



ECONOMIC DEVELOPMENT AUTHORITY AGENDA

City of Brainerd, Minnesota
City Hall, 501 Laurel Street, Council Chambers
Thursday, December 4, 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
[IGNORE_INDENT]

1. **Call To Order**

2. **Roll Call**

___T. Bieser ___J. Grecula ___G. Johnson ___M. Kirsch ___M. O'Day ___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. **Suspense Tracker**

5. **Unfinished Business**

A. **Washington Street Mitigation Plan Update**

B. **Consider CMHP Wright Street Development Proposal**

C. **Consider Brokerage Agreement Extension with Kamp Realty**

D. **Review Property Listing Portal**

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

1. BLAEDC Report

2. Swanson Haskamp Report

3. DDBC Report

4. Visit Brainerd Report

F. Consider 2025 Shared Services Agreements and EDA Budget

1. BLAEDC Shared Services Agreement
2. Swanson Haskamp Shared Services Agreement
3. DDBC Shared Services Agreement
4. Visit Brainerd Shared Services Agreement
5. City of Brainerd Shared Services Agreement
6. Initiative Foundation Request
7. Budget Memo

G. Review Proposed Signage and Facade Grant

6. New Business

A. Review EDA Bylaws

B. Approve 2025 Meeting Schedule

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, September 4th, 2025, 7:30 a.m.
City Hall Council Chambers

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

Upon roll call Commissioners Toni Bieser, Justin Grecula, Gabe Johnson, Marie Kirsch, Mike O'Day (7:35 a.m.), Paul Sandy (left at 8:30 a.m), and Kevin Yeager were noted as present.

Consultants Tyler Glynn, BLAEDC, Jennifer Haskamp, Swanson-Haskamp Consulting & Kamp Real Estate (online), and Mary Devine-Johnson, Visit Brainerd (8:00 a.m.) were noted as present. Staff present were Executive Director Kramvik, Administrator Broyles, Finance Director Hillman, and HRA Director Charpentier.

Approval of Agenda

Commissioner Bieser stated that she needs to abstain from item 5E regarding Blockmetrix.

MOVED AND SECONDED BY COMMISSIONERS GRECUA AND SANDY, DULY CARRIED, TO APPROVE THE AGENDA.

Consent Calendar

Approval of Minutes
Financial Reports
Swanson Haskamp Report
DDBC Report
Visit Brainerd Report
EDA Priorities Update

MOVED AND SECONDED BY COMMISSIONERS SANDY AND BIESER TO APPROVE THE CONSENT CALENDAR.

Upon roll call, Commissioners Bieser, Grecula, Johnson, Kirsch, Sandy, and Yeager voted "aye". No commissioner voted "nay". The Chair declared the motion carried.

Unfinished Business

Consider Extension of Kamp Realty Brokerage Agreement

Jennifer Haskamp stated that the addendum would terminate addendum 1 regarding the Annex, and extend the termination date of the agreement to December 31, 2026, for exclusive right to sell.

Commissioner Johnson stated that there was an offer made on the Annex, he wondered what the Annex is worth.

Jennifer Haskamp stated that an appraisal is fairly accurate. She stated that depending on what the City was willing to put into the building prior to the sale would affect the price and how the building would be listed.

Commissioner Bieser asked about the appropriate time to talk about the HRA's proposal for the Wright Street property.

HRA Director Charpentier stated that the HRA Board has expressed interest in the parcels in the Wright Street Extension. The HRA has engaged with two developers regarding the extension. The HRA is working toward something, but there is nothing in writing. They would like the opportunity to exclude the Wright Street properties if the HRA brings developers forward.

Jennifer Haskamp stated that the request from the HRA has only been communicated in the last few days. She stated that the way the contract is written currently, there would need to be rewrites as currently Kamp Real Estate has exclusive right to sell. She questioned how the first point of contact would be determined. She is not opposed to changes, but it needs to be adjusted.

Commissioner O'Day asked for clarification on why specifically the Wright Street properties. He knows that the City has talked about housing, but he doesn't think it's the greatest spot. He stated that this feels like two partners being pitted against each other. He believes that both organizations could work together.

Commissioner Bieser asked about commission for the HRA.

Chair O'Day stated that the HRA would not be looking for commission. They are looking to develop housing with the least amount of resistance. These lots could provide that. He believes that Kamp Realty has been valuable thus far, and the EDA should only move forward if there is a balance for both entities.

Commissioner Johnson asked whether it is a challenge to convey that the City has a broker.

HRA Director Charpentier stated that the HRA believes there is a good opportunity for housing on Wright Street. He stated that it is not a challenge to present that the City has a broker, it is just more money that a developer would need to develop housing in the City. The HRA is more than willing to work with the City, EDA, and Park Board to pursue other properties.

Commissioner O'Day asked about the end of the contract, and stated that a year isn't very long in the development world to wait.

Commissioner Sandy stated he is struggling with the suitability of the land use as single family housing. The land is in the Industrial Park.

Commissioner Bieser stated it does fit for workforce housing.

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND BIESER, DULY CARRIED, TO EXTEND THE TERMINATION DATE OF THE CONTRACT TO DECEMBER 31ST, 2025; FURTHER, TO DIRECT STAFF TO WORK TOGETHER WITH KAMP REAL ESTATE TO DEVELOP AN AGREEABLE CONTRACT EXTENSION THAT MAY INCLUDE THE HRA.

Discuss Purchase and Development Agreement for Industrial Park Dermatology Clinic

Jennifer Haskamp stated that significant progress has been made with River Birch on a draft Purchase and Development Agreement. This use has been permitted in the Industrial Park. Kamp has been negotiating with the developer, and a few details need to be worked out with the EDA. The details include: option agreement, term for the option property on lot three being five years after completion of

phase one to begin development of phase two, the certificate of occupancy issued within twenty-four months, and employment requirements due to the incentive program.

Chair Yeager addressed the option property term. He stated that he thought the City Council approved five years.

Commissioner O'Day asked to clarify that lot three would require a building, not just a parking lot.

Jennifer Haskamp stated that the structure of the five years is more important than the term. Lot three would not be transferred until the term. The term would start after phase one has received its occupancy certificate. Lot three would still require economic development, it could not be a parking lot.

The Commission generally agreed with a twenty-four-month occupancy requirement.

Chair Yeager stated that he is not a fan of conceptual plans to append the PDA. He requests that the plans be closely related to the scope of work. He would be looking for 50-60% plans which would include floor plan, site plan, and elevation plans.

Commissioner Sandy asked whether the City would be protected within the PDA in terms of financial security. He agrees with Chair Yeager's opinion of conceptual plans.

Commissioner Grecula stated that the SBA loan would require all of these terms.

Community Development Director Kramvik stated that the landscape plans would be a part of the permitting process.

Jennifer Haskamp stated that the challenge with a PDA with the incentive program is that the value needs to meet certain standards. She stated that a site plan like is utilized for a CUP makes sense.

Commissioner Johnson asked to clarify if the clinic plans on expanding.

Jennifer Haskamp stated that the building would be constructed to accommodate two additional providers and staff for each. However, initially they would transition with only their current staff.

Commissioner Johnson stated that he is comfortable with maintaining current level of jobs and employment.

Jennifer Haskamp asked about the terms of maintaining the employment.

Commissioner Johnson stated that five years would be an appropriate number.

Tyler Glynn, BLAEDC, stated that five years is the State guideline.

MOVED AND SECONDED BY COMMISSIONERS JOHNSON AND O'DAY, DULY CARRIED, TO CANCEL THE SPECIAL MEETING SCHEDULED FOR SEPTEMBER 10TH, 2025.

Review SEO Keywords

Jennifer Haskamp stated that the online presence of property listings and the EDA website need to be bolstered. The consultants are working to make these websites “hit”. The EDA is not currently in a “pay per click” strategy that could be included in the 2026 contracts. The EDA needs to ensure that the web pages are continually updated.

Commissioner O’Day asked about the cost of a pay per click campaign.

Mary Devine-Johnson stated that the keyword campaign has already started for the EDA. The EDA is spending about \$500 and \$600 dollars per month. This has happened within the last 45 days. There is organic and paid campaigns currently. She recommends one consultant handling this but adding keywords all of the consultants see as appropriate.

Consider Childcare Incentive Policy

Executive Director Kramvik gave an overview of the proposed Childcare Incentive Policy.

MOVED AND SECONDED BY COMMISSIONERS SANDY AND JOHNSON, DULY CARRIED, TO RECOMMEND APPROVING THE CHILDCARE INCENTIVE POLICY.

Review VCV/Blockmetrix Purchase and Development Agreement

Executive Director Kramvik stated that a joint meeting was held on May 8th to discuss a request by BlockMetrix to extend the purchase of power agreement. At that time, the Council and Commissions proposed language for an updated agreement for Staff and Attorney’s to draft. The agreement has still not been executed by BlockMetrix. He also gave an overview of the options that the EDA has regarding the Purchase and Development Agreement.

Commissioner O’Day stated that his general feeling is to send a letter on October 27th. He also stated that the Council, Public Utilities Commission, and EDA agreed at their joint meeting in May that BPU would take the lead on the agreements and the EDA and Council would follow up with their recourse.

Commissioner Johnson stated that he would like to reevaluate in December. He would like to get direction from the Public Utilities Commission.

New Business

Discuss Consultant Contracts

Executive Director Kramvik gave an overview of the consultant contracts. The difference in revenues prior to the final levy is expected to be about \$15,000. The City Council is considering keeping the EDA levy the same as 2025 in 2026. Staff recommends working with the consultants to start negotiations and developing action steps for 2026 agreements to be approved at a future meeting.

Commissioner Johnson stated that the recommendation to hold the EDA levy flat was due to not foreseeing the need for an increase. If there are things for Council to consider in increasing the amount please contact your Council Members.

Staff Reports

Executive Director Kramvik gave an overview of the Planning Commission meeting agenda.

HRA Executive Director Charpentier stated that the Brainerd HRA has submitted a grant request to MN Housing for Outlots E & F. The HRA hopes to hear back in the end of September. They also continue to work with the developer of Eight05 Laurel, this is a priority for the developer. They are working with BLAEDC to gain interest from businesses who have tax liability to purchase tax credits.

Tyler Glynn, BLAEDC, stated that they are working to arrange the CTC visit. The visit at First Impressions was great. Finally, he stated that Ms. Westbrook from CTC was on the House Floor to provide testimony on the impact of fiber on rural communities.

Adjourn

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

The Authority adjourned at 8:37 a.m.

