



ECONOMIC DEVELOPMENT AUTHORITY AGENDA

City of Brainerd, Minnesota
City Hall, 501 Laurel Street, Council Chambers
Thursday, December 7, 2023 @ 7:30 AM

The public is invited to attend these meetings in person

Meetings are broadcast on CTC ch 8, Charter ch 181, YouTube, AppleTV, Roku, and Amazon FireTV

1. **Call To Order**

2. **Oath of Office**

3. **Roll Call**

___ T. Bieser ___ J. Grecula ___ G. Johnson ___ M. Kirsch ___ M. O'Day ___ P. Sandy ___ K.
Yeager

4. **Approval Of Agenda - Voice Vote**

5. **Consent Calendar**

NOTICE TO PUBLIC - all matters listed are considered routine by the Board 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 Board votes on the motion to be ADOPTED BY ROLL CALL

A. **Approval of Minutes**

B. **Financial Reports**

6. **Unfinished Business**

A. **Consultant Year End Reports/ Presentations**

1. **DDBC Report**

2. **BLAEDC Report**

3. **Visit Brainerd Report**

4. **Swanson Haskamp Report**

B. **Consider the 2024 Shared Services Agreements**

C. **Consider Contract with Kamp Real Estate and Development**

D. **Approve 2024 EDA Budget**

7. **New Business**
 - A. **Update EDA on ISD 181 Property North of Buffalo Hills Park**
 - B. **Consider Funds for Demolition of 426 B St.**
 - C. **Approve 2024 Meeting Schedule**
8. **Staff Reports**
(Verbal: Any Updates since Packet)
9. **Commission Member Reports**
10. **Adjourn**

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MISSION

"Provide high quality, cost effective public services and leadership in creating a sustainable city"

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, October 5th, 2023, 7:30 a.m.
City Hall Council Chambers

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

Upon roll call Commissioners Toni Bieser, Justin Grecula, Gabe Johnson, Marie Kirsch, Mike O'Day, and Kevin Yeager, were noted as present. Commissioner Paul Sandy was noted as absent. Also, present were Executive Director Bergman, Finance Director Hillman, Community Development Director Kramvik, and HRA Director Charpentier. Consultants Mary Devine-Johnson and Jennifer Haskamp were present.

Approval of Agenda

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND GRECULA, DULY CARRIED, TO APPROVE THE AGENDA.

Consent Calendar

Financial Report
DDBC Report
Swanson-Haskamp Consulting Report
Visit Brainerd Report

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND BIESER TO APPROVE THE CONSENT CALENDAR WITH THE REMOVAL OF THE MINUTES.

Upon roll call Commissioners Bieser, Grecula, Johnson, Kirsch, O'Day, and Yeager voted "aye". No Commissioner voted "nay". The Chair declared the motion carried.

Approval of Minutes

Commissioner Bieser stated that she was not present at the September 6th meeting.

MOVED AND SECONDED BY COMMISSIONERS BIESER AND JOHNSON TO APPROVE THE MINUTES FROM AUGUST 3RD AND SEPTEMBER 6TH WITH THE CORRECTION TO THE ATTENDANCE.

New Business

Approve Reallocation of DEED Mainstreet Grant Funds

Community Development Director Kramvik stated that since June 8th, Big Jays Pizza was unable to move forward with their expansion project which was awarded \$15,000 in grant funding. Teeny Bubbles was originally awarded \$150,000 but was only able to use \$69,766.80 of the grant money leaving a total of \$80,233.20 for reallocation. Lakes Chiropractic has a remainder of \$1,896.49 of grant funding from their project that was completed in 2023. A total of \$97,129.69 must be reallocated to alternate projects that have previously applied for the Deed Mainstreet Grant. The EDA subcommittee met on September 28th and recommended additional funding for the Brainerd YMCA and Severson Porter Law Office.

MOVED AND SECONDED BY COMMISSIONERS BIESER AND GRECULA, DULY CARRIED, TO AWARD THE BRAINERD FAMILY YMCA AN ADDITIONAL \$50,000.

Commissioner Bieser stated that she would abstain from voting due to her work.

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND O'DAY TO AWARD SEVERSON PORTER LAW THE REMAINING \$47,130.

Upon roll call Commissioners Grecula, Johnson, Kirsch, O'Day and Yeager voted "aye". No Commissioner voted "nay". Commissioner Bieser abstained. The Chair declared the motion carried.

Consider Recommendation to Remove Section 435 of the City Code Pertaining to Manufactured Home Park Closings

Community Development Director Kramvik stated that the EDA held a workshop on June 28th to discuss Westwood Mobile Home Park. Staff presented a summary of Minnesota Statute 327C.095 which pertains to park closings as well as information about the Minnesota Manufactured Home Relocation Trust Fund. Staff also presented a summary of Brainerd City Code Section 435 which also pertains to manufactured home park closings. Brainerd was one of a few cities in Minnesota that adopted an Ordinance prior to the State passing Statute 327C.095 in order to protect citizens residing in manufactured home parks. The City adopted the Ordinance in 2005, which was two years prior to the State Statute. Upon further research in preparation for the report, Staff discovered an expiration provision in Section 435 which states "This effect of this ordinance denoted as Section 435 Regulating Manufactured Home Park Closings shall expire on July 1, 2015." In addition to the expiration of the ordinance, the State Statute has clear language that ensures the entity closing the park does not pay additional fees due to local ordinance language.

Commissioner Johnson commended the Council from 2005 for their foresight into the matter and all legislation should have drop dead dates.

Commissioner O'Day asked about putting the property on the website, he wondered if Staff contacted the owners to see if this was something that they were interested in.

Community Development Director Kramvik stated that the owners of the property were interested in putting the property on the EDA website.

Update on Framework Progress

Community Development Director Kramvik gave an overview of the deliverables. Visit Brainerd and Swanson Haskamp Consulting (SHC) have been developing the website and discussed collaboration for the final website. Visit Brainerd or SHC will provide a realty sign design for available Brainerd properties. BLAEDC and SHC are looking to host a business roundtable in October. DDBC held the kick-off meeting and toured downtown as a part of the Mainstreet Program. The Community Development Department recommends that the Planning Commission work on mixed-use development in the Commercial Corridor. Staff will continue to work with BPU on the River to Rails incentive program and possible extension to the Commercial Corridor.

Approve Final Logo and Slogan for the EDA

Mary Devine-Johnson presented two versions of the logo and slogan for final consideration and approval by the EDA. She and the designer that she worked with considered the critiques of the EDA and improved the designs and slogans. The Authority needs to decide if "Authority" needed to be

included in the logo as well as the slogan “Our Future is Bright, Let’s Shine, “Our Future is Bright” or “Building a Brighter Tomorrow”.

Commissioners Johnson, Bieser, Yeager, and O’Day felt that Authority did not need to be included. Commissioners Kirsch and Grecula felt it should be included.

Commissioners generally agreed that “Our Future is Bright” was an acceptable slogan.

New Business

Presentation on Industrial Park Concept Plans by SHC

Jennifer Haskamp gave an overview of the concept plans developed for both Wright Street Extension and Thiesse Drive. Wright Street included housing development and industrial use. Thiesse Drive included all industrial use or a mixed/artisan use.

Commissioner O’Day stated that in general he is open to denser housing in either of the areas.

Commissioner Johnson stated that he agrees with Commissioner O’Day about housing.

Chair Yeager stated that all concepts should be advertised and hope that someone runs with one of them.

Commissioner O’Day stated that they toured Kitty Hawk with BPU Director Wicklund who stated that BPU is interested in putting a solar farm at this site. He stated the EDA should keep that in mind, but he also stands by the need for housing.

Chair Yeager stated that the HRA could be very interested in the Wright Street Extension for housing.

Commissioner O’Day stated that the property has been sitting for a long time, anything is welcome. Residential would be tough, but employee housing nearby is a demand for industrial businesses.

Commissioner Johnson agreed that industrial businesses have the most difficulty in getting good employees because of the lack of housing. He is not a big fan of government telling people what to be doing with land that they’re buying, being able to work with a developer to fit their needs is preferable.

Commissioner Kirsch asked about the integration of the logo in the EDA Properties website. She also asked about the integration of the property page into the overall website, and the plan for Search Engine Optimization (SEO) for the site.

Jennifer Haskamp stated that with the logo being approved, once SHC receives the logo they can put it right onto the property page. Staff and consultants need to figure out who will be hosting and managing the website, these things have not been fleshed out. The SEO plan will have to be decided after all the other details are figured out and the website is integrated into one.

Consider Consultant Agreements for 2024

Community Development Director Kramvik stated that at the August 3rd EDA Board Meeting, the Board approved a preliminary tax levy request of \$186,812, which is the maximum EDA fund allowed by state statute (469.107 s.1). The request was forwarded to the City Council for consideration.

Staff has developed a list of recommendations for the 2024 scope of services. Marketing properties would be an extra service that would have to be considered.

Commissioner O'Day asked about Trailside Park development. He was not at the workshop in September.

Community Development Director Kramvik stated that this is a great next step for concept planning. The Park Board is open to development. It is not an absolute on whether this should be the next step for the EDA.

Chair Yeager stated that the Park Board has looked at other areas as well where there is a fair amount of land to develop. If this is a possible way for the Park Board to generate funds, it is something that the Board is open to. The property is very desirable.

Commissioner Johnson stated that the as far as the HRA realty consultants did tour the property, the recommendation for Trailside will be available sometime in October or November.

MOVED AND SECONDED BY COMMISSIONERS BIESER AND O'DAY, DULY CARRIED, TO DIRECT STAFF TO DEVELOP DRAFT AGREEMENTS WITH THE CURRENT CONSULTANTS WITH ADJUSTED SCORE OF SERVICES TO REFLECT NEW 2024 DELIVERABLES.

Jennifer Haskamp stated that she owns Kamp Real Estate and Development. She gave an overview of the services she could provide. The specifics of compensation structure and the commitment length would all be covered in the service agreement. The brokerage fees would most likely be set up in the payment of the buyer.

Commissioner O'Day asked about the parcels that are \$1 per acre. He's hesitant about having a company involved when they stand to make no money.

Ms. Haskamp stated that those brokerage fees could still be worked into those parcels based on the value of the parcel. There are terms in the agreement that would explicitly state the fees. She has zero intention to hold the Industrial Park hostage, she has been working with the City too long and would love to see something develop there.

Commissioner Johnson stated that the land has been on the market for over seven years, the value of the land is clearly less than a dollar.

Chair Yeager stated that this is something that he would typically like to see an RFP for, there is potentially a lot of money that could be transacted for the broker. He does value all of the work that Ms. Haskamp has done and there is tremendous pressure to perform that speaks to the success of the entire program. He would like to see a proposal from Kamp Realty.

Commissioner Johnson stated that he does agree that as a government entity proposals should come from various companies. He'll support the motion to see the proposal that Kamp has for the EDA.

MOVED AND SECONDED BY COMMISSIONERS BIESER AND GRECUA, DULY CARRIED, TO CONSIDER A PROPOSAL FROM KRAMP REALTY.

Commissioner Johnson stated that conceptually he supports having an Executive Director for the EDA. However, as a separate legal entity, there would be other things to consider like meeting location, office space, etc. He is interested in seeing the research, but he does not believe the financial backing is there to accomplish anything.

Commissioner O'Day is interested in information for the future, being able to see details.

Chair Yeager stated that he agrees that this is something for the future. He would like to see how having an Executive Director would change the other dynamics of the EDA and what the actual costs would be.

MOVED AND SECONDED BY COMMISSIONERS O'DAY AND JOHNSON, DULY CARRIED, TO RESEARCH AND EXPLORE THE POSSIBILITY OF AN EXECUTIVE DIRECTOR FOR THE FUTURE.

Staff Reports

HRA Director Charpentier stated that DEED Mainstreet funding for Eight05 Laurel for DW Jones has been signed and dispersed to the entity. Progress with the redevelopment continues. The Brainerd HRA on behalf of DW Jones applied for a grant through DEED, they just learned that they did not receive the grant. There is another funding round in February, the timing of groundbreaking most likely played into the decision by DEED this round. The HRA will be applying again in February and are much more confident. The Work Force Housing Grant application will not be available until at least the end of November.

Community Development Director Kramvik stated that there will be a public hearing for off-street parking which may benefit developers in commercial apartment development. The Planning Commission is working towards an ordinance for Short-Term Rentals and plan to talk about mixed-use development along the commercial corridor.

Commissioner Comments/Questions

Commissioner Kirsch shared that the DDBC will be holding the Spooktacular on October 28th. The last business owner social will be held on October 25th at 5:00 at Last Turn, if Commissioners would like to attend.

Commissioner Bieser thanked the Consultants for attending, she appreciates all of the work they're doing.

Commissioner Johnson stated that the City's preliminary budget is at about a 7% increase. The budget included the EDA's full request. However, this is still subject to change. The Airport and Library levies were not proposed to increase, the HRA had a little bit of an increase but trimmed down from the request. The City is looking for about \$400,000 spending decrease.

Adjourn

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

The Authority adjourned at 8:36 a.m.

