



## ECONOMIC DEVELOPMENT AUTHORITY AGENDA

City of Brainerd, Minnesota  
City Hall, 501 Laurel Street, Council Chambers  
Thursday, March 6, 2025 @ 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**

\_\_\_T. Bieser \_\_\_J. Grecula \_\_\_G. Johnson \_\_\_M. Kirsch \_\_\_M. O'Day \_\_\_P. Sandy \_\_\_K.  
Yeager

3. **Annual Meeting**

A. **Elect Chair, Vice Chair, and Secretary**

B. **Annual Approval of By-Laws**

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**

C. **Swanson Haskamp Report**

D. **DDBC Report**

E. **Visit Brainerd Report**

6. **Unfinished Business**

7. **New Business**

A. **Review 2024 EDA Measurables and Activities**

B. **Review Preliminary Framework for 2024**

C. **Discuss Agenda for April EDA Workshop**

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

Visit the City's Website at [www.ci.brainerd.mn.us](http://www.ci.brainerd.mn.us)

MISSION

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

# MEMO

**TO:** EDA Board of Commissioners

**FROM:** James Kramvik, Community Development Director

**DATE:** March 6<sup>th</sup>, 2025

**RE:** Conduct EDA Annual Meeting

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## INTRODUCTION

According to the EDA's By Laws, the EDA shall hold its annual meeting at its first regular meeting in March. According to the current By Laws, "the President, Vice President, Treasurer and Secretary shall be elected at the annual meeting of the Authority from among the Commissioners of the Authority and shall hold office for one year or until their successors are elected..." (Section 9).

The Board may designate an assistant to the secretary who shall keep records and the Brainerd City Clerk/Treasurer shall be the Assistant Treasurer of the Authority (Section 6).

Staff recommends appointing a President, Vice President and Secretary/Treasurer as well as appointing Toni Gage as the assistant to the Secretary.

## RECOMMENDATION

- 1) Appoint a President, Vice President and Secretary/Treasurer
- 2) Designate Toni Gage as the assistant to the Secretary.

**BYLAWS OF THE  
ECONOMIC DEVELOPMENT AUTHORITY  
OF BRAINERD, MINNESOTA**

ARTICLE I - THE AUTHORITY

Section 1. Name of Authority. The name of the Authority is the "Economic Development Authority of Brainerd, Minnesota."

Section 2. Seal of Authority. The seal of Authority shall be in the form of a circle and shall bear the name of the Authority and the date of its establishment.

Section 3. Office of Authority. The offices of the Authority are at City Hall in the City of Brainerd, State of Minnesota, or at such other place as the Authority may designate by resolution.

ARTICLE II OFFICERS

Section 1. Officers. The officers of the Authority are the President, Vice-president, and Secretary/Treasurer.

Section 2. President. At the annual meeting, the President shall submit to the Authority a report summarizing the activities and programs of the Authority for the past year and containing the President's recommendation for Authority activities for the ensuing year.

Section 3. Vice-President. The Vice-President shall perform the duties of the President on the absence or incapacity of the resignation or death of the President, the Vice-President shall perform such duties as are imposed on the President until such time as the Authority shall select a new President.

Section 4. Secretary/Treasurer. The Secretary/Treasurer shall oversee the keeping of all minutes of the Board and shall oversee the maintenance of all records of the Authority. He or she shall be responsible for the oversight and recording and maintaining of accurate records of the meetings of the Board and of all official actions, official, financial, and otherwise, taken by or on behalf of the Authority.

Section 5. Executive Director. The City Administrator shall be the Executive Director of the Authority and shall have general supervision over the administration of its business and affairs, subject to the direction of the Authority. The Executive Director is charged with the management of the economic development projects of the Authority.

Section 6. Other Administrative Officers. The Authority may designate an assistant to the Secretary who shall keep the records of the Authority, shall act as recorder of the meetings of the Authority, and record all votes, and shall keep a record of the proceedings of the Authority in a journal of proceedings to be kept for such purpose, and shall perform all duties incident to the office of Secretary. The Secretary shall keep in safe custody the seal of the Authority and shall have

power to affix such seal to all contracts and instruments authorized to be executed by the Authority.

The Brainerd Finance Director shall be the Assistant Treasurer of the Authority and shall have the care and custody of all funds of the Authority. He or she shall deposit the same in the name of the Authority in such bank or banks as the Authority may select. The Executive Director and the Secretary/Treasurer shall sign all orders and checks for the payment of money and shall pay out and disburse such monies under the direction of the Authority. Except as otherwise authorized by resolution of the Authority, all such orders and checks shall also be countersigned by the President.

The Assistant Treasurer shall keep regular books of account showing Authority receipts and expenditures and shall render to the Authority, at each annual meeting (or as often as requested), an account of the Authority's financial transactions and also of the financial condition of the Authority.

Section 7. Combining Administrative Offices: Compensation. The compensation of the administrative personnel of the Authority other than the Executive Director and Assistant Treasurer shall be determined by the Authority. Any two or more administrative offices may be combined.

Section 8. Additional Duties. The officers of the Authority shall perform such other duties and functions as may from time to time be required by the Authority or the bylaws or rules and regulations of the Authority.

Section 9. Election or Appointment. The President, Vice-President, and Secretary/Treasurer shall be elected at the annual meeting of the Authority from among the Commissioners of the Authority and shall hold office for one year or until their successors are elected and qualified.

Section 10. Vacancies. Should the office of President, Vice-President, or Secretary/Treasurer become vacant, pursuant to Minnesota Statutes 351.02 or by other provisions of law, the Authority shall elect a successor from its membership at the next regular meeting, and such election shall be for the unexpired term of the office.

Section 11. Additional Personnel. The Authority may from time to time employ or contract for such personnel as it deems necessary to exercise its powers, duties and functions as prescribed by Minnesota Statutes, 469.097, applicable thereto. Such personnel may be employees of the Authority, employees of other governmental organizations, or independent contractors. The selection and compensation of such personnel shall be determined by the Authority subject to the laws of the State of Minnesota.

### ARTICLE III MEETINGS

Section 1. Annual Meeting. The annual meeting of the Authority shall be its first regular meeting in March each year.

Section 2. Regular Meetings. Regular meetings of the Authority shall be held on the first Thursday of every third month unless City offices are closed the same shall be held on the next preceding secular day. Regular (workshop) meetings of the Authority shall be held on the first Thursday of April and first Thursday of November in even numbered years unless City offices are closed the

same shall be held on the next preceding secular day. Until otherwise fixed by resolution of the Authority, regular meeting shall commence at 7:30 a.m.

Section 3. Special Meetings. Special meetings of the Authority may be called by the President, or two members of the Authority for the purpose of transacting any business designated in the call. The call for a special meeting may be delivered at any time prior to the time of the proposed meeting to each member of the Authority or may be mailed to the business or home address of each member of the Authority at least three days prior to the date of such special meeting. At such special meeting no business shall be considered other than as designated in the call, but if all of the members of the Authority are present at a special meeting, any and all business may be transacted at such special meeting by unanimous vote.

Section 4. Quorum. The powers of the Authority shall be vested in the Commissioners thereof in office from time to time. Four Commissioners shall constitute a quorum for the purpose of conducting its business and exercising its powers and for all other purposes, but a smaller number may adjourn from time to time until a quorum is obtained.