Respectfully Submitted by
Toni Gage

Financial Report for EDA

As of October 31, 2025

	Cash & Investments	Receivable Balance	Deferred Loans (as of 12/31/24) **	Awarded Grants
General Funds:				
EDA Fund - #295	\$ 80,194	\$ -	\$ -	\$ -
Total	\$ 80,194	\$ -	\$ -	\$ -
CDBG (Housing/Commerical (Slum & Blight/Federal Objective)):				
Downtown - #298	\$ 3,251	\$ 2,601	\$ 222,897	\$ -
SE Brainerd - #215	14,268	-	26,967	-
NE Brainerd - #218	-	-	151,271	-
2024 SE Brainerd	(113,391)	-	164,201	-
Willows Project - #209	-	-	47,286	-
Old Housing - #209	2,790	-	-	-
Local Income - #275	134,885	10,652	7,900	-
Total	\$ 41,803	\$ 13,254	\$ 620,523	\$ -
Federal & State MIF (Commerical (Jobs)):				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	19,318	-	-	-
Total	\$ 19,318	\$ 646,427	\$ -	\$ -
Grand Total	\$ 141,315	\$ 659,681	\$ 620,523	\$ -

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

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

Fund 295 EDA FUND

GL Number	Description	PERIOD ENDED 10/31/2024	PERIOD ENDED 10/31/2025
*** Assets ***			
295-0000-10100	CASH	71,440.23	80,193.56
295-0000-10700	DELINQUENT TAX RECEIVABLE	7,003.02	8,391.61
295-0000-11500	ACCOUNTS RECEIVABLE	0.00	456.00
295-0000-16160	FA-LAND HELD FOR RESALE	460,396.74	460,396.74
Total Assets		538,839.99	549,437.91
*** Liabilities ***			
295-0000-20600	DEPOSITS PAYABLE	763.49	4,673.29
295-0000-22200	DEFERRED REVENUE	460,396.74	460,396.74
295-0000-22210	DEFERRED TAXES RECEIVABLE	3,473.95	5,632.88
Total Liabilities		464,634.18	470,702.91
*** Fund Balance ***			
295-0000-28900	FUND BALANCE/EQUITY ACCT	80,283.50	106,427.00
Total Fund Balance		80,283.50	106,427.00
Beginning Fund Balance		80,283.50	106,427.00
Net of Revenues VS Expenditures		(6,077.69)	(27,692.00)
Ending Fund Balance		74,205.81	78,735.00
Total Liabilities And Fund Balance		538,839.99	549,437.91

PERIOD ENDING 10/31/2025

GL NUMBER	DESCRIPTION	ACTIVITY FOR		YTD BALANCE	% BDGT USED
		2025 MONTH	10/31/2025	10/31/2025	
		AMENDED BUDGET	CREASE (DECREASE)	NORMAL (ABNORMAL)	
Function: Unclassified					
Revenues					
TAXES & PENALTIES					
295-0000-31010	CURRENT AD VALOREM	186,812.00	0.00	104,600.11	55.99
295-0000-31020	DELINQUENT AD VALOREM	0.00	0.00	1,744.84	100.00
TAXES & PENALTIES		186,812.00	0.00	106,344.95	56.93
OTHER REVENUE					
295-0000-36210	INTEREST INCOME	550.00	0.00	1,503.96	273.45
OTHER REVENUE		550.00	0.00	1,503.96	273.45
TOTAL REVENUES					
		187,362.00	0.00	107,848.91	57.56
Expenditures					
SERVICES					
295-6510-43300	PROFESSIONAL SERVICES	162,100.00	13,509.01	122,997.76	75.88
295-6510-43361	INS - GENERAL LIABILITY	142.00	0.00	127.76	89.97
295-6510-43434	ECONOMIC INITIATIVES	15,000.00	0.00	7,065.39	47.10
295-6510-43435	BOOKS/PAMPHLETS/DUES	5,350.00	0.00	5,350.00	100.00
SERVICES		182,592.00	13,509.01	135,540.91	74.23
TOTAL EXPENDITURES					
		182,592.00	13,509.01	135,540.91	74.23
Total - Function Unclassified					
		4,770.00	(13,509.01)	(27,692.00)	580.55
TOTAL REVENUES - FUND 295					
		187,362.00	0.00	107,848.91	57.56
TOTAL EXPENDITURES - FUND 295					
		182,592.00	13,509.01	135,540.91	74.23
NET OF REVENUES & EXPENDITURES					
		4,770.00	(13,509.01)	(27,692.00)	580.55

12/01/2025 10:24 AM
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DB: Brainerd

CHECK DISBURSEMENT REPORT FOR CITY OF BRAINERD
CHECK DATE FROM 05/01/2025 - 10/31/2025

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Check Date	Bank	Check #	Invoice	Payee	Description	Account	Dept	Amount
Fund: 295 EDA FUND								
05/07/2025	BB	101236	APR 2025	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,084.00
05/07/2025	BB	101250	APR 2025	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	833.34
05/07/2025	BB	101267	40001339/1ST HALF 2	LEAGUE MN CITIES C/O BERKLEY	INS - GENERAL LIABILITY	43361	6510	72.24
05/07/2025	BB	101291	APR 2025	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.67
05/07/2025	BB	101295	APR 2025	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	5,258.33
06/04/2025	BB	101459	MAY 2025	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,084.00
06/04/2025	BB	101469	MAY 2025	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	833.34
06/04/2025	BB	101484	3556306	KUTAK ROCK LLP	DEPOSITS PAYABLE	20600	0000	456.00
06/04/2025	BB	101515	MAY 2025	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.67
06/04/2025	BB	101516	5/20/25	U.S. BANK USPS	DEPOSITS PAYABLE	20600	0000	32.70
06/04/2025	BB	101520	MAY 2025	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	5,258.33
07/09/2025	BB	101712	JUNE 2025	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,084.00
07/09/2025	BB	101735	JUNE 2025	DESTINATION DOWNTOWN BRAINERD COALI	PROFESSIONAL SERVICES	43300	6510	833.34
07/09/2025	BB	101788	JUNE 2025	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.67
07/09/2025	BB	101794	JUNE 2025	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	5,258.33
08/06/2025	BB	101901	JULY 2025	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,084.00
08/06/2025	BB	101920	JULY 2025	DESTINATION DOWNTOWN BRAINERD COALI	PROFESSIONAL SERVICES	43300	6510	833.34
08/06/2025	BB	101958	JULY 2025	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.67
08/06/2025	BB	101964	JULY 2025	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	5,258.33
08/20/2025	BB	102017	8/11/25	A W RESEARCH LABORATORY	ECONOMIC INITIATIVES	43434	6510	5,000.00
08/20/2025	BB	102071	40001339/3RD QTR25	LEAGUE MN CITIES C/O BERKLEY	INS - GENERAL LIABILITY ADMIN	43361	6510	36.12
09/03/2025	BB	102113	AUG 2025	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,084.00
09/03/2025	BB	102114	AUG 2025	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	5,258.33
09/03/2025	BB	102127	AUG 2025	DESTINATION DOWNTOWN BRAINERD COALI	PROFESSIONAL SERVICES	43300	6510	833.34
09/03/2025	BB	102161	AUG 2025	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.67

Check Date	Bank	Check #	Invoice	Payee	Description	Account	Dept	Amount
Fund: 295 EDA FUND								
10/08/2025	BB	102334	SEPT 2025	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,084.00
10/08/2025	BB	102346	SEPT 2025	DESTINATION DOWNTOWN BRAINERD COALI	PROFESSIONAL SERVICES	43300	6510	833.34
10/08/2025	BB	102396	SEPT 2025	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	2,916.67
10/08/2025	BB	102401	SEPT 2025	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	5,258.33
					Total for fund 295 EDA FUND			78,151.10

TRANSACTIONS FROM 05/01/2025 TO 10/31/2025

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 295 EDA FUND							
05/01/2025			295-0000-10100 CASH		BEG. BALANCE		62,276.88
05/31/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2610		1,416.67	60,860.21
06/18/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT-70%	2638	64,908.73		125,768.94
06/30/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2653		1,416.67	124,352.27
06/30/2025	GJ	JE	TO ALLOCATE 2ND QTR INTEREST	2656	337.62		124,689.89
07/03/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2668	38,677.49		163,367.38
07/31/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2683		1,416.67	161,950.71
08/31/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2704		1,416.67	160,534.04
09/30/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2721		1,416.67	159,117.37
09/30/2025	GJ	JE	ALLOCATE 3RD QTR INTEREST	2725	643.96		159,761.33
10/31/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2750		1,416.67	158,344.66
10/31/2025			295-0000-10100	END BALANCE	104,567.80	8,500.02	158,344.66
05/01/2025			295-0000-10700 DELINQUENT TAX RECEIVABLE		BEG. BALANCE		8,391.61
10/31/2025			295-0000-10700	END BALANCE	0.00	0.00	8,391.61
05/01/2025			295-0000-16160 FA-LAND HELD FOR RESALE		BEG. BALANCE		460,396.74
10/31/2025			295-0000-16160	END BALANCE	0.00	0.00	460,396.74
05/01/2025			295-0000-20600 DEPOSITS PAYABLE		BEG. BALANCE		(4,705.99)
10/31/2025			295-0000-20600	END BALANCE	0.00	0.00	(4,705.99)
05/01/2025			295-0000-22200 DEFERRED REVENUE		BEG. BALANCE		(460,396.74)
10/31/2025			295-0000-22200	END BALANCE	0.00	0.00	(460,396.74)
05/01/2025			295-0000-22210 DEFERRED TAXES RECEIVABLE		BEG. BALANCE		(5,632.88)
10/31/2025			295-0000-22210	END BALANCE	0.00	0.00	(5,632.88)
05/01/2025			295-0000-31010 CURRENT AD VALOREM		BEG. BALANCE		(2,708.05)
06/18/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT-70%	2638		63,726.04	(66,434.09)
07/03/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2668		38,165.19	(104,599.28)
07/03/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2668		0.83	(104,600.11)
10/31/2025			295-0000-31010	END BALANCE	0.00	101,892.06	(104,600.11)
05/01/2025			295-0000-31020 DELINQUENT AD VALOREM		BEG. BALANCE		(50.68)
06/18/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT-70%	2638		1,141.36	(1,192.04)
06/18/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT-70%	2638		41.33	(1,233.37)
07/03/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2668		493.62	(1,726.99)
07/03/2025	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	2668		17.85	(1,744.84)
10/31/2025			295-0000-31020	END BALANCE	0.00	1,694.16	(1,744.84)
05/01/2025			295-0000-36210 INTEREST INCOME		BEG. BALANCE		(522.38)
06/30/2025	GJ	JE	TO ALLOCATE 2ND QTR INTEREST	2656		337.62	(860.00)
09/30/2025	GJ	JE	ALLOCATE 3RD QTR INTEREST	2725		643.96	(1,503.96)
10/31/2025			295-0000-36210	END BALANCE	0.00	981.58	(1,503.96)
05/01/2025			295-6510-43300 PROFESSIONAL SERVICES		BEG. BALANCE		41,943.70
05/31/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2610	1,416.67		43,360.37
06/30/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2653	1,416.67		44,777.04
07/31/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2683	1,416.67		46,193.71
08/31/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2704	1,416.67		47,610.38
09/30/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2721	1,416.67		49,027.05
10/31/2025	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	2750	1,416.67		50,443.72
10/31/2025			295-6510-43300	END BALANCE	8,500.02	0.00	50,443.72
05/01/2025			295-6510-43361 INS - GENERAL LIABILITY		BEG. BALANCE		19.40
10/31/2025			295-6510-43361	END BALANCE	0.00	0.00	19.40
05/01/2025			295-6510-43435 BOOKS/PAMPHLETS/DUES		BEG. BALANCE		5,350.00
10/31/2025			295-6510-43435	END BALANCE	0.00	0.00	5,350.00
GRAND TOTALS:					113,067.82	113,067.82	104,361.61