Respectfully Submitted by
Toni Gage

Financial Report for EDA

As of October 31, 2023

	<u>Cash & Investments</u>	<u>Receivable Balance</u>	<u>Deferred Loans (as of 12/31/22) **</u>	<u>Awarded Grants</u>
General Funds:				
EDA Fund - #295	\$ 54,330	\$ -	\$ -	\$ -
Total	\$ 54,330	\$ -	\$ -	\$ -
CDBG (Housing/Commerical (Slum & Blight/Federal Objective)):				
Downtown - #298	\$ 65,252	\$ 5,257	\$ 359,515	\$ -
SE Brainerd - #215	52,316	-	149,924	-
NE Brainerd - #218	-	-	223,090	-
Willows Project - #209	-	-	47,286	-
Old Housing - #209	3,358	-	-	-
Local Income - #275	78,905	13,206	11,850	-
Total	\$ 199,831	\$ 18,463	\$ 791,666	\$ -
Federal & State MIF (Commerical (Jobs)):				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	18,568	-	-	-
Total	\$ 18,568	\$ 646,427	\$ -	\$ -
Grand Total	\$ 272,730	\$ 664,890	\$ 791,666	\$ -

** 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 10/31/2022	PERIOD ENDED 10/31/2023
*** Assets ***			
295-0000-10100	CASH	43,944.81	54,329.98
295-0000-10700	DELINQUENT TAX RECEIVABLE	6,578.78	6,467.34
295-0000-11500	ACCOUNTS RECEIVABLE	162.00	0.00
295-0000-16160	FA-LAND HELD FOR RESALE	488,252.22	460,396.74
Total Assets		538,937.81	521,194.06
*** Liabilities ***			
295-0000-20600	DEPOSITS PAYABLE	10,917.00	9,258.00
295-0000-22200	DEFERRED REVENUE	488,252.22	460,396.74
295-0000-22210	DEFERRED TAXES RECEIVABLE	4,431.78	4,202.29
Total Liabilities		503,601.00	473,857.03
*** Fund Balance ***			
295-0000-28900	FUND BALANCE/EQUITY ACCT	68,771.70	69,279.63
Total Fund Balance		68,771.70	69,279.63
Beginning Fund Balance		68,771.70	69,279.63
Net of Revenues VS Expenditures		(33,434.89)	(21,942.60)
Ending Fund Balance		35,336.81	47,337.03
Total Liabilities And Fund Balance		538,937.81	521,194.06

GL NUMBER	DESCRIPTION	ACTIVITY FOR		YTD BALANCE	% BGD USED
		2023 MONTH AMENDED BUDGET	10/31/2023 INCREASE (DECREASE)	10/31/2023 NORMAL (ABNORMAL)	
Fund 295 - EDA FUND					
Function: Unclassified					
Dept 0000					
Revenues					
TAXES & PENALTIES					
295-0000-31010	CURRENT AD VALOREM	152,861.00	0.00	86,123.28	56.34
295-0000-31020	DELINQUENT AD VALOREM	0.00	0.00	1,087.09	100.00
TAXES & PENALTIES		152,861.00	0.00	87,210.37	57.05
OTHER REVENUE					
295-0000-36210	INTEREST INCOME	460.00	0.00	381.52	82.94
OTHER REVENUE		460.00	0.00	381.52	82.94
OTHER FINANCING SOURCES					
295-0000-39101	SALE OF ASSETS	0.00	0.00	227,815.00	100.00
OTHER FINANCING SOURCES		0.00	0.00	227,815.00	100.00
TOTAL REVENUES		153,321.00	0.00	315,406.89	205.72
Net - Dept 0000		153,321.00	0.00	315,406.89	
Dept 6510 - ECONOMIC DEVELOPMENT AUTH					
Expenditures					
SERVICES					
295-6510-43300	PROFESSIONAL SERVICES	137,000.00	11,492.44	103,939.54	75.87
295-6510-43350	PRINTING/LEGAL PUBLICATION	0.00	0.00	27.10	100.00
295-6510-43361	INS - GENERAL LIABILITY	91.00	0.00	123.85	136.10
295-6510-43430	MISCELLANEOUS	10,880.00	25.00	94.00	0.86
295-6510-43435	BOOKS/PAMPHLETS/DUES	5,350.00	0.00	5,350.00	100.00
SERVICES		153,321.00	11,517.44	109,534.49	71.44
TOTAL EXPENDITURES		153,321.00	11,517.44	109,534.49	71.44
Net - Dept 6510 - ECONOMIC DEVELOPMENT AUTH		(153,321.00)	(11,517.44)	(109,534.49)	
Dept 9300 - TRANSFERS OUT					
Expenditures					
OTHER FINANCING USES					
295-9300-47720	TRANSFERS OUT	0.00	0.00	227,815.00	100.00
OTHER FINANCING USES		0.00	0.00	227,815.00	100.00
TOTAL EXPENDITURES		0.00	0.00	227,815.00	100.00
Net - Dept 9300 - TRANSFERS OUT		0.00	0.00	(227,815.00)	
Total - Function Unclassified		0.00	(11,517.44)	(21,942.60)	100.00
TOTAL REVENUES		153,321.00	0.00	315,406.89	205.72
TOTAL EXPENDITURES		153,321.00	11,517.44	337,349.49	220.03
NET OF REVENUES & EXPENDITURES		0.00	(11,517.44)	(21,942.60)	100.00

CHECK DISBURSEMENT REPORT FOR CITY OF BRAINERD
 CHECK DATE FROM 09/01/2023 - 10/31/2023

Check Date	Bank	Check #	Invoice	Payee	Description	Account	Dept	Amount
Fund: 295 EDA FUND								
09/06/2023	BB	96666	AUGUST 2023	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	2,916.67
09/06/2023	BB	96681	AUGUST 2023	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	909.09
09/06/2023	BB	96723	AUGUST 2023	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.67
09/06/2023	BB	96728	AUGUST 2023	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	3,333.34
10/04/2023	BB	96891	SEPT 23	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	2,916.67
10/04/2023	BB	96899	SEPT 2023	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	909.09
10/04/2023	BB	96940	SEPT 23	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.67
10/04/2023	BB	96944	SEPT 23	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	3,333.34
10/04/2023	BB	96946	12945/EDA	WINNERS TROPHY	MISCELLANEOUS	43430	6510	25.00
Total for fund 295 EDA FUND								20,176.54

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 295 EDA FUND							
Assets							
09/01/2023			295-0000-10100 CASH		BEG. BALANCE		77,339.86
09/30/2023	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	1830	1,416.67	1,416.67	75,923.19
10/31/2023	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	1855	1,416.67	1,416.67	74,506.52
10/31/2023			295-0000-10100	END BALANCE	0.00	2,833.34	74,506.52
09/01/2023			295-0000-10700 DELINQUENT TAX RECEIVABLE		BEG. BALANCE		6,467.34
10/31/2023			295-0000-10700	END BALANCE	0.00	0.00	6,467.34
09/01/2023			295-0000-16160 FA-LAND HELD FOR RESALE		BEG. BALANCE		460,396.74
10/31/2023			295-0000-16160	END BALANCE	0.00	0.00	460,396.74
TOTAL Assets						2,833.34	541,370.60
Liabilities							
09/01/2023			295-0000-20600 DEPOSITS PAYABLE		BEG. BALANCE		(9,258.00)
10/31/2023			295-0000-20600	END BALANCE	0.00	0.00	(9,258.00)
09/01/2023			295-0000-22200 DEFERRED REVENUE		BEG. BALANCE		(460,396.74)
10/31/2023			295-0000-22200	END BALANCE	0.00	0.00	(460,396.74)
09/01/2023			295-0000-22210 DEFERRED TAXES RECEIVABLE		BEG. BALANCE		(4,202.29)
10/31/2023			295-0000-22210	END BALANCE	0.00	0.00	(4,202.29)
TOTAL Liabilities							(473,857.03)
Revenues							
09/01/2023			295-0000-31010 CURRENT AD VALOREM		BEG. BALANCE		(86,123.28)
10/31/2023			295-0000-31010	END BALANCE	0.00	0.00	(86,123.28)
09/01/2023			295-0000-31020 DELINQUENT AD VALOREM		BEG. BALANCE		(1,087.09)
10/31/2023			295-0000-31020	END BALANCE	0.00	0.00	(1,087.09)
09/01/2023			295-0000-36210 INTEREST INCOME		BEG. BALANCE		(381.52)
10/31/2023			295-0000-36210	END BALANCE	0.00	0.00	(381.52)
09/01/2023			295-0000-39101 SALE OF ASSETS		BEG. BALANCE		(227,815.00)
10/31/2023			295-0000-39101	END BALANCE	0.00	0.00	(227,815.00)
TOTAL Revenues							(315,406.89)
Expenditures							
09/01/2023			295-6510-43300 PROFESSIONAL SERVICES		BEG. BALANCE		80,954.66
09/30/2023	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	1830	1,416.67		82,371.33
10/31/2023	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	1855	1,416.67		83,788.00
10/31/2023			295-6510-43300	END BALANCE	2,833.34	0.00	83,788.00
09/01/2023			295-6510-43350 PRINTING/LEGAL PUBLICATION		BEG. BALANCE		27.10
10/31/2023			295-6510-43350	END BALANCE	0.00	0.00	27.10
09/01/2023			295-6510-43361 INS - GENERAL LIABILITY		BEG. BALANCE		123.85
10/31/2023			295-6510-43361	END BALANCE	0.00	0.00	123.85
09/01/2023			295-6510-43435 BOOKS/PAMPHLETS/DUES		BEG. BALANCE		5,350.00
10/31/2023			295-6510-43435	END BALANCE	0.00	0.00	5,350.00
09/01/2023			295-9300-47720 TRANSFERS OUT		BEG. BALANCE		227,815.00
10/31/2023			295-9300-47720	END BALANCE	0.00	0.00	227,815.00
TOTAL Expenditures					2,833.34		317,103.95
GRAND TOTALS:					2,833.34	2,833.34	69,210.63

MEMO



TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: December 7th, 2023

RE: Presentation by Consultants on the 2023 Deliverables

The following sections are a list of the 2023 deliverables based on the consultant agreements.

BLAEDC

The EDA entered into an Agreement for Professional Services, as opposed to a Shared Services Agreement, with BLAEDC. This Agreement states that BLAEDC will:

- a) BLAEDC agrees to provide a focal point for economic development in the Brainerd area, to assist businesses and industry with their site location needs, provide financial packaging services, and business planning assistance. BLAEDC will provide these services in cooperation with others such as the Brainerd office of the Small Business Development Center.
- b) BLAEDC will provide community services and marketing programs throughout the year to fulfill its mission to expand the tax base and increase employment.
- c) BLAEDC does hereby agree to maintain an office within the city limits of Brainerd to conduct its services under this contract.
- d) BLAEDC will provide an annual report to the Brainerd EDA on the activities and progress to fulfill the services identified above.
- e) A BLAEDC representative will attend Brainerd EDA meetings whenever appropriate or requested by the Brainerd EDA.

DDBC (Destination Downtown Business Coalition)

The following are the items listed in the DDBC's Scope of Services in their 2023 Shared Services Agreement:

- a. Produce and distribute 12 promotional videos featuring local business owners, funding for producing videos is from 2022 received payments;
- b. Host 4 business owner networking events;
- c. Apply for Mainstreet America Affiliate Membership;
- d. Organize and host kickoff meeting with Mainstreet America/Rethos staff;
- e. Attend educational events and classes to support the Mainstreet Program;
- f. Support Mainstreet events with advertising materials; and,

- g. Participate in quarterly roundtable discussion with City of Brainerd staff and all other consultants providing services to the EDA.

SWANSON HASKAMP CONSULTING

The following are the items listed in Swanson Haskamp Consulting's Scope of Services in their 2023 Shared Services Agreement.

- a. Create and maintain an inventory of under-utilized and/or undeveloped property including:
 - 1. City owned or other publicly owned/government-controlled property.
 - 2. Identify priority areas for infill; revisit identified Tier 1 properties established in 2022 and add additional areas/properties to meet objectives.
 - 3. Identify priority greenfield development areas to meet housing goals.
- b. Develop strategy for marketing and promotion for identified properties established as 2023 priority. Strategy includes:
 - 1. Review high-level proforma to inform marketing strategy.
 - 2. Prepare concept/general master plans for priority properties (3-5 properties, depending on scale) to be used for promotion and solicitation.
 - 3. Establish branding and marketing (includes layout, medium, information).
 - 4. Develop partnerships with local real estate agents and professionals.
 - 5. Engage identified private property owners on behalf of the EDA who have property prioritized for redevelopment.
- c. Establish relationships with developers on behalf of the EDA. Activities will include:
 - 1. Proforma refinement and cost input.
 - 2. Site review/collaboration to determine interest in priority areas.
- d. Participate in quarterly roundtable discussions with the City of Brainerd staff and all other consultants providing services to the EDA.
 - 1. Develop strategy with other EDA consultants to maintain (electronically) data generated through this process.
 - 2. Collaborate with other EDA consultants to develop strategy for inventory and promotion of vacant properties (this may include for-sale, space for lease, spaces expected to become available, etc.)
- e. Lead/Participate in one (1) business roundtable. Topic to address growth (location/site/physical building) and future plans in Brainerd.
- f. Attend the regular meeting of the EDA no less than 4 times during the duration of this contract.

VISIT BRAINERD

The following are the items listed in Visit Brainerd's Scope of Services in their 2023 Shared Services Agreement:

- a. Develop a website;
- b. Develop a branding package including an EDA logo and slogan.

- c. 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;
- d. 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;
- e. 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;
- f. Participate in quarterly roundtable discussions with City of Brainerd staff and all other consultants providing services to the EDA; and,
- g. Attend the regular meeting of the EDA no less than 4 times during the duration of this contract.

CITY OF BRAINERD 2023 FRAMEWORK ACCOMPLISHMENTS

- a. Oversee the EDA's Strategic Plan and complete goals and objectives; report results quarterly to the EDA.
- b. Schedule EDA Board meetings, prepare Agendas and materials (including program/project reports, fiscal reports, resolutions and minutes), attend Board meetings.
- c. Represent the EDA in the River to Rail Initiative meetings.
- d. Coordinate quarterly roundtable discussions with all consultants providing services to the EDA.
- e. Compiled a spreadsheet with all properties owned by the City of Brainerd.
- f. Compiled a spreadsheet of all potentially usable tax forfeited properties within Brainerd.
- g. Worked with SHC to develop a metric system to evaluate Brainerd properties for development.
- h. Completed a report regarding the future of Westwood Mobile Home Park and reached out to the owners to market property on future EDA website.
- i. Compiled a list of vacant storefronts.
- j. Created a measurable goals and metrics document for the public and to help facilitate a year-end report for the EDA.
- k. Organized a workshop to discuss other programs for funding based on BLAEDC's BR&E Visits and discussed Westwood Mobile Home Park.
- l. Spoke with the owners of Westwood Mobile Home Park about marketing property.
- m. Attended monthly business showcases organized by DDBC.
- n. Created an agenda item for Planning Commission to discuss allowing mixed use buildings in the Commercial Corridor District.
- o. Attended the BPU Coordination meeting to discuss need for SAC and WAC charges along Washington St.
- p. Completed 2 BR&E visits and have scheduled another 5 for December 2023.
- q. Helped update the downtown business inventory.