Section 5. Order of Business. At the regular meetings of the Authority the following shall be the order of business:

1. Call to Order
2. Roll call
3. Approval/Amendment of the Agenda
4. Consent Calendar.
5. Old Business
6. New business.
7. Staff Reports
8. Commissioner's Comments/Questions
9. Adjournment.

All resolutions shall be in writing and shall be copied in the journal of the proceedings of the Authority. The meeting will be conducted in accordance with the Standard Code of Parliamentary Procedure (Sturgis).

Section 6. Manner of Voting. The voting on all questions coming before the Authority shall be entered upon the minutes of such meeting. When a quorum is in attendance, action may be taken by the Authority upon a vote of the majority of the Commissioners.

#### ARTICLE IV - AMENDMENTS

Amendments to By-Laws. The bylaws of the Authority shall be amended only with the approval of at least five of the members of the Authority at a regular or special meeting.

**BRAINERD ECONOMIC DEVELOPMENT AUTHORITY**  
**Thursday, December 5th, 2024, 7:30 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 Justin Grecula, Gabe Johnson, Marie Kirsch, Commissioner Sandy (7:41 a.m.) and Kevin Yeager were noted as present.

Staff present were Executive Director Broyles, Community Development Director Kramvik, Finance Director Hillman, and HRA Director Charpentier. Consultants present Tyler Glynn, BLAEDC and Jennifer Haskamp, Swanson-Haskamp Consulting.

**Approval of Agenda**

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

**Consent Calendar**

**Approval of Minutes**  
**Financial Reports**

MOVED AND SECONDED BY COMMISSIONERS GRECULA AND JOHNSON TO APPROVE THE CONSENT CALENDAR.

Commissioners Grecula, Johnson, Kirsch, and Yeager voted “aye”. No Commissioner voted “nay”. The Chair declared the motion carried.

**Unfinished Business**

**Approve 2025-2026 EDA Goals**

Community Development Director Kramvik gave an overview of the changes made since the previous meeting to the goals.

Commissioner Johnson stated that he is hesitant with a lot of the very downtown specific goals.

Commissioner Kirsch stated that she agrees with Commissioner Johnson’s comment, however, she thinks that if we can start downtown, it gives the City a chance move through other neighborhoods in the future.

MOVED AND SECONDED BY COMMISSIONERS KIRSCH AND GRECULA, DULY CARRIED, TO APPROVE THE 2025-2026 GOALS AND ACTION STEPS FOR THE EDA.

**Final Framewok Progress Report**

Community Development Director Kramvik gave an overview of the final framework progress for 2024 and preliminary framework for 2025.

Commissioner Kirsch stated that the videos are produced, four videos have been released. They are working on a release schedule for the rest of the videos.

### **Consultant Year End Reports/Presentations**

Marie Kirsch, DDBC, gave an overview of the progress by the DDBC. There have been two long-time vacant store fronts become occupied. The visitor ship is continuing to trend upwards according to the AI Placer data from BLAEDC. The EDA contract funding was used to engage with businesses and raise more money. There were a number of events hosted throughout the year. They have been a true collaboration between organizations and businesses downtown.

Tyler Glynn, BLAEDC, gave an overview of the progress by BLAEDC. The workforce program hired five key professionals in the City of Brainerd. The Unified Fund has dispersed \$1.8 million since its inception, creating businesses and jobs. BLAEDC has coordinated business visits for the EDA that are appreciated by business owners. BLAEDC administered the 2024 Brainerd Exterior Improvement Grant. The grant funded five projects, and four of the five have been completed. There are before and after photos available to see and utilize. Finally, the Washington Street construction preparation has begun, BLAEDC has committed to work with community groups, businesses, and citizens before, during, and after the construction.

Jennifer Haskamp, Swanson-Haskamp Consulting, gave an overview of the progress by Swanson-Haskamp Consulting. She stated that beyond the priority deliverables, her firm is conducting an underdeveloped property analysis evaluating developable and marketable lots in the City to prioritize areas best suited for redevelopment. Her firm has been working with DDBC to develop wayfinding graphics for the downtown kiosks. Part of the initiative is for cohesive branding in promoting the City. Finally, there are a number of businesses that are showing interest in Brainerd properties, but there needs to be an initial business to take the leap to give legitimacy.

### **Consider 2025 Shared Services Agreements and EDA Budget**

Commissioner Kirsch asked about the fund balance if the all of the Shared Services Agreements are agreed to.

Community Development Director Kramvik stated that there would be a net revenue of \$19,362 for 2025. Staff recommends that \$15,000 be allocated to the EDA budget for grants and programming.

**MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND SANDY TO APPROVE THE DDBC 2025 SHARED SERVICES AGREEMENT.**

Commissioners Grecula, Johnson, Sandy, and Yeager voted “aye”. Commissioner Kirsch abstained. No Commissioner voted “nay”. The Chair declared the motion carried.

**MOVED AND SECONDED BY COMMISSIONERS SANDY AND GRECULA TO APPROVE THE VISIT BRAINERD 2025 SHARED SERVICES AGREEMENT.**

Commissioners Grecula, Kirsch, Sandy, and Yeager voted “aye”. Commissioner Johnson abstained. No Commissioner voted “nay”. The Chair declared the motion carried.

**MOVED AND SECONDED BY COMMISSIONERS GRECULA AND JOHNSON, DULY CARRIED, TO APPROVE THE BLAEDC, SWANSON HASKAMP, AND CITY OF BRAINERD 2025 SHARED SERVICES AGREEMENTS AND THE INITIATIVE FOUNDATION REQUEST.**

## **Review Trailside Park Concept Plan**

Jennifer Haskamp, Swanson-Haskamp, reviewed the changes since the previous meeting to the Trailside Park Concept Plan.

## **New Business**

### **Discussion of Tax Abatement Request by Country Manor**

Community Development Director Kramvik gave an overview for the tax abatement request from the Foundation for Health Care Continuums.

Mikaela Huot, Baker Tilly, gave an overview of the modified request. The development cost is now about \$49 million. Based on the taxable values at 65% abatement they have estimated about 12 years. She gave an overview of the process for amending the tax abatement request. She also noted that some communities have considered a blended structure.

Member Johnson stated that applicant documented the estimated market value is \$32 million dollars. Baker Tilly is still using \$21 million as the market value. He asked why Baker Tilly continued with the continual use of \$21 million at the market value.

Ms. Huot stated that it is not uncommon for developers to have a higher expectation of value than what the County has placed on the project. Considering the project hasn't had major changes since the initial application, Baker Tilly used the previous value as it is still within the market.

Chair Yeager stated that the gap between the taxable value and the market value are significantly different from the initial application to the current application for tax abatement.

Ms. Huot justified the reasoning. The final valuation by the County will determine the actual tax abatement and terms.

Finance Director Hillman clarified that if the value of the property goes down, the City would only be responsible for resubmitting 65% of whatever the City collects.

Anthony Fenstad, CEO Country Manor, gave an overview of the changes to the project. He stated that the project is most vulnerable in the first 3-5 years after construction. He requested that the City consider a blended structure.

Member Johnson clarified that Mr. Fenstad is asking for a higher percentage of abatement in years one through three and blend the structure later.

Chair Yeager asked about the status of viability of the project.

Mr. Fenstad stated that the viability is 90 plus percent with this approval.

