



ECONOMIC DEVELOPMENT AUTHORITY AGENDA

City of Brainerd, Minnesota
City Hall, 501 Laurel Street, Council Chambers
Thursday, October 3, 2024 @ 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. **Roll Call**

___K. Bevans ___T. Bieser ___J. Grecula ___G. Johnson ___M. Kirsch ___M. O'Day ___P.
Sandy ___K. Yeager

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

4. **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**

C. **Swanson Haskamp Report**

D. **DDBC Report**

5. **Unfinished Business**

A. **Update on the Sale/Transfer of Land to Giovanni's**

B. **Approve \$1/Acre Incentive Program and Parameters**

6. **New Business**

A. **Review Concept Plan for Trailside Park**

B. **Consider Advertisement in Business View Magazine**

C. **Discuss BLAEDC's Placer AI Program**

D. **2025-2026 Goal Setting**

7. **Staff Reports**
(Verbal: Any Updates since Packet)
8. **Commission Member Reports**
9. **Adjourn**

Visit the City's Website at www.ci.brainerd.mn.us

MISSION

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

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, August 1st, 2024, 8:30 a.m.
City Hall Council Chambers

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

Upon roll call Commissioners Kelly Bevans, Toni Bieser, Justin Grecula, Gabe Johnson, Marie Kirsch, Mike O'Day, and Kevin Yeager were noted as present. Commissioner Sandy was noted as absent.

Staff present were Executive Director Broyles, Community Development Director Kramvik, Finance Director Hillman, and HRA Director Charpentier.

Approval of Agenda

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

Consent Calendar

Approval of Minutes
Financial Reports
Swanson Haskamp Report
DDBC Report
Visit Brainerd Report

Commissioner Bieser asked about the charge for Baker Tilly.

Finance Director stated that Baker Tilly is the City's Financial Advisor, they have been assisting with the VCV lot sale.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND JOHNSON TO ADOPT THE CONSENT CALENDAR.

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

Commissioner Kirsch was noted as present (7:02 a.m.).

Unfinished Business

Update on VCV Industrial Park Property

Community Development Director Kramvik gave the overview on where the City stands with the VCV Industrial Park Property. A workshop has been scheduled between the EDA, PUC, City Council, and VCV. At this time, staff is recommending no action.

Commissioner O'Day asked whether there has been interest in the property from other parties.

Community Development Director Kramvik stated that there has not been any interest.

Update on Façade Improvement Grant Program and Request for Additional Funds

Community Development Director gave an overview of the grant program. The projects were reviewed by BLAEDC, Community Development Director, and Chair Yeager. There was a total grant request for \$20,534. Staff is requesting direction on how to handle the additional \$534 requested.

Tyler Glynn, BLAEDC, stated that the grant was only open for 1 week. When the grant closed, there were four additional inquiries. The projects were of good quality.

Finance Director Hillman stated that the additional funding would come from the EDA fund. In 2024 revenues exceed expenditures.

Member O'Day stated that he was glad the funds were spread throughout the City. He is wondering if in the future, whether the EDA should consider a rating system or stay with the first come first served method.

Mr. Glynn stated that the nice thing about advertising first come first served they were able to answer questions previous to the application being live and then the application process went very smoothly.

Commissioner Kirsch asked what the timeline for expenditures is.

Mr. Glynn stated that they have 18 months to expend, the money will be held until the project is completed by the applicant.

Commissioner Johnson asked about "Pearl Swan LLC" and the type of economic activity they're engaged in.

Community Development Director Kramvik stated that he will need to follow-up with the company as to what their retail business is.

MOVED AND SECONDED BY COMMISSIONERS O'DAY AND GRECULA TO FULLY FUND ALL FIVE PROJECTS BY ADDING \$534 TO THE TOTAL ALLOCATION AMOUNT, FOR A TOTAL OF \$20,534.

Upon roll call, Commissioners Bieser, Grecula, Johnson, Kirsch, O'Day, and Yeager voted "aye". Commissioner Bevans voted "nay". The Chair declared the motion carried.

New Business

Consider Marketing Strategy for Industrial Park Properties

Jennifer Haskamp, Kamp Realty, gave an overview of the previous land sale incentives. The \$1/acre incentive has expired. Per statute, the business needs to demonstrate public benefit if the EDA decides to continue the incentive. If the metrics are not met, the City could receive payment by the company if metrics are not met. Metrics could include number of employees, certain number of housing units, employment with benefits, etc.

Commissioner Bieser asked how successful Sandstone's incentive is.

Ms. Haskamp stated that she did not research the success, it was during COVID, but she would be happy to follow-up. The program that the City had, was done while the City did not have an active broker to get it out to the larger market.

Chair Yeager asked about other incentives that may be more successful.

Ms. Haskamp stated that this system is used by EDAs, it is usually in combination with TIF, waiving SAC/WAC, waiving permit fees. This system does have a monitoring component to make sure that dollars were used appropriately. It is more complicated to do the dollar an acre incentive.

Mr. Glynn stated that there was only one business who successfully went through the application process. The most recent purchases in the industrial park, the incentive was on the table at the time.

Commissioner Bieser stated that there should be a workshop if the Commission chooses the \$1/acre route to hammer details.

Member O'Day stated that he would like to see how the metrics could be personalized per the industries. He would be interested in a workshop as well.

Ms. Haskamp stated that a month would be needed to do some research in order to have an effective workshop. There should be some basic structure to the program, specifics could vary.

Commissioner Bevans stated that this information could be presented at the next EDA meeting.

Commissioner O'Day would like details on the current employment details, open lots, vacant buildings, businesses, etc.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY, DULY CARRIED, TO DIRECT STAFF TO DRAFT PARAMETERS FOR THE \$1/ACRE INCENTIVE PROGRAM.

Set the 2025 EDA Preliminary Levy

Finance Director Hillman corrected her statement regarding Baker Tilly, the EDA is utilizing their services as a part of the Country Manor TIF agreement.

Finance Director Hillman stated that the statutory limit for 2025 is \$214,612, this is an increase of \$27,800 over 2025.

MOVED AND SECONDED BY COMMISSIONER BEVANS AND O'DAY TO SET THE 2025 PRELIMINARY EDA LEVY AT \$214,612.

Commissioners Bevans, Bieser, Grecula, Kirsch, O'Day, and Yeager voted "aye". Commissioner Johnson voted "nay". The Chair declared the motion carried.

Staff Reports

Community Development Director Kramvik stated that the Personnel and Finance Committee meeting the City is considering distribution of the Affordable Housing Aid.

HRA Director Charpentier stated that the City and HRA continue to work with developers, including the developer for the school district property. Central Minnesota Housing Partnership is looking to come into the Brainerd area again, the HRA is working on putting pieces together for this effort. There are single family homes being built in Serene Pines, Dal-Mar, and Brainerd Oaks. Finally, Minnesota Housing is going to their board on the Workforce Housing projects late in August for the Eight05 Laurel and Brainerd Oaks projects.

Commissioner Kirsch asked about the 210 project stakeholders meeting.

Mr. Glynn stated that the stakeholders meeting will hopefully start meeting in mid to late September.

Commissioner Reports

Commissioner Johnson stated that the City of Brainerd owns the property directly behind Giovanni's. He asked if staff could look into sale or transfer of City land to make the company's operations smoother.

Adjourn

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY DULY CARRIED, TO ADJOURN THE MEETING TO THE AUGUST 6TH WORKSHOP AT 6:00 P.M.

The Authority adjourned at 8:11 a.m.

Respectfully Submitted by
Toni Gage

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, June 26th, 2024, 12:30 p.m.
City Hall Council Chambers

Pursuant to due call and notice thereof, Secretary Kirsch called the workshop of the Brainerd Economic Development Authority to order at 5:00 p.m.

Upon roll call Commissioners Kelly Bevans, Justin Grecula, Gabe Johnson, Marie Kirsch, and Mike O'Day were noted as present. Commissioner Bieser was noted as absent. Also present were Public Utilities Commissioners Dolly Matten and Mark O'Day, Mayor Badeaux, and Council Members Czezok and Terry.

Staff present were Community Development Director Kramvik, Finance Director Hillman, and Interim Public Utilities Director Wussow.

VCV Digital Discussion

Community Development Director Kramvik gave an overview of the history with VCV Digital.

Ro Shirole, BlockMetrix, gave an overview of the company and presented their plan to move forward with the crypto mining operations. In the immediate, BlockMetrix plans to construct a data center facility to house 50 Megawatts of Bitcoin Miners and purchase equipment to utilize the first 15 Megawatts that are required by BPU by the end of the year. They are hoping to request an extension from BPU in order to achieve this.

Matt Feast, VCV Digital, stated that BlockMetrix is the most qualified partner. He hopes that together they can find a path forward.

Members of the EDA, Public Utilities Commission, and City Council expressed their concern and frustration about moving forward when VCV has shown that they have not proposed a plan to reduce noise, cannot express a benefit to the community, and are not responsive to requests.

Commissioner Mike O'Day stated that VCV has not responded to questions and concerns. He does not trust their answers. This is a massive amount of power that will be used, and he does not see the benefit to the community of having them start this business. He sees the reason for VCV having failed up to this point is that the value of cryptocurrency was high when they were aggressively trying to get their business off the ground. When the currency tanked, they weren't moving forward and now that the currency value is increasing again, they are pressing the issue.

Interim Public Utilities Director stated that the cryptocurrency businesses are on interruptible service. He stated that renewable energy is about double the cost of traditional energy.

Commissioner Matten does not trust that the Commission won't have to extend the energy contract again. There are potential problems with noise, buildout, and planning. As a personal opinion she does not support an extension. She is looking for a company that will utilize power and create jobs. She respects that the company BlockMetrix is trying to remedy the situation, but she has not been convinced that this project will happen.

Adjourn

The Authority adjourned at 6:10 p.m.

Respectfully Submitted by
Toni Gage

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Tuesday, September 17th, 2024, 5:00 p.m.
City Hall Council Chambers

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

Upon roll call Commissioners Kelly Bevans, Justin Grecula, Gabe Johnson, Marie Kirsch, Mike O'Day, and Kevin Yeager were noted as present. Commissioners Bieser and Sandy were noted as absent.

Staff present were Community Development Director Kramvik, Finance Director Hillman, and Executive Director Broyles.

Approval of the Agenda

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

Consider VCV/BlockMetrix Revised PDA and Construction Plans

Chair Yeager explained the order of the operation of the meeting. It is his intention to give clear direction to the developer.

Community Development Director Kramvik gave an overview of the history with VCV Digital and the proposed site plan. There is a provision added to the PDA that states "no former VCV owner shall own any interest going forward with the company" and the time for the EDA to provide an answer to the developer would be 30-days instead of 10-days. He gave an overview of the sound projections. BlockMetrix will need an extension of the power agreement from the Public Utilities Commission.

Commissioner Bevans asked about adding conditions to the PDA like required sound testing.

Community Development Director Kramvik stated that adding conditions to the PDA at this point would not be advised, it would be something that would need attorney review. It would be more appropriate if the developer was applying for a Conditional Use Permit.

Commissioner Kirsch asked what could happen if there are noise complaints. She asked about the minimum improvements again about the condition of requiring a crypto mining facility on the property. She asked whether the proposed minimum improvements would require more power than proposed.

Community Development Director Kramvik stated that it would be something that the City would need to regulate based on the regulations set forth by the MPCA. The minimum improvements would need to be met by any company wanting to purchase this land. The building that is proposed is, in his opinion, a facility for the 25 mWh that is in the current power agreement. Any more power purchased would need to be approved by BPU. Planning Commission is also looking toward regulating crypto mining which will potentially take three months which would pretty much end the project for BlockMetrix because of their need to meet the power deadline.

Commissioner O'Day referenced the petition submitted to the Commission. Would making this a conditional use slow down the project. He stated that any agreement made by the EDA should be contingent upon BPU extending the power agreement.

Clark Swanson, CEO BlockMetrix, stated that he appreciates the concerns of and work done by staff and commissioners. He introduced Daniel Koff and Joe Green the sound engineers from Rosseau who have developed the plans for the mining facility.

Daniel Koff, Rosseau, stated that the company is very cognizant of the needs of the community for sound.