Subject	Start Date	Companies	Notes	Due Date	Date Completed	% Complete	Status
Use EDA funds to create programs in other locations similar to Destination Downtown	1/1/2025	CITY STAFF	Created Central Business District Incentive Policy April 3rd workshop discussed EDA funds Funds for 2025 and 2026 will be used for the Washington Street mitigation plan, façade grant program, and signage improvements on Washington Street and downtown. EDA to discuss funds for Washington Street mitigation plan at the June 5th meeting Sign Standards to be reviewed at the September 20th Planning Commission meeting EDA will review a grant program for façade and signage at the December 4th meeting EDA will be provided an update on Washington Street mitigation plan - 9/4	12/31/2026		50%	In Progress
Comprehensive plan for Downtown	1/1/2026	SHC	2026 Project	12/31/2026		0%	Not Started
Implement grant program to improve business signage in the downtown	1/1/2025	BLAEDC/ CITY STAFF	Improved signage discussed at April 3rd Workshop. Discussion of a signage grant will occur after the Planning Commission reviews signage standards. Planning Commission to discuss sign standards at the June 18th meeting. Planning Commission continues to discuss signage standards - 8/20 Planning Commission will conduct public hearing for proposed sign ordinance on 9/17. City Council approved sign ordinance - 10/20 EDA to review grant program - 9/4	3/5/2026		75%	In Progress

Create a program & contract for private property owners to list under-utilized properties on the EDA website	SHC	SHC presented and held a preliminary discussion for a private property listing portal - 6/5 SHC to present final property listing portal to EDA - 12/4 Staff will mail letters after completion of listing portal	25%	In Progress
Prepare inventory for privately held and city-owned properties to market for infill	SHC/ CITY STAFF	SHC has created list of city and private vacant properties City Staff conducting thorough review of all vacant properties in Brainerd - Fall 2025 City Staff compiled vacant property list - 9/30 Staff will mail letters after completion of listing portal	50%	In Progress
Explore relocation of James St mobile home park	CITY STAFF	Staff spoke with property owners in 2024 regarding potentially listing the property on the EDA website for developers - property owners were interested SHC is currently working on a app for private property owners to list properties	10%	In Progress
Sale of industrial park properties	KAMP/ CITY STAFF	Brokerage signs installed October 2024 LOI reviewed by EDA Board for dermatology clinic for lots 1,2, and 3, block 5 Thiesse Industrial Park - 6/5/2025 City Council approved Ordinance 1588 allowing clinics in the General Industrial District - 7/22/2025	0%	In Progress

VCV/ Blockmetrix Purchase and Development Agreement		City Staff	EDA approved revised plans and PDA with Blockmetrix - 2/14 Blockmetrix requested extension of purchase power agreement at the BPU Commission - 4/29 Held special meeting with BPU Commission, EDA, and City Council for parameters of PPA agreement - 5/8 BPU sent revised PPA agreement to Blockmetrix for review - 7/2 Virtual meeting with Blockmetrix canceled by Blockmetrix - 7/29 Virtual meeting held with Blockmetrix - 8/15 BPU Commission reviewed Blockmetrix redline contract - 9/30 BPU Commission denied Blockmetrix changes to the contract - 9/30 BPU Commission has not made a formal action Blockmetrix e-mailed staff to set up meeting - 11/29			25%	In Progress
Develop & propose programs to address childcare needs	1/1/2025	CITY STAFF	Staff presented findings from the 2025 childcare tours to the EDA at the April 3rd Workshop The EDA provided comments to staff at the April 3rd Workshop - potentially waive some permit fees but not SAC & WAC Staff presented policy language at the June 5th EDA meeting EDA proposed waiving \$450,000 in building permit valuation fees (commercial and home childcare centers) - 6/5 Staff to present incentive policy to EDA Board - 9/4 City Council approved policy - 9/15 City Staff mailed flyers to all commercial childcare centers and home daycares - 11/25	3/5/2026	12/1/2025	100%	Complete

Conduct quarterly EDA business tours	1/1/2025	BLAEDC/ CITY STAFF	City Staff asked BLAEDC to set up a potential tour at CTC City Staff reached out to a business in May 2025 for a tour of the property - tour availability did not work out EDA toured First Impressions - 7/22 EDA toured CTC - 9/24 Staff setting up tour of Brainerd Airport	12/31/2025	50%	In Progress
Host round table developer event	1/1/2025	BLAEDC/ SHC	Staff has discussed a roundtable event for developers to be held in the Fall of 2025 Discussion topics: EDA website, available City of Brainerd property, property owner listed lots for sale on new EDA app. Discussed plans for round table event at the June consultants meeting. Staff created contact list of developers - 11/25 Scheduled developer round table event - 12/18	12/31/2025	50%	In Progress
Create a marketing strategy and campaign for available Brainerd properties	1/1/2025	VISIT BRAINERD	SHC presented preliminary listing portal - 6/5 SHC to present listing final listing portal and seek EDA approval - 9/4	12/31/2025	50%	In Progress
COMPLETE 2025						
Tour childcare facilities	1/1/2025	CITY STAFF	City Staff and two EDA board members toured the YMCA, Stepping Stones, and TCC in the first quarter of 2025	4/3/2025	9/17/2025 100%	Complete

Work with ISD 181 to develop parcel North of Buffalo Hills park	CITY STAFF	City Staff met with school district and presented ideas at their long-range planning committee Staff worked with a developer in 2024 to potentially develop the site – developer is no longer interested in affordable housing project for this year School District listed property for sale in 2025 Staff has made developers aware of the property and potential uses Property purchased by developer - August 2025 Staff met with developer to discuss process and upcoming meetings - 8/11 Property purchased by developer	12/1/2025	100%	Complete
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MEMO

TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: December 4th, 2025

RE: Washington Street Mitigation Plan Update

INTRODUCTION

At the April 3rd EDA workshop meeting, the Board reviewed the Washington Street Mitigation Plan from the BLAEDC and the Chamber.

The Washington Street Reconstruction project, set for 2026-2027, is a once-in-a-generation investment in Brainerd's future. While this large-scale project will bring much-needed improvements, it will also create significant challenges for businesses. The goal is to ensure the businesses remain strong contributors to Brainerd's economic vitality throughout the construction period.

At the June 5th EDA meeting, the Board preliminarily approved \$20,000 in funding for 2026 and \$10,000 in funding for 2027.

Staff have attached the original proposal from the Chamber. Matt Kilian will provide an update on the plan and discuss other funding sources that the Chamber has been gathering.



To: Brainerd EDA

From: Brainerd Lakes Chamber of Commerce & BLAEDC

RE: Mitigation Plan to Help Businesses Navigate Washington St. Reconstruction

Project Overview

The Washington Street Reconstruction project, set for 2026-2027, is a once-in-a-generation investment in Brainerd's future. While this large-scale project will bring much-needed improvements, it will also create significant challenges for businesses. Our goal is to ensure they remain strong contributors to Brainerd's economic vitality throughout the construction period.

The Brainerd Lakes Chamber and BLAEDC, in partnership with the City of Brainerd and MNDOT, are creating a two-year Mitigation Plan to help all businesses stay informed, connected, and resilient. This initiative will provide clear updates, a strong branding effort to maintain public confidence, and direct support for businesses navigating the disruption.

Given the scope of this project, we believe the Chamber and BLAEDC are well-positioned to execute this plan, drawing on past success with efforts like Destination Downtown, a business competition that ran from 2017 to 2019 and successfully filled about 20 empty storefronts in downtown Brainerd. This initiative raised awareness, shifted community sentiment from negative to positive, and generated excitement and funding for revitalization efforts.

Mitigation Strategies

Strong, Positive Brand

A consistent, memorable brand will reinforce the project's long-term benefits and encourage community buy-in. Instead of positioning this as a short-term inconvenience, the branding will focus on the improvements and economic growth that will result.

Centralized Web & Social Media Hub

A dedicated website and social media channels will provide real-time updates, targeting both businesses and community members, including:

- *Construction timelines and progress reports*
- *Detour and navigation resources*
- *Business promotion and engagement strategies*
- *FAQs and best practices for managing disruption*

Business Liaison & Direct Support

Pending funding or the inclusion of a bid requirement, we will secure a dedicated liaison to serve as the primary contact between businesses, MNDOT and contractors, ensuring:

- *Real-time communication and problem-solving*
- *Regular check-ins with impacted businesses*
- *A trusted advocate to relay concerns and coordinate responses*

Business Workshops & Expert Guidance

Free workshops will equip businesses with tools to prepare and adapt, including:

- *Keeping customers engaged during construction*
- *Adjusting operations to maintain revenue*
- *Expanding online sales and marketing strategies*

Community Engagement Efforts

To sustain business visibility, we will explore:

- *Special promotions and incentives to encourage local shopping*
- *Events that drive foot traffic despite construction*

Business-Led Steering Committee

A committee of business leaders and marketing professionals would shape and guide this initiative, ensuring the approach remains practical and responsive to business needs. We would propose that the EDA and City acknowledge the Chamber and BLAEDC as the primary organizations responsible for leading this effort, with an elected official serving on the committee.

Grant Programs & Business Assistance

We understand the EDA may explore funding opportunities to assist businesses with hardship and other physical improvements. If funds are secured, we would help promote and facilitate:

- *Façade improvement grants to offset construction impacts*
- *Infrastructure assistance for businesses needing physical modifications*
- *Rent and utility assistance for those experiencing financial hardship*

Tentative Budget

Element	2026 Cost	2027 Cost
Branding & Marketing	\$10,000	\$5,000
Website & Social Media	\$15,000	\$5,000
Business Liaison	\$40,000	\$40,000
Business Workshop Series	\$10,000	\$0
Promotions & Events	\$10,000	\$10,000
Project Administration	\$5,000	\$5,000
Total Estimated Cost	\$90,000	\$65,000

These are estimates only. Potential funders include the Brainerd EDA, partner organizations, area foundations, and the business community.

Next Steps & EDA Feedback Requested

The Brainerd Lakes Chamber and BLAEDC are committed to coordinating this project, but we would like your feedback on:

- *Reactions to the proposed mitigation strategies*
- *Additional ideas to help businesses navigate construction successfully*
- *The level of EDA involvement and any potential funding support*
- *Suggestions for additional funding sources or partnerships*

We appreciate your time and consideration. With thoughtful planning, partnership and investment, we will ensure Brainerd businesses not only survive this transition but emerge stronger in the long run.

Prepared March 17, 2025, by:

Matt Kilian, President

Brainerd Lakes Chamber of Commerce

Direct: (218) 822-7111

Cell: (320) 267-1756

Email: matt@brainerdlakeschamber.com

Tyler Glynn, Executive Director

BLAEDC

Direct: (218) 828-0096

Cell: (218) 851-2779

Email: tglynn@blaedc.com

November 26, 2025

City of Brainerd EDA
501 Laurel Street
Brainerd, MN 56401

RE: Interest in Parcel# 41310501 – 26 Acres

Central Minnesota Housing Partnership, Inc. (CMHP) is a private nonprofit organization working in 16 counties in Central Minnesota to provide, improve and increase affordable housing for low to moderate income families and individuals. We develop and preserve affordable rental housing, single family housing, manage our own properties and administer affordable housing programs such as the Small Cities Development Program. We have provided most of these services since 1993 when we were incorporated. Since that time, CMHP has developed and preserved 38 apartment / townhome complexes which include 980 units. Locally, we own Timberland Townhomes in Brainerd.