Finance Director Hillman stated that Healthcare Continuums is also exploring conduit debt.

Administrator Broyles gave his support to the project. The need for housing and childcare in the City is significant.

Commissioner Johnson stated that he supports the project and use of tax abatement. He would recommend a blended structure.

Commissioners Sandy and Yeager stated that they also support a blended tax abatement structure.

MOVED AND SECONDED BY COMMISSIONERS GRECULA AND JOHNSON, DULY CARRIED, TO RECOMMEND A BLENDED TAX ABATEMENT STRUCTURE.

**Approve 2025 Meeting Schedule**

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND SANDY, DULY CARRIED, TO APPROVE THE 2025 MEETING SCHEDULE.

**Discuss EDA Bylaws Amendment**

MOVED AND SECONDED BY COMMISSIONERS SANDY AND GRECULA, DULY CARRIED, TO APPROVE THE AMENDMENTS TO THE EDA BYLAWS.

**Staff Reports**

Community Development Director Kramvik stated that Planning Commission will conduct a public hearing at their next meeting for designs standards. This was spurred by the mixed-use in the commercial corridor discussion by the EDA.

Tyler Glynn, BLAEDC, stated that DW Jones will be attending their final board meeting of the year.

Eric Charpentier, HRA Director, stated that Eight05 Laurel Street will begin demolition after asbestos removal is completed. They continue to explore funding for the project to continue.

**Commissioner Reports**

Commissioner Kirsch stated that the committee has been meeting for mitigation planning for the Highway 210 project. The EDA will need to focus on how to bring the organizations together.

Commissioner Sandy stated that another MnDOT project, the overpass on Highway 210 and 371, has the potential to affect the region. It will be a project to keep an eye on.

**Adjourn**

MOVED AND SECONDED BY COMMISSIONERS SANDY AND GRECULA, DULY CARRIED, TO ADJOURN THE MEETING.

The Authority adjourned at 8:50 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, President Yeager called the special meeting of the Brainerd Economic Development Authority to order at 12:30 p.m.

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

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

**Approval of Agenda**

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

**New Business**

**Consider Revised Purchase and Development Agreement with VCV**

Community Development Director Kramvik stated that the EDA considered the revised purchase and development agreement at the June 6th meeting. Public Utilities Director Wussow voiced concern about the transfer of ownership and stated that BPU's attorney was reviewing the legalities of the transfer. In addition, BPU also required an electrical plan prior to agreeing to the transfer of ownership. On June 18th VCV met all of the requirements and BPU mailed the signed transfer of ownership document to VCV. The president of the EDA called a special meeting to reconsider the revised PDA as an answer must be given to the Developer. Staff recommends the approval of the resolution amending the PDA.

Commissioner Bevans asked for Mr. Kramvik to state again why if VCV does not fulfill the PDA it has to be crypto mining facility.

Community Development Director Kramvik stated that the City would have to hire a realtor to make the best effort to sell the parcel for the minimum improvements. The definition within the contract of "minimum improvements" is crypto mining.

Commissioner O'Day asked about the licensing for Ancheng. He asked about the power agreement with BPU.

Interim Public Utilities Director Wussow to do business in the State of Minnesota it is a simple one-page form, the company has since completed that. BPU has transferred ownership to Ancheng, the power agreement is not conditional on whether or not the EDA or City Council approve their agreements. BPU is still under contract for 10 MWh per day by December 31<sup>st</sup>. They have already failed to fulfil the power agreement previously.

Commissioner Kirsch asked about the need for more containers in relation to power usage requirements. If the EDA approves the minimum improvements with double the containers, would the new developer that can meet the need for more containers.

Community Development Director Kramvik stated that, yes, the EDA would be locked into the new site design as minimum improvements.

Interim Public Utilities Director Wussow stated that the agreement is for a minimum of 10 MW by December 31<sup>st</sup>, up to a maximum of 25 MW. The agreement did not specify how they were to get up to that amount of power.

Commissioner Kirsch is concerned with changing the minimum requirement to more containers, she doesn't know that that would be feasible for another developer.

Jerry Tang, VCV, stated that Ancheng has a desire to use all of the 25 MW. The twenty-six, forty-foot containers are designed to use 15MW. The original design had only one third of the power usage coming from the south parcel. Ancheng wants to build a building on the north parcel to use the remaining 10MW.

Chair Yeager stated that he wants the EDA to make one of two decisions. Either to approve the amendment to the PDA or direct staff to send the 30-day default letter. He would like the EDA to act today. The meeting will continue until a decision has been made.

MOVED BY COMMISSIONERS JOHNSON TO APPROVE THE AMENDED AGREEMENT.

The Chair declared the motion failed due to lack of a second.

Commissioner Kirsch is wondering if there is a third option that approves extending the original PDA so that the EDA is not locked into the increased minimum improvements.

Community Development Director Kramvik stated that the EDA would most likely need to have another special meeting to approve a revised resolution. If the letter is sent, they would need to apply for building permits, and begin work. If they do not begin, the EDA would suspend the agreement or begin the process to re-enter the property and resell at minimum improvements.

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND O'DAY TO DENY THE AMENDMENT TO THE AGREEMENT AND SEND THE 30-DAY DEFAULT LETTER.

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

Community Development Director Kramvik stated that staff will send out the 30-day letter to correct and consult the City Attorney.

### **Adjourn**

MOVED AND SECONDED BY COMMISSIONERS BEVANS AND SANDY, DULY CARRIED, TO ADJOURN THE MEETING.

The Authority adjourned at 12:50 p.m.

Respectfully Submitted by  
Toni Gage

# Financial Report for EDA

As of January 31, 2025

	<u>Cash &amp; Investments</u>	<u>Receivable Balance</u>	<u>Deferred Loans (as of 12/31/23) **</u>	<u>Awarded Grants</u>
<b>General Funds:</b>				
EDA Fund - #295	\$ 104,586	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ 104,586</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>CDBG (Housing/Commerical (Slum &amp; Blight/Federal Objective)):</b>				
Downtown - #298	\$ 49,874	\$ 3,734	\$ 290,887	\$ -
SE Brainerd - #215	44,592	-	99,135	-
NE Brainerd - #218	-	-	194,675	-
2024 SE Brainerd	7,332	-	-	-
Willows Project - #209	-	-	47,286	-
Old Housing - #209	3,342	-	-	-
Local Income - #275	130,634	11,628	9,875	-
<b>Total</b>	<b>\$ 235,773</b>	<b>\$ 15,362</b>	<b>\$ 641,857</b>	<b>\$ -</b>
<b>Federal &amp; State MIF (Commerical (Jobs)):</b>				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	18,861	-	-	-
<b>Total</b>	<b>\$ 18,861</b>	<b>\$ 646,427</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Grand Total</b>	<b>\$ 359,220</b>	<b>\$ 661,789</b>	<b>\$ 641,857</b>	<b>\$ -</b>