Each consultant will be in attendance to present their 2023 accomplishments thus far as the contracts end on December 31st of 2023.



Memo

To: EDA Board of Commissioners

From: DDBC Board of Directors

Date: November 30, 2023

Re: 2023 Year End Report

Detailed below is a summary of work completed by Destination Downtown Brainerd Coalition (DDBC) in 2023 as it relates to our Scope of Services agreement with the Brainerd EDA.

Overview

DDBC is a grassroots, non-profit organization whose mission is to revitalize, preserve and promote historic downtown Brainerd through collaborative planning, advocacy, and action. Initially formed in 2018, DDBC is made up of local business owners working side-by-side with organizations and individuals who seek to further establish Downtown Brainerd as a vibrant and vital cultural and economic hub for the central lakes region.

Since 2022 DDBC has contracted with the Brainerd EDA to carry out services in support of the shared objective of developing and implementing a robust main street program. In addition to working on the specific tasks outlined in our 2023 Shared Services Agreement, in the past year DDBC has taken steps to grow its volunteer base and leverage other funding streams to build a more robust organization. In 2023 DDBC counts among its accomplishments:

- Recruiting over 20 volunteers to help plan, organize, and implement DDBC activities and events, resulting in over 1,000 volunteer hours being logged.
- Leveraging over \$15,000 in sponsorships, donations, and in-kind gifts from 20 local business and organizations.

- Conducting approximately 100 in-person visits to individual businesses to share information and collect feedback.
- Growing our social media audience to nearly 2.7k Facebook followers and generating over 100 content posts to promote local business and events.

As a result of DDBC's work over the past year, the organization was able to obtain an estimated \$40,000 in public contributions via volunteer time, sponsorships, and donations, meaning that for every dollar of EDA contract funds received, DDBC has been able to get \$4 back through community investment.

Below is a summary of DDBC activities completed by task that are specifically outlined in our 2023 Shared Services Agreement.

A. Produce and distribute 12 promotional videos featuring local business owners.

Status: In Progress

A content strategy and outline has been developed to facilitate production of the videos by an outside vendor. DDBC had identified a vendor and initial work was done to schedule shooting, but unfortunately the vendor unexpectedly had to drop out of the project due to scheduling conflicts. As of the date of this memo, DDBC has contracted with another vendor to shoot two promotional videos to promote businesses/activities for the holiday season ("Downtown Brainerd Shines Bright" – Window Walk Promotion & "Shop Local this Holiday"). These videos are scheduled to be released on our social media channels during the month of December.

DDBC is working to secure a vendor to shoot/produce the remaining videos with the goal of having a signed contract by the end of the year, and to wrap up production of the videos in the first quarter of 2024.

B. Host 4 business owner networking events.

Status: Complete (3 events); Scheduled (1 event – January 2024)

DDBC continues to host quarterly "Business Owner Social" (B.O.S) events to facilitate networking amongst downtown business owners and other members of the local business community, as well as provide an opportunity to share updates on relevant topics. A different downtown venue is chosen for each event to help further highlight local businesses, and to encourage participation, complementary food and drinks are provided, in addition to door prizes in the form of gift cards to local businesses. These events are instrumental in keeping business owners connected and informed, serving to further strengthen the business community.

This year's events were hosted at Ya Sure Kombucha (April 26); The Parlor (July 26); and Last Turn Saloon (October 25). The fourth networking event of the contract period is scheduled to take place on January 31, 2024. Average attendance for these events is around 15 people.

C. Apply for Mainstreet America Affiliate Membership.

Status: Complete

DDBC submitted application materials for Main Street America membership (“Associate” level status) in Spring 2023. (Note: Membership accreditation levels were retitled by the Main Street America organization around the time of our application being submitted; the “Associate” level is functionally equivalent to the previously titled “Affiliate” level membership originally referenced in our 2023 shared services agreement.)

Working with City of Brainerd and the Brainerd EDA, DDBC obtained data on occupancy rates and other related metrics required for the application, and consulted with EDA commissioners and other stakeholders to set a defined boundary for the downtown district. In May 2023, DDBC received notification from Rethos, the organization that serves as Minnesota’s affiliate for the Main Street America program, that Downtown Brainerd had officially received Associate Accreditation status.

DDBC continues to monitor and track metrics required for reporting to Main Street America on an annual basis to maintain membership status.

D. Organize and host kickoff meeting with Mainstreet America/Rethos staff.

Status: Complete

On Monday, August 28, DDBC hosted a “Brainerd Main Street” lunch and learn meeting at Yesterday’s Gone that was attended by over 30 members of the Brainerd business community. The meeting featured a presentation by Emily Casey, Director of Community Programs for Rethos, who gave an overview of the Main Street America program and led a brainstorming session to collect ideas and feedback for the future direction of Downtown Brainerd as a Main Street community. This kickoff meeting was preceded by a downtown walking tour to familiarize Casey with the district, and was attended by DDBC board members, City of Brainerd staff, EDA commissioners, and other stakeholders. The day wrapped up with a planning session/debrief attended by Casey and the DDBC organizational committee.

E. Attend educational events and classes to support the Mainstreet Program.

Status: Complete

In January 2023 DDBC board members attended a three-day webinar on the topic of “Advanced Principles of Sustainable Organization.” This educational event provided the opportunity to hear from Main Street America leadership as well as organizers from other Main Street communities across the U.S. who were able to share strategies and solutions for helping lead a successful Main Street program. The webinar also provided access to online resources, including work plan templates, manuals, and other resources to help streamline planning and implementation of events and other activities.

DDBC committee members continue to monitor Main Street America’s online database and are subscribed to relevant email lists to stay up-to-date on additional resources and opportunities

that can benefit our local Main Street Program. Having access to these resources is made possible through having Main Street membership status, and serves as an extremely valuable set of tools for streamlining our operations and making our organization sustainable in the long-term.

F. Support Mainstreet events with advertising materials.

Status: Complete

2023 Activities and Events included:

- *Lucky Clover Scavenger Hunt (March)*. Promotional activity to coincide with St. Patrick's Day festivities. This activity was free to the public and encouraged individuals to explore downtown and visit local businesses.
- *Spring Clean Up Day (May)*. Business owners and community members spent 2+ hours contributing to beautification and clean-up efforts in Downtown Brainerd, including trash pickup and flower bed cleaning.
- *Downtown Brainerd Business Visits (held monthly, June-August)*. These events were organized to highlight downtown businesses and build connections between business owners and other stakeholders. Attendees were introduced to the business owner and learned about their business, followed by a discussion of any particular challenges or opportunities they saw in the downtown business community.
- *Spooktacular (October)*. This annual event brings upwards of 800 kids and their parents to Downtown Brainerd to participate in free, family friendly activities. This year's festivities included trick-or-treating, costume parade, photo booths, a goody-bag giveaway, shopping savings pass, and interactive scavenger hunt.
- *Hometown Holidays (December)*. This annual event encompasses promotions and activities throughout the month of December that encourage community members to shop local for the holidays. The highlight of the season is Downtown Brainerd's Window Walk, which takes place in early December and kicks off with Christmas Tree lighting in the City Hall parking lot, followed by caroling and tours of downtown to view and vote for the best decorated storefronts.

G. Participate in quarterly roundtable discussion with City of Brainerd staff and all other consultants providing services to the EDA.

Status: Complete

DDBC attended all scheduled consultant meetings and provided a status update to the EDA at its August in-person meeting. Written reports/status updates were provided to the EDA for review at regularly scheduled meetings.



Brainerd
ACTIVITY REPORT

2023

BLAEDC ACTIVITY

In the year 2023, BLAEDC continues a multifaceted approach to community and economic development through various initiatives. The BLAEDC Recruitment Program is a testament to our commitment to attracting talent and fostering workforce growth. Simultaneously, the BLAEDC Unified Fund has played a pivotal role in providing strategic financial support for initiatives that contribute to the region's economic resilience. Our efforts in building community have been evident through our strong community partnerships. Furthermore, our adept administration of the Main Street Grant has empowered numerous projects, propelling local development forward in Brainerd. BLAEDC's unwavering dedication to supporting businesses is reflected in business consulting offered to entrepreneurs navigating the challenges of growth and sustainability. Starting our Washington Street business visits in 2023 have facilitated meaningful conversations and building relationships within the Brainerd business community.



Workforce

Mike Bjerkness and the BLAEDC Recruitment Program have provided 7 years of service to our Crow Wing County based businesses. Since the inception of the Recruitment Program, Mike has completed 93 new hires. In 2023 so far, 7 out of the 11 hires through the program have been key professional positions for Brainerd based companies.



Financing for Businesses

The BLAEDC Unified Fund program offers economic development financing for businesses to enhance the economic base and vitality of Crow Wing County.

Unified Fund updates as of 11/29/2023:

- Outstanding loan balances - \$841,663
- Total Funds dispersed since program inception - \$1,677,790
- Total Loans funded - 21
- Total Jobs created/retained – 265.5
- Loans to Brainerd businesses – 9 for a total of \$736,500

Business Development

BLAEDC staff continue to work with developers and potential business expansions throughout the country that are looking at Brainerd for commercial and residential development opportunities. Staff arranged and participated in meetings and tours with developers to understand the area. Detailed reports regarding population, workforce and other needed information is provided when requested from business owners and developers. BLAEDC responded to 4 MN DEED RFP requests in 2023. BLAEDC staff will continue to work with city officials when requested to ensure that city staff have the opportunity to bring city resources and incentives to each opportunity.

Housing

Housing of all types continue to be a focus of BLAEDC and the impact it has on Economic Development. BLAEDC participated and played a major role in the coordination of the visit to Brainerd to assist the Counselors of the Real Estate Consulting Corps in identifying opportunities and outlining action steps that could lead to increased housing production to meet our local needs. It was outlined in their findings that BLAEDC should continue to provide a large role in housing, which is tied to our economic development strategy. BLAEDC will continue to court developers and facilitate public-private partnerships to address rehabilitation and utilize new housing opportunities that become available to our market. With growth forecasting that indicates the population of Crow Wing County will continue to grow, our long-term strategy will be to work to bring further affordable housing options to the city to assist our ever-changing workforce needs. The need for single-family and multi-family housing in the Brainerd market will continue to be a focus for BLAEDC.

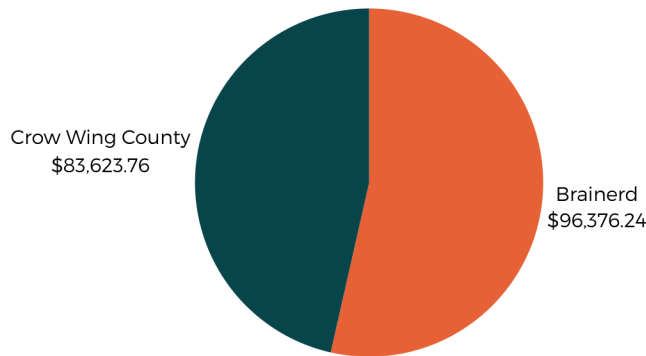
“ Since 1987, BLAEDC has actively supported the economic vitality of our communities. We do so through traditional economic development efforts and innovative lending, recruiting, and other programs for businesses looking to move to, expand, or remain in our region. Our culture of innovation, optimism, and service reflects our values, and we’re personally invested in this work because, after all, this is our home. ”

Child Care

Crow Wing County Child Care Assistance Grants



The County allocated a second round of grant funding totalling \$180,000 that was distributed to start-up or support existing child care businesses located in Crow Wing County. All funds were to assist with eligible expenses as defined in the ARPA act. Funding determinations were made by Crow Wing County Commissioners with the goal to increase child care slots and cover eligible expenses. Funding was awarded to 16 child care businesses and through these funds an additional 144 child care slots will be added in Crow Wing County.



Hiring Marketing Campaign for the Brainerd YMCA

The partnership between BLAEDC and the Brainerd YMCA is an exciting opportunity for both organizations. The YMCA's efforts to expand their child care facilities will benefit the community, and BLAEDC is proud to be a part of this initiative. With the help of BLAEDC's marketing efforts, the YMCA's goal of hiring 25 new teachers by the spring of 2024 is well within reach. BLAEDC designed the digital ads, flyers, social media posts, yard signs, and Brainerd dispatch ads. This robust campaign is spreading the word about the opportunities at the YMCA and already attracting interested candidates. The YMCA is currently working with almost a dozen individuals through the hiring process and towards certification. BLAEDC is committed to supporting the growth and development of local businesses and organizations, as well as expanding access to child care, and this partnership with the Brainerd YMCA is an example of that dedication.



Brainerd EDA Consultant Collaboration

- In partnership with Swanson Haskamp coordination of a business roundtable is planned for December
- BLAEDC met with DDBC and provided Placer.ai data and trend reports focusing on downtown Brainerd events
- Attended a business owner social event hosted by DDBC
- Attended Minnesota Main Steets Lunch & Learn to learn more about the Brainerd Main Street Program hosted by DDBC

Building Community



The BLAEDC Youth Entrepreneur Fund has provided 4 small loans to businesses this year that were established as part of the Brainerd High School Entrepreneur Class. BLAEDC staff along with local business owners from Brainerd and Baxter, and school board members listened to the students pitch their businesses. Other initiatives BLAEDC has supported at Brainerd High School:

- Investment Club
- Organized and funded transportation for High School Innovation Day for students to attend at St. Thomas University
- Brainerd High School Business department is consulting with BLAEDC to start a possible advisory board to support access to business courses

Grant Administration

In 2023, BLAEDC continued to administer the MN DEED Main Street Revitalization Grant for the Initiative Foundation to provide grants to businesses located within the River to Rail corridor in Brainerd. This grant provided \$765,600 of funding to businesses located within the corridor. BLAEDC continues the day-to-day management supporting grantees through the process by ongoing communication and collection of required documentation and working closely with the Initiative Foundation. BLAEDC staff have more than 250 hours and counting of staff time committed to the administration of this vital grant for Brainerd.