Joe Green, Sound Engineer, Rosseau, gave an overview of the mining facility and the impacts of the sound. He stated that the way that the machines are designed they will run at 70-85% capacity meaning that they will be 30% quieter than what is provided calculated. At 90% capacity the noise will increase significantly.

Commissioner Bevans stated that he wants to believe the information. He asked what happens when the facility is too loud.

Mr. Swanson stated that if the specs cannot be achieved, he wouldn't want to continue with the project.

Mr. Shirole, BlockMetrix, asked the engineers how accountable the engineers are to the specifications.

Mr. Green stated that these machines are put into hospitals and communities, he completely endorses the specifications.

Chair Yeager asked Mr. Swanson whether the machines will meet MPCA standards 24 hours a day, 7 days a week, in perpetuity.

Mr. Swanson stated yes.

Community Development Director Kramvik stated that the developer is bound by the site design specifications that were provided with the PDA.

Commissioner Bevans stated that he wishes this was a conditional use. The City had two years to make this a conditional use and didn't. It sounds like what BlockMetrix is going to build is better than the crypto company that already is in business. The ball has been dropped due to that company also using outdoor storage as a primary use. It should be a conditional use in the future.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND JOHNSON, DULY CARRIED, TO ACCEPT THE AMENDED PURCHASE AND DEVELOPMENT AGREEMENT CONTINGENT UPON THE EXTENSION OF THE BRAINERD PUBLIC UTILITIES AGREEMENT.

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

Adjourn

MOVED AND SECONDED BY COMMISSIONER JOHNSON AND GRECULA, DULY
CARRIED, TO ADJOURN THE SPECIAL MEETING OF THE EDA.

The Authority adjourned at 5:39 p.m.

Respectfully submitted by
Toni Gage

Financial Report for EDA

As of August 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	\$ 77,340	\$ -	\$ -	\$ -
Total	\$ 77,340	\$ -	\$ -	\$ -
CDBG (Housing/Commerical (Slum & Blight/Federal Objective)):				
Downtown - #298	\$ 64,834	\$ 5,622	\$ 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	78,632	13,412	11,850	-
Total	\$ 199,141	\$ 19,034	\$ 791,666	\$ -
Federal & State MIF (Commerical (Jobs)):				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	18,568	-	-	-
Total	\$ 18,568	\$ 646,427	\$ -	\$ -
Grand Total	\$ 295,049	\$ 665,461	\$ 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 08/31/2022	PERIOD ENDED 08/31/2023
*** Assets ***			
295-0000-10100	CASH	69,445.83	77,339.86
295-0000-10700	DELINQUENT TAX RECEIVABLE	6,578.78	6,467.34
295-0000-16160	FA-LAND HELD FOR RESALE	488,252.22	460,396.74
Total Assets		564,276.83	544,203.94
*** Liabilities ***			
295-0000-20600	DEPOSITS PAYABLE	11,591.00	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		504,275.00	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		(8,769.87)	1,067.28
Ending Fund Balance		60,001.83	70,346.91
Total Liabilities And Fund Balance		564,276.83	544,203.94

PERIOD ENDING 08/31/2023

GL NUMBER	DESCRIPTION	ACTIVITY FOR		YTD BALANCE	% BGD USED
		2023 MONTH AMENDED BUDGET	08/31/2023 CREASE (DECREASE)	08/31/2023 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	80,954.66	59.09
295-6510-43350	PRINTING/LEGAL PUBLICATION	0.00	0.00	27.10	100.00
295-6510-43361	INS - GENERAL LIABILITY	91.00	36.45	123.85	136.10
295-6510-43430	MISCELLANEOUS	10,880.00	44.00	69.00	0.63
295-6510-43435	BOOKS/PAMPHLETS/DUES	5,350.00	0.00	5,350.00	100.00
SERVICES		153,321.00	11,572.89	86,524.61	56.43
TOTAL EXPENDITURES		153,321.00	11,572.89	86,524.61	56.43
Net - Dept 6510 - ECONOMIC DEVELOPMENT AUTH		(153,321.00)	(11,572.89)	(86,524.61)	
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	(11,572.89)	1,067.28	100.00
TOTAL REVENUES		153,321.00	0.00	315,406.89	205.72
TOTAL EXPENDITURES		153,321.00	11,572.89	314,339.61	205.02
NET OF REVENUES & EXPENDITURES		0.00	(11,572.89)	1,067.28	100.00

CHECK DISBURSEMENT REPORT FOR CITY OF BRAINERD
 CHECK DATE FROM 07/01/2023 - 08/31/2023

Check Date	Bank	Check #	Invoice	Payee	Description	Account	Dept	Amount
Fund: 295 EDA FUND								
07/05/2023	BB	96179	JUNE 2023	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	2,916.67
07/05/2023	BB	96191	JUNE 2023	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	909.09
07/05/2023	BB	96225	JUNE 2023	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.67
07/05/2023	BB	96230	JUNE 2023	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	3,333.34
07/19/2023	BB	96324	234269-1	FORUM COMMUNICATIONS COMPANY	PRINTING/LEGAL PUBLICATION	43350	6510	14.14
08/09/2023	BB	96477	JULY 2023	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	2,916.67
08/09/2023	BB	96494	JULY 2023	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	909.09
08/09/2023	BB	96514#	BR345-00135	KENNEDY & GRAVEN	DEPOSITS PAYABLE	20600	0000	66.00
			BR345-00135		MISCELLANEOUS	43430	6510	44.00
				CHECK BB 96514 TOTAL FOR FUND				110.00
08/09/2023	BB	96546	JULY 2023	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.67
08/09/2023	BB	96553	JULY 2023	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	3,333.34
08/24/2023	BB	96619	40001339/3RD 2023	LEAGUE MN CITIES INS TRUS	INS - GENERAL LIABILITY	43361	6510	36.45
				Total for fund 295 EDA FUND				20,312.13

'#'-INDICATES CHECK DISTRIBUTED TO MORE THAN ONE DEPARTMENT

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 295 EDA FUND							
Assets							
07/01/2023			295-0000-10100 CASH		BEG. BALANCE		73,986.62
07/05/2023	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	1774	26,498.71		100,485.33
07/31/2023	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	1788		1,416.67	99,068.66
08/31/2023	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	1810		1,416.67	97,651.99
08/31/2023			295-0000-10100	END BALANCE	26,498.71	2,833.34	97,651.99
07/01/2023			295-0000-10700 DELINQUENT TAX RECEIVABLE		BEG. BALANCE		6,467.34
08/31/2023			295-0000-10700	END BALANCE	0.00	0.00	6,467.34
07/01/2023			295-0000-16160 FA-LAND HELD FOR RESALE		BEG. BALANCE		460,396.74
08/31/2023			295-0000-16160	END BALANCE	0.00	0.00	460,396.74
TOTAL Assets					26,498.71	2,833.34	564,516.07
Liabilities							
07/01/2023			295-0000-20600 DEPOSITS PAYABLE		BEG. BALANCE		(9,324.00)
08/31/2023			295-0000-20600	END BALANCE	0.00	0.00	(9,324.00)
07/01/2023			295-0000-22200 DEFERRED REVENUE		BEG. BALANCE		(460,396.74)
08/31/2023			295-0000-22200	END BALANCE	0.00	0.00	(460,396.74)
07/01/2023			295-0000-22210 DEFERRED TAXES RECEIVABLE		BEG. BALANCE		(4,202.29)
08/31/2023			295-0000-22210	END BALANCE	0.00	0.00	(4,202.29)
TOTAL Liabilities							(473,923.03)
Revenues							
07/01/2023			295-0000-31010 CURRENT AD VALOREM		BEG. BALANCE		(60,018.41)
07/05/2023	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	1774		26,103.98	(86,122.39)
07/05/2023	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	1774		0.89	(86,123.28)
08/31/2023			295-0000-31010	END BALANCE	0.00	26,104.87	(86,123.28)
07/01/2023			295-0000-31020 DELINQUENT AD VALOREM		BEG. BALANCE		(693.25)
07/05/2023	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	1774		357.92	(1,051.17)
07/05/2023	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	1774		35.92	(1,087.09)
08/31/2023			295-0000-31020	END BALANCE	0.00	393.84	(1,087.09)
07/01/2023			295-0000-36210 INTEREST INCOME		BEG. BALANCE		(381.52)
08/31/2023			295-0000-36210	END BALANCE	0.00	0.00	(381.52)
07/01/2023			295-0000-39101 SALE OF ASSETS		BEG. BALANCE		(227,815.00)
08/31/2023			295-0000-39101	END BALANCE	0.00	0.00	(227,815.00)
TOTAL Revenues						26,498.71	(315,406.89)
Expenditures							
07/01/2023			295-6510-43300 PROFESSIONAL SERVICES		BEG. BALANCE		57,969.78
07/31/2023	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	1788	1,416.67		59,386.45
08/31/2023	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	1810	1,416.67		60,803.12
08/31/2023			295-6510-43300	END BALANCE	2,833.34	0.00	60,803.12
07/01/2023			295-6510-43350 PRINTING/LEGAL PUBLICATION		BEG. BALANCE		12.96
08/31/2023			295-6510-43350	END BALANCE	0.00	0.00	12.96
07/01/2023			295-6510-43361 INS - GENERAL LIABILITY		BEG. BALANCE		87.40
08/31/2023			295-6510-43361	END BALANCE	0.00	0.00	87.40
07/01/2023			295-6510-43435 BOOKS/PAMPHLETS/DUES		BEG. BALANCE		5,350.00
08/31/2023			295-6510-43435	END BALANCE	0.00	0.00	5,350.00
07/01/2023			295-9300-47720 TRANSFERS OUT		BEG. BALANCE		227,815.00
08/31/2023			295-9300-47720	END BALANCE	0.00	0.00	227,815.00
TOTAL Expenditures					2,833.34		294,068.48

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report

Date: September 26, 2024
 From: Jennifer Haskamp, SHC
 RE: Activities August/September

Overview of Monthly Activities:

SHC has been working on the mapping inventory of underutilized properties and will be prepared to share outcomes/information later in the quarter. We have prepared a draft downtown map for discussion with the consultant team and hope to finalize it by the end of the year. At the upcoming October meeting we will be in attendance to present draft concept plans for the Trailside Park location and the City Hall/Annex parking lot properties. A draft of the \$1/acre incentive program for the Thiesse Industrial Park will be presented at the October meeting (note that we have an interested party).

Activities by Scope Task:

SCOPE	TASK
a.	Maintain an inventory of under-utilized and/or undeveloped property, update bi-annually.
	SHC Activities: <ul style="list-style-type: none"> • We are working on the GIS database/shapefile and matrix and will provide an update in Q4.
b.	Identify up to three priority properties for 2024.
	SHC Activities: <ul style="list-style-type: none"> • We will present a concept for the City Hall/annex site at the October meeting. • We will present a concept for the Trailside park at the October meeting.
c.	Establish relationship with developers on behalf of the EDA.
	SHC Activities: <ul style="list-style-type: none"> • We continue to discuss and follow up with interested parties regarding the property listings.
d.	Participate in quarterly roundtable discussions with the City of Brainerd Staff and all other consultants.
	SHC Activities: <ul style="list-style-type: none"> • Q4 meeting planned to align with upcoming meetings
e.	Lead/Participate in one (1) business roundtable. Topic to address Washington Street Corridor.

	<p>SHC Activities:</p> <ul style="list-style-type: none"> • This event will occur in fourth quarter of 2024.
f.	Attend regular meetings of the EDA (minimum of four meetings.)
	<p>SHC Activities:</p> <ul style="list-style-type: none"> • SHC will attend October meeting in person.

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report
Destination Downtown Brainerd Coalition (DDBC)

Report Date: September 25, 2024

1. Maintain Main Street America Membership status.

Status: In Progress

DDBC continues to track metrics required for reporting to maintain membership status.

2. Attend educational events and programs to support the Main Street program.

Status: In Progress

DDBC continues to attend video conference calls and monitor email updates put out by the Main Street Minnesota program office to stay up-to-date on relevant resources and opportunities that can benefit our local Main Street program.