\*\* 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 01/31/2024	PERIOD ENDED 01/31/2025
<b>*** Assets ***</b>			
295-0000-10100	CASH	88,407.53	104,585.75
295-0000-10700	DELINQUENT TAX RECEIVABLE	7,003.02	7,003.02
295-0000-15510	PREPAID OTHER	0.00	19.40
295-0000-16160	FA-LAND HELD FOR RESALE	460,396.74	460,396.74
<b>Total Assets</b>		<b>555,807.29</b>	<b>572,004.91</b>
<b>*** Liabilities ***</b>			
295-0000-20200	ACCOUNTS PAYABLE	1,729.80	0.00
295-0000-20600	DEPOSITS PAYABLE	7,835.20	5,763.49
295-0000-22200	DEFERRED REVENUE	460,396.74	460,396.74
295-0000-22210	DEFERRED TAXES RECEIVABLE	3,473.95	3,473.95
<b>Total Liabilities</b>		<b>473,435.69</b>	<b>469,634.18</b>
<b>*** Fund Balance ***</b>			
295-0000-28900	FUND BALANCE/EQUITY ACCT	80,283.50	80,283.50
<b>Total Fund Balance</b>		<b>80,283.50</b>	<b>80,283.50</b>
<b>Beginning Fund Balance</b>		<b>80,283.50</b>	<b>80,283.50</b>
<b>Net of Revenues VS Expenditures - 2024</b>			
<b>*2024 End FB/2025 Beg FB</b>		<b>106,378.67</b>	<b>26,095.17</b>
<b>Net of Revenues VS Expenditures - Current Year</b>		<b>2,088.10</b>	<b>(4,007.94)</b>
<b>Ending Fund Balance</b>		<b>82,371.60</b>	<b>102,370.73</b>
<b>Total Liabilities And Fund Balance</b>		<b>555,807.29</b>	<b>572,004.91</b>

\* Year Not Closed

PERIOD ENDING 01/31/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR			YTD BALANCE	% BGD USED
		2025 MONTH	01/31/2025	01/31/2025		
		AMENDED BUDGET	CREASE (DECREASE)	NORMAL (ABNORMAL)		
Fund 295 - EDA FUND						
Function: Unclassified						
Dept 0000						
Revenues						
TAXES & PENALTIES						
295-0000-31010	CURRENT AD VALOREM	186,812.00	2,708.05	2,708.05	1.45	
295-0000-31020	DELINQUENT AD VALOREM	0.00	50.68	50.68	100.00	
		<u>186,812.00</u>	<u>2,758.73</u>	<u>2,758.73</u>	<u>1.48</u>	
TAXES & PENALTIES						
OTHER REVENUE						
295-0000-36210	INTEREST INCOME	550.00	0.00	0.00	0.00	
		<u>550.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	
OTHER REVENUE						
		<u>550.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	
TOTAL REVENUES						
		<u>187,362.00</u>	<u>2,758.73</u>	<u>2,758.73</u>	<u>1.47</u>	
Net - Dept 0000						
		<u>187,362.00</u>	<u>2,758.73</u>	<u>2,758.73</u>		
Dept 6510 - ECONOMIC DEVELOPMENT AUTH						
Expenditures						
SERVICES						
295-6510-43300	PROFESSIONAL SERVICES	162,100.00	1,416.67	1,416.67	0.87	
295-6510-43361	INS - GENERAL LIABILITY	142.00	0.00	0.00	0.00	
295-6510-43434	ECONOMIC INITIATIVES	15,000.00	0.00	0.00	0.00	
295-6510-43435	BOOKS/PAMPHLETS/DUES	5,350.00	5,350.00	5,350.00	100.00	
		<u>182,592.00</u>	<u>6,766.67</u>	<u>6,766.67</u>	<u>3.71</u>	
SERVICES						
TOTAL EXPENDITURES						
		<u>182,592.00</u>	<u>6,766.67</u>	<u>6,766.67</u>	<u>3.71</u>	
Net - Dept 6510 - ECONOMIC DEVELOPMENT AUTH						
		<u>(182,592.00)</u>	<u>(6,766.67)</u>	<u>(6,766.67)</u>		
Total - Function Unclassified						
		<u>4,770.00</u>	<u>(4,007.94)</u>	<u>(4,007.94)</u>	<u>84.02</u>	
TOTAL REVENUES						
		<u>187,362.00</u>	<u>2,758.73</u>	<u>2,758.73</u>	<u>1.47</u>	
TOTAL EXPENDITURES						
		<u>182,592.00</u>	<u>6,766.67</u>	<u>6,766.67</u>	<u>3.71</u>	
NET OF REVENUES & EXPENDITURES						
		<u>4,770.00</u>	<u>(4,007.94)</u>	<u>(4,007.94)</u>	<u>84.02</u>	

CHECK DISBURSEMENT REPORT FOR CITY OF BRAINERD  
 CHECK DATE FROM 01/01/2025 - 01/31/2025

Check Date	Bank	Check #	Invoice	Payee	Description	Account	Dept	Amount
Fund: 295 EDA FUND								
01/08/2025	BB	100482	DEC 2024	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,000.00
01/08/2025	BB	100487	DEC 2024	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	833.26
01/08/2025	BB	100499	DEC 2024	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.63
01/08/2025	BB	100503	DEC 2024	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	3,333.26
01/22/2025	BB	100556	VS-6118	INITIATIVE FOUNDATION	BOOKS/PAMPHLETS/DUES	43435	6510	5,350.00
Total for fund 295 EDA FUND								15,433.15

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 295 EDA FUND							
01/01/2025			<b>295-0000-10100 CASH</b>		BEG. BALANCE		116,784.84
01/08/2025	CD	CHK	SUMMARY CD 01/08/2025			10,083.15	106,701.69
01/22/2025	CD	CHK	SUMMARY CD 01/22/2025			5,350.00	101,351.69
01/27/2025	CR	RCPT			1,892.00		103,243.69
01/27/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2352	2,758.73		106,002.42
01/31/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2364		1,416.67	104,585.75
01/31/2025			295-0000-10100	END BALANCE	4,650.73	16,849.82	104,585.75
01/01/2025			<b>295-0000-10700 DELINQUENT TAX RECEIVABLE</b>		BEG. BALANCE		7,003.02
01/31/2025			295-0000-10700	END BALANCE	0.00	0.00	7,003.02
01/01/2025			<b>295-0000-11500 ACCOUNTS RECEIVABLE</b>		BEG. BALANCE		1,892.00
01/27/2025	CR	RCPT				1,892.00	0.00
01/31/2025			295-0000-11500	END BALANCE	0.00	1,892.00	0.00
01/01/2025			<b>295-0000-15510 PREPAID OTHER</b>		BEG. BALANCE		19.40
01/31/2025			295-0000-15510	END BALANCE	0.00	0.00	19.40
01/01/2025			<b>295-0000-16160 FA-LAND HELD FOR RESALE</b>		BEG. BALANCE		460,396.74
01/31/2025			295-0000-16160	END BALANCE	0.00	0.00	460,396.74
01/01/2025			<b>295-0000-20200 ACCOUNTS PAYABLE</b>		BEG. BALANCE		(10,083.15)
01/08/2025	CD	CHK	SUMMARY CD 01/08/2025		10,083.15		0.00
01/22/2025	AP	INV	INITIATIVE FOUNDATION	VS-6118		5,350.00	(5,350.00)
01/22/2025	CD	CHK	SUMMARY CD 01/22/2025		5,350.00		0.00
01/31/2025			295-0000-20200	END BALANCE	15,433.15	5,350.00	0.00
01/01/2025			<b>295-0000-20600 DEPOSITS PAYABLE</b>		BEG. BALANCE		(5,763.49)
01/31/2025			295-0000-20600	END BALANCE	0.00	0.00	(5,763.49)
01/01/2025			<b>295-0000-22200 DEFERRED REVENUE</b>		BEG. BALANCE		(460,396.74)
01/31/2025			295-0000-22200	END BALANCE	0.00	0.00	(460,396.74)
01/01/2025			<b>295-0000-22210 DEFERRED TAXES RECEIVABLE</b>		BEG. BALANCE		(3,473.95)
01/31/2025			295-0000-22210	END BALANCE	0.00	0.00	(3,473.95)
01/01/2025			<b>295-0000-28900 FUND BALANCE/EQUITY ACCT</b>		BEG. BALANCE		(80,283.50)
01/31/2025			295-0000-28900	END BALANCE	0.00	0.00	(80,283.50)
01/01/2025			<b>295-0000-31010 CURRENT AD VALOREM</b>		BEG. BALANCE		0.00
01/27/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2352		2,646.77	(2,646.77)
01/27/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2352		61.28	(2,708.05)
01/31/2025			295-0000-31010	END BALANCE	0.00	2,708.05	(2,708.05)
01/01/2025			<b>295-0000-31020 DELINQUENT AD VALOREM</b>		BEG. BALANCE		0.00
01/27/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2352		48.14	(48.14)
01/27/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2352		2.54	(50.68)
01/31/2025			295-0000-31020	END BALANCE	0.00	50.68	(50.68)
01/01/2025			<b>295-6510-43300 PROFESSIONAL SERVICES</b>		BEG. BALANCE		0.00
01/31/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2364	1,416.67		1,416.67
01/31/2025			295-6510-43300	END BALANCE	1,416.67	0.00	1,416.67
01/01/2025			<b>295-6510-43435 BOOKS/PAMPHLETS/DUES</b>		BEG. BALANCE		0.00
01/22/2025	AP	INV	INITIATIVE FOUNDATION	VS-6118	5,350.00		5,350.00
01/31/2025			295-6510-43435	END BALANCE	5,350.00	0.00	5,350.00
GRAND TOTALS:					26,850.55	26,850.55	26,095.17