2023 Washington Street Business Visits

This year BLAEDC started contacting businesses located on Washington Street to gather information regarding current business needs and possible needs during the future road construction project. Over the summer BLAEDC intern assisted with contacting businesses and conducting surveys. A total of 46 businesses were contacted and 12 surveys were completed.

Overview

01

Current Business Needs

These visits were a great way to engage businesses located on Washington Street. When businesses indicated any business concerns we shared available resources.

02

Road Construction

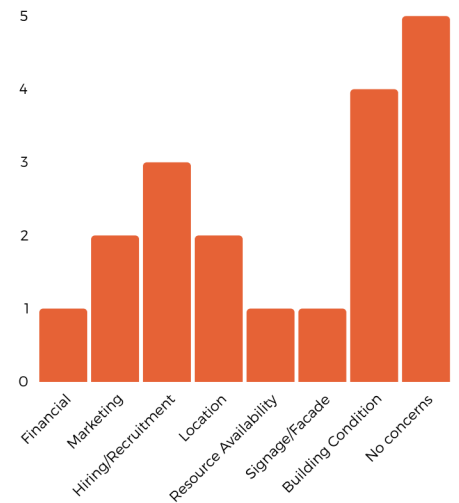
10 out of 12 businesses were aware of the road construction project

Concerns:

- Access to store/parking for customers
- Will customers be willing to deal with the construction?
- Hoping it doesn't interfere with the new sign just purchased and installed

What will help businesses:

- Alternative routes/detours/longevity of project/timeframe
- When the construction is taking place, we need to understand how access to our location will be maintained
- Up to date information about what's going to be closed. A link that shows up to date information to share with customers
- Before it happens put up signage, where customers need to go to get to the business
- It would be nice to know any complete shutdowns or work within one block that will interrupt traffic/access.





In 2023, BLAEDC continues to serve as a satellite site for the North Central Small Business Development Center. This partnership allows BLAEDC staff to provide free business consulting services to new and existing businesses while accessing a larger network of business consultants for our clients. The North Central SBDC is a part of the Minnesota Small Business Development Center, funding is provided by the U.S. Small Business Administration. BLAEDC staff are involved in leading workshops for the North Central SBDC such as Starting a Business 101 to area entrepreneurs looking to start a business. North Central SBDC business consultants have provided over 370 hours of consulting services for 92 unique clients with a Brainerd address in 2023.

BLAEDC Staff

BLAEDC is a team of four educated and experienced individuals, ready and willing to help you and our community.



TYLER GLYNN
Executive Director



MIKE BJERKNES
Workforce Director



ALISON MEDECK
Special Initiatives Director



HALIE MAJERUS
Marketing Manager

2023 BLAEDC Board of Directors

The BLAEDC Board of Directors is comprised of business and community leaders who volunteer their time and expertise to improve the economic conditions of the area and create jobs for area residents. Their collective experiences and knowledge guide the organization.



Jim Haakonson, CPA
Board President
Principal
CliftonLarsonAllen



Terry McFarlin
Board Vice President
President and CEO
Anderson Brothers Construction



Julie Anderholm
Board Secretary/Treasurer
Owner
Anderholm Consulting



Mike Dillon
Past Board President
President
Lexington Manufacturing



Janelle Riley
Past Board President
Co-Owner and President
Syvantis Technologies, Inc.



Karlo Goerges
Past Board President
CEO Pequot Tool and
Manufacturing, Inc.



Tom Haglin
Past Board President
Co-Owner/CEO
LINDAR and TRI-VEN



John Ohlin
President and CEO
Deerwood Bank



Sandy Zutz-Wiczek
Vice President
Clinic Operations
Essentia Health-Brainerd



MAILING ADDRESS

224 West Washington Street
Brainerd, MN 56401

WEBSITE

www.growbrainerdlakes.org

PHONE NUMBER

218.828.0096

CONNECT WITH US!



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

Report Date: 11/30/2023

a. Develop website.

Update: In progress. The website is about 90% complete to date; finalizing the website content but we could likely “go live” before it’s 100% final and add content as it gets finalized, developed, etc. per the EDA’s approval.

Action: Review website where it’s at today at [BEDA Homepage \(webflow.io\)](https://webflow.io). Note copy is still being written and will need to be refined.

Action: Determine domain name: brainerdeda or brainerdeconomicdevelopment or brainerd.works. Recommendation is brainerdeda.

b. Develop a branding package including a slogan and logo.

Update: Complete.

c. 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: Ads running in IQ magazine; rest TBD.

Recommendation: Develop a LinkedIn page for the Brainerd EDA; ownership and management of it must be discussed before doing this though.

Recommendation: Carry over funds (see spreadsheet) and do an intensive keyword search, online display advertising, billboard, and social media ad campaign to promote website once it’s finalized.

d. 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: Complete.

- e. 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: Ad campaign running from Nov. 25 – Dec. 25. Multi-media campaign like previous years including the following local vendors:

- On-air radio ads on Hubbard Broadcasting
- On-air radio ads on MPR Brainerd stations
- On-air radio ads on RJ Broadcasting
- Print ads in Brainerd Dispatch
- Brainerd Dispatch website takeover digital edition ad
- Over-the-Top (OTT) streaming ads with Spectrum Reach
- Ad on Lakeland PTV

-
- f. Participate in quarterly roundtable discussions with City of Brainerd staff and all other consultants providing services to the EDA**

Update:

- Attended meetings as scheduled.

-
- g. Attend the regular meeting of the EDA no less than 4 times during the duration of this contract.**

Update: Attended the following meetings:

- Attended regular EDA meeting October 2023
- Attended regular EDA meeting August 2023
- Attended regular EDA meeting June 2023
- Attended regular EDA meeting April 2023
- Attended regular EDA meeting February 2023

Attended additional EDA-related meetings:

- Attended the DDBC Downtown Business Visits on Jul. 20
- Attended the DDBC Downtown Business Visits on Aug. 17
- Attended the DDBC/Brainerd Main Street Lunch & Learn on Aug. 28
- Attended Main Street Grant Meeting on Sept. 28

Scope of Service	Ad Spend	Notes
a. Develop Website	\$ 6,000.00	
Consultant contract	\$ (4,000.00)	iTeam Creative
Visit Brainerd fee	\$ (1,000.00)	
Domain registration	\$ (20.00)	Domain ownership TBD; renewal of brainerd.works on XXX; annual renewal
Hosting	\$ (600.00)	Hosting TBD; annual fee
Subtotal	\$ 380.00	
b. Develop a branding package including an EDA logo and slogan	\$ 4,000.00	
Consultant contract	\$ (2,000.00)	iTeam Creative
Visit Brainerd fee	\$ (1,000.00)	
Subtotal	\$ 1,380.00	
c. Advertising Campaign Recruiting Entrepreneurs, Developers, Investors to Start a Business	\$ 10,000.00	
Visit Brainerd fee	\$ (1,000.00)	
IQ Ad Spring 2023	\$ (500.00)	
IQ Ad Fall 2023	\$ (500.00)	
Radio - MPR (Bemidji, Brainerd, St. Cloud)	\$ (2,500.00)	
Facebook ads	\$ (1,200.00)	
Display ads	\$ -	
Search ads	\$ (6,000.00)	
LinkedIn ads	\$ (1,200.00)	
Billboard	\$ (6,000.00)	
Subtotal	\$ (18,900.00)	
d. Summer Shopping Ad Campaign	\$ 10,000.00	
Visit Brainerd fee	\$ (1,000.00)	
Radio - MPR (Brainerd News & Classical)	\$ (2,500.00)	
Spectrum Reach - OTT Streaming	\$ (2,500.00)	
Subtotal	\$ (6,000.00)	
e. Winter Shopping Ad Campaign	\$ 10,000.00	
Radio - Hubbard	\$ (5,000.00)	
Radio - RJ Broadcasting	\$ (1,000.00)	
Radio - MPR (Brainerd News & Classical)	\$ (1,500.00)	
OTT Streaming - Spectrum Reach	\$ (5,000.00)	
Digital Billboard - Lamar	\$ -	
Print - Brainerd Dispatch	\$ (1,000.00)	
Digital - Brainerd Dispatch	\$ (2,000.00)	Website takeover
TV - Lakeland PTV	\$ (500.00)	

	Subtotal	\$ (16,000.00)	
	Total Budget	\$ 40,000.00	
	Subtotal	\$ (39,140.00)	
		\$ 14,400.00	See section c. and line items in red print.
			Would like to carry over into 2024 to heavily advertise the website and EDA.
			Hoped to have the website live earlier in 2023 but didn't make that.
			I can return the money to the EDA and/or reduce my 2024 contract by total.

Scope of Service	Ad Spend	Notes		
a. Marketing strategy and campaign for the new website and available Brainerd properties	\$ 20,000.00			
Visit Brainerd fee	\$ (600.00)	1 hour per month of managing the consultant contract at \$50/hour		
Consultant fee	\$ (12,000.00)			
Display ads	\$ (3,600.00)	Cost of ads estimated at \$300/month		
Search ads	\$ (3,600.00)	Cost of ads estimated at \$300/month		
Subtotal	\$ (19,800.00)			
b. Website updates (Content Management)	\$ 3,020.00			
Visit Brainerd fee	\$ (2,400.00)	4 hours per month of content management at \$50/hour		
Domain registration	\$ (20.00)	Domain ownership TBD; renewal of brainerd.works on XXX; annual renewal		
Hosting	\$ (600.00)	Hosting TBD; annual fee		
Subtotal	\$ (3,020.00)			
c. Advertising Campaign Recruiting Entrepreneurs, Developers, Investors to Start a Business	\$ 10,000.00			
Visit Brainerd fee	\$ (1,000.00)			
IQ Ad Spring 2023	\$ (500.00)			
IQ Ad Fall 2023	\$ (500.00)			
Facebook ads	\$ (1,000.00)			
LinkedIn ads	\$ (1,000.00)			
Billboards	\$ (6,000.00)			
Subtotal	\$ (10,000.00)			
d. Summer Shopping Ad Campaign	\$ 10,000.00			
Visit Brainerd fee	\$ (500.00)			
Radio - Hubbard	\$ (5,000.00)			
Radio - MPR (Brainerd News & Classical)	\$ (1,500.00)			
Spectrum Reach - OTT Streaming	\$ (2,500.00)			
Subtotal	\$ (9,500.00)			
e. Winter Shopping Ad Campaign	\$ 10,000.00			
Visit Brainerd fee	\$ (500.00)			
Radio - Hubbard	\$ (2,500.00)			
Radio - MPR (Brainerd News & Classical)	\$ (1,500.00)			
Spectrum Reach - OTT Streaming	\$ (2,500.00)			
Print - Brainerd Dispatch	\$ (1,000.00)			
Digital - Brainerd Dispatch	\$ (2,000.00)			
Subtotal	\$ (10,000.00)			
Total Budget	\$ 53,020.00			
Subtotal	\$ (52,320.00)			
Carry-over from 2023	\$ 14,400.00			
	\$ (37,920.00)	Subtotal for the 2024 contract is \$37,920 but I respectfully request \$40,000 in case of ad cost overage, etc.		
Visit Brainerd fees	\$ (5,000.00)			

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report

Date: November 29, 2023
 From: Jennifer Haskamp, SHC
 RE: Activities through November 30, 2023

Overview of Monthly Activities:

SHC attended the October EDA meeting and presented the draft concept plans for the industrial park/parcels that are currently owned by the City. The EDA determined that multiple concepts, showing a variety of options is preferable and all concepts should be included in the marketing effort. Since the meeting we have worked to create a final rendering of the concepts and have added them to the Brainerd EDA website. We are working with Visit Brainerd to update the Brainerd EDA website to include the new logo and branding materials to create a uniform identity.

Activities by Scope Task:

SCOPE	TASK
a.	Create and maintain an inventory of under-utilized and/or undeveloped property.
	SHC Activities: <ul style="list-style-type: none"> • Preliminary analysis is underway, but the final report will not be available until the outcome of the Washington Street corridor discussion regarding mixed-use is known. Staff will present preliminary information regarding the analysis, including outstanding issues related to Washington Street at the December meeting.
b.	Develop strategy for marketing and promotion for identified properties established in 2023 priority.
	SHC Activities: <ul style="list-style-type: none"> • Update marketing for each property online to reflect concept plans (note – final renderings of the concepts as presented in October will be loaded onto the website for each property). • Update/revise materials to incorporate EDA branding.
c.	Establish relationship with developers on behalf of the EDA.
	SHC Activities: <ul style="list-style-type: none"> • Discussed Industrial opportunities in Brainerd at the MNCAR Expo in October. May consider formal presence at 2024 Expo (through brokerage contract, or in association with SHC/EDA staff)

d.	Participate in quarterly roundtable discussions with the City of Brainerd Staff and all other consultants.
	SHC Activities: <ul style="list-style-type: none"> • Attended October 5, 2023 EDA Meeting • Consultant Quarterly meeting planned in December
e.	Lead/Participate in one (1) business roundtable. Topic to address growth (location/site/physical building) and future plans in Brainerd.
	SHC Activities: <ul style="list-style-type: none"> • Working with BLAEDC to identify date for round table (potential week of 12/15)
f.	Attend regular meetings of the EDA (minimum of four meetings.)
	SHC Activities: <ul style="list-style-type: none"> • Attended three meetings to date, scheduled to attend December meeting.



MEMO

Date: November 30, 2023
 From: Jennifer Haskamp, SHC
 RE: End of Year Summary

2023 Year in Review

Over the past year, the Brainerd EDA and SHC have worked collaboratively to bring greater attention to your properties, opportunities for development and growth. The following year end summary is organized by each scope item in our 2022 contract. (Please reference SHC reports provided throughout 2023 for more detail.)