3. Support Main Street events with advertising and promotional materials.

Status: In Progress

DDBC will be hosting the last quarterly Business Owner Social event of the year on October 30, 2024 (location TBD). This event is open to any individuals interested in learning about Downtown Brainerd Business Community happenings.

DDBC helped promote the annual Flapjack Festival + Touch-A-Truck event hosted by Save the Historic Brainerd Water Tower, Brainerd ECFE, and City of Brainerd.

Planning is underway for the annual Halloween Spooktacular scheduled for Saturday, October 26, from 11am-1pm in Downtown Brainerd. DDBC received a \$1,250 sponsorship from Brainerd Community Action to help offset the cost of candy for businesses participating in Trick-or-Treating candy hand out as part of the event. This event typically brings around 1,000+ children and their families to the Downtown district.

4. Research funding mechanisms and strategies for filling a Main Street Coordinator position.

Status: In Progress.

DDBC continues to research and gather background information to help inform the funding process moving forward through attending Minnesota Main Street meetings and tracking relevant email updates.

5. Participate in quarterly consultant meetings.

Status: Ongoing.

A DDBC representative plans to attend all upcoming consultant meetings.

MEMO

TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: October 3rd, 2024

RE: Update on the Sale/Transfer of Land to Giovanni's

INTRODUCTION

The EDA toured Giovanni's Frozen Pizzas this past summer and the owner of Giovanni's discussed his ideas for potential expansion of the property. The City of Brainerd currently owns the property to the north and west of Giovanni's.

EXPANSION REQUIREMENTS

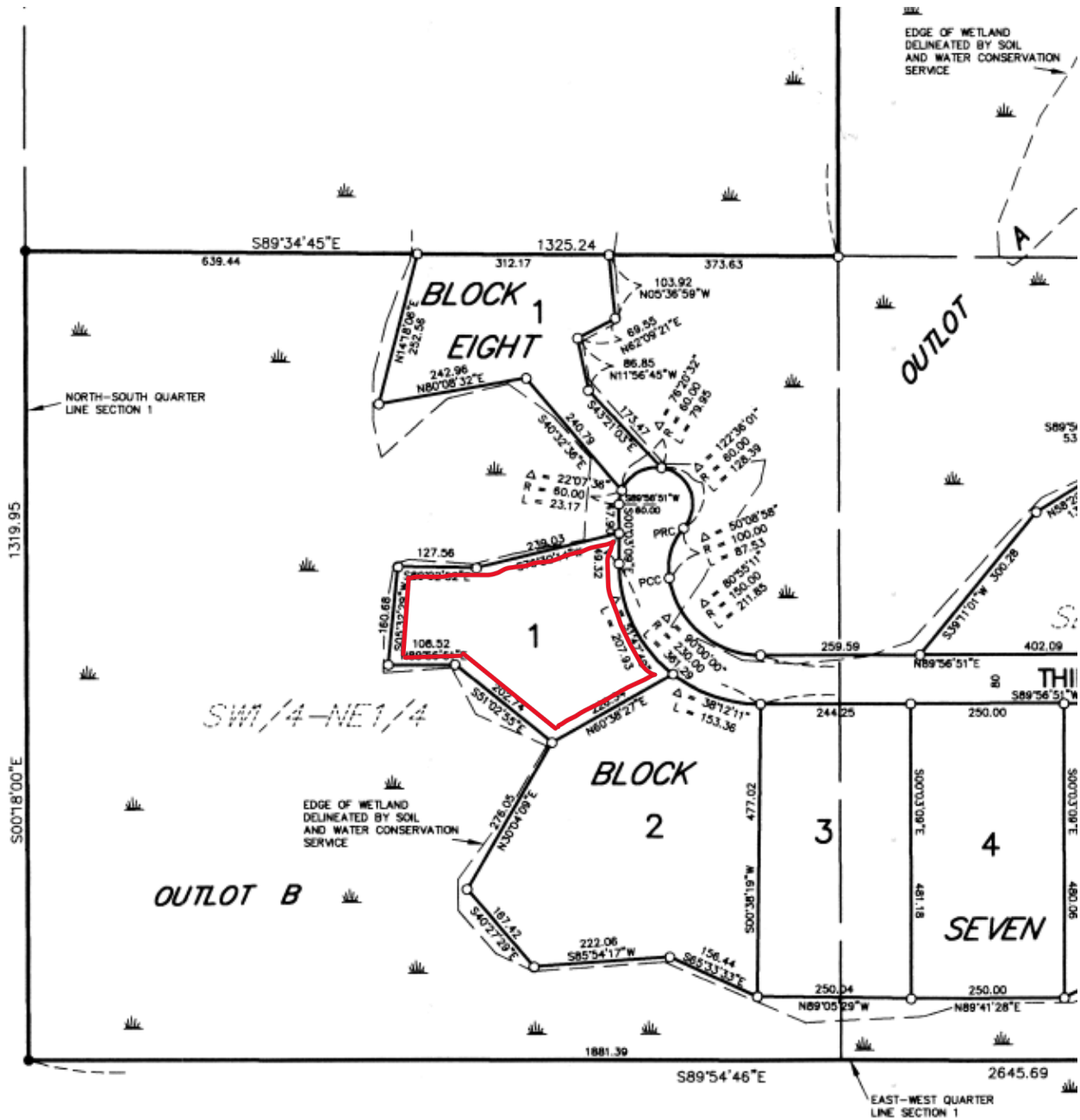
When staff visited the property and reviewed aerial maps, there were wetland indicators that must be considered for a potential expansion. Upon review of the original plat for Thiesse Industrial Park Addition, it was discovered that a wetland was delineated around all sides of Giovanni's property. Based on the indicators found at the property, this would most likely be classified as a wet meadow wetland. Staff has included the original plat on the following page that displays the wetland delineation which was approved in 1996.

Staff believes that the wetland delineation is accurate. However, if the EDA would like to reevaluate the delineation the fee would be approximately \$500.00 to flag the property.

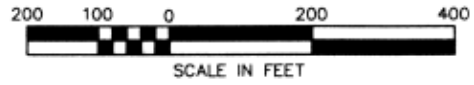
Staff has reached out to the owner of Giovanni's Frozen Pizza and provided the plat map. Along with this information, staff has provided contact information to the department in Minnesota that is responsible administering wetland credits. Purchasing wetland credits would be a requirement to fill in an existing wetland. Staff also recommended that a survey/ engineering firm should be the party applying on behalf of Giovanni's for wetland credits.

Staff indicated that the City/ EDA is certainly open to the idea of helping a business expand. The owner of Giovanni's thanked staff for following up and is in the process of long-range planning for the property. Staff is looking for direction from the EDA if there is anything else that should be done at this time.

THIESSE INDUSTRIAL PARK ADDITION



401 Golf Course Dr.-Baxter
P.O. Box 785



- = IRON MONUMENT FOUND IN PLACE
- = 1/2" IRON PIPE MONUMENT SET
- ☎ = WET LAND



MEMO

To: Members of Brainerd EDA

CC: James Kramvik, Community Development Director

From: Jennifer Haskamp, AICP, SHC & Kamp

Date: September 25, 2024

RE: Industrial Land Sale Incentives - \$1/acre program structure

Background

At the August meeting the EDA directed SHC to put the program structure together for the \$1/Acre land credit program. As discussed, the land credit program is technically a business subsidy program and therefore any business must demonstrate public benefit based on the City's objectives for the program. The following draft program is provided for your consideration and discussion.

Land Credit Program - Overview

The Land Credit Program is an incentive program available in the Thiesse Industrial Park. The program would have the following requirements:

- **Types of Business:** The land must be developed and used by a business that is identified as a permitted use within the Industrial Zoning District (See City Code, Table of Uses). Businesses permitted by Conditional Use may be qualified but are subject to approval by the City Council and the EDA.
- **Business Subsidy Law:** The Minnesota rules for Business Subsidy (which the land credit is defined) requires a business to remain in operation for five (5) years on the site or they have to repay the subsidy. The law requires a subsidy agreement to include new job and wage growth which must be reported annually to the state. The City is responsible for providing the reporting forms, and the form must be returned by the form. The report is required annually until the goals stated within the agreement are met. Failure to meet the requirements, or goals, necessitates reimbursement of a prorated amount of the subsidy.
- **Security:** The purchaser will be required to enter into a development agreement with the City that will establish the terms of the project and the specific construction, employment and wage targets. If the developer/owner does not meet the terms of the development agreement, or the land credits do not cover the subsidy, a prorated amount of the subsidy will have to be paid to the EDA. These terms and obligations will need to be acknowledged by the purchaser's lender. The development agreement will give the EDA the right to assess the reimbursement against the property.
- **Calculation of Credits:** The purchaser must put together a development plan for the site that 1) estimates the construction value and completion date of the structure; and 2) the annual payroll and number of jobs created. The development plan will be used to estimate the amount of credit, and if it exceeds the amount of the subsidy, and all other terms are met, then the EDA will certify that the

purchaser has completed the terms of the agreement. Upon certification of construction credits and job credits, a satisfaction will be recorded releasing the purchaser from those repayment obligations.

- **Construction Credit Calculation:** The amount of credit given for the construction of the building will be determined on a case-by-case basis. The land value will be initially estimated by the assessor’s estimated market value, which will be confirmed/refined through the mortgage appraisal process.
- **Jobs Credit Calculation:** The amount of credit given for job creation will be given on a case-by-case basis determined by the development plan.
- **Development Plan Application:** The purchaser must submit a development plan that includes 1) Detailed site plan, 2) Building/Architectural Concept Plans with estimated cost, 3) Job/employment plan; and 3) \$10,000 application fee.
 - Once the Development Plan is approved, full engineering, grading and architectural construction drawing must be completed, and all applicable permits obtained.
 - The Development Plan, including full civil/architectural plan sets and applicable permits will be incorporated by reference into the Development Agreement.
- **Development Agreement:** The Development Agreement will memorialize the specific terms of the project including timeline for construction, five years of business reporting, and under what terms the subsidy would need to be paid back. The Development Agreement will stipulate that the purchaser agrees to meet the specific project objectives for building value and payroll calculations, or the purchaser may owe the balance/difference to the EDA. If the purchaser does not repay the balance, the EDA may assess it against the property in the same manner as it would for public improvements.

Objectives:

The EDA will evaluate each proposal to determine if it meets the following objectives:

- Improves the value of the vacant land in the Thiesse Industrial Park through construction of a structure that is consistent with the Industrial Zoning District purpose and objectives.
- Creates jobs that are on-site (occupies the structure as a home base).
- Contributes to the tax base in the City of Brainerd.

Minimum Terms

The program will be administered on a specific project-by-project basis, however, certain minimum terms or objectives should be laid out to provide guidance to a potential purchaser. The following draft minimum terms are provided for consideration:

- **Construction Costs/Investment:** A Purchaser must demonstrate that they intend to build a structure that would appraise at least three (3) times the value of the land. Since the lots are of varying sizes, and a purchaser could combine parcels, it is important to ensure that adequate investment is placed into the structure given that the land will be contributed at a \$1/acre.
- **Job Creation:** It may be prudent to establish a minimum number of jobs to qualify for the subsidy. For example, a minimum of three FTE jobs must be established to qualify for the subsidy. This would be stated as a term within the application materials.
- **Land Value/Commission:** The Purchaser will be responsible for paying broker fees, both on the buy (if applicable) and sell side. Such commission will be calculated using the appraised market value of the land.



- **Application Fee:** \$10,000

Land Purchase Process Overview

The following overview of the process to purchase land under this program is provided as follows. This list is not all inclusive and additional information may be requested by the EDA or City.