**City of Brainerd**  
**Economic Development Authority**  
**Scope of Services Report**

Date: February 27, 2025  
 From: Jennifer Haskamp, SHC  
 RE: Activities Jan/Feb 2025

**Overview of Monthly Activities:**

SHC continues to work on the ongoing tasks associated with our scope of services as outlined below. For EDA’s reference and background, we continue to field calls from interested parties for the Thiesse Industrial and other land listings and will keep you apprised if any materialize. We anticipate inquiries to pick up as we head into Spring, and we are planning a marketing push in April to align with the building season. The following summary by scope is provided for your reference.

**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"> <li>• Continued refinement and completion of the under-utilized and underdeveloped properties.</li> <li>• Full draft complete Q1, with update planned for Q3/Q4</li> </ul>
b.	Identify up to three priority properties or study areas for 2025.
	SHC Activities: <ul style="list-style-type: none"> <li>• Working with staff through initial priority identification, planned discussion with other consultants at quarterly roundtable.</li> <li>• Researching case studies, other EDA processes, etc., for property listings.</li> <li>• Initial discussion/research of property listing portal to be developed in 2025 and placed on EDA website.</li> </ul>
c.	Establish relationship with developers on behalf of the EDA.
	SHC Activities: <ul style="list-style-type: none"> <li>• Spoke with staff about holding round-table with small developers that might be interested in infill/small scale development on smaller sites identified.</li> <li>• Marketing push for local developers planned in Spring 2025</li> </ul>
d.	Participate in quarterly roundtable discussions with the City of Brainerd Staff and all other consultants.

	SHC Activities: <ul style="list-style-type: none"> <li>• Q1 meeting planned after March EDA meeting.</li> </ul>
e.	Lead/Participate in one (1) business roundtable. Topic to address Washington Street Corridor.
	SHC Activities: <ul style="list-style-type: none"> <li>• Timing to align with communication effort/plans</li> </ul>
f.	Attend regular meetings of the EDA (minimum of four meetings.)
	SHC Activities: <ul style="list-style-type: none"> <li>• SHC will be in attendance at the March meeting.</li> </ul>

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

**Report Date:** February 26, 2025

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**1. Maintain Main Street America Associate Membership status.**

Status: In Progress

Downtown Brainerd’s Main Street Membership (Associate Level) renews annually at the beginning of March. DDBC has submitted our renewal to Rethos/Main Street Minnesota and we have successfully renewed our membership for the next year. DDBC will continue to track metrics throughout the coming year that are required for reporting to maintain membership status, and will continue to monitor communications and information provided by Main Street America and Rethos.

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**2. Coordinate networking opportunities for downtown district businesses and other stakeholders**

Status: In Progress

DDBC hosted its first Business Owner Social of the year on January 29, 2025, at Chick N Rice (603 Laurel Street). The event had around 20 individuals from various businesses and organizations in attendance, and provided an opportunity to share information on topics including snow removal and the City’s text alert system; changes coming to Last Turn Saloon now that it is under new ownership; and other miscellaneous updates from business owners.

The next Business Owner Social is scheduled for Wednesday, February 26 at Sage on Laurel from 5pm-6:30pm (these events will be hosted monthly on the last Wednesday of the month).

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**3. Support Main Street events and promotions.**

Status: In Progress

DDBC is organizing its annual “Shamrock Shop” promotion to coincide with St. Patrick’s Day festivities downtown, including the parade scheduled for Saturday, March 15. DDBC will be

coordinating with Brainerd Community Action and other event partners to cross-promote activities that are going on to help increase awareness and boost participation.

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**4. Participate in quarterly consultant meetings.**

Status: Ongoing.

A DDBC representative plans to attend all upcoming consultant meetings.

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**Other Miscellaneous Updates:**

- DDBC has been coordinating with City of Brainerd Public Works department to push out updates related to snow removal on our Downtown Business Owners Facebook group page. DDBC also helped promote the City's Community Engagement Survey and encouraged participation through our social media channels as well as via email.
- DDBC released a video featuring Downtown Brainerd businesses to our social media feed on 2/25. This is video #4 (of 12) produced with funds from our 2022 consultant agreement. The remaining 8 videos will be released throughout the year to promote different businesses in Downtown Brainerd.

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

**Report Date: 02/25/2025**

***Proposed 2025 Budget Attached***

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**a. Update content on EDA website.**

Update: The Swanson-Haskamp property listing materials have been incorporated into the BEDA website. ([HERE](#))

Action: Create a content management handbook for staff.

Update: CMS handbook has been started by the website consultant but isn't quite finished.

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**b. Create a marketing strategy and campaign for EDA website and available Brainerd properties.**

Update: Suggested framework for promoting website once it is live includes:

- On-page SEO. This SEO focuses on the content on site pages and how to optimize it to boost the website's ranking for specific keywords.
  - Update: In-progress and ongoing.
- Off-page SEO. This SEO focuses on links directed to websites from elsewhere. The number of backlinks a site has from reputable sources helps you build trust with search algorithms.
  - Still TBD.
- Technical SEO. This SEO focuses on a website's backend architecture, like site code. Google cares just as much about technical set-up as it does content, so this position is essential for rankings.
  - Update: In-progress and ongoing.
- Paid Search: Keywords campaign > \$300 per month
  - Update: In-progress and ongoing. Initial performance is weak, so we will need to broaden the search terms and adjust the bidding strategy.
- Paid Digital Display campaign > \$300 per month
  - Update: Not started yet; need to finalize the design of the display ads; expected start date 3/1/25.