Most of our properties utilize the Low-Income Housing Tax Credit (LIHTC) program through Minnesota Housing Finance Agency (MHFA). The funds are secured through a competitive application which comes around annually in July with awards announced in December. CMHP submits at least two applications per year as the competition for funding is very competitive. CMHP is interested in partnering with the Brainerd HRA on securing Parcel# 41310501 (Exhibit A) which is a 26-acre parcel North of Wright Street. It is my understanding this property is currently owned by the Brainerd EDA. If given the opportunity to secure the land, CMHP is interested in working with the Brainerd HRA on applying to MHFA for LIHTC funding in July 2026. If funded, the closing would take place in late 2027 at which time construction could begin.

The proposed project would include a family designated multifamily apartment building (Exhibit B). We would anticipate the development to have approximately 50 units containing one, two, three, and four bedroom units. We would want to partner with the Brainerd HRA to secure rental assistance if applicable. As you can see from the current layout, we anticipate putting detached garages next to the data mining parcel to help alleviate some of the noise (we will do a noise analysis). The building concept may include but are not limited to: a common area community room, in unit washers and dryer, one garage for each unit, playground, and built to a standard that reduces energy consumption. Based on our current housing demand in the area, an affordable rental property like this would be in high demand.

CMHP would be interested in securing a Exclusive Letter of Intent for the development of an affordable rental property on the 26-acre parcel. The development proposed is just a preliminary design and is subject to change based on funding priorities. If you have any additional questions, please feel free to contact me at (320) 258-0671 or by email at Deanna@cmhp.net.

Sincerely,



Deanna Hemmesch
Executive Director



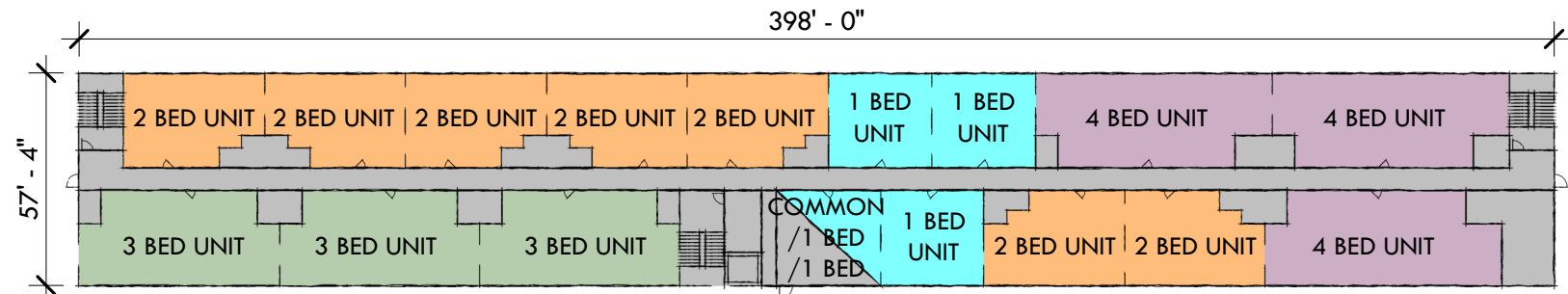
These data are provided on an "AS-IS" basis, without warranty of any type, expressed or implied, including but not limited to any warranty as to their performance, merchantability, or fitness for any particular purpose.

Wright Street Extension Brainerd HRA

Date: 7/16/2025 Time: 8:08 AM



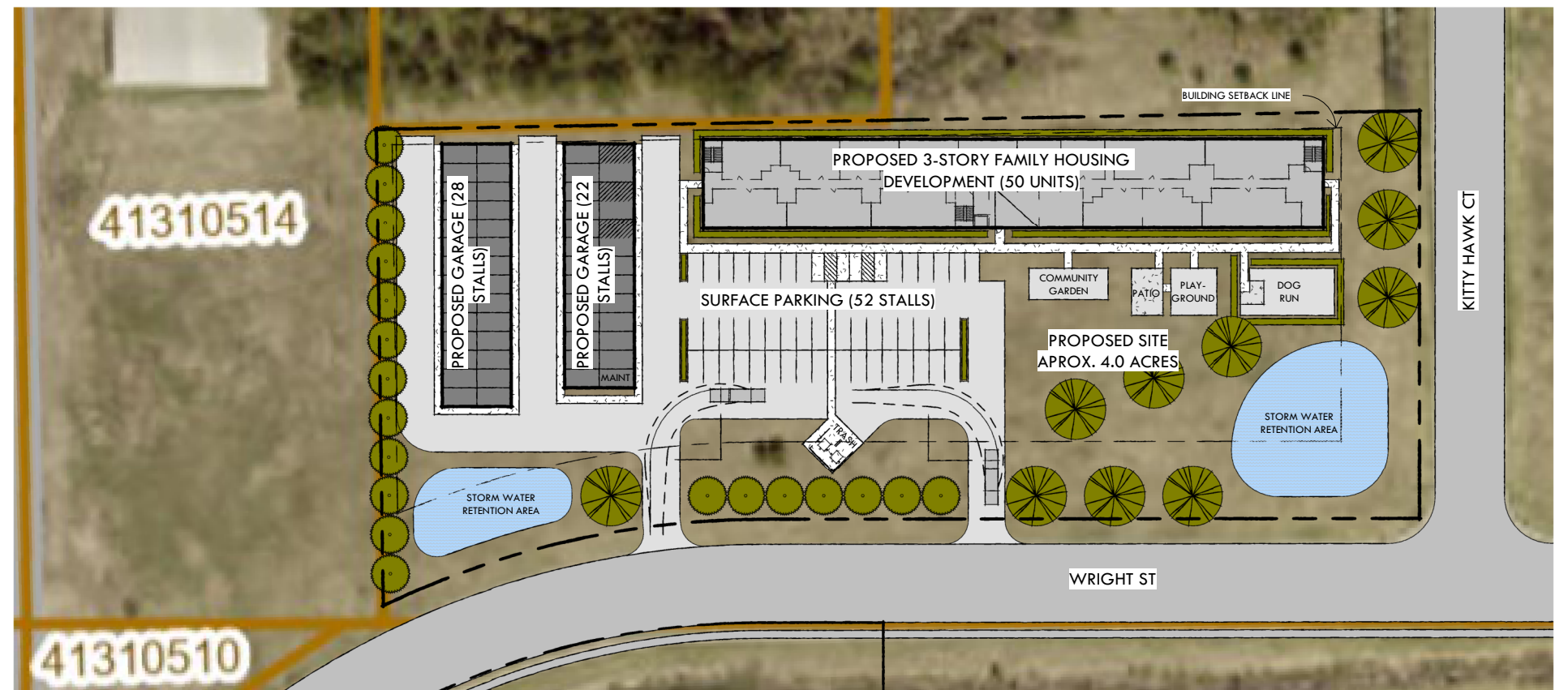
3 FRONT ELEVATION
1" = 50'-0"



2 50 UNIT 3 STORY APARTMENT TYPICAL FLOORPLAN
1" = 50'-0"

UNIT MATRIX

Unit Size	1st Flr	2nd Flr	3rd Flr	Total	% of total	Max/Min
1 Bed	3	4	4	11	22%	25% Max
2 Bed	7	7	7	21	42%	
3 Bed	3	3	3	9	36%	33% Min
4 Bed	3	3	3	9		
Total	16	17	17	50		



1 SITE PLAN - WRIGHT ST - SITE A
1" = 100'-0"



MEMO

To: Members of Brainerd EDA

CC: James Kramvik, Community Development Director

From: Jennifer Haskamp, AICP, Kamp

Date: November 26, 2025

RE: Exclusive Right-to-Sell Listing Agreement for 2026

Summary of Proposed 2026 Listing Contract

Kamp Real Estate & Development, LLC (“Kamp”) has prepared a Listing Contract for 2026 to supersede the previous listing contract and addenda entered in 2024/2025. The prior contract was executed in 2024 with subsequent addenda to add/remove listings and to extend the contract date. The active contract termination date is December 31, 2025.

At the September meeting the EDA considered a request from the HRA to exclude the Wright Street Extension property (or portions of) from the exclusivity contract and therefore not pay real estate commissions if the HRA found a buyer. Kamp, City Staff and the HRA discussed how this arrangement could work after the meeting, and based on Kamp’s understanding of the HRA’s objectives, it would be difficult to enter into a “shared” listing agreement. Therefore, Kamp has removed the portion of the Wright Street Extension from the listing agreement that the HRA has the most interest in pursuing for a residential development, which is denoted in the contact exhibit with a strikethrough.

City Staff requested that an addition to the listing agreement be made to include Lot 2 Block 6 of the Thiesse Industrial Park Addition in the contract, which has been added. If approved, Kamp and SHC will prepare marketing materials, add the listing to MNCAR and include it on the online listing portal.

The other terms of the contract remain unchanged. Given the addenda associated with the original contract it is cleaner to simply execute a new contract for 2026. Additionally, this will allow for the contract to align with the EDA’s regular process for review of contracts at the end of each calendar year.