1. **Interested Party Inquiry:** The purchaser, or their broker, may contact the Community Development Director or Jennifer Haskamp, Kamp Real Estate & Development. The purchaser should be prepared to discuss the general building plans and business operations, and estimated land price.
2. **Offer & Concept Plan:** The purchaser should submit a written offer to the Brainerd EDA. The specific lot and block must be identified, and the price offered for the land must be included. The City will prepare a land and job credit application form that must accompany the application. The concept plan must include a site plan and building elevations and/or rendering to demonstrate proposed building.
3. **EDA Review and Concept Plan Approval:** Offers, Preliminary Land Credit, Sale and Concept Plan will be reviewed by the EDA. If approved, the purchaser will move to the subsequent steps.
4. **Documents:** Staff and the City Attorney will prepare all required documents. (Purchase Agreement, development agreement, etc.)
5. **Site Plan Approval (and other land use approvals):** The Site Plan and Architectural plans are subject to review and approval by the Planning Commission and City Council. If other land use approvals are required, such as a Conditional Use Permit, this process will be run concurrently with the Site Plan Approval process.
 - a. Note: A Public Hearing at the Planning Commission, separate from the EDA requirements, may be required depending on the specific land use approval process.
6. **Public Hearing:** A Public Hearing at the EDA for the sale and development agreement is required for all projects within the program.
7. **Authorization & Execution:** The completed package including plans and development agreement must be authorized so that the deed can be executed, and development agreement recorded so that the property can be closed.

Address	Parcel Owner
1916 10TH ST S	DICK FAMILY REAL ESTATE LLC
1924 10TH ST SE	DH HOLDINGS LLC
2801 11TH ST SE	2801 PROPERTY LLC
1902 SE 13TH ST	DLP INVESTMENTS LLC
1954 SE 13TH ST	HEARTLAND PROPERTIES OF BLAINE LLC
11869 COUNTY ROAD 45	BTD GROUP LLC
714 INDUSTRIAL PARK RD	VANWYNGEEREN PROPERTIES BRAINERD LLC
1021 INDUSTRIAL PARK RD	FELSKE PROPERTIES LLC
1111 INDUSTRIAL PARK RD	SONS & DAUGHTERS PARTNERSHIP, LLC
702 INDUSTRIAL PARK RD SW	THOMPSON, ROXANNE D
1100 INDUSTRIAL PARK RD SW	NEW EARTH TECHNOLOGIES LLC
1120 INDUSTRIAL PARK RD SW	STERADIAN LLC
1640 KITTY HAWK CT	KITTY HAWK PROPERTY LLC
1102 MADISON ST	CONSOLIDATED TELEPHONE CO
1235 MADISON ST	MARIGOLD FOODS INC
902 THIESSE DR	GOODIN COMPANY
924 THIESSE RD	TM RESOURCES LLC
10145 THIESSE RD	G J R INVESTMENTS LLP
923 WRIGHT ST	D5 INVESTMENT LLC
924 WRIGHT ST	OPTIC PROPERTIES LLC
1217 WRIGHT ST	HENCO PROPERTY LEASING LLC

Total Properties:
Property.Zoning = GI

Property Occupant	Phone Number	Parcel Number	Full Time
C & L DISTRIBUTING	218-829-2978	41360999	28
DIGITAL HORIZONS	218-330-4140	41361000	5
SUPREME COUNTERS	218-829-1054	41010550	5
POMPS TIRES	218-829-9700	41361013	5
HEARTLAND TIRE	218-828-6376	41361015	15
BTD WOOD POWDER COAT	218-828-4144	41010556	5
CWC RECYCLING	218-828-0048	41010617	15
OAKRIDGE HOMES	218-829-7599	41361024	16
OCELCO	800-328-5343	41361025	19
WW THOMPSON CONCRETE	218-829-9674	41010609	22
REVOLV MFG	218-828-5076	41010558	70
KLD	218-829-5333	41010559	6
JUST FOR KRYPTO	218-270-0186	41310503	4
CTC	218-454-1234	41361030	25 some WF
CLOVER LEAF DAIRY	218-829-4262	41361016	4
		41010540	20
LM STEEL		41010539	6
LEXINGTON MFG		41060516	100
DAHLHEIMER BEVERAGE		41361004	6
PRECISION TOOL	218-454-0434	41361003	23
AMERICAN STEEL	218-828-2147	41361010	6
AMERICAN WELDING GAS	218-829-3391		5

Part Time

12

0

0

0

0

2

seasonal

1

1

H

0

1



MEMO

To: Members of Brainerd EDA

CC: James Kramvik, Community Development Director

From: Jennifer Haskamp, AICP, SHC

Date: September 26, 2024

RE: Concept Plans for Trailside Park and City Hall Parking Lot/Annex Building and Site

As part of SHC's scope of services for 2024 the EDA directed our team to prepare a Concept Plan for development of Trailside Park into residential uses. The concept plan developed includes a mix of residential lot sizes, which is consistent with the recommendations of the recent Counselor of Realtors study recommendations.

Second, as discussed at previous meetings SHC has talked to a few different developers with interest in the downtown opportunities. The City Hall parking lot and Annex Building have been brought up by a couple different developers, but it is hard to describe how the two sites could be co-developed. As such, SHC prepared a few concepts to study how the Annex Building site and the City Hall parking lot could be master planned for redevelopment. The concept plans for this site will also be presented for comments and feedback.

SHC will present the Concept Plans at the October EDA meeting.

BEAVER DAM ROAD - LOW DENSITY



165.7 Total Acres

~26 Acres of Wetland

RL 13 Rural Living (RL-2) Units
» 150' Frontage
» 0.75-Acre Lots

GL 82 Garden Living Units
» 80' Min. Frontage
» 15,000SF - 1-Acre Lots

Trail Access + Parking

Less than 10 minutes from historic downtown Brainerd



BEAVER DAM ROAD - MEDIUM DENSITY



165.7 Total Acres

~26 Acres of Wetland

RL 13 Rural Living (RL-2) Units
 » 150' Frontage
 » 0.75-Acre Lots

GL 75 Garden Living Units
 » 80' Min. Frontage
 » 15,000SF - 1-Acre Lots

CN2 7 Multi-Family (CN-2) Buildings

Trail Access + Parking

Less than 10 minutes from historic downtown Brainerd

BEAVER DAM ROAD - HIGH DENSITY



165.7 Total Acres

~26 Acres of Wetland

RL 13 Rural Living (RL-2) Units
 » 150' Frontage
 » 0.75-Acre Lots

GL 75 Garden Living Units
 » 80' Min. Frontage
 » 15,000SF - 1-Acre Lots

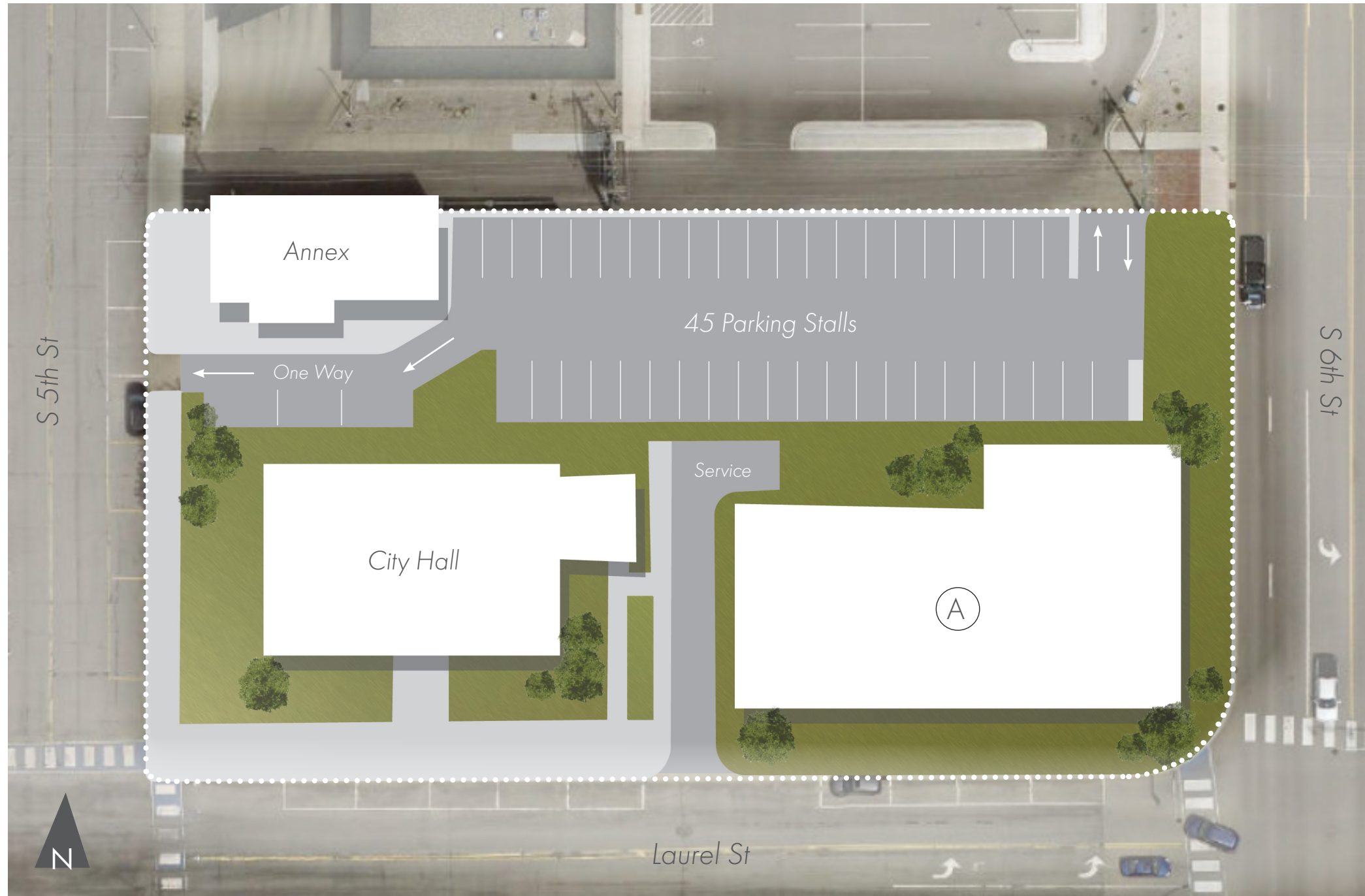
CN2 23 Twin Home/Town Home (CN-2) Buildings