Action: Need to work with consultants on marketing strategies to promote Brainerd Properties.

- Identify target audiences.

- Identify publications, websites, associations to determine targeted marketing opportunities.
- 

- 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: In progress.

Action: Finalize billboard contract, get artwork created, go live.

Action: Launch LinkedIn Page for Brainerd EDA, start advertising on platform.

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- 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: Q3 ad plan expected to be similar as previous years.

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- 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: Q4 ad plan expected to be similar as previous years.

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

Update: TBD

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- g. Attend the regular meeting of the EDA at least 4 times during this contract.**

Update: Will attend regular meetings as schedule allows:

<u>Scope of Service</u>	<u>Ad Spend</u>	<u>Notes</u>
<b>a. Marketing strategy and campaign for the new website and available Brainerd properties</b>	\$ 27,600.00	
Visit Brainerd fee	\$ (1,200.00)	1 hour/month managing the consultant contrat at \$50/hour; 1 hour/month LinkedIn content management at \$50/hour
Consultant fee, analysis and reporting	\$ (12,000.00)	
Display ads	\$ (6,000.00)	Cost of ads estimated at \$500/month
Search ads	\$ (6,000.00)	Cost of ads estimated at \$500/month
Blog writing	\$ (1,200.00)	1 blog post per month
LinkedIn ads	\$ (1,200.00)	Cost of ads estimated at \$100/month
Subtotal	\$ (27,600.00)	
<b>b. Website updates (Content Management)</b>	\$ 2,500.00	
Visit Brainerd fee	\$ (1,200.00)	2 hours per month of content management at \$50/hour
Hosting	\$ (660.00)	Hosting; annual fee; domain registratiom; email
Create CMS Handbook	\$ (640.00)	
Subtotal	\$ (1,860.00)	
<b>c. Advertising Campaign Recruiting Entrepreneurs, Developers, Investors to Start a Business</b>	\$ 18,000.00	
Visit Brainerd fee	\$ (1,800.00)	
IQ Ad Spring 2025	\$ (500.00)	Publish April
IQ Ad Fall 2025	\$ (500.00)	Publish October
LinkedIn or Online Display ads	\$ (2,000.00)	
Billboards	\$ (12,000.00)	Billboard messaging could change per season/message (i.e. 3 months recruitment, 3 months summer shopping)
Targeted print ads and materials	\$ (2,000.00)	Discuss with SH; business journals; direct-mail; brochures
Subtotal	\$ (18,800.00)	
<b>d. Summer Shopping Ad Campaign</b>	\$ 5,000.00	
Visit Brainerd fee	\$ (500.00)	
Radio - Hubbard	\$ (3,000.00)	10-day flight June, July, August
Radio - MPR (Brainerd News & Classical)	\$ (1,500.00)	10-day flight June, July, August
Subtotal	\$ (5,000.00)	
<b>e. Winter Shopping Ad Campaign</b>	\$ 10,000.00	
Visit Brainerd fee	\$ (1,000.00)	
Radio - Hubbard	\$ (2,000.00)	
Radio - MPR (Brainerd News & Classical)	\$ (1,000.00)	
Spectrum Reach - OTT Streaming	\$ (2,500.00)	
Print - Brainerd Dispatch	\$ (1,000.00)	
Digital - Brainerd Dispatch	\$ (2,000.00)	
Subtotal	\$ (9,500.00)	
<b>Total Budget</b>	\$ <b>63,100.00</b>	
Subtotal	\$ (62,760.00)	
<b>Visit Brainerd fees</b>	\$ <b>(5,700.00)</b>	
<b>Carry-over from 2024</b>	\$ <b>12,114.00</b>	
Spectrum Reach - OTT Streaming - TOMA Q1	\$ (2,500.00)	
Google Analytics Set-up	\$ (5,200.00)	
CMS Handbook	\$ (1,500.00)	
Branding Guide	\$ (1,600.00)	
Subtotal	\$ 1,314.00	

# 2024 EDA ACTIVITIES & MEASURABLES YEARLY REPORT

## ACTIVITY OVERVIEW

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The Brainerd EDA, City Staff, and the consultants accomplished many goals in 2024 that were derived from the 2022 EDA goals and action steps adopted document. The following goals and actions were completed in 2024:

- **Goal 1** – Create programs to seek funding to address identified needs.
  - The EDA held a workshop on June 28<sup>th</sup> of 2023 to further review the comments from businesses interviewed in 2022 by BLAEDC and begin discussion on other programs or incentives to attract new business and help existing businesses thrive and expand in Brainerd. Alison Medeck of BLAEDC attended the workshop to provide insight from conversations with businesses over the past few years. City Staff made recommendations, and the EDA approved/ recommended the following programs and policies in 2024:
    - Recommended the extension of the River to Rail District to include all Washinton Street/ Hwy 210 and South 6<sup>th</sup> Street to Buffalo Hills Lane East. (Approved by City Council in 2024 by creating the Central Business District Incentive Policy)
    - Recommended mixed-use residential development in the Commercial Corridor District. (Approved by City Council in 2024)
    - Created a grant program to incentivize façade improvements for businesses throughout the entire City.
  - The EDA approved an agreement with BLAEDC to administer a façade grant that provides a 50% matching grant for actual construction costs up to \$5,000 per property on a pay-for-performance basis. Eligible projects include permanent exterior building and landscape improvements visible from the public right-of-way. The following projects received funding:
    - Pearl Swan, LLC – 823 Washington St – Painting the exterior and new awning (Completed 2024)

- Total Project - \$10,290
  - EDA Grant - \$5,000
- A.W. Research Laboratories, Inc – 314 Charles St – Exterior paint (Not Complete)
  - Total Project - \$15,150
  - EDA Grant - \$5,000
- Brekkens - 623 Laurel St – A lighted south facing sign along Laurel Street (Completed 2024)
  - Total Project - \$6,569
  - EDA Grant - \$3,284
- Revolv Manufacturing – 1100 Industrial Park Road - Sidewalk to an entrance door and landscaping (Completed 2024)
  - Total Project – \$4,500
  - EDA Grant - \$2,250
- Rage Holdings LLC – 1109 Oak St – Awning across entire façade (Completed 2025)
  - Total Project - \$10,388
  - EDA Grant - \$5,000
- The EDA and BLAEDC continued to work with property owners on the administration of the DEED Mainstreet grant funding which awarded \$765,600 to 33 projects in the River to Rail District.
- The EDA recommended approval of a marketing strategy to market City owned industrial property at \$1/ per acre if key objectives and goals are met. (Approved by City Council)
- **Goal 2** – Create an inventory of under-used and under-developed properties and work with property owners to market them for redevelopment.
  - City Staff continued to work with the ISD 181 school district to potentially redevelop 20 acres of land north of Buffalo Hills Park. Staff attended the school district’s long range planning committee in April of 2024 to provide options and discuss possible redevelopment. The property is now listed on the open market.