Activities by Scope Task:

SCOPE	TASK
a.	Create and maintain an inventory of under-utilized and/or undeveloped property.
	<p>We kicked off 2023 by preparing a GIS data shapefile that identified all City, County, and State-owned land in the City. Once this data was collected, we began working through a secondary data set that includes privately owned land that has potential for development or redevelopment. Concurrently to the mapping analysis we developed a scoring matrix so that we could more objectively establish what parcels and/or properties may be prioritized. The scoring matrix needs to be updated in 2024 to reflect changes to the Washington Street corridor, if mixed-uses including residential uses is permitted. This discussion was anticipated to occur in late 2023, but at the time of this memo SHC is still waiting to hear more about the outcome. In 2023 we established that:</p> <ul style="list-style-type: none"> • The existing Wright Street extension properties are vacant, underutilized and present a significant opportunity for a mix of development. This was reinforced through the scoring, aerial and existing conditions analysis. • The existing Theisse Drive Industrial Park is a prime example of property owned by the City that is prime for development and redevelopment. The industrial park scores well with respect to available, contiguous land, infrastructure availability and essentially shovel ready development. • The Washington Street corridor parcels do not score well individually, but when parcels are assembled, they may become more desirable. The scoring of this corridor based on the metrics will also improve if a mix of uses (including residential) is permitted. Private ownership of the majority of the corridor contributes to challenges with development and/or redevelopment of the corridor.



	<ul style="list-style-type: none"> • Other opportunities were brought forward based on discussion by other commissions including the Park Commission. A full evaluation of these opportunities should be incorporated into the 2024 inventory.
b.	<p>Develop strategy for marketing and promotion for identified properties established in 2023 priority.</p> <p>In 2023 SHC prepared a full property listing website for the EDA. The website is fully functional and publicly available. It provides an online location for the EDA’s priority properties and includes the following:</p> <ul style="list-style-type: none"> • Property information for the priority properties identified in 2022 and 2023. • Marketing flyers that are accessible for download from the property listings. The flyer was branded for the EDA and can be downloaded and/or printed. • A snapshot of local demographics and socio-economic characteristics is provided on the website to provide background of the community. <p>As part of the strategy, SHC worked with the consultant team to begin planning for how and when the property listings website will be incorporated and/or linked in with the Brainerd EDA website currently under development by Visit Brainerd. The effort to connect the two online resources will be integral to successfully getting the information out to the development community.</p> <p>Some follow up tasks include:</p> <ul style="list-style-type: none"> • Update all collateral materials with the new Brainerd EDA logo and pantone color palette. • Distribute and send the property listing information to the broker network, once a broker is selected. • Maintain and update the website with all available properties. • Establish a process and policy for privately owned land/property that may be included on the website. • Connect the property listing website with the overall EDA website (Visit Brainerd).
c.	<p>Establish relationship with developers on behalf of the EDA.</p> <p>SHC discussed Brainerd opportunities with several developers, real estate agents and others throughout the year. Relationship building will be ongoing into 2024. SHC attended the Minnesota Commercial Association of Realtors (MNCAR) Expo in October and connected with other developers/brokers and discussed Brainerd opportunities. Other Cities and EDAs attend the event as exhibitors, and there may be an opportunity for the EDA to establish a more formal presence, especially once the properties are actively marketed.</p>
d.	<p>Participate in quarterly roundtable discussions with the City of Brainerd Staff and all other consultants.</p> <p>We attended three quarterly consultant meetings to date, and the final meeting is anticipated to occur in December. The meetings have provided an opportunity to discuss each consultant’s activities, and to coordinate on how to effectively roll out the new website, branding and property listings.</p>



e.	Lead/Participate in one (1) business roundtable. Topic to address growth (location/site/physical building) and future plans in Brainerd.
	SHC has been working with BLAEDC to schedule a business round table. The goal of the session is to discuss site and development specific plans and challenges with the local business community. We have discussed attendees, format and are ready to hold the round table over the lunch hour, we are just trying to find a date that will work for BLAEDC, SHC and the business owners.
f.	Attend regular meetings of the EDA (minimum of four meetings.)
	SHC has attended three of the regular EDA meetings to date and will be in attendance at the regular December meeting. At the upcoming meeting we will provide a summary of our work throughout the year, including review of the property listing website.

MEMO



TO: EDA Board of Commissioners
FROM: James Kramvik, Community Development Director
DATE: December 7th, 2023
RE: Considerer the 2024 Shared Services Agreements

INTRODUCTION

At the August 3rd EDA Board Meeting, the Board approved a preliminary tax levy request of \$186,812, which is the maximum EDA fund allowed by state statute (469.107 s.1). The request was forwarded to City Council for consideration.

Staff discussed the future of the consultants' contracts at the September 6th EDA Workshop. As a result of the discussion, staff recommends continuing with the consultants in 2024 as the EDA's website goes online and a marketing strategy is created to make businesses and developers aware of the opportunities in Brainerd. The consultants revised their scope of service based on the proposed work to be performed in 2024.

	2023	2024
BLAEDC	\$35,000	\$36,000
Swanson Haskamp	\$35,000	\$35,000
Visit Brainerd	\$40,000	\$40,000
DDBC	\$10,000	\$10,000
City of Brainerd	\$17,000	\$17,000
Total	\$137,000	\$138,000

If the EDA elects to fully fund all five of these contracts, based on the proposed budget, the EDA would have a net revenue of \$43,870 for 2024. The funds could potentially be used for future revitalization loans.

RECOMMENDATION

Authorize the Chair to enter into the Shared Services Agreements as presented with BLAEDC, DDBC, Swanson Haskamp, Visit Brainerd, and the City of Brainerd.



**AGREEMENT FOR PROFESSIONAL SERVICES
BY AND BETWEEN THE BRAINERD
ECONOMIC DEVELOPMENT AUTHORITY (EDA)
AND
THE BRAINERD LAKES AREA
ECONOMIC DEVELOPMENT CORPORATION**

FOR CALENDAR YEAR 2024

Whereas, the Brainerd EDA desires to actively implement an ongoing program to assist in the retention and support of its existing business community, promote the location of new businesses in the community, and support economic development in Crow Wing County; and

Whereas, the Brainerd Lakes Area Economic Development Corporation (BLAEDC), a private non-profit organization created “To Expand Business, Build Community, and Grow Jobs in Crow Wing County”, has established a comprehensive program to accomplish this mission;

Therefore, the Brainerd EDA does hereby enter into this agreement with the Brainerd Lakes Area Economic Development Corporation.

I. SERVICES

BLAEDC does hereby agree to provide the following services on behalf of the Brainerd EDA:

- a) BLAEDC agrees to provide a focal point for economic development in the Brainerd area, to assist businesses and industry with their site location needs, provide financial packaging services, and business planning assistance. BLAEDC will provide these services in cooperation with others such as the Brainerd office of the Small Business Development Center.
- b) BLAEDC will provide community services and marketing programs throughout the year to fulfill its mission to expand the tax base and increase employment.
- c) BLAEDC does hereby agree to maintain an office within the city limits of Brainerd to conduct its services under this contract.

- d) BLAEDC will provide an annual report to the Brainerd EDA on the activities and progress to fulfill the services identified above.
- e) A BLAEDC representative will attend Brainerd EDA meetings whenever appropriate or requested by the Brainerd EDA.

II. TERM OF CONTRACT

The term of this contract shall be one year, commencing January 1, 2024, and terminating on December 31, 2024.

III. COMPENSATION

Services Relating to Accomplishing Our Mission

The Brainerd EDA agrees to pay BLAEDC **\$36,000** for these services, payable in 12 monthly payments of **\$3,000**.

IV. REPRESENTATION

- a) The Brainerd EDA does hereby acknowledge that BLAEDC will be conducting similar and complimentary services throughout the 1,000 square miles of Crow Wing County. This acknowledgment recognizes that when BLAEDC successfully helps a company expand or locate in Crow Wing County, it ultimately helps the community of Brainerd. Depending on the locality of the business, there could be employment opportunities for residents in your area and increased spending with local businesses. With the expansion of the economic base of Crow Wing County, it enables the community to stabilize and hopefully lower property taxes, and allow an expansion and enrichment of community amenities such as parks, service programs and the like.
- b) Each party to this agreement binds himself and his partners, successors, executors, administrators, and assigns to the other party of this agreement and to the partners, successors, executors, administrators, and assigns of such other party, in respect to all covenants of this agreement. Except as above, neither party shall assign, sublet, or transfer his interest in this agreement without the written consent of the other. Nothing herein shall be construed as creating any personal liability on the part of any officer or agent of any public body which may be party hereto, nor shall it be construed as giving any rights or benefits hereunder to anyone other than the parties to this agreement.

IN WITNESS WHEREOF, the parties have executed this agreement in the Brainerd EDA, Minnesota on this day _____.

BRAINERD EDA

BRAINERD LAKES AREA ECONOMIC
DEVELOPMENT
CORPORATION (BLAEDC)

By EDA President

By Its President
Terry McFarlin

ATTEST:

Its Representative

BLAEDC Executive Director
Tyler Glynn

**Brainerd Lakes Area
Economic Development Corporation**

224 West Washington Street
Brainerd, MN 56401

growbrainerdlakes.org (218) 828-0096

SHARED SERVICES AGREEMENT

This agreement is entered into this ____ day of _____, 2023; between Swanson Haskamp Consulting, LLC, a private, for-profit organization, and the Brainerd Economic Development Authority (EDA), a public body, corporate and politic.

WHEREAS, the EDA issued a Request for Proposals (RFP) for economic development consulting services; and

WHEREAS, the EDA has selected Swanson Haskamp Consulting, LLC to provide property marketing and development services that develop and implement marketing, advertising, and communications plans to promote property within the city limits for commercial and residential developments, including the solicitation of developers, engagement of private property owners, and partnerships with local real estate agents.

NOW, THEREFORE, IT IS HEREBY AGREED THAT:

I. Scope of Service

On behalf of the EDA, Swanson Haskamp Consulting, LLC will provide the following services, consistent with State law and the directives of the EDA:

- a. Maintain, and update bi-annual, an inventory of under-utilized and/or undeveloped property including:
 1. City owned or other publicly owned/government-controlled property.
 2. Identify priority areas for infill;
 3. Revisit Washington Street corridor properties, re-evaluate based on mixed-use land use designation.
 4. Identify priority greenfield development areas to meet housing goals.
- b. Identify up to three priority properties/areas for 2024. Strategy includes:
 1. Review high-level proforma to inform marketing strategy.
 2. Prepare concept/general master plans for priority properties (1 to 3 properties, depending on scale) to be used for promotion and solicitation.
 3. Prepare flyers and/or marketing information for placement on website.
 4. Engage identified private property owners on behalf of the EDA, as directed, who have property prioritized for redevelopment.
- c. Establish relationships with developers on behalf of the EDA. Activities will include:
 1. Proforma refinement and cost input.
 2. Site review/collaboration to determine interest in priority areas.
 3. Submit priority site information to MNCAR Expo and/or other regional real estate events.
- d. Participate in quarterly roundtable discussions with the City of Brainerd staff and all other consultants providing services to the EDA.
 1. Continue to refine the strategy with other EDA consultants to maintain (electronically) data generated through this process.

2. Collaborate with other EDA consultants to refine the strategy for inventory and promotion of vacant properties (this may include for-sale, space for lease, spaces expected to become available, etc.)
- e. Lead/Participate in one (1) business roundtable or other City sponsored event focused on Washington Street corridor. Topic to address growth (location/site/physical building) and future plans in Brainerd.
- f. Attend the regular meeting of the EDA no less than 4 times during the duration of this contract.

II. Compensation

In consideration for the services rendered by Swanson Haskamp Consulting, LLC, the EDA shall compensate Swanson Haskamp Consulting, LLC \$35,000 annually, to be paid in monthly installments on the 15th of each month, January through December.

Bi-monthly reports, aligning with regular meeting dates, demonstrating execution of each service identified in the Scope of Services shall be delivered to the EDA by the 25th of each month prior to payments being made the following month. Monthly reports shall be delivered in the format provided by the EDA.

III. Term

The term of this agreement shall be for a period of one year commencing on the 1st day of January 2024 and terminating on the 31st day of December 2024 and may be extended in one-year increments through mutual agreement by the EDA and Swanson Haskamp Consulting, LLC. The EDA shall determine whether to extend this contract no later than December 15 of the contract year. Either party may terminate this agreement for any reason prior to the listed expiration date upon 30-days' advance written notice. In the event either party terminates this agreement before its expiration any fees owed to the Swanson Haskamp Consulting, LLC will be prorated through the last day of the 30-day termination period.

IV. Indemnification

To the fullest extent permitted by law, Swanson Haskamp Consulting, LLC agrees to defend, indemnify and hold harmless the EDA, and its employees, officials, and agents from and against all claims, actions, damages, losses and expenses, including reasonable attorney fees, arising out of Swanson Haskamp Consulting, LLC's negligence or Swanson Haskamp Consulting, LLC's failure to perform its obligations under this Agreement.

V. Compliance with Laws

The EDA and Swanson Haskamp Consulting, LLC shall abide by all Federal, State or local laws, statutes, ordinances, rules and regulations now in effect, or hereafter adopted, pertaining to this Agreement or the subject matter of this Agreement. This Agreement shall be governed by and construed in accordance with the substantive and procedural laws of the State of Minnesota without giving effect to

the principles of conflict of laws. All proceedings related to this Agreement shall be venued in the County of Crow Wing, State of Minnesota.

VI. Independent Contractor Status

Swanson Haskamp Consulting, LLC is an independent Contractor and nothing herein contained shall be construed to create the relationship of an employer and employee between EDA and Swanson Haskamp Consulting, LLC employees. Swanson Haskamp Consulting, LLC shall at all times be free to exercise initiative, judgment and discretion as to how to best perform or provide services. Swanson Haskamp Consulting, LLC also acknowledges and agrees that no withholding or deduction for State or Federal income taxes, FICA, FUTA, or otherwise, will be made from the payments due Swanson Haskamp Consulting, LLC and that it is Swanson Haskamp Consulting, LLC's sole obligation to comply with applicable provisions of all Federal and State tax laws.