TN2 7 Multi-Family (CN-2) Buildings

Trail Access + Parking

Less than 10 minutes from historic downtown Brainerd

501 LAUREL - CONCEPT 1



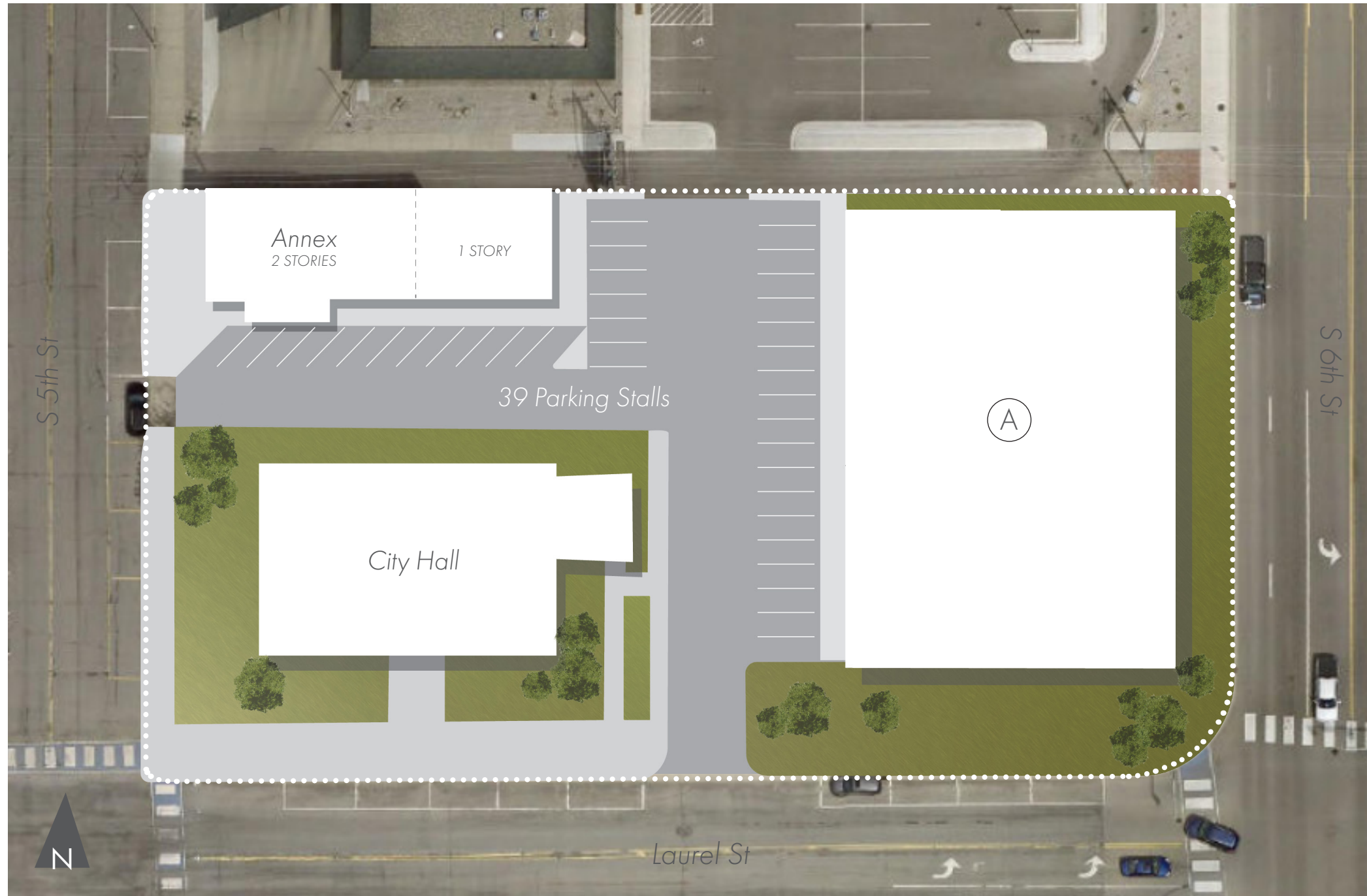
A

New Building

- » Ground Floor: 9,485 SF
- » 2nd Floor: 10 - 12 Multi-Family Units
- » 3rd Floor: 10 - 12 Multi-Family Units



501 LAUREL - CONCEPT 2



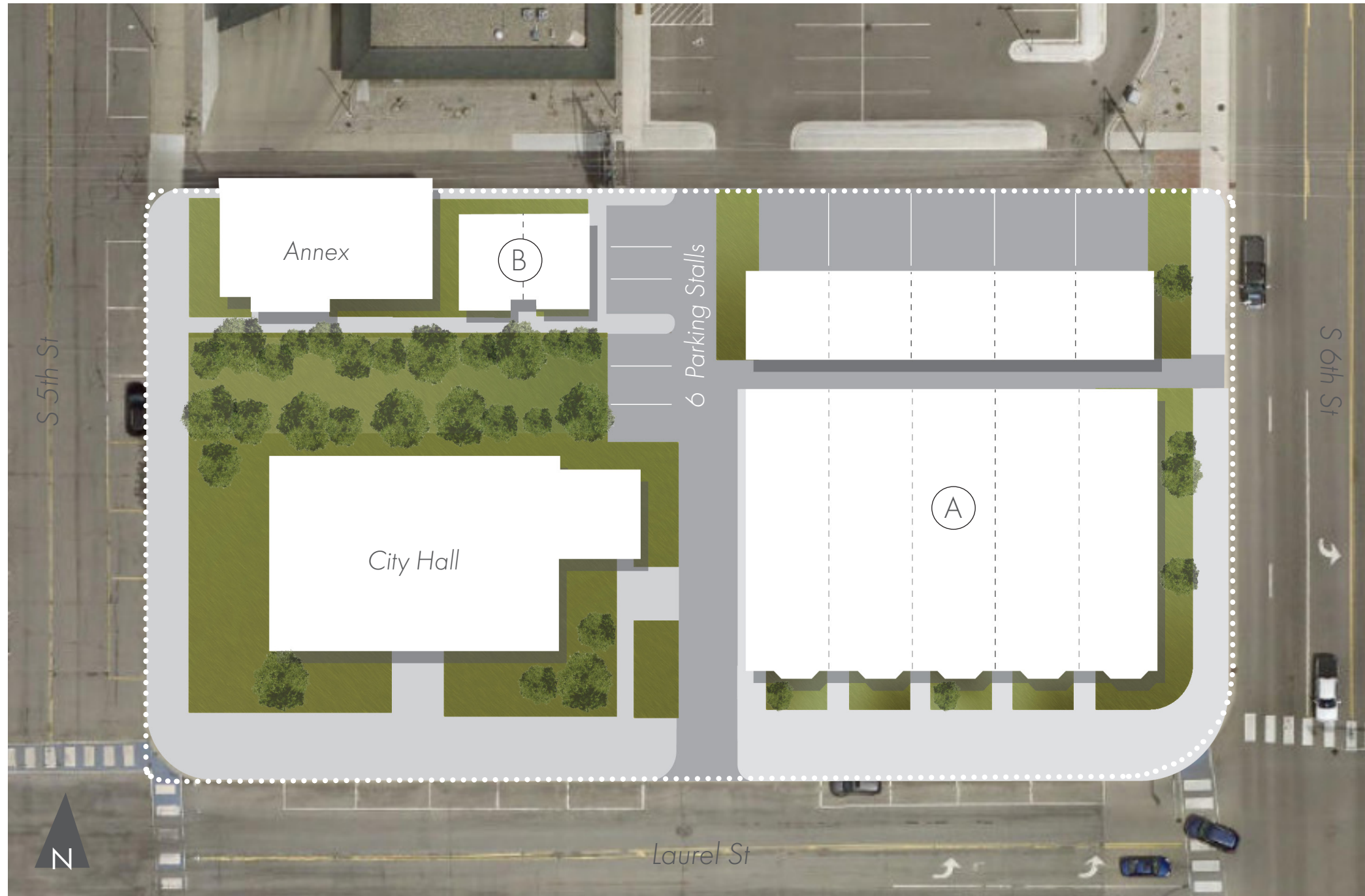
A

New Building

- » Footprint: 13,200 SF
- » 2nd Floor: 12 Multi-Family Units
- » 3rd Floor: 12 Multi-Family Units



501 LAUREL - CONCEPT 3



A

New Building

- » Ground Floor: 2,000 SF
- » 2nd Floor: 2,000 SF Condo
- » Condo Garage Parking



B

Courtyard Apartments

- » 4 Units
- » 650 SF each



MEMO

TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: October 3rd, 2024

RE: Consider Advertisement in Business View Magazine

INTRODUCTION

Director Steven Wright, and Brainerd Lakes Airport have invited the Brainerd EDA to take part in an editorial feature that they were chosen for in the upcoming issue of *Business View Magazine* as well as our upcoming quarterly issue of *Aviation View*, focusing on business operations within the aviation industry. The article is part of our series on “Best Practices in Airport Management & Operations.

The 8-10 page article will be based on an interview between Steven, and our Editor-in-Chief, Karen Surca. They will be talking about the airport’s history, some of the projects and investments that are planned or underway with regards to capital improvements, operations & capabilities, FBO services & amenities, flight training, maintenance and the importance of the airport as a local economic hub. Other key points of discussion include commercial, international and general aviation, including modernization, technology, and safety.

Our expanded coverage includes a foreword from The Airports Consultants Council (ACC), and the International Business Aviation Council (IBAC).

As part of the article, Steven wanted to highlight the importance of key partnerships that have been integral in their operations and development.

MULTI-PLATFORM COVERAGE

Business View Magazine November 2024:

The article is going to be the lead Aviation feature in this series for the November edition of *Business View Magazine*. *Business View* is a business-to-business publication that distributes electronically to over 877,000 executive readers across North America. Our readership is made up of mostly C-Level & VP-Level executives, finance & procurement managers within a few key industry groups including but not limited to the following industries: Aviation, Public Sector (Financial, Education, Regional Government), Construction, Healthcare, Manufacturing, Franchising, Energy, Supply Chain & Logistics, Food & Beverage, and Green Business. Our informative website receives over 500,000 unique visitors per month. In 2020, Inc.com highlighted

Business View as one of the Top 5000 Fastest-Growing Companies in America. Visit our website @ www.businessviewmagazine.com

The Print/Digital Brochures:

Once published we will be producing a new airport corporate brochure for further marketing initiatives. There will be a print version that they'll be able to distribute at trade shows, industry events, and the airport. The digital version of the brochure (see examples below) will be utilized for additional digital marketing including email and websites.

Social Media/online integration/backlinks and SEO:

All sponsors will be tagged into the social media campaign. The link to the article will be extensively optimized for a minimum two years and should be a top organic search result online. Sponsors will be electronically linked to all online content via backlinks and viewers will be able to click directly through to the sponsor website. This is a great way to boost sponsor company search results. All Business View backlinks are considered "high-value" and Google gives them a higher level boost.

Regional Exposure:

Following the release of the article, our team will issue a press release to all local media. We typically do this in conjunction with Economic Development Departments, Chambers of Commerce, and Convention & Visitors Bureaus. The article is typically picked up by multiple third-party local media outlets.

SPONSORSHIP PACKAGES

All sponsorship packages include the following:

- Inclusion within the pages of the article and all versions of the brochure
- Share in all online promotion of the content which will occur for two years from the launch of the article
- Preferred Partner/Vendor listing which will appear within the article, brochure, websites and will appear on internet search and social media
- Full use of our creative team to design the ad, subject to your approval
- All of the ad options will include SEO and keyword search links to the article online.
- Payment isn't due until after the release of the publication
- Prices quoted are in US funds and payment terms are available upon request

TITLE sponsor (3 Pages): \$11650 USD (*ONE AVAILABLE*)

- **(NOW \$9850)**
 - DOUBLE page ad, full color
 - FULL page editorial contribution (400 words)
 - Mention on the front cover of Business View
 - Company banner on the inside of the front cover of Business View
 - Company banner on Business View website in loop for 30 days
 - Mention in the Business View subscriber email with your website & live link
 - Full approval over editorial content and full use of editorial staff

- First ad to appear in the article & brochure
- ***One available - first come, first served***

GOLD sponsor (2 Pages): \$6450 USD

- ***(NOW \$4950)***
- FULL page ad, full color
- FULL page editorial contribution (400 words)
- Full approval over editorial content and full use of editorial staff
- Prime positioning within the article & brochure (following Title sponsor)

SILVER sponsor (1 Page): \$3650 USD

- ***(NOW \$2950)***
- HALF page ad, full color
- HALF page editorial contribution (200 words)
- Full approval over editorial content and full use of editorial staff

BRONZE sponsor (1/4 Page): \$1950 USD

- ***(NOW \$1650)***
- QUARTER page ad, full color
- Includes 1 paragraph (50 words) editorial contribution

STAFF RECOMMENDATION

Staff is seeking direction from the EDA board on this advertising request and does not recommend consideration of anything more than the Bronze sponsorship package.



Placer.AI

The BLAEDC Board of Directors approved a new program to be launched beginning at the end of 2024 to provide access to Placer.AI, which is a foot traffic analytics database. Placer will be available to our membership and government partners. We have provided a consulting report for you to view today with your meeting packet. Alison Medeck and Tyler Glynn will be available to provide additional information regarding the product and access the city is allowed during today's meeting.