EXCLUSIVE RIGHT TO SELL AGREEMENT

This **EXCLUSIVE RIGHT TO SELL AGREEMENT** (the “**Agreement**”) is entered into on **January 1, 2026** (the “**Effective Date**”), by and between Kamp Real Estate and Development, LLC (“**Kamp**”) and the **City of Brainerd Economic Development Authority** (“**Brainerd EDA**”). Whereas, the Brainerd EDA is the owner of the Properties (as hereinafter defined), and Brainerd EDA wishes to hire Kamp as its sole and exclusive agent with the exclusive right to procure the sale of all or any portion of the Property, and Kamp wishes to accept such engagement. Now therefore, in consideration of the mutual promises herein set forth, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. **Kamp as Exclusive Selling Agent.** Brainerd EDA hereby appoints Kamp as the **sole and exclusive agent** with the exclusive right to procure the sale of the real properties legally described on Exhibit A, attached hereto and made a part hereof, with all improvements now or hereafter made on or to the real properties (collectively, the “**Property**”). Brainerd EDA agrees to promptly disclose to Kamp any personal property to be included in the sale or lease. Brainerd EDA hereby authorizes Kamp to insert or correct the legal description over Brainerd EDA’s signature.
2. **Term of the Agreement.** The term of this Agreement shall commence as of the Effective Date and shall continue until the date on which either party terminates this Agreement upon thirty (30) days’ prior written notice to the other party; provided, however, that in the event that neither party terminates this Agreement, this Agreement will expire automatically on the date which is twelve (12) months after the Effective Date. The date that this Agreement shall either expire or earlier terminate shall hereinafter be referred to as the “**Termination Date**.”
3. **Terms of Sale.** The offering price of the Property shall be **Negotiable**, or any such other offering price as approved by Brainerd EDA, in Brainerd EDA’s sole and absolute discretion, which shall be payable, at the option of the purchaser, either in cash or in a combination of cash and the assumption of any existing assumable loan. Brainerd EDA and Kamp acknowledge and agree that Brainerd EDA may agree to accept any other price in Brainerd EDA’s sole and absolute discretion. Any offer to purchase the Property may contain normal and customary contingencies such as the purchaser’s approval of a preliminary title report, survey, soils test, feasibility study and existing leases.
4. **Negotiations and Cooperation.** All inquiries and offers which Brainerd EDA receives shall be promptly referred to Kamp and all negotiations shall be conducted solely by Kamp or under its direction. Brainerd EDA shall cooperate fully with Kamp and shall provide Kamp access to the Property at all reasonable times. The terms of all contracts of sale shall be subject to Brainerd EDA’s sole and absolute approval.
5. **Advertising.** Kamp is authorized to publish this listing or otherwise advertise on the Property and promote the sales of such property by signs, circulars and mailings, and by engaging in other appropriate forms of advertising, all of which shall be subject to the mutual agreement of Brainerd EDA and Agent as to its extent, form and content, and as to the sharing of the cost of such advertising. Brainerd EDA understands and agrees that the information contained in this Agreement or otherwise published for marketing purposes is not confidential, and will be available to third parties, including prospective purchasers, other members of Kamp who do not represent Brainerd EDA and who may represent prospective purchasers, and other parties granted access to Brainerd EDA’s listing information. Kamp may advertise that it sold the Property after the closing of a sale of the Property, as applicable, in which Kamp was involved.
6. **Cooperation With Other Brokers.** Brainerd EDA understands and agrees that Kamp may, when appropriate, cooperate with other licensed real estate brokers representing any potential purchaser (each, an “**Outside Broker**”). For the purposes of this Agreement, and in particular Section 7 hereof, the term “**Outside Broker**” shall also include other brokers or salespersons employed by or associated with Kamp who are not the Listing Agent(s) (as hereinafter defined).

7. Commissions.

NOTICE: THE COMPENSATION FOR THE SALE OR MANAGEMENT OF REAL PROPERTY SHALL BE DETERMINED BETWEEN EACH INDIVIDUAL BROKER AND THE BROKER'S CLIENT.

- a. With respect to a sale, Brainerd EDA shall cause the Purchaser to pay and Kamp shall earn and hereby agrees to accept a commission or commissions calculated in accordance with the rates and terms set forth on Exhibit B, attached hereto and made a part hereof, and payable pursuant to the provisions set forth in Section 8 of this Agreement.
- b. With regard to a sale, Brainerd EDA shall cause the Purchaser to pay a commission to Kamp upon the occurrence of one of the following events:
 - i. During the Term (A) Kamp, Brainerd EDA, or any other person or entity, including, but not limited to an Outside Broker, procures a purchaser who is ready, willing and able to purchase all or any portion of the Property on the terms set forth in Section 3 hereof, or on other terms acceptable to Brainerd EDA; or (B) Brainerd EDA, through any person or entity other than Kamp, enters into any other contract to transfer or exchange the all or any portion of the Property or any interest therein or grants an option to purchase all or any portion of the Property to any person or entity;
 - ii. Within one hundred eighty (180) days after Termination Date (the "**Protected Period**"), Brainerd EDA sells or contracts to sell or exchange, or grants an option to purchase the Property to any potential purchaser who made an offer on, was introduced to, visited, received information on, inquired about, or otherwise learned of the Property prior to the Termination Date (each, a "**Prospective Purchaser**"). For purposes of this Agreement, the term "Prospective Purchaser" includes the person or entity listed on the Protected List (as hereinafter defined) as well as any assignee, designee, successor, affiliate, subsidiary or related entity, including, but not limited to all members of the potential purchaser's immediate family, any legal entity in which potential purchaser or any member of potential purchaser's immediate family owns or controls, directly or indirectly, more than ten percent (10%) of the shares or interests therein, and any third party who is acting under the direction or control of any of the foregoing. Kamp shall submit a list of such Prospective Purchasers (collectively, the "**Protected List**") within seventy-two (72) hours after the Termination Date; or
 - iii. During the term of this Agreement, Brainerd EDA receives notice that an entity having the power of condemnation has condemned or intends to condemn all or a substantial portion of the Property; provided, all or a substantial portion of the Property is thereafter conveyed to or condemned by such entity either during or after the term of this Agreement.

8. **Agency/Dual Agency.** Brainerd EDA hereby authorizes Kamp (a) to appoint **Jennifer Haskamp** to act as Brainerd EDA's Listing Agent(s) (the "**Listing Agent(s)**"), and (b) at Kamp's discretion, to appoint other salespersons affiliated with Kamp as subagents to act on Brainerd EDA's behalf as and when needed (each, a "**Subagent**"). It is understood and agreed that this Agreement only creates an agency relationship between Brainerd EDA, Kamp, the Listing Agent(s) and any Subagent(s), and not with any other salespersons of Kamp. Any broker or salesperson other than Listing Agent(s) and any Subagent(s) will not be representing Brainerd EDA and may represent a potential purchaser.

Brainerd EDA agrees that if all or any portion of the Property is sold to a purchaser represented by one of Kamp's salespersons other than Listing Agent or Subagents appointed by Kamp, then Brainerd EDA consents to Kamp acting as a dual agent. Brainerd EDA understands and agrees that different salespersons affiliated with Kamp may represent different sellers/landlords in competing transactions involving the same purchaser/tenant. Brainerd EDA hereby consents to such representation and agrees that it shall not be considered action by Kamp that is adverse or detrimental to the interests of either seller, nor shall it be considered a conflict of interest on the part of Kamp. If Kamp acts as a dual agent, then Kamp shall be entitled to the entire commission payable under this Agreement plus any additional compensation Kamp may have negotiated with the purchaser. Acceptance of referral fees between salespersons affiliated with Kamp will not be considered action that is adverse or detrimental on the

part of the salespersons or Kamp, nor shall it be considered a conflict of interest by the salespersons or Kamp.

9. **Responsibility for Maintenance.** Kamp shall not be responsible for maintenance of the Property or for damages of any kind to the Property or its contents, including, but not limited to, vandalism and theft, unless Kamp caused such damage by its gross negligence. Brainerd EDA hereby releases and waives all rights, claims and causes of action against Kamp, except claims based on its negligence, for damages to the Property or its contents.
10. **Limitation of Liability.** Kamp is not responsible or liable in any manner for personal injury to any person or for loss or damage to any person's real or personal property resulting from any act or omission not caused by Kamp, including but not limited to injuries or losses caused by (a) other brokers, inspectors, appraisers, lenders, contractors, surveyors, engineers, and other persons who are authorized to access the Property, (b) acts of third parties, such as vandalism or theft, (c) freezing or broken water pipes, (d) a dangerous condition on the Property, and (e) the Property's non-compliance with any law or ordinance. Neither party shall be liable to the other party for any consequential, special, indirect, punitive, incidental, or exemplary damages in connection with this Agreement, even if a party has knowledge of the possibility of such damages.
11. **Indemnification.** To the extent allowed by law, Brainerd EDA shall indemnify, defend and hold harmless Kamp, its shareholders, affiliates, subsidiaries, officers, directors, employees, agents and licensors from any claims, lawsuits, damages, costs, losses, attorneys' fees, costs and related expenses (collectively, "**Liabilities**") arising from or incurred as a result of (a) Brainerd EDA's failure to disclose material information about the Property; (b) Brainerd EDA providing incorrect information to Kamp, Outside Brokers or potential purchasers; (c) the use of, or access to, the Property by any person pursuant to this Agreement, (d) any breach of, or failure to perform, any provision of this Agreement by Brainerd EDA, and/or (e) other conduct by Brainerd EDA, its employees and agents, or Brainerd EDA's fraud, negligence or willful misconduct. Brainerd EDA shall not be responsible for indemnification for Liabilities to the extent caused by Kamp's fraud, negligence or willful misconduct in performing its obligations under this Agreement.
12. **Disclosure; Hazardous Substances.** Brainerd EDA agrees to promptly disclose to Kamp and any prospective purchaser all known material defects, if any, affecting the Property, including any structures on the Property, and any knowledge Brainerd EDA has or may hereafter acquire regarding the production, disposal, storage or release of any hazardous wastes or other toxic or hazardous substances in or on the Property. Kamp is authorized to disclose all pertinent information regarding the Property to prospective purchasers, and Brainerd EDA shall, to the extent allowed by law, indemnify and hold Kamp and any cooperating brokers harmless to the same extent as set forth in Section 11 of this Agreement in the event that Brainerd EDA fails to make any required disclosure or makes any misrepresentation about the Property or its condition.
13. **No Discrimination.** Brainerd EDA hereby acknowledges that it is illegal to refuse to display, sell or lease the Property to any person because of race, color, religion, national origin, sex, marital status or physical disability.
14. **Representations & Warranties.** Brainerd EDA represents and warrants that (a) Brainerd EDA has full authority to execute this Agreement and to sell, or exchange the Property, (b) Brainerd EDA is not bound by a listing agreement with another broker for the sale, lease, or exchange of the Property that is or will be in effect during the term of this Agreement, (c) no person or entity has any right to purchase or acquire the Property by an option, right of refusal, or other agreement, (d) there is no pending foreclosure of the Property that has not been disclosed in writing to Kamp, (e) Brainerd EDA owns sufficient intellectual property rights in any materials which Brainerd EDA provides to Kamp related to the Property (such as brochures, photographs, drawings or articles) to permit Broker to reproduce and distribute such materials for the purpose of marketing the Property or other purposes consistent with this Agreement, and (f) that all information concerning the Property provided to Kamp by Brainerd EDA is accurate. The person(s) executing this Agreement on behalf of Brainerd EDA represent(s) that such person(s) have full authority to do so and in so doing are binding Brainerd EDA.

Brainerd EDA confirms that following closing of the Property, the amount of the purchase price and any other terms of the sale of the Property shall not be deemed confidential information and Brainerd EDA authorizes disclosure of the same.

15. **Attorneys' Fees; Waiver of Jury Trial.** In the event of a dispute between the parties to enforce a right or rights provided by or arising out of this Agreement, the non-prevailing party shall pay to the prevailing party reasonable attorneys' fees and other costs and expenses of enforcement proceedings. The "prevailing party" shall be the party receiving a net affirmative award or judgment. TO THE EXTENT ALLOWED BY LAW, THE PARTIES HEREBY WAIVE ANY TRIAL BY JURY. Delinquent amounts payable to Kamp under this Agreement shall earn interest in the amount of one percent (1%) per month from the date due until paid.
16. **Construction and Authority; Successors.** This Agreement and each of the terms and provisions hereof have been negotiated between the parties, and the language in all parts of this Agreement shall, in all cases, be construed according to its fair meaning and not strictly for or against either party. The person(s) executing this Agreement on behalf of Brainerd EDA warrant that such person(s) have full authority to do so and in so doing to bind Brainerd EDA. This Agreement shall inure to the benefit of and be binding upon the respective heirs, personal representatives, successors and assigns of the parties.
17. **Professional Advice.** Kamp recommends that Brainerd EDA obtain legal, regulatory, architectural, engineering, environmental, tax and other professional and technical advice relating to this Agreement and the Property as well as the condition of the Property, including without limitation, the Property's improvements, equipment, soil, tenancies, environmental aspects and compliance with the Americans with Disabilities Act. Kamp will have no obligation to investigate any such matters and Kamp shall have no responsibility or liability for any work that is or should be done by such experts or professionals.
18. **Governing Law.** This Agreement is entered into and shall be governed and construed in accordance with the laws of the State of Minnesota.
19. **Entire Agreement; Counterparts.** This Agreement sets forth the entirety of the agreement between the parties regarding the Property, and supersedes all previous communications, representations, and understandings regarding the same. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and together shall constitute one and the same instrument, and counterparts which are executed and delivered in electronic format (e.g. email, PDF, TIF, etc.) shall be deemed valid original signatures for the purposes of this Agreement.
20. **Copy of Agreement.** Brainerd EDA hereby acknowledges receipt of a fully executed copy of this Agreement.