VII. Authorized Representative

Notification required to be provided pursuant to this Agreement shall be provided to the following named persons and addresses unless otherwise stated in this Agreement or in a modification of this Agreement.

Swanson Haskamp Consulting, LLC

Brainerd EDA

Owner

Chair

Jennifer Haskamp

Kevin Yeager

246 S. Albert Street, Suite 2A

501 Laurel Street

St. Paul, MN 55105

Brainerd, MN 56401

VIII. Severability

The provisions of this Agreement shall be deemed severable. If any part of this Agreement is rendered void, invalid, or unenforceable such rendering shall not affect the validity and enforceability of the remainder of this Agreement unless the part or parts which are void, invalid or otherwise unenforceable shall substantially impair the value of the entire Agreement with respect to either party.

IX. Modifications

The EDA and Swanson Haskamp Consulting, LLC hereby acknowledge that they have read this Agreement and affirmatively states and represents that they understand its contents. Further, that the above constitutes the entire agreement by and between the EDA and Swanson Haskamp Consulting, LLC and is binding upon themselves, their heirs, assigns and successors in interest and any alterations, variations, modifications or waivers of the provisions of this Agreement shall only be valid when they have been reduced to writing and signed by the authorized representatives of the EDA and Swanson Haskamp Consulting, LLC.

Approved this the ___ day of _____ 2023.

Brainerd Economic Development Authority

By: _____

KEVIN YEAGER, CHAIR

Swanson Haskamp Consulting, LLC

By: _____

JENNIFER HASKAMP, OWNER



Memo

To: EDA Board of Commissioners

From: DDBC Board of Directors

Date: November 30, 2023

Re: Proposed 2024 Scope of Services

In 2024 Destination Downtown Brainerd Coalition (DDBC) proposes to provide the following services in support of the Brainerd EDA's objective of developing and implementing a robust main street program:

- Maintain Main Street America Associate Membership status;
- Attend educational events and classes to support the Main Street Program;
- Support Main Street events with advertising and promotional materials;
- Research funding mechanisms and strategies for filling a Main Street Coordinator position;
- Participate in quarterly roundtable discussion with City of Brainerd staff and all other consultants providing services to the EDA.

The proposed budget for this scope of work is \$10,000. DDBC looks forward to continuing to work with the EDA and helping meet our shared objective of enhancing economic vitality for the City of Brainerd.

SHARED SERVICES AGREEMENT

This agreement is entered into this ____ day of _____, 2023; between Brainerd Restoration (dba Destination Downtown Business Coalition), a non-profit organization, and the Brainerd Economic Development Authority (EDA), a public body, corporate and politic.

WHEREAS, the EDA issued a Request for Proposals (RFP) for economic development consulting services; and

WHEREAS, the EDA has selected the Destination Downtown Business Coalition (DDBC) to work with downtown Brainerd and Highway 210 business owners and property owners within City of Brainerd corporate limits to develop and implement a robust main street program.

NOW, THEREFORE, IT IS HEREBY AGREED THAT:

I. Scope of Service

On behalf of the EDA, the Destination Downtown Business Coalition will provide the following services, consistent with State law and the directives of the EDA:

- a. Maintain Main Street America Associate Membership status;
- b. Attend educational events and classes to support the Main Street Program;
- c. Support Main Street events with advertising and promotional materials;
- d. Research funding mechanisms and strategies for filling a Main Street Coordinator position;
- e. Participate in quarterly roundtable discussion with City of Brainerd staff and all other consultants providing services to the EDA.

II. Compensation

In consideration for the services rendered by Destination Downtown Business Coalition, the EDA shall compensate the Destination Downtown Business Coalition \$10,000 annually, to be paid in monthly installments on the 15th of each month beginning January 1, 2024.

Bi-monthly reports, aligning with regular meeting dates, demonstrating execution of each service identified in the Scope of Services shall be delivered to the EDA by the 25th of each month prior to payments being made the following month. Monthly reports shall be delivered in the format provided by the EDA.

III. Term

The term of this agreement shall be for a period of one year commencing on the 1st day of January 2024 and terminating on the 31st day of December 2024 and may be extended in one-year increments through mutual agreement by the EDA and the Destination Downtown Business Coalition. The EDA shall determine whether to extend this contract no later than December 15 of the contract year. Either party may terminate this agreement for any reason prior to the listed expiration date upon 30-days' advance written notice. In the event either party terminates this agreement before its expiration any fees owed

to the Destination Downtown Business Coalition will be prorated through the last day of the 30-day termination period.

IV. Indemnification

To the fullest extent permitted by law, the Destination Downtown Business Coalition agrees to defend, indemnify and hold harmless the EDA, and its employees, officials, and agents from and against all claims, actions, damages, losses and expenses, including reasonable attorney fees, arising out of the Destination Downtown Business Coalition’s negligence or the Destination Downtown Business Coalition’s failure to perform its obligations under this Agreement.

V. Compliance with Laws

The EDA and the Destination Downtown Business Coalition shall abide by all Federal, State or local laws, statutes, ordinances, rules and regulations now in effect, or hereafter adopted, pertaining to this Agreement or the subject matter of this Agreement. This Agreement shall be governed by and construed in accordance with the substantive and procedural laws of the State of Minnesota without giving effect to the principles of conflict of laws. All proceedings related to this Agreement shall be venued in the County of Crow Wing, State of Minnesota.

VI. Independent Contractor Status

The Destination Downtown Business Coalition is an independent Contractor and nothing herein contained shall be construed to create the relationship of an employer and employee between EDA and Destination Downtown Business Coalition employees. The Destination Downtown Business Coalition shall at all times be free to exercise initiative, judgment and discretion as to how to best perform or provide services. The Destination Downtown Business Coalition also acknowledges and agrees that no withholding or deduction for State or Federal income taxes, FICA, FUTA, or otherwise, will be made from the payments due the Destination Downtown Business Coalition and that it is the Destination Downtown Business Coalition’s sole obligation to comply with applicable provisions of all Federal and State tax laws.

VII. Authorized Representative

Notification required to be provided pursuant to this Agreement shall be provided to the following named persons and addresses unless otherwise stated in this Agreement or in a modification of this Agreement.

Destination Downtown Business Coalition

Brainerd EDA

President
Brenda Billman-Arndt
P.O. Box 1216
Brainerd, MN 56401

Chair
Kevin Yeager
501 Laurel Street
Brainerd, MN 56401

VIII. Severability

The provisions of this Agreement shall be deemed severable. If any part of this Agreement is rendered void, invalid, or unenforceable such rendering shall not affect the validity and enforceability of the remainder of this Agreement unless the part or parts which are void, invalid or otherwise unenforceable shall substantially impair the value of the entire Agreement with respect to either party.

IX. Modifications

The EDA and the Destination Downtown Business Coalition hereby acknowledge that they have read this Agreement and affirmatively states and represents that they understand its contents. Further, that the above constitutes the entire agreement by and between the EDA and the Destination Downtown Business Coalition and is binding upon themselves, their heirs, assigns and successors in interest and any alterations, variations, modifications or waivers of the provisions of this Agreement shall only be valid when they have been reduced to writing and signed by the authorized representatives of the EDA and the Destination Downtown Business Coalition.

Approved this the ___ day of _____ 2023.

Brainerd Economic Development Authority

Destination Downtown Business Coalition

By: _____

By: _____

KEVIN YEAGER, CHAIR

MIKE ANGLAND,
PRESIDENT, BRAINERD RESTORATION

SHARED SERVICES AGREEMENT

This agreement is entered into this ____ day of _____, 2023; between the City of Brainerd, a municipal corporation, and the Brainerd Economic Development Authority (EDA), a public body, corporate and politic.

WHEREAS, the EDA needs administrative and support staff services to fulfill its statutory duties; and

WHEREAS, City has the professional and administrative capacity to support the EDA; and

WHEREAS, the City historically provided these services to the EDA; and

WHEREAS, the parties desire to enter into an agreement memorializing the existing arrangement between them.

NOW, THEREFORE, IT IS HEREBY AGREED THAT:

I. Scope of Service

On behalf of the EDA, the City will provide the following services, consistent with State law and the directives of the EDA:

- a. Oversee the overall financial management of the EDA by working closely with the EDA Board of Commissioners; and
- b. Prepare an annual budget for approval by the EDA Board; and
- c. Operate per the approved budget, oversee accounts payable, and prepare checks on behalf of the EDA Board; and
- d. Oversee the EDA's Strategic Plan and complete goals and objectives; report results quarterly to the EDA; and,
- e. Communicate potential problems to the EDA Board and offer viable solutions; and
- f. Schedule EDA Board meetings, prepare Agendas and materials (including program/project reports, fiscal reports, resolutions and minutes), attend Board meetings; and
- g. Maintain all records of the EDA per laws and regulations; and
- h. Manage agreements between the EDA and hired consultants; and
- i. Represent the EDA in the River to Rail Initiative meetings; and,
- j. Coordinate quarterly roundtable discussions with all consultants providing services to the EDA; and
- k. Other projects as directed by the EDA Board.

II. Compensation

In consideration for the services rendered by the City, the EDA shall compensate the City \$17,000 annually, to be paid in two installments in July and December.

III. Term

The term of this agreement shall be for a period of one year commencing on the 1st day of January 2024 and terminating on the 31st day of December 2024. Either party may terminate this agreement for any reason upon 30-days' advance written notice. In the event either party terminates this agreement

before its expiration any fees owed to the City of Brainerd will be prorated through the last day of the 30-day termination period.

IV. Indemnification

To the fullest extent permitted by law, the City agrees to defend, indemnify and hold harmless the EDA, and its employees, officials, and agents from and against all claims, actions, damages, losses and expenses, including reasonable attorney fees, arising out of the City’s negligence or the City’s failure to perform its obligations under this Agreement.

V. Compliance with Laws

The EDA and City shall abide by all Federal, State or local laws, statutes, ordinances, rules and regulations now in effect, or hereafter adopted, pertaining to this Agreement or the subject matter of this Agreement. This Agreement shall be governed by and construed in accordance with the substantive and procedural laws of the State of Minnesota without giving effect to the principles of conflict of laws. All proceedings related to this Agreement shall be venued in the County of Crow Wing, State of Minnesota

VI. Independent Contractor Status

The City is an independent Contractor and nothing herein contained shall be construed to create the relationship of an employer and employee between EDA and City employees. The City shall at all times be free to exercise initiative, judgment and discretion as to how to best perform or provide services. The City also acknowledges and agrees that no withholding or deduction for State or Federal income taxes, FICA, FUTA, or otherwise, will be made from the payments due the City and that it is the City’s sole obligation to comply with applicable provisions of all Federal and State tax laws.

VII. Authorized Representative

Notification required to be provided pursuant to this Agreement shall be provided to the following named persons and addresses unless otherwise stated in this Agreement or in a modification of this Agreement.

<i>City of Brainerd</i>	<i>Brainerd EDA</i>
Interim City Administrator	Chair
Patrick Wussow	Kevin Yeager
501 Laurel Street	501 Laurel Street
Brainerd, MN 56401	Brainerd, MN 56401

VIII. Severability

The provisions of this Agreement shall be deemed severable. If any part of this Agreement is rendered void, invalid, or unenforceable such rendering shall not affect the validity and enforceability of the remain der of this Agreement unless the part or parts which are void, invalid or otherwise unenforceable shall substantially impair the value of the entire Agreement with respect to either party.

IX. Modifications

The EDA and the City hereby acknowledge that they have read this Agreement and affirmatively states and represents that they understand its contents. Further, that the above constitutes the entire agreement by and between the EDA and the City and is binding upon themselves, their heirs, assigns and successors in interest and any alterations, variations, modifications or waivers of the provisions of this Agreement shall only be valid when they have been reduced to writing and signed by the authorized representatives of the EDA and the City

Approved this the ____ day of _____ 2023.

Brainerd Economic Development Authority

City of Brainerd

By: _____

By: _____

KEVIN YEAGER, CHAIR

KELLY BEVANS
BRAINERD CITY COUNCIL PRESIDENT

SHARED SERVICES AGREEMENT

This agreement is entered into this 7th day of December, 2023; between Visit Brainerd, Inc., a non-profit organization, and the Brainerd Economic Development Authority (EDA), a public body, corporate and politic.

WHEREAS, the EDA issued a Request for Proposals (RFP) for economic development consulting services; and

WHEREAS, the EDA has selected Visit Brainerd to develop and implement marketing, advertising, and communications plans that promote the City of Brainerd as the ideal place to live, work, start or relocate a business, and shop; and

NOW, THEREFORE, IT IS HEREBY AGREED THAT:

I. Scope of Service

On behalf of the EDA, Visit Brainerd will provide the following services, consistent with State law and the directives of the EDA:

- a. Update content on EDA website;
- b. create a marketing strategy and campaign for the EDA website and available Brainerd properties;
- c. 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;
- d. 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;
- e. 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;
- f. Participate in quarterly roundtable discussions with City of Brainerd staff and all other consultants providing services to the EDA; and,
- g. Attend the regular meeting of the EDA no less than 4 times during the duration of this contract.

II. Compensation

In consideration for the services rendered by Visit Brainerd, the EDA shall compensate Visit Brainerd \$40,000 annually, to be paid in monthly installments on the 15th of each month, January through December.

Monthly reports demonstrating execution of each service identified in the Scope of Services shall be delivered to the EDA by the 25th of each month prior to payments being made the following month. Monthly reports shall be delivered in the format provided by the EDA.

III. Term

The term of this agreement shall be for a period of one year commencing on the 1st of January 2024 and terminating on the 31st day of December 2024 and may be extended in one-year increments through mutual agreement by the EDA and Visit Brainerd. The EDA shall determine whether to extend this contract no later than December 15 of the contract year. Either party may terminate this agreement for any reason prior to the end of the year upon 30-days' advance written notice. In the event either party terminates this agreement before its expiration any fees owed to Visit Brainerd will be prorated through the last day of the 30-day termination period.