Hwy. 210 Stakeholders Meetings

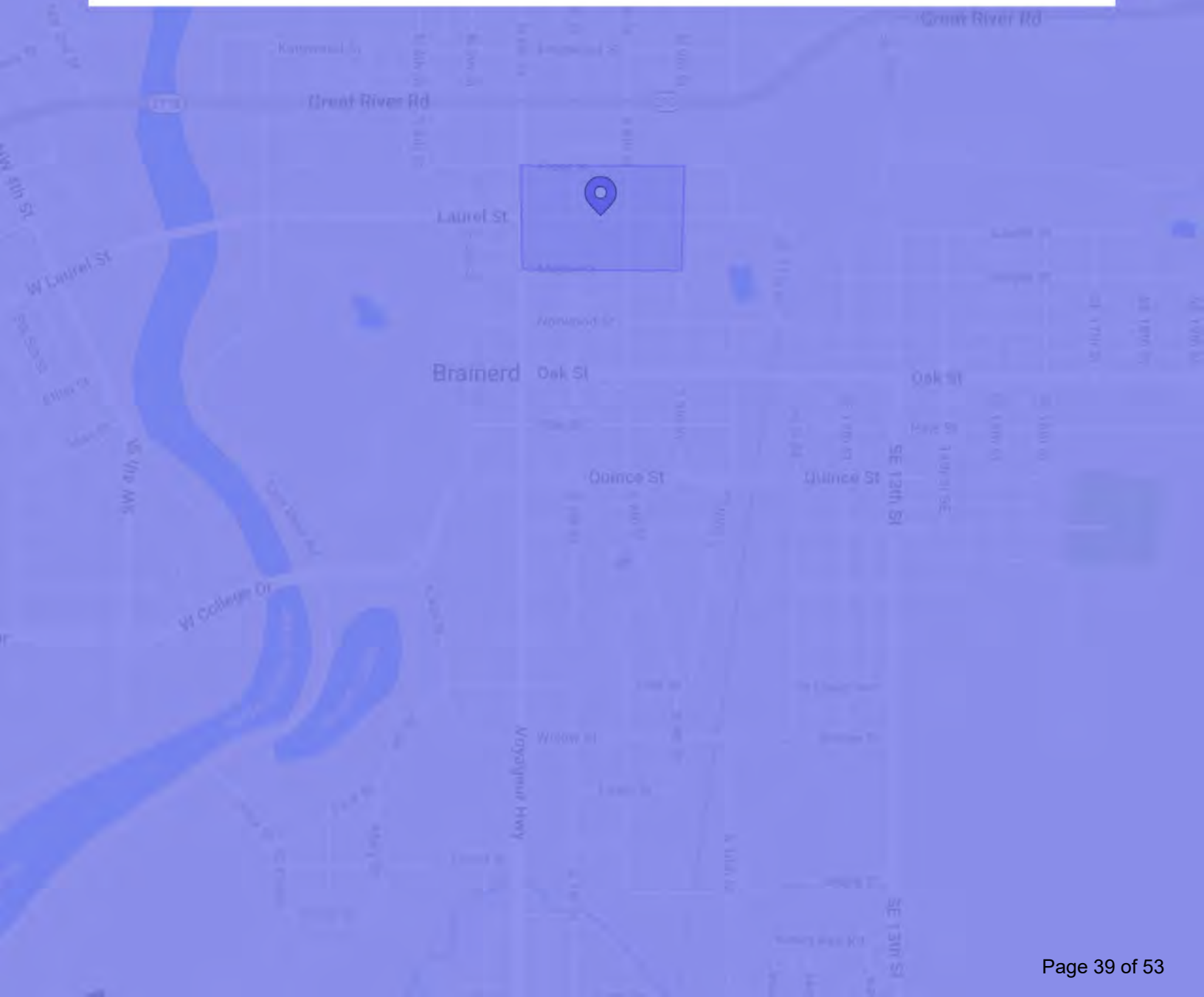
BLAEDC was tasked during our quarterly consultants meeting to begin looking at bringing together a group of stakeholders to start talking about and working through opportunities and solutions for the business community and the citizens of this region, during the Hwy. 210 road construction, scheduled for 2026-2027. During preliminary discussions with Matt Kilian, President of the Brainerd Lakes Chamber of Commerce, it was determined that we will work together over the next couple of months to put together a list of stakeholders and hold a public meeting at our offices, much like we did for the initial construction meetings. BLAEDC will work with city staff and the EDA to determine the agenda for the meeting and establish a list of stakeholders. Communication for the meetings will be provided by BLAEDC, the Brainerd Chamber, the city and the EDA.

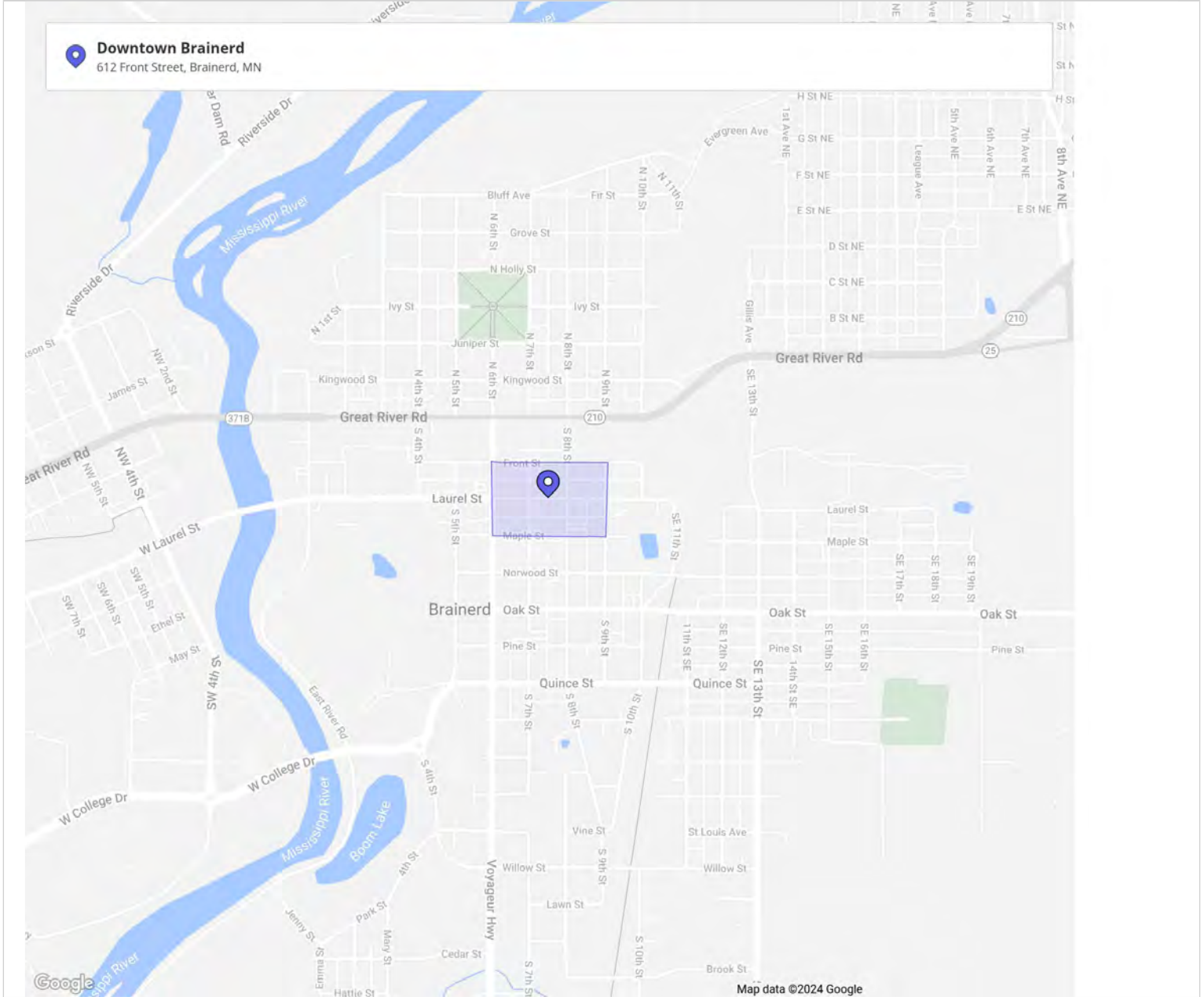
Civic Dashboard

Sep 1, 2023 - Aug 31, 2024

Property:

 **Downtown Brainerd**
612 Front Street, Brainerd, MN







Metrics

Downtown Brainerd
612 Front Street, Brainerd, MN

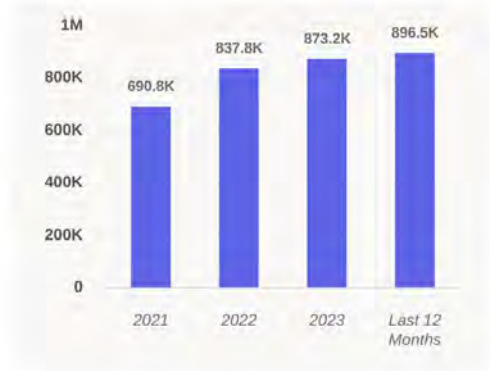
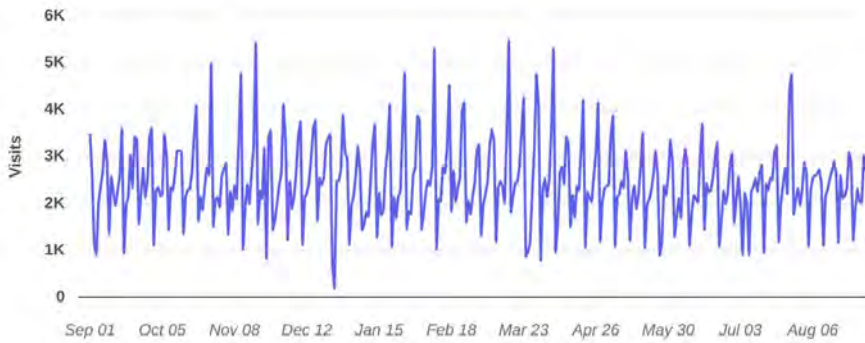
Visits	896.5K	Panel Visits	41.2K
Visitors	175.9K	Visits YoY	+4.1%
Visit Frequency	5.14	Visits Yo2Y	+12.9%
Avg. Dwell Time	122 min	Visits Yo3Y	+58.2%

Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Downtown Brainerd
Front Street, Brainerd, MN