- Swanson Haskamp created concept plans for the development of trailside park and provided options for low, medium, and high-density development.
  - Swanson Haskamp created a matrix to evaluate underutilized property. The matrix provides a score for each property, identifying areas with the greatest opportunities.
- **Goal 3** – Evaluate the City’s vacant industrial property for compatible non-industrial uses that would address current and future needs of the community.
  - The EDA accepted a proposal from Kamp Real Estate & Development, LLC (“Kamp”) for professional brokerage and listing services for multiple properties owned by the City of Brainerd.
- **Goal 4** – Interview existing businesses to identify each individual’s needs to take the next step in their business development.
  - BLAEDC continued contacting businesses located on Washington Street to gather information regarding current business needs and possible needs during the future road construction project.
  - The EDA and staff toured Just for Krypto, The Office Shop, Lakes Printing, Giovannis Pizza, and Anderson Brothers.
- **Goal 5** – Work with community partners to develop a cohesive marketing strategy for the community.
  - Visit Brainerd developed and implemented both summer and winter advertising campaigns designed to draw locals, seasonal/second homeowners, and visitors to shop at businesses located within the corporate limits of the City of Brainerd.
  - City Staff & SHC installed brokerage signs for available industrial property.
  - Visit Brainerd completed the EDA website, and the website is now fully operational.
  - SHC created a downtown kiosk map for downtown shopping.
  - DDBC hosted quarterly “Business Owner Social” (B.O.S) events and monthly business visits 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.

## MEASUREABLES

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The EDA is dedicated to enhancing Brainerd's economic vitality and expanding tax base and employment opportunities within the city limits, providing a one-stop shop for developing businesses and fostering growth for Brainerd. The following measurables have been achieved by the Brainerd EDA in 2024:

- **BLAEDC Unified Fund:** As of November 26, 2024, the program has an outstanding loan balance of \$870,530, with \$1,833,790 dispensed since its inception. It has funded 24 loans, creating or retaining 286 jobs, including 12 loans to Brainerd businesses totaling \$1,032,500.
- **BR&E Interviews Conducted:** In the past two years BLAEDC has connected with a total of 36 businesses and received 20 replies regarding the Washington Street reconstruction project. The EDA and City Staff toured 5 businesses.
- **EDA Façade Grant:** Funded five façade improvement projects with \$20,534 in EDA funds.
- **Business Owner Social Events:** The DDBC hosted 4 Business Owner Social Events.
- **Monthly Business Visits:** The DDBC held 9 monthly business visits.
- **Central Business District Projects Issued:** The building department issued 114 permits with a total construction value of \$3,647,254. \$40,745 in permit fees were waived.
- **Advertising Funds:** Visit Brainerd allocated the following for advertising:
  - \$10,000 for advertising to recruit entrepreneurs, developers, and investors
  - \$10,000 for the summer shopping ad campaign
  - \$10,000 for the winter shopping as campaign
- **Concept Plans Created:** SHC created 3 concept plans for Trailside Park which is owned by the City of Brainerd.
- **Housing Units Created:** 17 Single Family Homes and (1) Multi-Family 12-plex
- **Tax Abatement:** EDA considered and recommended tax abatement for Country Manor, a 106-unit senior living campus with attached childcare facility for 8 infants, 14 toddlers, 40 preschoolers and 30 school aged children. The applicant requested assistance for 65% of the City's share of annual tax abatement revenues for \$1,200,000 for up to 20 years. The EDA recommended a blended structure with 100% tax abatement in the first three years. (Approved by City Council)

# MEMO

**TO:** EDA Board of Commissioners

**FROM:** James Kramvik, Community Development Director

**DATE:** March 6<sup>th</sup>, 2025

**RE:** Review Preliminary Framework for 2025

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## INTRODUCTION

In December of 2024, the EDA adopted 2025-2026 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 approved scope of services contracts with 4 consultants (BLAEDC, DDBC, Swanson Haskamp Consulting and Visit Brainerd) to help the EDA accomplish the goals and actions steps.

## FRAMEWORK

Staff have constructed a preliminary framework document to help the consultants meet their objectives for 2025. This is a preliminary document that will be further discussed at the first quarter consultants' meeting and will help consultants coordinate projects. Staff recommend that downtown programming and planning should occur in 2026 after the City has updated their comprehensive plan.

## RECCOMENDATION

Discuss the Brainerd EDA 2025 Preliminary Framework

Brainerd EDA 2025-2026 Goals	
Goal	Strategies/Action Steps
<b>Create programs to seek funding to address identified needs</b>	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.
	Developing/defining/branding our different neighborhood districts with the goal of being able to be more strategic about how we roll out initiatives and deciding which neighborhoods to target.
	Implement a grant program to improve business signage in the downtown district with new adopted design standards.
	Tour childcare facilities to understand difficulties in operation and potential for expansion.
	Develop and propose programs to address needs identified from BRE interviews specifically related to childcare.
	Conduct quarterly EDA business tours.
	Seek funding to support proposed programs.
<b>Create an inventory of under-used and under-developed properties and work with property owners to market them for redevelopment</b>	Conduct GIS assessment of under-utilized properties and update annually.
	Identify possible uses for under-utilized properties
	Engage property owners to assess interest in participating in redevelopment program.
	Create a program and contract for private property owners to list underutilized properties on the EDA website.
	Prepare an inventory for all privately held and city-owned properties to market for infill
	Continue to work with the School District in developing the parcel North of Buffalo Hills Park.
	Create a comprehensive plan for Brainerd's Downtown.
	Create a development strategy, specifically for infrastructure, for potential developers.
<b>Evaluate the City's vacant industrial property for compatible non-industrial uses that would address current and future needs of the community</b>	Expand residential properties (i.e. Wright Street extension)
	Explore the relocation of the James Street Mobile Home Park.
	Develop a Key Performance Indicators/Metrics report that we can both use internally to track the progress we are making as well as demonstrate to outside developers that we are a good place to invest in.
	Complete Business Retention and Expansion (BRE) visits that involve interviews and information gathering.

<b>Interview existing businesses to identify each business's individual needs to take the next step in their business development</b>	Conduct quarterly EDA business tours.
	Summarize and evaluate the results of BLAEDC's BRC interviews to assess needs and categorize them
	Host roundtable business owner breakfasts.
	Identify and engage strategic community partners.
	Create a marketing strategy and campaign for the EDA website and available Brainerd properties.
<b>Work with community partners to develop a cohesive marketing strategy for the community.</b>	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 the EDA website quarterly.
	Optimize the website with additional links, contact information, and land prices to make it easier for developers and interested businesses.
	Explore marketing opportunities for vacant store fronts.
	Explore education campaigns which include public signage.
	Explore a partnership between DDBC and the City for a main street coordinator.