Commented [JL1]: These terms are inconsistent with respect to timing. The sentence beginning with "The EDA shall determine whether to extend..." can be deleted. Both parties must agree to extend, as indicated in the preceding sentence. If they don't agree, then it terminates at the end of the year.

IV. Indemnification

To the fullest extent permitted by law, Visit Brainerd agrees to defend, indemnify and hold harmless the EDA, and its employees, officials, and agents from and against all claims, actions, damages, losses and expenses, including reasonable attorney fees, arising out of Visit Brainerd's negligence or Visit Brainerd's failure to perform its obligations under this Agreement.

V. Compliance with Laws

The EDA and Visit Brainerd shall abide by all Federal, State or local laws, statutes, ordinances, rules and regulations now in effect, or hereafter adopted, pertaining to this Agreement or the subject matter of this Agreement. This Agreement shall be governed by and construed in accordance with the substantive and procedural laws of the State of Minnesota without giving effect to the principles of conflict of laws. All proceedings related to this Agreement shall be venued in the County of Crow Wing, State of Minnesota.

VI. Independent Contractor Status

Visit Brainerd is an independent contractor and nothing herein contained shall be construed to create the relationship of an employer and employee between EDA and Visit Brainerd employees. Visit Brainerd shall at all times be free to exercise initiative, judgment and discretion as to how to best perform or provide services. Visit Brainerd also acknowledges and agrees that no withholding or deduction for State or Federal income taxes, FICA, FUTA, or otherwise, will be made from the payments due Visit Brainerd and that it is the Visit Brainerd's sole obligation to comply with applicable provisions of all Federal and State tax laws.

VII. Authorized Representative

Notification required to be provided pursuant to this Agreement shall be provided to the following named persons and addresses unless otherwise stated in this Agreement or in a modification of this Agreement.

Visit Brainerd

Executive Director
Mary Devine Johnson
706 Laurel St.
Brainerd, MN 56401

Brainerd EDA

Chair
Kevin Yeager
501 Laurel Street
Brainerd, MN 56401

VIII. Severability

The provisions of this Agreement shall be deemed severable. If any part of this Agreement is rendered void, invalid, or unenforceable such rendering shall not affect the validity and enforceability of the remainder of this Agreement unless the part or parts which are void, invalid or otherwise unenforceable shall substantially impair the value of the entire Agreement with respect to either party.

IX. Modifications

The EDA and the Visit Brainerd hereby acknowledge that they have read this Agreement and affirmatively state and represent that they understand its contents. Further, that the above constitutes the entire agreement by and between the EDA and Visit Brainerd and is binding upon themselves, their heirs, assigns and successors in interest and any alterations, variations, modifications or waivers of the provisions of this Agreement shall only be valid when they have been reduced to writing and signed by the authorized representatives of the EDA and Visit Brainerd.

Approved this the 7th day of December 2023.

Brainerd Economic Development Authority

Visit Brainerd

By: _____
KEVIN YEAGER, CHAIR

By: _____
CHAIR, VISIT BRAINERD BOARD



November 30, 2023

Brainerd Economic Development Authority
501 Laurel Street
Brainerd, MN 56401

RE: Proposal for Brokerage and Property Listing Services
Multiple Properties, Brainerd, MN

Dear Members of the Brainerd Economic Development Authority,

Please accept this proposal on behalf of Kamp Real Estate & Development, LLC (“Kamp”) for professional brokerage and listing services for multiple properties owned by the City of Brainerd. Kamp is a full-service real estate brokerage company with expertise in real estate law, development, listing and entitlement services. Kamp’s ownership group includes Jennifer Haskamp Founder and Managing Broker, and Nick Vivian Partner and Of Counsel. Jennifer will be assigned as the lead broker and or agent for this effort and Nick will provide support regarding negotiations and contract preparation and review.

Kamp understands that the EDA is interested in engaging a brokerage team to list and market certain parcels located within the City’s industrial zoning district that are owned by the City of Brainerd. We believe that we are the perfect team to help the EDA with this process because we can leverage our existing experience and knowledge of the local market to create a strong marketing strategy. Our team is different than most brokerages because we have extensive municipal, economic development, and contract experience. Our specialization allows us to work creatively and efficiently with buyers and developers through the entitlement process ultimately leading to successful real estate closings.

If we are selected as your brokerage team, Kamp will:

- Prepare a listing contract(s) for identified parcels so that Kamp can represent your interest and intent to sell the land. Generally, our proposed listing agreement terms include:
 - 12 Month Contract, Exclusive Right to Sell
 - 8% Commission Rate, 2.5% to Buyer’s Broker. Commission based on current Appraised Value.
 - List Price to be determined by the EDA
 - Buyer to be responsible for Broker Commission if land is sold for a \$1, or similar incentives package.
- Develop a marketing strategy rooted in market research and reality. Kamp will prepare a competitive market analysis to determine development potential of a property employing a highest-and-best land use determination. Market analysis will be completed for any parcel/lot listed for sale, and such



analysis will be presented to the EDA prior to active listing of the property or price determinations are made.

- Refine and prepare marketing collateral for each listing. Marketing collateral will utilize information collected and prepared by SHC, including concept plans and fit tests. This information will create a foundation for the marketing collateral for each property listing. The approach will include:
 - Further refinement of the online strategy including through the EDA property listing website, EDA and city of Brainerd website, MNCAR (Minnesota Commercial Association of Realtors) public property listings, and other social media platforms.
 - Real Estate Signs will be placed at the property or properties listed.
 - Determine locations for print/paper copy materials (flyers, posters, notices, post cards, etc.)
 - Coordinate with Visit Brainerd, BLAEDC and other agencies to promote the listed properties.
- Identify and attend strategic promotional events. There are several events each year where brokers, developers and other industry stakeholders promote listings and opportunities. For example, the MNCAR Expo is held each year and Cities and/or EDAs attend to promote available land. We will look into the MNCAR Expo as well as other similar events to strategically market the land and opportunities for development in Brainerd.
- Direct market to targeted brokers, developers, and business owners that may be a fit for the subject properties.
- Work with all potential buyers and businesses to determine if their interests align with the EDA's stated objectives.
- Present all offers and assist with contract negotiations and preparation.
- Provide Monthly progress reports. We will provide monthly status reports of activities, inquiries, and provide copies of collateral materials.

Kamp is excited for the opportunity to work with the EDA to list and market your properties. If you accept the terms of this proposal, we will prepare a draft Listing Contract with the terms outlined and provide you with a copy for review. We assume that the priority is the Thiesse Drive Industrial Park so we will draft the listing contract for those parcels first. Kamp will be available at the EDA meeting to answer questions.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Haskamp". The signature is fluid and cursive, with a large initial 'J'.

Jennifer Haskamp, AICP
Managing Broker
Kamp Real Estate & Development

MEMO



TO: EDA Board of Commissioners
FROM: Connie Hillman, City of Brainerd Finance Director
DATE: November 30, 2023
RE: Adoption of 2024 EDA Budget

Attached you will find the current EDA budget for 2024. The budget assumes fully funding the shared services agreements with the consultants' requests for 2024. Staff will be prepared to change these numbers during the meeting should the EDA decide to fund different amounts.

Additionally, the EDA has received the annual request for funding from the Initiative Foundation in the amount of \$5,350. That has been placed in the budget, but Staff is seeking guidance from the EDA as to whether to provide the request to the Initiative Foundation in 2024.

Action Requested:

Adopt the budget for 2024 either as presented, or with changes per the Commission's direction.

EDA Fund

	2022		2023 Amended Budget	2024 Proposed Budget	Difference
	Budget	Actual			
Revenues					
Taxes & Penalties					
31010 Current Ad Volorem **	145,036	142,973	152,861	186,812	33,951
31020 Delinquent Current Ad Volorem	-	1,954	-	-	-
	<u>145,036</u>	<u>144,927</u>	<u>152,861</u>	<u>186,812</u>	<u>33,951</u>
Other Revenue					
34102 Developer Application Fee	-	-	-	-	-
36210 Interest Income	460	651	460	550	90
39200 Sale of Land	-	-	-	-	-
	<u>460</u>	<u>651</u>	<u>460</u>	<u>550</u>	<u>90</u>
TOTAL REVENUE	<u>145,496</u>	<u>145,578</u>	<u>153,321</u>	<u>187,362</u>	<u>34,041</u>
Services					
-3300 Professional Services					
City	15,000	15,000	17,000	17,000	-
BLAEDC	35,000	35,000	35,000	36,000	1,000
Legal/Municipal Advisors	-	(2,101)	-	-	-
Visit Brainerd	35,250	35,250	40,000	40,000	-
Swanson Haskamp	31,900	31,810	35,000	35,000	-
DDBC	23,350	23,350	10,000	10,000	-
-3350 Printing/Legal Publication	-	75	-	-	-
-3361 Ins. General Lib	150	87	91	142	51
-3430 Miscellaneous	-	1,248	10,880	-	(10,880)
-3434 Economic Initiatives	-	-	-	-	-
-3435 Memberships *	5,350	5,350	5,350	5,350	-
	<u>146,000</u>	<u>145,070</u>	<u>153,321</u>	<u>143,492</u>	<u>(9,829)</u>
-7720 Transfers Out	-	-	-	-	-
TOTAL EXPENDITURES	<u>146,000</u>	<u>145,070</u>	<u>153,321</u>	<u>143,492</u>	<u>(9,829)</u>
NET REVENUE OVER EXPEND.	<u>(504)</u>	<u>508</u>	<u>-</u>	<u>43,870</u>	<u>43,870</u>
Fund Balance		69,280	69,280	113,149	

** Max allowed by state statute

* Initiative Foundation

RECEIVED

JUN 20 2023

CITY OF BRAINERD
ADMINISTRATION

(320) 632-9255
405 First Street SE
Little Falls, MN 56345



ifound.org

June 12, 2023

Jennifer Bergman, City Administrator
City of Brainerd
501 Laurel St
Brainerd, MN 56401-3595

Dear Mayor Badeaux, City Council and Ms. Bergman,

For 37 years, the Initiative Foundation has focused on building strong local economies, vibrant communities, and a lasting culture of generosity in Central Minnesota. Our grantmaking, lending, and programmatic activities support for-profit and nonprofit business growth, empower new entrepreneurs, address workforce shortages, and increase access to quality childcare for the region’s workforce.

In Crow Wing County, the Initiative Foundation has provided a total of \$7,753,968 in grants to support nonprofit organizations and local government projects, as well as \$10,792,414 in business loans to secure 2,052 quality jobs. The Foundation’s community and economic development services continue to provide essential resources for local cities, and across Central Minnesota.

To further our economic and community development efforts and multiply the impact of our work, we also seek funding from sources outside the region. These external funds are combined with our own resources and put to work across Central Minnesota. In 2022 the Foundation secured and then invested into Central Minnesota more than \$1.4 million from outside sources to support businesses, nonprofits, childcare providers, and local communities. The Foundation continued to partner with local leaders and state agencies to address ongoing issues, working with the Department of Employment and Economic Development to revitalize economic corridors and support small businesses, and with the Department of Education to explore solutions and implement strategies that create quality, affordable childcare.

Financial contributions from cities and counties greatly increase our capacity to support these economic and community development projects. Your support also positions us to seek, secure, and leverage additional resources from outside Central Minnesota, generating a substantial return on your investment in us. For every dollar we raise locally, we have reinvested an average of \$4.24 back to the communities we serve in the form of grants, loans, and scholarships. Turning every local dollar donated into more than four dollars for our communities—that’s a return on investment to be proud of, and we would be honored by renewal of your support in 2024.

We respectfully request that you consider allocating \$5,350 to the Initiative Foundation in your 2024 budget.

Please contact us if you have any questions or to request a presentation. We sincerely appreciate your past investment and look forward to your continued support in 2024. We can present in person or facilitate an online option. If possible, after your budget for 2024 is finalized, please let us know your decision by signing and returning the enclosed confirmation form. Thank you for your consideration!

All the best,

Matt Varilek
President

Carl Newbanks
Director of Development

The Initiative Foundation is a 501(c)(3) nonprofit organization. All contributions to the Foundation are tax-deductible to the extent allowed by law. The Foundation owns and manages all financial contributions for the benefit of communities served in the 14-county region of Central Minnesota.



Powering Possible

Equal opportunity lender, provider and employer.



Initiative Foundation at work in
CROW WING COUNTY

\$4.5 MILLION
in local donations to the Initiative Foundation.

\$19.7 MILLION
returned to Crow Wing County in grants, loans, and scholarships.

Our Mission:

To empower people to build thriving communities and a vibrant region across Central Minnesota.

405 First Street SE
Little Falls, MN 56345
(877) 632-9255
ifound.org

Return on Investment

For every local dollar contributed, the Initiative Foundation has invested **\$4.34** back into Crow Wing County.

Economic Impact

[1986 to present]

- Delivered 1,156 grants totaling **\$7.8 million**
- Awarded 23 scholarships totaling **\$111,750**
- Partnered on 196 loans totaling **\$10.79 million**
- Created or retained **2,052 quality jobs**
- Leveraged **\$81.41 million** in outside capital
- Hosted **24** Partner Funds



Equal opportunity lender, provider and employer.

CROW WING COUNTY **Investment Highlights**

For a full listing of Initiative Foundation investments in Crow Wing County, contact us at (877) 632-9255.

Grants Thriving Economy, Thriving Communities

Adapt Family Martial Arts and Fitness, LLC*	Building Updates
The Gallery of Brainerd*	Building Updates
The Outreach Program of Brainerd Lakes	Strategic Planning Session for Board of Directors and Staff
My Neighbor to Love Coalition	Supportive Housing Community
City of Crosslake	Community Connection Channels for Parks and Public Spaces

* Indicates Minnesota Main Street Economic Revitalization Program grant administered by the Initiative Foundation.