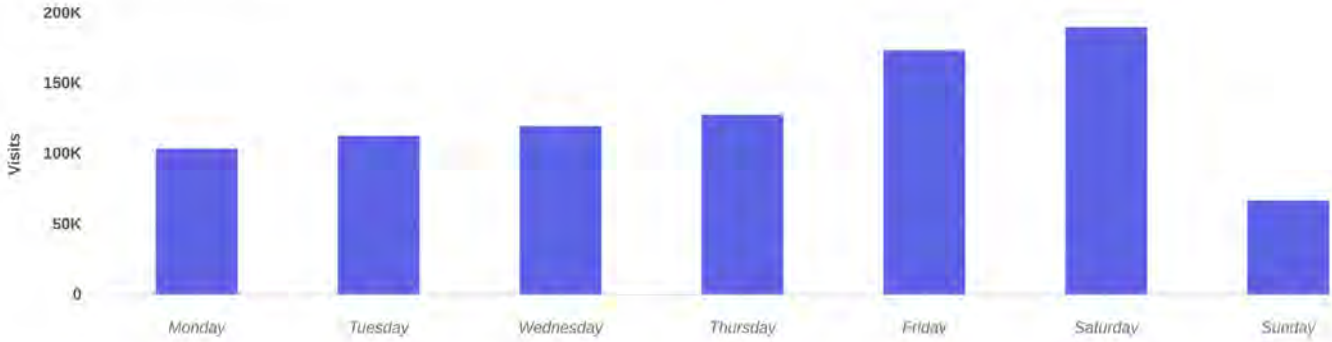


Daily | Visits | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits

Downtown Brainerd
612 Front Street, Brainerd, MN

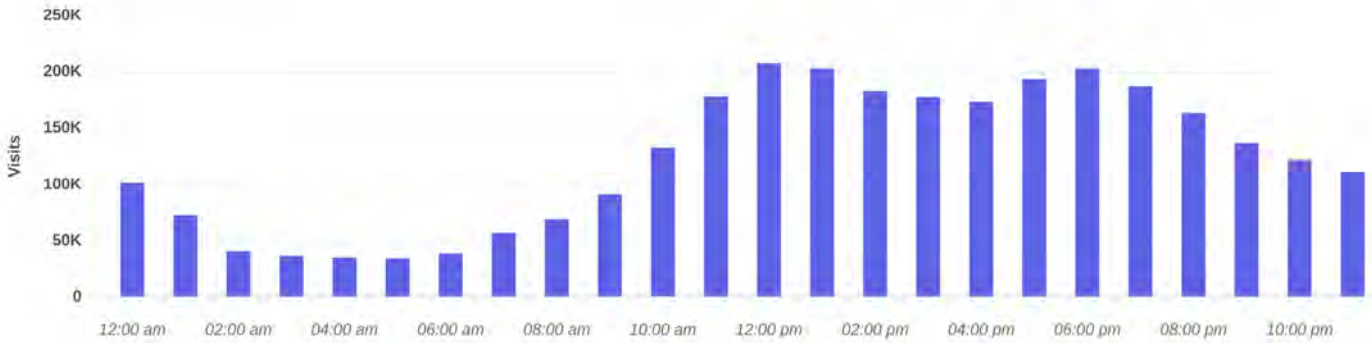


Visits | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

Downtown Brainerd
612 Front Street, Brainerd, MN

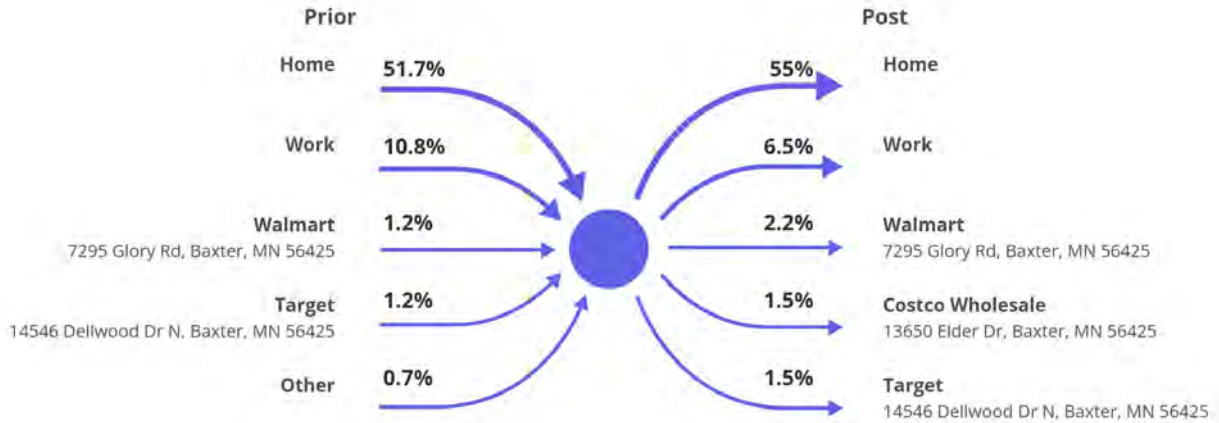


Visits | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Downtown Brainerd
612 Front Street, Brainerd, MN

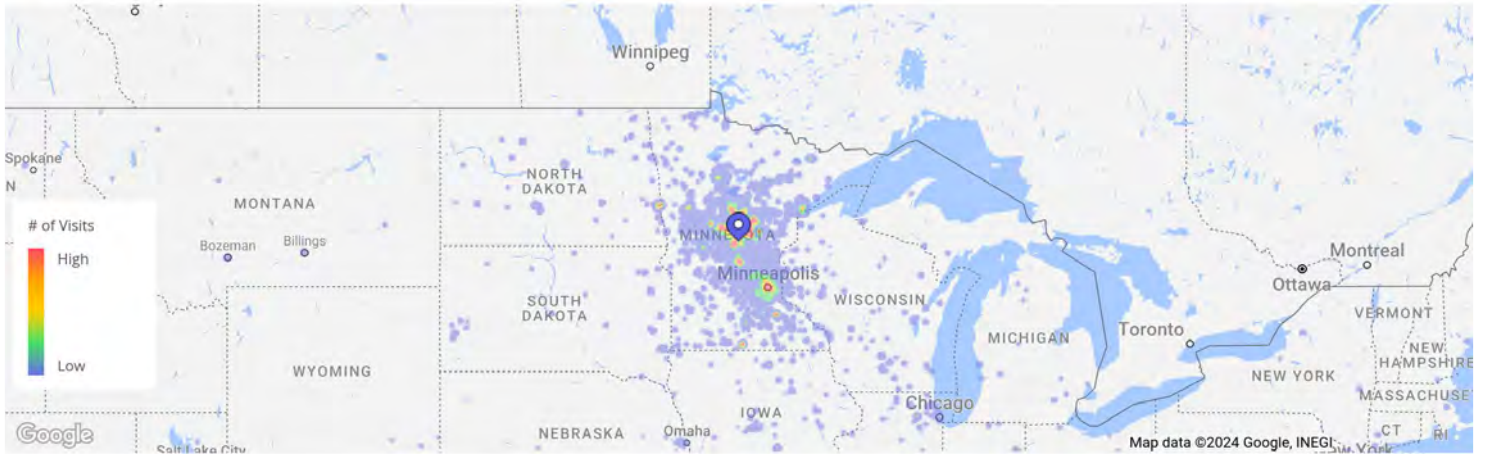


Show by: | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Trade Area

Downtown Brainerd
612 Front Street, Brainerd, MN



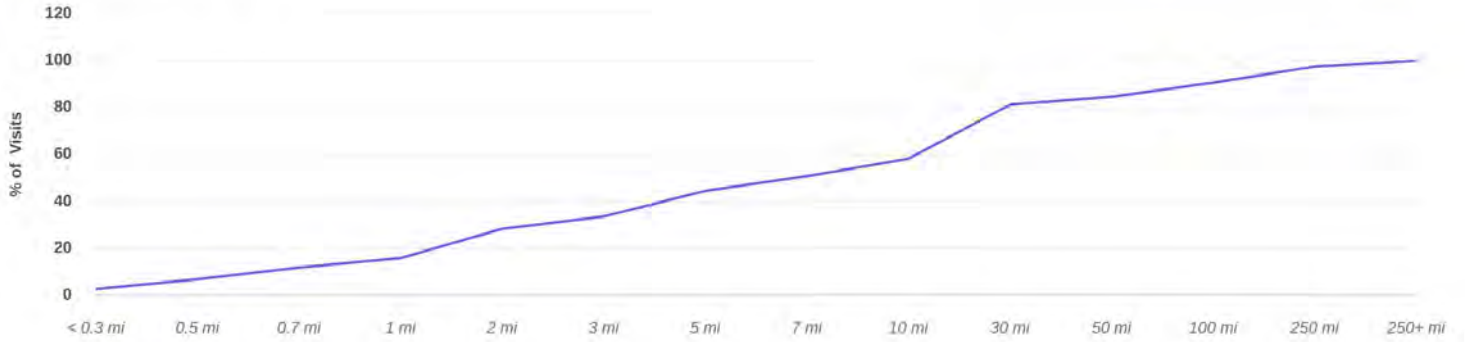
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Trade Area Coverage by Distance

Downtown Brainerd
612 Front Street, Brainerd, MN

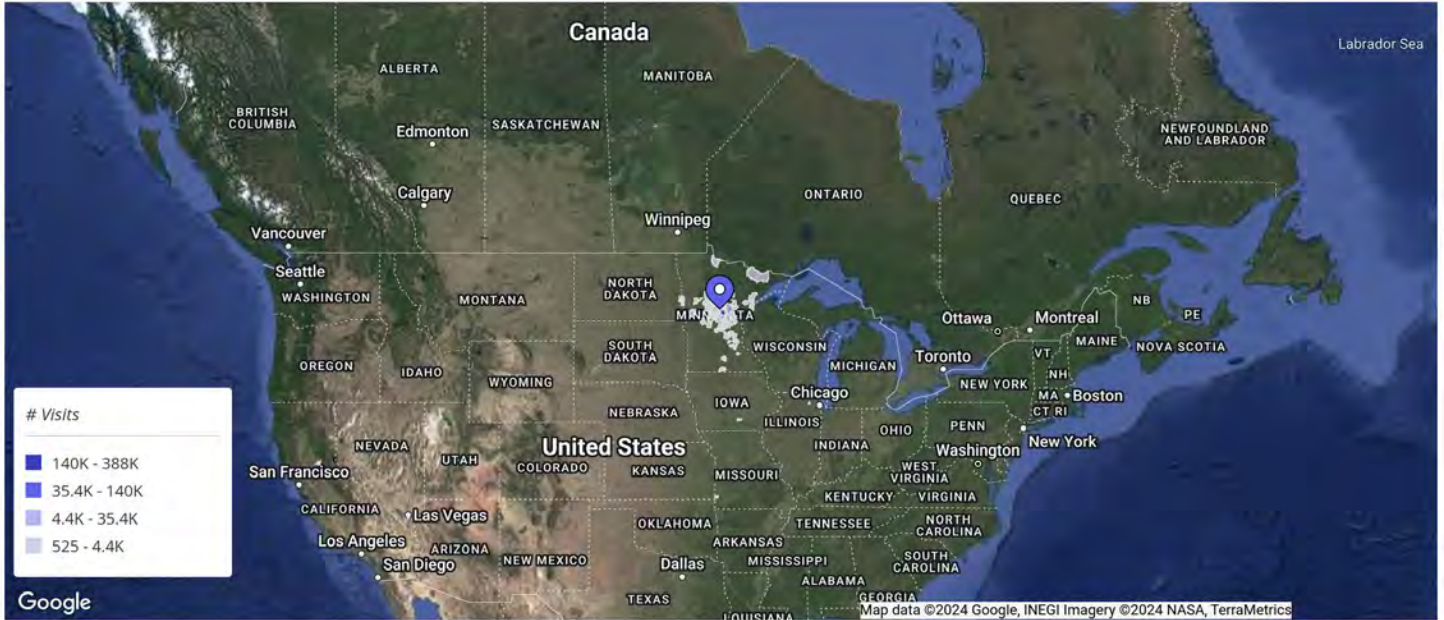


Home Location | % of Visits | Min Visits: 1 | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitors By Origin

Downtown Brainerd
612 Front Street, Brainerd, MN



Downtown Brainerd
612 Front Street, Brainerd, MN

Zipcode / City	Visits (% of Total)
56401 Brainerd, MN	388K (43.3%)
56425 Baxter, MN	92.4K (10.3%)
56468 Lake Hubert, MN	25.1K (2.8%)
56473 Pillager, MN	24.9K (2.8%)
56359 Onamia, MN	23K (2.6%)
56472 Jenkins, MN	19.5K (2.2%)
56465 Merrifield, MN	18.3K (2%)
56449 Fort Ripley, MN	16.8K (1.9%)
56431 Aitkin, MN	15.7K (1.7%)
56345 Little Falls, MN	14.8K (1.6%)

Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Favorite Places

Downtown Brainerd / Front Street, Brainerd, MN

Rank	Name	Distance	Visitors
1	Walmart / 7295 Glory Rd, Baxter, MN 56425	2.6 mi	99.2K (56.4%)
2	Costco Wholesale / 13650 Elder Dr, Baxter, MN 56425	2.4 mi	90K (51.2%)
3	Westgate Mall / 14136 Baxter Dr, Brainerd, MN 56425	1.2 mi	88.5K (50.3%)
4	Target / 14546 Dellwood Dr N, Baxter, MN 56425	2.1 mi	87.4K (49.7%)
5	Central Lakes Crossings / 13499 Elmwood Dr, Baxter, MN 56425	2.4 mi	85.4K (48.6%)
6	East Brainerd Mall / 417 8Th Ave Ne, Brainerd, MN 56401	1 mi	82.4K (46.9%)
7	Minneapolis - Saint Paul International Airport / 4300 Glumack Dr, Minneapolis, MN 55450	112.5 mi	78.4K (44.6%)
8	Fleet Farm / 14114 Dellwood Drive, Baxter, MN 56425	2 mi	76.4K (43.4%)
9	Menards / 15236 Dellwood Dr, Baxter, MN 56401	2.3 mi	67.9K (38.6%)
10	Crossroads Center / 4101 W Division St, St. Cloud, MN 56301	55.2 mi	66.5K (37.8%)

Category: All Categories | Min. Visits: 1 | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Prior / Post Compare