This Agreement is entered into on the Effective Date.

Owner: Brainerd EDA on Behalf of City of Brainerd

Kamp Real Estate and Development, LLC

Name: Kevin Yeager
Its: Chair
Date: January 1, 2026
Address: 501 Laurel Street
Address 2:
City, State, ZIP: Brainerd, MN 56401

Name: Jennifer Haskamp
Its: Managing Broker and CEO
Date: January 1, 2026
Address: 550 Vandalia Street
Address 2: Suite 205
City, State, ZIP: Saint Paul, MN 55114

DRAFT

EXHIBIT A

Brainerd Industrial Park First Addition

City	Address (Legal Description)	Property Identification Number
Brainerd	1427 Thiesse Drive (Lot 1 Block 1)	41060513
Brainerd	1729 Thiesse Drive (Lot 7 Block 1)	41060511
Brainerd	1817 Thiesse Drive (Lot 8 Block 1)	41060510
Brainerd	XXXX Thiesse Drive (Lot 1 Block 4)	41060507
Brainerd	1624 Thiesse Drive (Lot 2 Block 4)	41060506
Brainerd	1724 Thiesse Drive (Lot 3 Block 4)	41060505
Brainerd	1812 Thiesse Drive (Lot 4 Block 4)	41060504
Brainerd	1410 Thiesse Drive (Lot 1 Block 5)	41060503
Brainerd	1424 Thiesse Drive (Lot 2 Block 5)	41060502
Brainerd	1516 Thiesse Drive (Lot 3 Block 5)	41060501
Brainerd	XXXX Thiesse Drive (Lot 4 Block 5)	41060500

Property Generally Referred to as: Wright Street Extension

City	Legal Description	Property Identification Number
Brainerd	SE1/4 OF NW1/4 EXC N 1160 FT OF W 560 FT THEREOF. & ALSO INCL S 159.6 FT OF N 1160 FT OF E 330 FT OF W 560 FT OF SENW. & ALSO EXC	41310501
Brainerd	N1/2 OF NE1/4 OF SW1/4 EXC PT OF NE1/4 OF SW1/4 WHICH LIES W'LY OF S'LY EXT OF E LINE OF W 230 FT OF SENW SD SEC 31 & WHICH LIES	41310500

Property Generally Referred to as: Parking Lot Infill Redevelopment

City	Address (Legal Description)	Property Identification Number
Brainerd	XXX Laurel Street (Lots 2 thru 6 Inclusive Block 45, First Addition to Brainerd)	41241434

Thiesse Industrial Park Addition

<u>City</u>	<u>Address (Legal Description)</u>	<u>Property Identification Number</u>
<u>Brainerd</u>	<u>Lot 2 Block 6 Thiesse Industrial Park Addition</u>	<u>41010545</u>

EXHIBIT B

SCHEDULE OF SALE COMMISSIONS

SALES

Rate: Broker will be compensated for a successful sale transaction per the following schedule:

DIRECT TRANSACTION (NO THIRD PARTY INVOLVED):

Should a member of the Listing Team (Jennifer Haskamp) secure a buyer without the assistance of a cooperating broker, for sale of the Properties; Broker will be paid a commission of six point five percent (6.5%) of the total purchase price at the time of closing.

If the purchase price of the property is \$1/acre or similar, the commission due shall be calculated based on the appraised current value. Under such transaction, the Buyer shall be responsible for paying the Broker Commission.

CO-BROKER TRANSACTION:

In the event a cooperating broker (including other brokers affiliated with Broker but not a member of the Listing Team) is involved in securing a buyer to purchase a Property, commissions payable for the transaction will be eight percent (8%) of the total purchase price. The total commission shall be split between Co-Broker and Broker at the discretion of the Listing Team. The commission shall be paid at the time of closing.

If the purchase price of the property is \$1/acre or similar, the commission due shall be calculated based on the appraised current value of the Property. Under such transaction, the Buyer shall be responsible for paying the Broker Commission.



MEMO

To: Members of Brainerd EDA

CC: James Kramvik, Community Development Director

From: Jennifer Haskamp, AICP, SHC

Date: November 26, 2025

RE: Property Listing Portal – Ready to Launch

In June of 2025 SHC presented a draft of the real estate listing platform for review and comment. Development of the listing platform was identified as a priority for SHC's 2025 scope of services and the intent is for the portal/platform to eventually be hosted by the EDA's website. Given the complexity of the mapping application SHC, City Staff and the consultant team have determined that it makes the most sense for SHC/Kamp to continue to host the platform in 2026. While SHC/Kamp will host it, a direct link will be placed on the EDA website and will appear seamless to the user. SHC will demonstrate this at the upcoming December EDA meeting. As a refresher, some of the objectives identified for developing the listing portal included:

- Allowing the public, including other real estate brokers and agencies, to list properties for sale and lease on the Brainerd EDA website – at no cost to the public.
- To create a centralized listing location for properties for sale or for lease by the EDA/City.
- Strategically leverage the platform to generate increased visibility of development and real estate opportunities in Brainerd.
- Providing direct links to information to make the user experience easy so they come back.

The listing portal was developed using an arcgis map application to geographically categorize each listing. The public will be able to obtain a snapshot of information from each listing directly on the platform with the ability to download flyers/specific information if the lister provides it. Interested owners or brokers can list a property for free on the site by clicking on the submission form. Once information is submitted, SHC/Kamp will conduct a QA/QC of the data and once confirmed populate the listing information.

SHC will provide a demonstration of the portal and its operations at the EDA meeting. In advance of the meeting, if desired, the platform can be accessed from the following url:

<https://experience.arcgis.com/experience/cc96d91dec574c4d90fb52ab4f6a6707>



Brainerd ACTIVITY REPORT 2025



BLAEDC ACTIVITY

STRENGTHENING BRAINERD'S COMMUNITY THROUGH ENGAGEMENT AND INNOVATION



In 2025, BLAEDC continues to lead community and economic development initiatives with a dynamic, results-driven approach. The BLAEDC Recruitment Program exemplifies our dedication to attracting skilled talent and fostering workforce growth across the region. Similarly, the BLAEDC Unified Fund remains a cornerstone of our efforts, providing critical financial support to initiatives that strengthen economic resilience in Crow Wing County. 2025 brought Placer.ai, a new service to the BLAEDC offerings. This foot-traffic analytics database has provided partners, members and non-profits with consumer behaviors and data-driven information. Advancements to this platform will allow us to go deeper to help the communities and members we support.

Our commitment to building community is evident through robust partnerships and collaborations that drive progress and innovation. The successful administration of the Main Street Grant has further fueled local development, empowering projects that enhance the Brainerd area's vitality and sustainability.

Additionally, BLAEDC's business consulting services continue to provide entrepreneurs and businesses with the tools and insights needed to navigate growth challenges and achieve lasting success. As a satellite location for the North Central SBDC, BLAEDC and its staff will continue to build on this meaningful relationship and addressing the needs of the Brainerd business community.

As we advance into 2026, BLAEDC remains steadfast in its mission to expand businesses, build community, and grow jobs—creating a thriving and prosperous region for all.

BLAEDC PROGRAMS



RECRUITMENT PROGRAM

Workforce

The BLAEDC Recruitment Program has provided 9 years of service to our Crow Wing County based businesses. Since the inception of the Recruitment Program, over 100 new hires have been completed. In 2025 so far, 4 out of the 7 hires through the program have been key professional positions for Brainerd based companies.

Mike Bjerkness, Workforce Director,
presenting to WAVE Young Professionals
January 2025



UNIFIED FUND

Financing for Businesses

The BLAEDC Unified Fund program supports economic development by providing financing to strengthen the economic base and vitality of Crow Wing County. The program completed its first loan in September 2017 to a Brainerd-based company and has since completed more than 25 loans, totaling nearly \$2,000,000, with a current balance of just over \$800,000. The primary purpose of these funds is to ensure job creation and retention, resulting in more than 300 jobs created or retained to date. Of the more than 25 loans completed since the program began, 14 totaling \$1,145,500 have supported businesses located in Brainerd.



Business Consulting

As a satellite site for the North Central Small Business Development Center (SBDC), BLAEDC offers free consulting services to new and existing businesses. As of October 2025, the North Central SBDC, has delivered over 347 consulting hours to 111 unique clients located in Brainerd. At BLAEDC, Alison Medeck serves as the lead SBDC consultant, providing more than 30 of those hours to 21 unique clients. She is also the driving force behind BLAEDC's SBDC programming and events, coordinating trainings and partnerships that strengthen support for small businesses in the region.



Entrepreneurs on Tap + Marketing Mornings

In partnership with the North Central SBDC, BLAEDC launched Entrepreneurs on Tap in 2024—a dynamic networking and learning series designed to support local entrepreneurs and small business owners. Its popularity has grown into 2025 with events held at 5Rocks Distilling in February and the newly opened Last Turn Brew Pub in October, drawing an average of 20 participants per session.

Feedback from attendees continues to highlight the value of these gatherings in fostering connections, sharing knowledge, and strengthening the region's entrepreneurial ecosystem. Building on this success, other events have been offered such as last spring, Mentor Mornings and that has since evolved into Marketing Mornings for Fall 2025. Running through May 2026, this series provides practical marketing insights and peer learning opportunities to help businesses grow and thrive. These events are free to attend.

Looking ahead to January 2026, join us for Entrepreneurs on Tap at Last Turn Brew Pub located in the heart of Downtown Brainerd!



Spring 2025
Mentor Mornings, now
Marketing Mornings



EOT Event at
Last Turn Brew Pub



EOT Event at
5Rocks Distillery



Foot-Traffic Analytics - Placer.ai

In its first full year of implementation, BLAEDC's foot-traffic analytics program has supported a wide range of organizations across Crow Wing County—including municipalities exploring traffic patterns, trail use, park visitation data, and airport activity to assess the potential impact of new morning flights at the Brainerd Lakes Regional Airport. Healthcare providers and financial institutions have also utilized the platform to evaluate opportunities for expansion or relocation within the area. Through access to real-time data and consumer insights, participating partners have been able to better understand visitation trends, assess business opportunities, and inform strategic planning efforts.

This program, available to BLAEDC members based on membership level, continues to demonstrate strong value for businesses, nonprofits, and governmental partners seeking data-driven approaches to economic development. BLAEDC is encouraged by the program's early success and remains committed to expanding its utilization and impact in the coming year.