Business Financing Local Ownership, Quality Jobs

GroShed, Emily	Service
Cozy Estates, Nisswa	Tourism
Cat's MN T's, Brainerd	Retail
The Sanctuary, Crosby	Service

Charitable Funds Activating Generosity

Anderson Brothers Family Fund | Artesian Homes Charitable Fund | Corey Borg-Massanari Foundation | Nancy and Thomas Adams Family Charitable Fund | Cuyuna Lakes Education Foundation | Lake Region Christian School Education Foundation | Patriot Foundation | Pillager Education Foundation | The Lakes Area Medical Development Fund | Betty Ford Menzel Scholarship Fund | Irene Myres Memorial Endowed Scholarship Fund | Madden's Pine Beach Scholarship Fund | National Loon Center Project Fund | Pillager Scholarship Fund | Brainerd Public Schools Foundation Early Childhood Fund | Bridges Manufacturing Workforce Development Fund | Gull Chain Preservation Endowment Fund | Land and Waters Preservation Trust | Salem Lutheran Church Outreach Fund | Greater Pequot Lakes Community Foundation | Lake Region Conservation Club | CWEPA Fund | Childcare & Early Childhood Education Fund | JFHML Endowment Fund

Nonprofit Assistance Helping Organizations Thrive

Be a Pal	Fundraising School
Breath of Life Adult Care	Legal Compliance Training
City of Baxter	Central Minnesota Housing Summit
Lakes Area Habitat for Humanity	Fundraising School
Salem WEST	Nonprofit Academy

Community Action The Power of Partnership

→ Why wait for college to settle on a career path? Bridges Career Depot is an online platform that helps middle and high school students start their search by serving up first-time job opportunities. Students aged 14 to 18 can use filters to zero in on their preferences—everything from customer experience associate to lifeguard to landscaping assistant. An Initiative

Foundation grant to the Brainerd Lakes Area Chamber of Commerce helped to launch the program.

→ Up to 17,000 Central Minnesota children and families lack access to child care. Innovative solutions will help to address the shortage. The Brainerd Family YMCA's answer: the purchase of a neighboring building to add up to 85 infant and toddler slots to their

program. A proposed center for up to 63 children in Onamia (in Mille Lacs County) is also taking shape with support from the Minnesota Department of Employment and Economic Development. Both projects also received Initiative Foundation grant funding.



2024 Budget Confirmation

Please use the form below to indicate your decision to support the Initiative Foundation in 2024. Thank you! Together, we can continue to serve this great region we call home!

Initiative Foundation
405 First St. SE, Little Falls, MN 56345
Or Email it to: cnewbanks@ifound.org Fax: (320) 632-9258

Or NEW THIS YEAR - online submission at ifound.org/city-and-county.

Yes, the City Council of _____ has approved funding to the Initiative Foundation in 2024 in the amount of \$ _____.

Would you like the Initiative Foundation to send you a payment reminder/invoice?

- Yes, please send payment reminder/invoice to us in _____ / _____.
Month / Year
- Not necessary, we'll send payment to IF without a payment reminder/invoice.
- Payment attached.

No, the City Council has decided against funding the work of the Initiative Foundation in 2024.

Name of Contact Person _____
Printed Name Title

Signature Date

Email Address Phone #

If the City Council would like to schedule a presentation by the Foundation, request more information, or discuss local projects, please call Carl Newbanks at 320-631-2042 or email cnewbanks@ifound.org.

Thank you again for considering this request! We appreciate your partnership.

MEMO



TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: December 7th, 2023

RE: Update EDA on ISD 181 Property North of Buffalo Hills Park

INTRODUCTION

Staff met with ISD 181 representative Reid Thiesse regarding the approximate 20 acres of property owned by the School District North of Buffalo Hills Park. The property is surrounded primarily by residential single-family housing with some multi-family structures to the East. The existing lot is heavily forested but relatively level. The property could be accessed from Graydon Ave to the North and potentially along the East side of Buffalo Hills Park. Staff recently attended ISD 181's Long Range Planning Committee to present options to the school district for development of the property.

OPTION 1: The School District conveys the property to the City. The City then conveys the property to the EDA to allow the EDA to market and enter into a contract with a developer. The contract could have similar language to the development contract that the HRA has for Brainerd Oaks in which the developer is required to complete a certain number of homes per year or meet required deadlines.

OPTION 2: The School District enters into an agreement with a real estate broker to list the property at market rate. The EDA lists the property on the EDA website and staff directs interested developers on the potential use for the property. This option does not include a contract with required deadlines for development.

CONTEXT

Parcel Numbers: 41361077

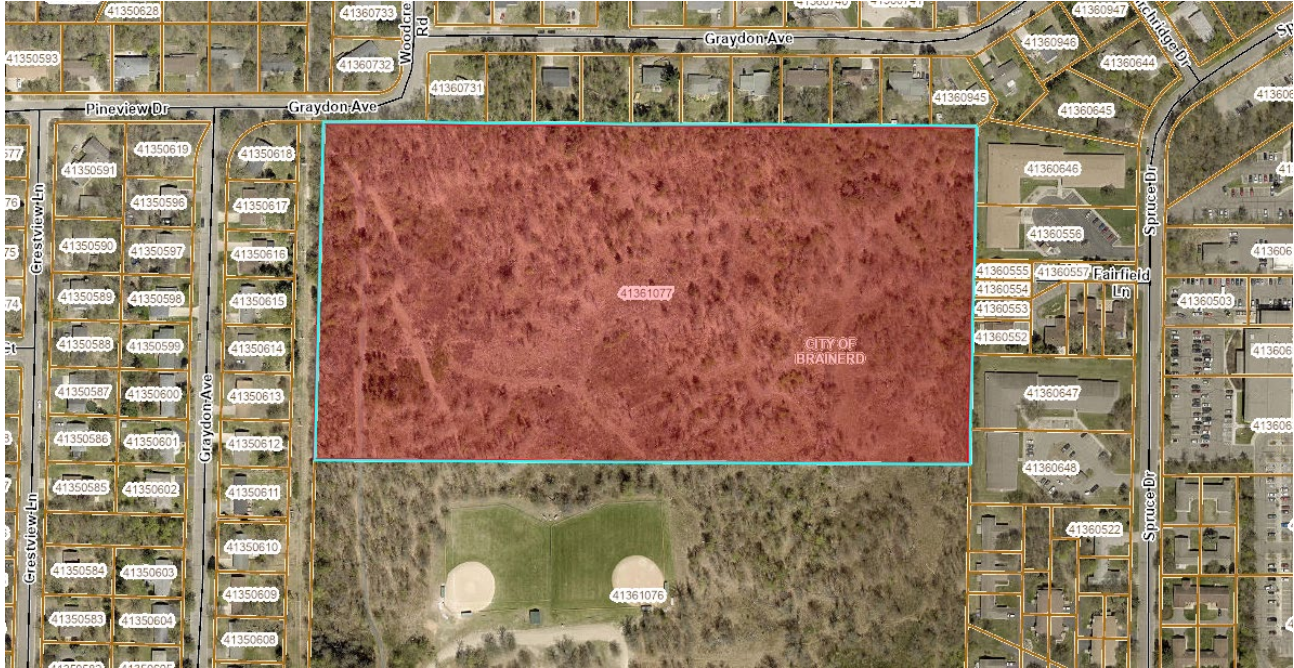
Zoning District: Park (P)

Property Area: 20.37 Acres

Adjacent Uses: North: Single-Family Residential
East: Multi-Family Residential
South: Buffalo Hills Park
West: Single-Famil Residential

Adjacent Zoning: North: Contemporary Neighborhood One (CN-1)
East: Contemporary Neighborhood Two (CN-2)
South: Park (P)
West: Contemporary Neighborhood One (CN-1)

AERIAL MAP:



STAFF DIRECTION

Staff will continue to work with the School District on redevelopment options of the property and attend any necessary School Board meetings. Based on the conversation from the Long-Range Planning Committee, the School District is potentially interested in selling or conveying the property as there is no future use proposed for the site.

Staff would like the EDA to review the potential options and provide comments and direction for staff.

MEMO



TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: December 7th, 2023

RE: Consider Funds for Demolition of 426 B St.

INTRODUCTION

The Brainerd HRA is purchasing the property at 426 B St in Brainerd. This property and the home that is currently on site is blighted due to a fire that occurred in early 2023. The HRA intends to demolish the burned structure and bring the property back to a buildable grade for resale to Lakes Area Habitat for Humanity for a new single-family home to be built as a replacement. The HRA is interested in partnering with the EDA to utilize some of the local income dollars that the EDA has available to help offset up to 50% of the cost of asbestos remediation and demolition of the structure. The HRA believes that this project serves the greater needs of both the city and the HRA in cleaning up blight while also providing an opportunity for a new single-family dwelling to be constructed as an infill project. The HRA is planning on having the demolition completed as soon as possible as the structure does pose a public risk and nuisance as can be seen in the attached photographs.

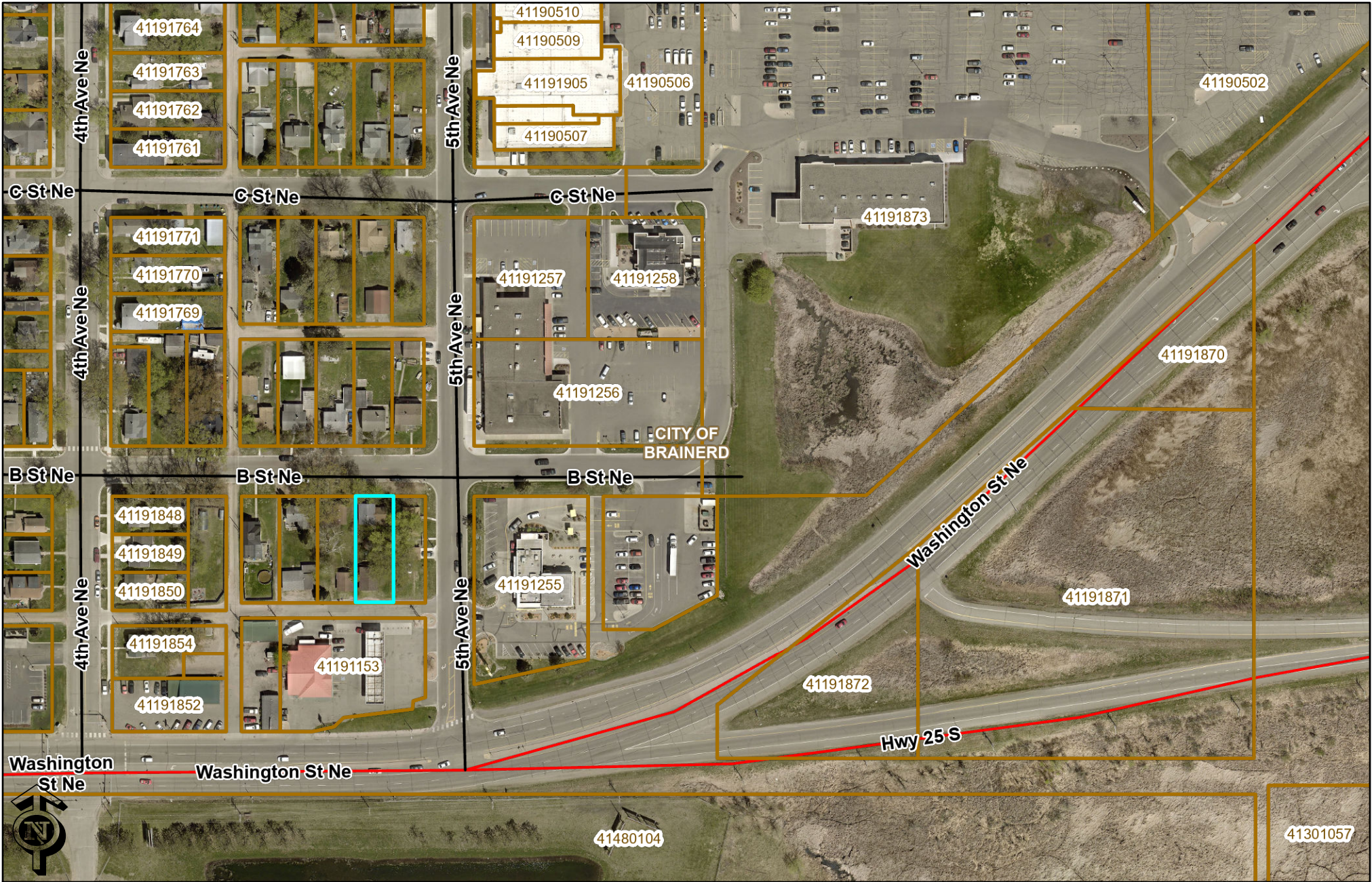
We are asking for authorization from the EDA to utilize local income dollars up to 50% of the hard costs for asbestos abatement and demolition of the house structure with a cap of \$15,000. The HRA is currently getting bids for these services and do not believe the costs will go above \$30,000 in total.

AVAILABLE FUNDS

The City could use Local Program Income Funds to partner with the HRA on this project. Local program income is generated when the amount of repayments from SCDP programs are less than \$35,000 in a fiscal year. Local program income is not reported to DEED but it is required to be used on an eligible project. Staff believes this project would be a good use of the local program income because it eliminates slum and blight and would qualify as an eligible project. The balance as of 10/31/23 in the local program income fund is \$78,905, but this does not include the local income that was generated in the 10/1/22-9/30/23 fiscal year which was \$23,525 for a total current balance of \$102,430. Staff would like the EDA to provide a recommendation to the City Council regarding the use of Local Program Income Funds for the proposed demolition of 426 B St.

RECOMMENDATION

Recommend approval of Local Program Income Funds to be used for 50% of the hard costs, not to exceed \$15,000, for the demolition and asbestos abatement at 426 B St.



These data are provided on an "AS-IS" basis, without warranty of any type, expressed or implied, including but not limited to any warranty as to their performance, merchantability, or fitness for any particular purpose.

426 B St NE

Date: 10/19/2023 Time: 10:52 AM





Brainerd Economic Development Authority

2024 Meeting Schedule

February 1st, 2024

April 4th, 2024

June 6th, 2024

August 1st, 2024

October 3rd, 2024

December 5th, 2024

Meetings are held at 7:30 a.m. in the Brainerd City Council Chambers, 501 Laurel St

Any individual needing special accommodations please call 218-828-2307.