Downtown Brainerd / Front Street, Brainerd, MN

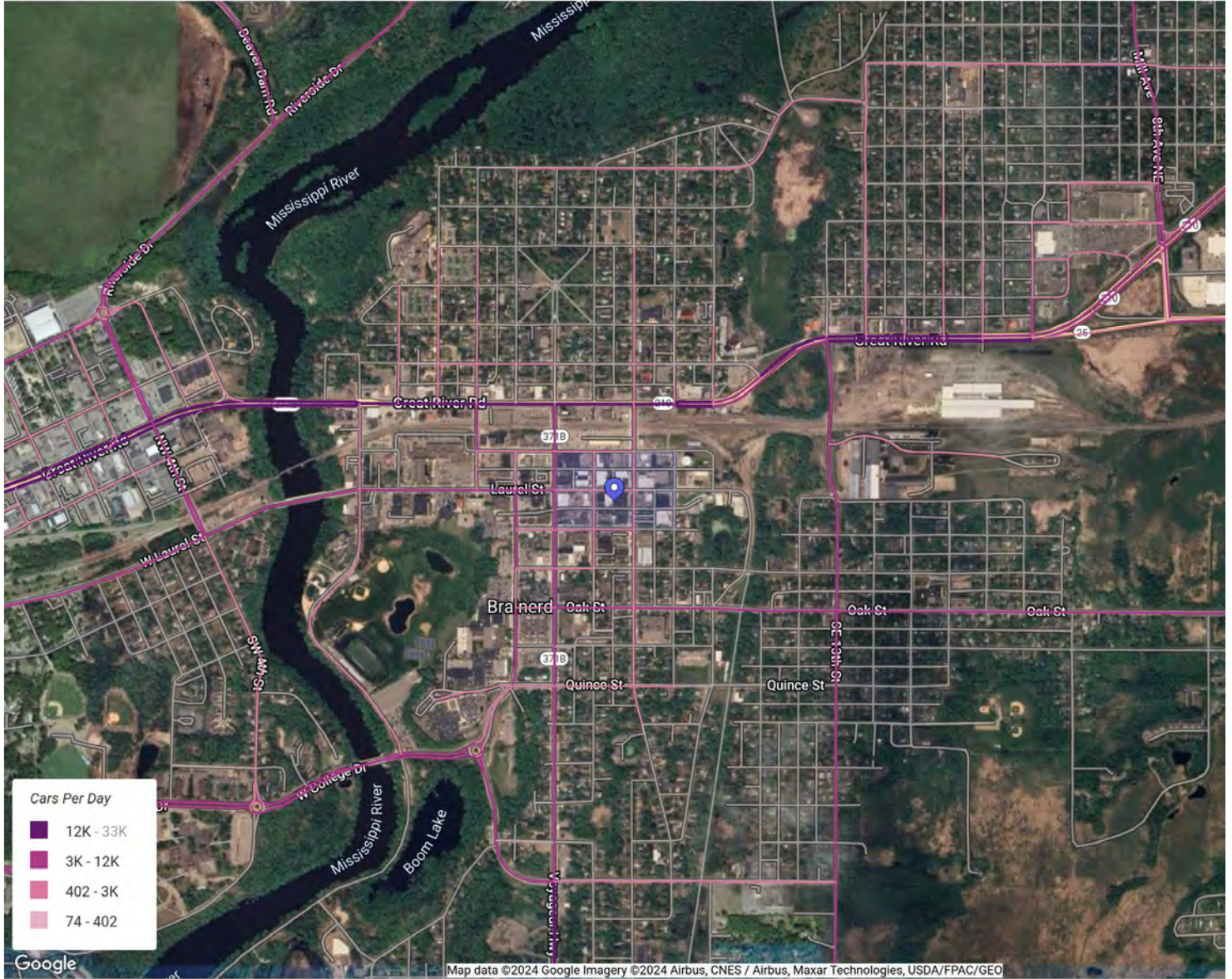
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Walmart / Glory Rd, Baxter, MN	1.2%	1	Walmart / Glory Rd, Baxter, MN	2.2%
2	Target / Dellwood Dr N, Baxter, MN	1.2%	2	Costco Wholesale / Elder Dr, Baxter, MN	1.5%
3	Costco Wholesale / Elder Dr, Baxter, MN	0.7%	3	Target / Dellwood Dr N, Baxter, MN	1.5%
4	Central Lakes College-Brainerd / W College Dr, ...	0.6%	4	Essentia Health Sports Center / Jackson St, Bral...	0.9%
5	Elks Lodge / S 9th St, Brainerd, MN	0.6%	5	Cub Foods / 8th Ave NE, Brainerd, MN	0.8%
6	E Squared Cafe / Washington St NE, Brainerd, MN	0.6%	6	Menards / Dellwood Dr, Baxter, MN	0.7%
7	Roundhouse / Northern Pacific Rd, Brainerd, MN	<0.5%	7	E Squared Cafe / Washington St NE, Brainerd, MN	0.7%
8	YMCA / Oak St, Brainerd, MN	<0.5%	8	Fleet Farm / Dellwood Drive, Baxter, MN	0.6%
9	Sakura / Washington St., Brainerd, MN	<0.5%	9	Roundhouse / Northern Pacific Rd, Brainerd, MN	0.5%
10	The Home Depot / Foley Road, Baxter, MN	<0.5%	10	T.J. Maxx / Elmwood Dr, Baxter, MN	0.5%

Sep 1st, 2023 - Aug 31st, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)



Vehicle Traffic Volume

Downtown Brainerd
612 Front Street, Brainerd, MN



Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



MEMO

TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: October 3rd, 2024

RE: 2025-2026 Goal Setting

INTRODUCTION

In October of 2022, the EDA adopted 2023-2024 goals and action steps. The EDA identified five goals with multiple action steps to guide board decisions and create the consultant's scope of services contracts. The following are established goals by the EDA:

- 1) Create programs to seek funding to address identified needs
- 2) Create an inventory of under-used and under-developed properties and work with property owners to market them for redevelopment
- 3) Evaluate the City's vacant industrial property for compatible non-industrial uses that would address current and future needs of the community
- 4) Interview existing businesses to identify each business's individual needs to take the next step in their business development
- 5) Work with community partners to develop a cohesive marketing strategy for the community

The EDA hired 4 consultants (BLAEDC, DDBC, Swanson Haskamp Consulting and Visit Brainerd) to help the EDA accomplish the goals and actions steps which were adopted but also additional accomplishments in addition to the adopted goals. These were reflected in the agreements with those organizations as well as their monthly reports.

COMPLETED ACTION STEPS

Create programs to seek funding to address identified needs.

- 1) Based on BR&E interviews by BLAEDC, the EDA recommended the expansion of the River to Rail District Incentive Policy which was approved by City Council. The new policy is called the Central Business District Incentive Policy which now includes all of Washington Street/ HWY 210 from the east to west city boundaries and properties along South 6th Street. The incentives and timeline from the River to Rail District remained unchanged.
- 2) The EDA also approved a Façade Improvement Grant program in which the EDA allocated up to \$20,000 to fund eligible projects. The program provides a 50% matching grant for actual construction costs up to \$5,000 per property.

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

- 1) Swanson Haskamp Consulting and staff have conducted a GIS assessment of under-utilized properties which are shared with interested developers.
- 2) SHC has prepared a list and inventory of all City owned properties.
- 3) Staff provide tours to developers regarding underutilized properties and continue to work with a developer on the ISD 181 property north of Buffalo Hills Park.
- 4) SHC created concept plans for the city owned parking lots, which can be found on the EDA website.
- 5) Staff provided a report to the EDA regarding the closure of mobile home parks and reached out to the owners of Westwood Mobile Home Park. The owners are interested in listing their property as an underutilized site on the EDA website.

Evaluate the City's vacant industrial property for compatible non-industrial uses that would address the current and future needs of the community

- 1) Develop a list of non-industrial uses for the City's undeveloped industrial property that may be compatible with each property's surrounding uses. SHC created concept plans for the Wright Street extension and the Brainerd Industrial Park properties that have a residential component. The concept plans can be found on the EDA website.

Interview existing businesses to identify each business's individual needs to take the next step in their business development

- 1) BLAEDC focused on BRE questionnaires/ visits with businesses along Washington Street in anticipation of the reconstruction project.
- 2) BLAEDC provided a summary of their BRE visits and interviews.
- 3) Staff organized EDA tours to Lexington Manufacturing, Giovanni's Frozen Pizzas, Habitat for Humanity, Anderson Brothers Construction, and Lakes Printing.

Work with community partners to develop a cohesive marketing strategy for the community

- 1) Visit Brainerd created a logo, brand, and EDA website to market available city owned properties, list incentives to businesses, and provides an explanation on the benefits of living and working in Brainerd.
- 2) SHC created property page listings for the EDA website. Kamp Reality is now listing the properties in the open market.
- 3) SHC is working on providing options to market City owned properties with potential incentives.
- 4) Visit Brainerd continues to run spring and summer advertising campaigns.
- 5) DDBC became members of the Main Street program.

RECOMMENDED ACTION STEPS TO REMOVE

- 1) Prepare a list of all city-owned properties that are under-utilized.
- 2) Create an inventory of the City's underdeveloped industrial property with an assessment of each property's surrounding uses.
- 3) Develop a list of non-industrial uses for the City's undeveloped industrial property that may be compatible with each property's surrounding uses.
- 4) Expand residential properties (i.e. Wright Street extension).
- 5) Explore relocation of the James Street mobile home park.
- 6) Explore contracting with another vendor to increase the number of business interviews conducted.

2025 STAFF RECOMMENDED ACTION STEPS

- 1) Create a cohesive and comprehensive marketing plan for the EDA and begin marketing the EDA to developers and businesses owners.
- 2) Create a program and contract for private property owners to list underutilized properties on the EDA website.
- 3) Develop and propose programs to address needs identified from BRE interviews specifically related to childcare.
- 4) Market and advertise a yearly façade improvement grant program.
- 5) Conduct quarterly EDA business tours.
- 6) Maintain and update the website quarterly.

EDA BOARD OF COMMISSIONERS

Staff have provided a goals worksheet for board members to complete and bring to the October 3rd meeting for discussion. Based on the direction from the EDA at the October 3rd meeting, staff will draft an updated goals and actions sheet. The discussion will also help provide direction to our consultants regarding their scope of services agreements.

Brainerd EDA 2023-2024 Goals	
Goal	Strategies/Action Steps
Create programs to seek funding to address identified needs	Develop and propose programs to address the needs identified from BLAEDC's BRE interviews
	Use EDA funds to create programs in other locations similar to Destination Downtown
	Seek funding to support proposed programs
Create an inventory of under-used and under-developed properties and work with property owners to market them for redevelopment	Conduct GIS assessment of under-utilized properties
	Identify possible uses for under-utilized properties
	Engage property owners to assess interest in participating in redevelopment program
	Develop program for marketing identifies properties for redevelopment
	Prepare a list of all city-owned properties that are under-utilized
	Prepare an inventory for all privately held and city-owned properties to market for infill
	Develop a strategy on how to prepare an inventory of vacant property
Evaluate the City's vacant industrial property for compatible non-industrial uses that would address current and future needs of the community	Create an inventory of the City's underdeveloped industrial property with an assessment of each property's surrounding uses
	Develop a list of non-industrial uses for the City's undeveloped industrial property that may be compatible with each properties surrounding uses
	Expand residential properties (i.e. Wright Street extension)
	Explore relocation of the James Street Mobile Home Park
Interview existing businesses to identify each businesses individual needs to take the next step in their business development	Develop an overall matrix to be able to evaluate business needs and determine if goals are being met
	Complete Business Retention and Expansion (BRE) visits that involve interviews and information gathering
	Explore contract with another vendor to increase the number of business interviews conducted
	Summarize and evaluate the results of BLAEDC's BRC interviews to assess needs and categorize them
	Summarize information gathered from BRE visits
	Host roundtable business owner breakfasts
Work with community partners to develop a cohesive marketing strategy for the community	Identify and engage strategic community partners
	Create a marketing strategy
	Promote identified properties to developers and buyers
	Create a cohesive and comprehensive marketing plan for the EDA which includes a slogan, branding and campaign
	Explore marketing opportunities for vacant store fronts
	Explore education campaigns which includes public signage
	Explore a partnership between DDBC and the City for a main street coordinator

Yellow cells are the added Strategies/Action Steps added for 2023-2024

Goals Worksheet

Please identify any additional goals and action steps you would like the EDA to accomplish

Goal:

Action Steps:

1.

2.

3.

4.