REPORTS

- Site Selection Reports
- Event Impact Analysis
- Workforce & Commuter Trends
- Seasonal & Daypart Trends
- Visitor Traffic Analysis
- Trade Area Analysis
- Demographic Insights
- Customer Journey Mapping



If you haven't already utilized this service to optimize your business operations, you're missing an instrumental aspect of business development.

-Trevor Pumnea | Executive Director of Northland Arboretum



Brainerd Business Visits



CTC has been in business for over 70 years and currently employs more than 100 employees. Their main office is located in the Brainerd Industrial Park. CTC is a cooperative owned by its members and guided by an elected Board of Directors. This visit was guided by CTC CEO and General Manager, Kristi Westbrook.

CTC offers state-of-the-art technology to homes and businesses in Central Minnesota. Their fiber optic network, CTC can offer members fast and reliable internet, phone, and TV services, as well as business phone systems and IT Services.



MC Fiber is a new company launched by CTC. MC Fiber is a new utility services company specializing in underground fiber construction. This company will deliver top-tier fiber contracting services to communities across the region. MC Fiber is located in the Brainerd Industrial Park and currently employs over 25 people. A guided tour was provided by Steve Gilbert, Director of Outside Plant Operations for MC Fiber.



First Impressions Print and Design is owned and operated by Patrick MacLeish. Patrick bought the business in 1995 with a partner and then bought out his partner in 2014. The business is located in downtown Brainerd. They are a full-service marketing partner providing concept, design, printing, fulfillment, kitting, and delivery services. They have been helping clients for over 30 years in the Brainerd Lakes Area.

CHILD CARE

Crow Wing County Child Care Assistance Grants

BLAEDC continues to assist Crow Wing County with the administration of the Child Care Assistance Grants.

BLAEDC, Central Lakes College and the Initiative Foundation have launched Revive and Thrive Childcare Cohorts in 2025

Tyler Glynn, Executive Director, along with community leaders will be bringing new concepts and tools designed for community leaders to learn how to improve and support the mission of increasing access to childcare. This will be a yearlong initiative to drive access, resources and funding to assist our childcare leaders.

Washington Street Construction Preparation

Mitigation Planning

BLAEDC, along with Matt Killian, Marie Kirsch, and Brainerd city staff, continue to meet to discuss mitigation planning for the upcoming 210 Road Construction Project. This ongoing collaboration will ensure that all stakeholders are aligned and ready for the project's impact.

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

Business Development

BLAEDC staff continue to collaborate with developers and businesses nationwide who are exploring commercial and residential development opportunities in Brainerd, while working with city staff. BLAEDC staff have organized and participated in meetings and site tours to help developers better understand the area. When requested, BLAEDC provides detailed reports on population, workforce, and other relevant data to support business owners and developers. In 2025, BLAEDC responded to three MN DEED RFP requests. Moving forward, BLAEDC will continue to work closely with city officials to ensure that city resources and incentives are available to support each development opportunity.

Housing

Housing remains a key focus for BLAEDC, recognizing its critical impact on economic development. BLAEDC will continue working with developers, Brainerd HRA as well as city staff to facilitating public-private partnerships to address housing rehabilitation and leverage new opportunities in the market. With population growth in Crow Wing County projected to continue, BLAEDC's long-term strategy will focus on expanding affordable housing options to meet the evolving workforce needs. Both single-family and multi-family housing in the Brainerd area will remain a priority for BLAEDC.

DRIVING PROGRESS: COMMUNITY GROWTH AND GRANT ADMINISTRATION

Building Community

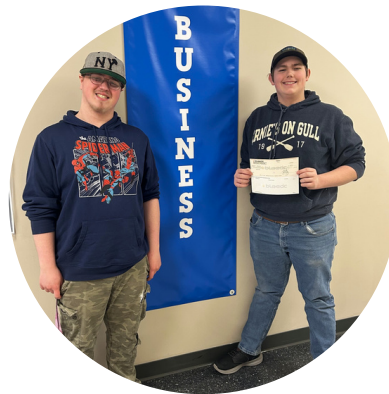


BLAEDC continues to actively support Brainerd High School through several initiatives that promote entrepreneurship and business education. The organization serves as a resource for the high school's entrepreneurship class, offering consulting support and initial start-up funding for student business ventures. This hands-on experience allows students to gain real-world insight into launching and managing a business, including repaying their "loan" as revenue is generated.

BLAEDC once again sponsored students and their instructor to attend the High School Innovation Day at the University of St. Thomas on November 21st, providing valuable exposure to innovation and entrepreneurial thinking. In addition, BLAEDC continues to manage funds on behalf of the school's Investment Club, further encouraging student engagement. BLAEDC also has representation on the new High School CTE Advisory Board, strengthening connections between education, workforce development, and local industry.



HS Innovation Day

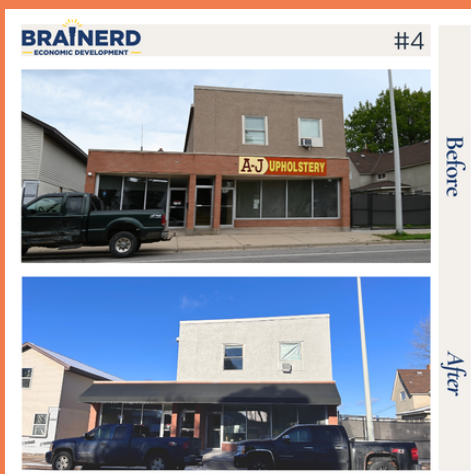
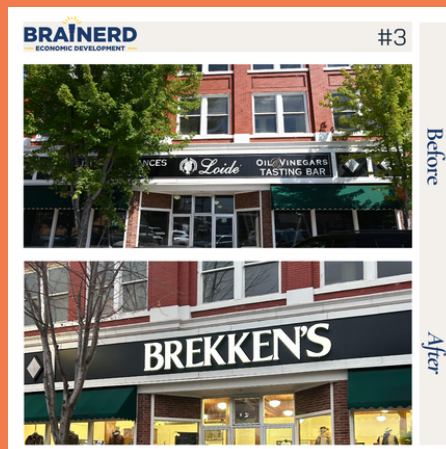
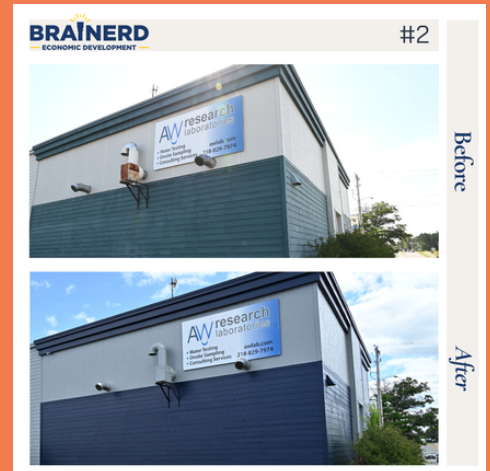


Entrepreneurship Students

Grant Administration

Brainerd Exterior Improvement Grant

BLAEDC administered the Brainerd EDA's Exterior Improvement Grant program in 2024, which incentivized businesses to invest in upgrades to their properties. This initiative has enhanced the curb appeal and functionality of local commercial buildings, contributing to the overall vitality of the Brainerd business district. Five projects were originally awarded funding, with the final project completed in the summer of 2025.



Main Street Economic Improvement Grant

In 2025, BLAEDC continued supporting Brainerd businesses through the MN DEED Main Street Revitalization Grant, in partnership with the Initiative Foundation and the Brainerd EDA. A total of \$786,332.24 was awarded to Brainerd businesses to help advance downtown revitalization and economic growth.

MEET THE TEAM

BLAEDC is a small but passionate team of four skilled professionals, each with unique expertise and a shared commitment to fostering economic growth in the Brainerd Lakes Area. With diverse backgrounds in business development, marketing, and community engagement, we are here to support local businesses, strengthen partnerships, and help create a thriving community.



TYLER GLYNN
Executive Director



ALISON MEDECK
Associate Director



MIKE BJERKNES
Workforce Director



KRYSTAL HEIDINGER
Administrative Assistant

2025 BLAEDC Board of Directors

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



John Ohlin
Board President
President and CEO
Deerwood Bank



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



Julie Anderholm
Board Treasurer
Owner
Anderholm Consulting



Jim Haakonson, CPA
Past Board President
Principal
CLA



Terry McFarlin
Past Board President
President and CEO
Anderson Brothers Construction



Mike Dillon
Past Board President
President
Lexington Manufacturing



Hara Charlier
President
Central Lakes College



Andy Isackson
Chief Marketing Officer
CTC



Rob Birkeland
Owner, Realtor
Larson Group Real Estate



CONNECT WITH US!



MAILING ADDRESS

224 West Washington Street
Brainerd, MN 56401

WEBSITE

www.growbrainerdlakes.org

PHONE NUMBER

218.828.0096





MEMO

Date: November 26, 2022
From: Jennifer Haskamp, SHC
RE: End of Year Summary

2025 Year in Review

In 2024 SHC, Kamp and the Brainerd EDA have worked together on various efforts to bring attention to development opportunities and properties for sale in the community. Working collaboratively with the consultant team our efforts have resulted in the development of an online digital presence of real estate listings that has brought new interest to the community. While the website and online listing has created the greatest response, several other activities have been completed which continue to support the mission and objectives of the EDA. The following summary of work completed per the 2023 contract is provided below (please reference SHC bi-monthly reports provided throughout 2024 for more detail).

Activities by Scope Task:

SCOPE	TASK
a.	Maintain an inventory of under-utilized and/or undeveloped property.
	• SHC worked through the under-utilized and/or undeveloped properties matrix throughout the year. The matrix was completed in Q1 a reviewed in Q4. • The identified properties in the matrix are the basis of the property portal listing.
b.	Identify up to three priority properties/areas for 2025
	• Thiesse industrial park remained a significant priority in 2025 and marketing collateral was prepared/developed for the listing. • SHC/Kamp secured an interest for three (3) lots. SHC and Kamp continue to work through the Purchase and Development Agreement process with the business/developer. Current activities include working with the business' legal counsel and bank on lending/funding components of the agreement. • Priority was confirmed by the EDA in Q1 to shift focus in this task to development of a property listing portal to be placed on the EDA website. Portal is completed and ready to be launched (see SHC agenda item). The portal includes: ○ All EDA listed properties ○ Opportunity for public owners and brokers to list properties for sale, or for lease for free. Submission form collects the information and SHC/Kamp



	will enter, manage and perform QA/QC of the portal in 2026 as proposed in the Scope of Services, if approved.
c.	Establish relationship with developers on behalf of the EDA.
	SHC/Kamp have continued to work with an discuss development and real estate opportunities in Brainerd. The public listing of properties on MNCAR and through signage generated more than 12 inquiries for the Thiesse Industrial Park properties and 2 inquiries for the Wright Street Extension.
d.	Participate in quarterly roundtable discussions with the City of Brainerd Staff and all other consultants.
	We attended the quarterly consultant meetings scheduled to date. The meetings have provided an opportunity to discuss each consultant's activities, and to coordinate on how to effectively market the EDA and the available properties.
e.	Participate in one (1) business roundtable. Topic: New listing portal, trends in 2025 and Opportunities in 2026.
	SHC in coordination with BLAEDC have planned a roundtable meeting and discussion for December 18, 2025. The roundtable will focus on opportunities in Brainerd, demonstration of the new portal, Q&A with participants and recap of 2025.
f.	Attend regular meetings of the EDA (minimum of four meetings.)
	SHC has attended three of the regular EDA meetings to date and will be in attendance at the regular December meeting. At the upcoming meeting we will provide a summary of our work throughout the year, and will present the property listing portal for authorization to place on the EDA website.
OTHER	
	While not included in the original scope of services, SHC has continued to work and support the consultant group on additional efforts as budget has allowed. A couple key activities to note include: • Prepare SEO analysis and research to assist with online marketing efforts related to development and property listings. • Attendance at various meetings as requested by staff



Memo

To: EDA Board of Commissioners

From: DDBC

Date: November 26, 2025

Re: 2025 Year End Report

Detailed below is a summary of work completed by Destination Downtown Brainerd Coalition (DDBC) in 2025 as it relates to our Scope of Services agreement with the Brainerd EDA.

