres

Category: **Greenfield**

Zoning Code:

Contemporary Neighborhood 2 (CN-2)



3115 Oak Street

Property Owner(s): Liberty Group of Brainerd LLC

PIN(s): 41290694

41290695

81290532

Size: 13.5 Acres

Category: **Greenfield**

Zoning District:

Contemporary Neighborhood 2 (CN-2)



SW Corner of Hwy 25 & Etak Dr

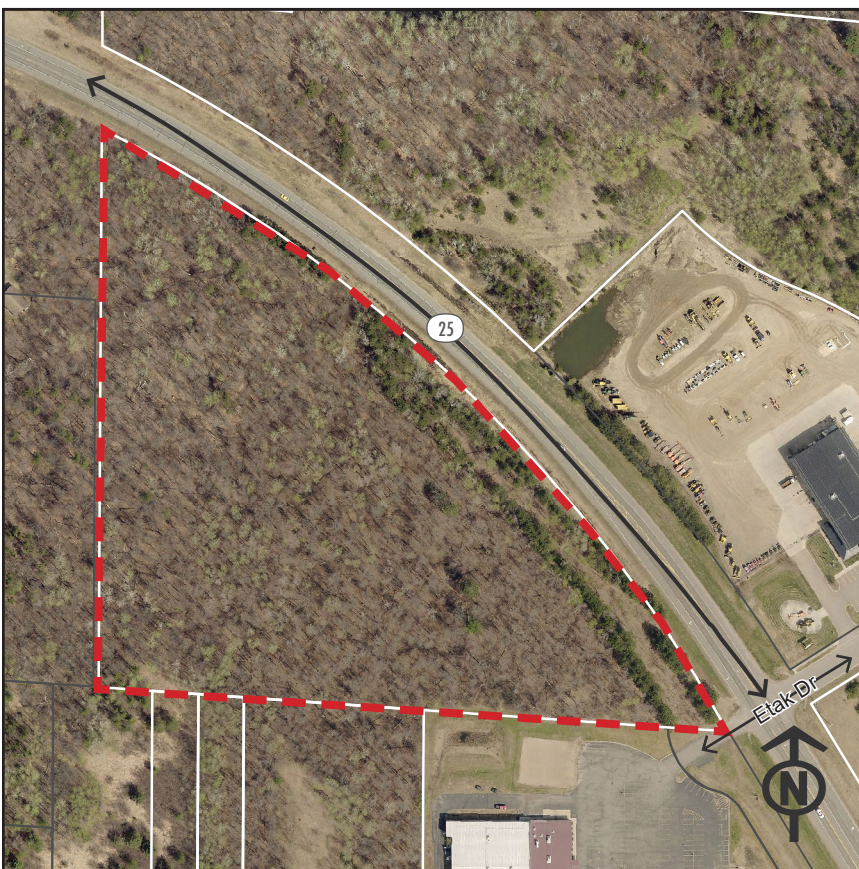
Property Owner(s): Liberty Group of Brainerd LLC