## Brainerd EDA 2025 Preliminary Framework

EDA Goals	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
<p><b>Goal 1</b> - Create programs to seek funding to address identified needs.</p>	<p><b>City Staff</b> tour childcare facilities to understand difficulties in operation.</p> <p><b>BLAEDC</b> provides results from Hwy 210 survey prior to April workshop.</p>	<p><b>City Staff</b> proposes programs to address needs identified from tours and interviews</p> <p><b>EDA</b> implements a grant program to improve business signage in the downtown/ Hwy 210 district with new adopted design standards.</p>	<p><b>City Staff</b> seeks direction from the City Council for recommended ordinance changes.</p> <p><b>BLAEDC</b> assists city staff with distribution of grant programs.</p>	<p><b>City Staff</b> - all recommended policy and ordinance amendments have been considered by the City Council.</p> <p><b>BLAEDC</b> assists city staff with distribution of grant programs.</p>
<p><b>Goal 2</b> - Update inventory of under-used and under-developed properties and work with property owners to market them for redevelopment.</p>	<p><b>City Staff</b> thoroughly reviews underutilized rental properties in Brainerd.</p> <p><b>SHC</b> conducts and updates GIS assessments of underutilized properties.</p>	<p><b>City Staff</b> seeks direction from Council to mail letters to landlords about opportunities to further develop their property.</p> <p><b>City Staff</b> meets with school district about ISD 181 property north of Buffalo Hills Park.</p> <p><b>SHC</b> creates a program and contract for private property owners to list underutilized properties on the EDA website.</p>	<p><b>City Staff</b> engages property owners to assess interest in listing their property (includes vacant stores).</p> <p><b>SHC</b> implements a program for private property owners to list underutilized properties on the EDA website.</p> <p><b>SHC</b> creates a development strategy, specifically for infrastructure, for potential developers.</p>	<p><b>Visit Brainerd</b> markets new program that allows private property owners to list underutilized properties.</p>

<b>EDA Goals</b>	<b>1<sup>st</sup> Quarter</b>	<b>2<sup>nd</sup> Quarter</b>	<b>3<sup>rd</sup> Quarter</b>	<b>4<sup>th</sup> Quarter</b>
<b>Goal 3</b> - Evaluate the City's vacant industrial property for compatible non-industrial uses that would address current and future needs of the community.	<b>KAMP Realty &amp; City Staff</b> continue to list City owned properties and engage with interested parties.  <b>Visit Brainerd</b> advertises EDA website.	<b>KAMP Realty &amp; City Staff</b> continue to list City owned properties and engage with interested parties.  <b>Visit Brainerd</b> advertises EDA website.	<b>KAMP Realty &amp; City Staff</b> continue to list City owned properties and engage with interested parties.  <b>Visit Brainerd</b> advertises EDA website.	<b>KAMP Realty &amp; City Staff</b> continue to list City owned properties and engage with interested parties.  <b>Kamp Realty</b> provides an update to the EDA on the property listings and recommends any changes that may be needed to better market properties.  <b>Visit Brainerd</b> advertises EDA website.
<b>Goal 4</b> - Interview existing businesses to identify each business's individual needs to take the next step in their business development	<b>EDA</b> conducts quarterly EDA business tour.	<b>EDA</b> conducts quarterly EDA business tour.	<b>EDA</b> conducts quarterly EDA business tour.	<b>EDA</b> conducts quarterly EDA business tour.
	<b>BLAEDC</b> conducts BRE interviews.  <b>BLAEDC</b> provides results from Hwy 210 survey prior to April workshop.	<b>BLAEDC</b> conducts BRE interviews.	<b>BLAEDC</b> conducts BRE interviews.	<b>BLAEDC</b> conducts BRE interviews.
		<b>City Staff &amp; BLAEDC</b> reaches out to local developers and business owners regarding roundtable breakfast.	<b>City Staff, SHC, &amp; BLAEDC</b> host 1 roundtable breakfast for developers and business owners.	<b>SHC</b> provides a final report and summary from roundtable breakfast.

<b>EDA Goals</b>	<b>1<sup>st</sup> Quarter</b>	<b>2<sup>nd</sup> Quarter</b>	<b>3<sup>rd</sup> Quarter</b>	<b>4<sup>th</sup> Quarter</b>
<b>Goal 5</b> - Work with community partners to develop a cohesive marketing strategy for the Community.	All consultants participate in quarterly meetings to update and strategically plan the completion of EDA goals.	All consultants participate in quarterly meetings to update and strategically plan the completion of EDA goals.	All consultants participate in quarterly meetings to update and strategically plan the completion of EDA goals.	All consultants participate in quarterly meetings to update and strategically plan the completion of EDA goals.

	<p><b>City Staff &amp; Visit Brainerd</b> review EDA website and update.</p> <p><b>Visit Brainerd</b> continues to optimize the website with additional links, contact information, and land prices to make it easier for developers and interested businesses.</p>	<p><b>City Staff &amp; Visit Brainerd</b> review EDA website and update.</p> <p><b>Visit Brainerd</b> continues to optimize the website with additional links, contact information, and land prices to make it easier for developers and interested businesses.</p>	<p><b>City Staff &amp; Visit Brainerd</b> review EDA website and update.</p> <p><b>Visit Brainerd</b> continues to optimize the website with additional links, contact information, and land prices to make it easier for developers and interested businesses.</p>	<p><b>City Staff &amp; Visit Brainerd</b> review EDA website and update.</p> <p><b>Visit Brainerd</b> continues to optimize the website with additional links, contact information, and land prices to make it easier for developers and interested businesses.</p>
	<p><b>Consultants</b> discuss cohesive and comprehensive marketing plan for the EDA at the quarterly meeting.</p>	<p><b>Visit Brainerd</b> develops 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.</p> <p><b>Visit Brainerd</b> explores education campaigns which include public signage.</p>	<p><b>Visit Brainerd</b> develops 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.</p>	<p><b>Visit Brainerd</b> implements 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.</p>
	<p><b>DDBC</b> Hosts business owner networking events.</p> <p><b>DBBC</b> produces and distributes 12 promotional</p>	<p><b>DDBC</b> Hosts business owner networking events.</p> <p><b>DDBC</b> updates the EDA on the Mainstreet Program</p>	<p><b>DDBC</b> Hosts business owner networking events.</p>	<p><b>DDBC</b> Hosts business owner networking events.</p> <p><b>DDBC</b> provides a final report of main street activities.</p>
		<p><b>Visit Brainerd</b> develops and implements a summer advertising campaign to shop at Brainerd businesses.</p>		<p><b>Visit Brainerd</b> develops and implements a winter advertising campaign to shop at Brainerd businesses.</p>

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

# MEMO

**TO:** EDA Board of Commissioners

**FROM:** James Kramvik, Community Development Director

**DATE:** March 6<sup>th</sup>, 2025

**RE:** Discuss Agenda for April EDA Workshop

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## INTRODUCTION

According to the EDA Bylaws, the EDA shall hold a regular (workshop) meeting on the first Thursday of April and commence at 7:30 a.m. The purpose of the workshop meeting is to discuss priorities of the EDA in 2025 and discuss funds for possible EDA grants. Staff recommend that the meeting not exceed 90 minutes. Staff propose the following discussion topics:

- 1) Washington Street Reconstruction**
  - a. What role should the EDA have during the reconstruction project?
- 2) Improved signage in Downtown and along Washington Street**
  - a. Should zoning ordinances be strengthened to improve sign esthetics?
  - b. Discuss possible matching grants for new or improved signage.
- 3) Commercial Childcare Centers**
  - a. Review and discuss results of childcare tours.
  - b. Discuss possible ordinance changes for commercial childcare centers.
  - c. Discuss fees, policies, and potential grants.
- 4) Façade Improvement Grant**
  - a. Review results from 2024 EDA façade improvement grants.
  - b. Discuss façade improvement grants for 2025.

## RECOMMENDATION

Staff recommend approving the workshop agenda as presented