PIN(s): 41290609

Size: 2.5 Acres

Category: **Greenfield**

Zoning District: **General Commercial (GC)**



NW Corner of Hwy 25 & Etak Drive

Property Owner(s): Liberty Group of Brainerd LLC

PIN(s): 41290697

Size: 14.7 Acres

Category: **Greenfield**

Zoning District: **General Commercial (GC)**



217 Etak Drive

Property Owner(s): **Liberty Group of Brainerd LLC**

PIN(s): **41290504**

Size: **17.65 Acres**

Category: **Greenfield**

Zoning District: **General Commercial (GC)**



217 Etak Drive

Property Owner(s): **Liberty Group of Brainerd LLC**

PIN(s): **41290504**

Size: **22.5 Acres**

Category: **Greenfield**

Zoning District: **General Commercial (GC)**



11605 State Avenue

Property Owner(s): **State of Minnesota, State of Minnesota Admin Bldg**

PIN(s): **41290698
41290702
41290703**

Size: **62.75 Acres**

Category: **Greenfield**

Zoning District: **Rural Living 1 (RL-1)**



Business Hwy 271

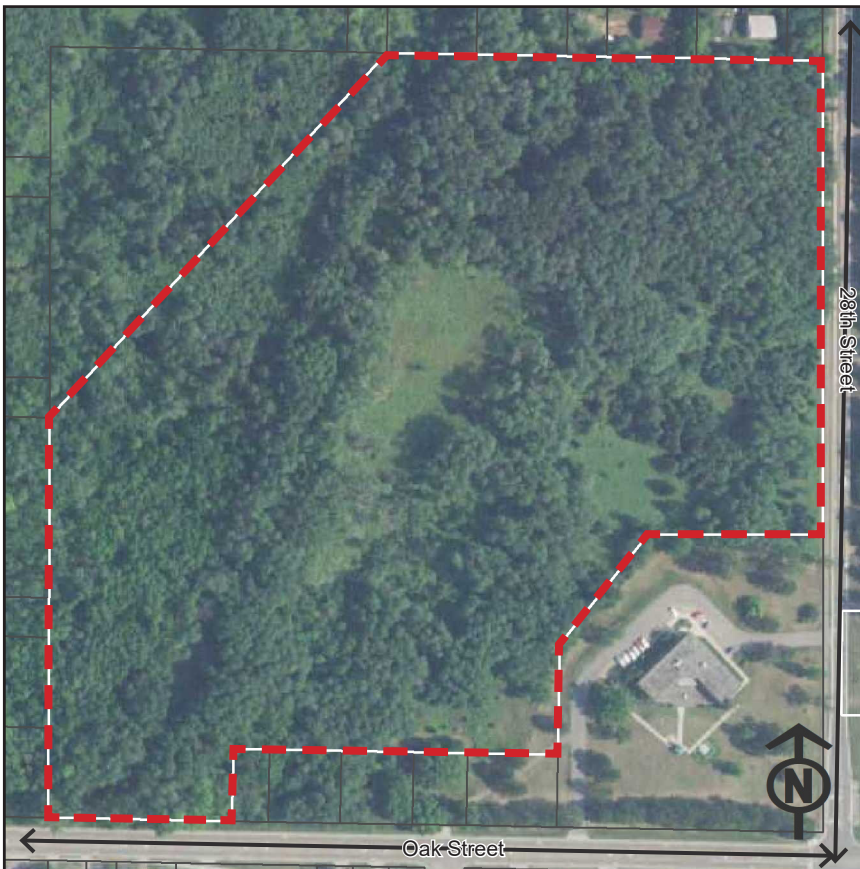
Property Owner(s): **Lively Auto Co**

PIN(s): **41020691, 41020682**

Size: **49.01 Acres**

Category: **Greenfield**

Zoning District: **Rural Living 1 (RL-1)**



Oak Street & 28th Street E

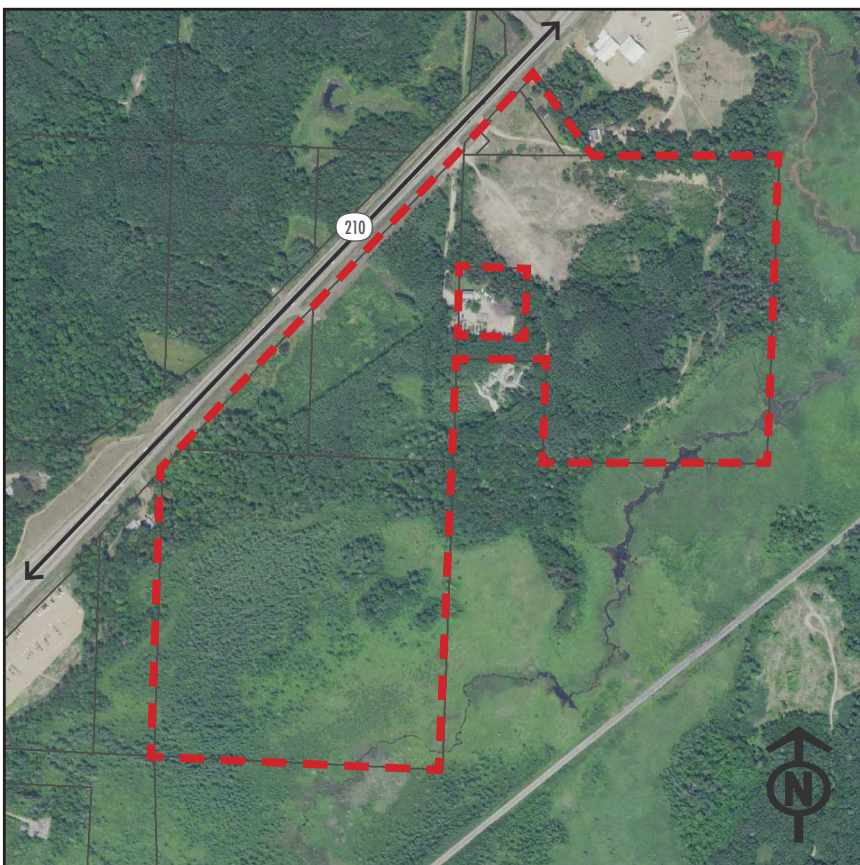
Property Owner(s): **Spectrum Housing With Services LLC**

PIN(s): **41301091**

Size: **29.32**

Category: **Greenfield**

Zoning District: **Contemporary Neighborhood (CN-2)**



Hwy 210 & Jordan Rd NE

Property Owner(s): **Natural Resource Management LLC**

PIN(s): **41160505, 41160500
41160503, 41170509
part of 41170513
part of 41170514**

Size: **95.17 Acres**

Category: **Greenfield**

Zoning District: **General Commercial (GC)**