Overview

DDBC is a grassroots, non-profit organization whose mission is to revitalize, preserve and promote historic downtown Brainerd through collaborative planning, advocacy, and action. Initially formed in 2018, DDBC is made up of local business owners working side-by-side with organizations and individuals who seek to further establish Downtown Brainerd as a vibrant and vital cultural and economic hub for the central lakes region. The downtown district boundary is currently defined as the six-block area from 5th Street to 8th Street, and Front Street to Maple Street, encompassing approximately 80 businesses, over half of which are active retail and food service establishments.

Since 2022 DDBC has contracted with the Brainerd EDA to carry out services in support of the shared objective of developing and implementing a robust main street program. Sustaining a strong main street program for Brainerd's downtown district is a vital component to driving city-wide economic growth. These efforts help support local entrepreneurship and strengthen community collaboration within the district, and in turn, make the city as a whole a more attractive place for outside businesses and developers to invest in, and for visitors and workers to spend time in.

Over the past year, DDBC helped support and grow Downtown Brainerd's Main Street Program in the following key ways:

- Recruited 42+ businesses and organizations to participate in Downtown events and promotions, raising \$10,500 in donations, sponsorships, and in-kind gifts.
- Logged 468 volunteer hours, translating to an estimated \$14,040 in donated time.
- Facilitated effective and efficient communication with Downtown Businesses by maintaining a private Facebook Group (55 current business members), while growing our email contact list to over 143 subscribers.

Provided below is a more detailed list of activities completed by task that are specifically outlined in DDBC's 2025 Shared Services Agreement:

A. Maintain Main Street America Associate Membership status

Status: Complete

DDBC successfully submitted annual renewal materials for Downtown Brainerd to the Minnesota Main Streets program and received our renewed "Associate" level membership status in Spring 2025. Throughout the year, we continued to monitor and track metrics (including updating a directory of district businesses) to facilitate reporting to the Main Street program to maintain membership status. At the end of 2025, the "Associate" level status will transition to a new name ("Aspiring"), and with approval and direction from the Brainerd EDA, DDBC will continue to maintain this level of membership status in 2026.

B. Coordinate networking opportunities for downtown district businesses and other stakeholders

Status: Complete

DDBC hosted a total of ten (10) monthly Business Owner Social (BOS) events in 2026, held at venues located in downtown. Attendance averaged around 15 individuals per event, representing business owners, community members, and city representatives and staff. BOS events are held the last Wednesday month from 5pm-6:30pm.

C. Support Main Street events and promotions

Status: Complete

2025 activities and events included:

- *Shamrock Shop Promotion (March)*. Promotional shopping stamp card activity to coincide with St. Patrick's Day festivities. This activity was free to the public and encouraged individuals to explore downtown and visit local businesses. Twenty-three (23) businesses participated.
- *Main Street Market (Outdoor May-October; Indoor Nov.-April)*. DDBC coordinated with City of Brainerd staff and local volunteers to host the new "Main Street Market" at the

City Hall parking lot on Fridays from 9am-2pm. The first market was held on May 23 and ran through October 10. The market featured a group of about 20 vendors selling locally grown and made products, in addition to family-friendly activities such as live music and interactive exhibits from WonderTrek Children's Museum. In November, the Market transitioned to an indoor venue, and will be held monthly on Second Saturdays from 9am-2pm at 724 Laurel Street (former Bob & Fran's location).

- *Crazy Days Shopping Promotion (August)*. DDBC helped coordinate a summer "Crazy Days" shopping event and promoted the sales and specials being offered by downtown businesses through social media. The event was held August 13-17, with 9 businesses participating.
- *Spooktacular (October)*. On October 25 DDBC hosted Downtown's annual "Spooktacular", a family-friendly trick-or-treating event held from 11am-1pm. The event brought in an estimated 700 kids and their families to downtown, where they were able to receive free candy from participating businesses.
- *Hunting Widows Shop Hop (November)*. DDBC provided programming support to the Hunting Widows Shop Hop organized by Downtown Business The Urban Nest. The event was held on Nov. 8 and featured a stamp card promotion to encourage shoppers to visit the 20 participating businesses and receive deals and discounts offered by individual locations.
- *Hometown Holidays (December)*. DDBC is organizing its annual Hometown Holidays and Window Walk festivities for December. Downtown Businesses are encouraged to stay open 10-5 on Small Business Saturday (Nov. 29) and share any specials/events/promotions to be highlighted on DDBC's social media. Window Walk and the City Tree Lighting event is scheduled for Friday, Dec. 5, from 5-7pm.
- *Sharing Social Media Content (Ongoing)*. DDBC monitored Facebook and Instagram accounts for Downtown Businesses and other community organizations and re-shared content (in addition to generating original content) to post to DDBC's social media pages to help boost reach and provide a centralized place for the public to view info on relevant downtown events and promotions.

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

Status: Complete

DDBC attended all scheduled consultant meetings and provided written reports/status updates to the EDA for review at regularly scheduled meetings.

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

Report Date: 11/25/2025

a. Update content on EDA website.

Update: Updating the content on the website has been an ongoing process; there is still work to be done on completing the blogs and some of the content that was approved by the EDA earlier this year. As a reminder, we had to re-build the website on a different website platform, which was a set-back, but it's up and running now.

Action: We paid the website developer to create a content-management handbook for staff to use but have yet to receive it. Visit Brainerd will develop a basic manual and train city staff to use the CMS in 2026.

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

Update: A marketing strategy was written and presented in 2025; many of the items in the strategy have been implemented and/or started and some are up for discussion in 2026. See attached for the strategy.

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: This campaign was completed in 2025; a multi-media campaign was delivered and anecdotally we received positive feedback on the statewide radio ads specifically.

Action: Still need to populate the LinkedIn page with the website content.

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: Completed. See the marketing budget/ad spend attached.

- 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: In progress; ad buy completed. See the marketing budget/ad spend attached.

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

Update: Completed

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

Update: Completed

<u>Scope of Service</u>	<u>Ad Spend</u>	<u>Actual</u>	<u>Notes</u>
a. Marketing strategy and campaign for the new website and available Brainerd properties	\$ 27,600.00		
Visit Brainerd fee	\$ (1,200.00)	\$ (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	\$ (9,600.00)	\$ (5,600.00)	\$800/month starting 6/1/25
Display ads	\$ (6,000.00)	\$ (4,500.00)	Cost of ads estimated at \$500/month >> Starting 5/29/25
Search ads	\$ (6,000.00)	\$ (3,500.00)	Cost of ads estimated at \$500/month >> Starting 5/29/25
Blog writing	\$ (1,200.00)	\$ (1,200.00)	1 blog post per month
LinkedIn ads	\$ (1,200.00)	\$ -	Cost of ads estimated at \$100/month
MPR - On-air radio ads	\$ (6,300.00)	\$ (6,300.00)	5 ads/wk Sept. 1 through Dec. 31 on Wait Wait Don't Tell Me and weekends statewide
Subtotal	\$ (31,500.00)	\$ (22,300.00)	
		\$ 5,300.00	Balance
b. Website updates (Content Management)	\$ 2,500.00		
Visit Brainerd fee	\$ (1,200.00)	\$ (1,200.00)	2 hours per month of content management at \$50/hour
Hosting	\$ (660.00)	\$ (660.00)	Hosting; annual fee; domain registratiom; email
Create CMS Handbook	\$ (640.00)	\$ (640.00)	
Subtotal	\$ (2,500.00)	\$ (2,500.00)	
c. Advertising Campaign Recruiting Entrepreneurs, Developers, Investors to Start a Business	\$ 18,000.00		
Visit Brainerd fee	\$ (1,800.00)	\$ (1,800.00)	
IQ Ad Spring 2025	\$ (500.00)	\$ (500.00)	Publish April
IQ Ad Fall 2025	\$ (500.00)	\$ (500.00)	Publish October
LinkedIn or Online Display ads	\$ (2,000.00)	\$ -	
Billboards - Lamar	\$ (12,000.00)	\$ (18,500.00)	12-month agreement starting 12/1/25 on Hwy. 10 at Royalton with three poster changes
Targeted print ads and materials	\$ (2,000.00)	\$ -	Discuss with SH; business journals; direct-mail; brochures
Subtotal	\$ (18,800.00)	\$ (21,300.00)	
		\$ (3,300.00)	Balance
d. Summer Shopping Ad Campaign	\$ 5,000.00		
Visit Brainerd fee	\$ (500.00)	\$ (500.00)	
Radio - Hubbard	\$ (3,000.00)	\$ (4,500.00)	30 :30 ads on WJJY / KLIZ / KBLB / KUAL / KLIZ-AM during June, July, August >> \$4,500 per MDJ on 5/29/25
Radio - MPR (Brainerd News & Classical)	\$ (1,500.00)	\$ -	
Subtotal	\$ (5,000.00)	\$ (5,000.00)	
e. Winter Shopping Ad Campaign	\$ 10,000.00		
Visit Brainerd fee	\$ (1,000.00)	\$ (1,000.00)	
Radio - Hubbard	\$ (2,000.00)	\$ (3,000.00)	30 :30 ads on WJJY / KLIZ / KBLB / KUAL / KLIZ-AM during November, December >> \$3,000 per MDJ on 5/29/25
Radio - MPR (Brainerd News & Classical)	\$ (1,000.00)	\$ (1,000.00)	
Spectrum Reach - OTT Streaming	\$ (3,000.00)	\$ (4,000.00)	Streaming ads Nov. 25-Dec. 23
Print - Brainerd Dispatch	\$ (1,000.00)	\$ (1,000.00)	
Digital Billboard - Lamar	\$ (2,000.00)	\$ (2,000.00)	
Subtotal	\$ (8,000.00)	\$ (12,000.00)	
		\$ (2,000.00)	Balance
Total Budget	\$ 63,100.00		
Visit Brainerd fees	\$ (5,700.00)		
Unspent funds in 2025	\$ -		

MEMO

To: James Kramvik and Brainerd EDA Members

From: Mary Devine Johnson, Visit Brainerd

Date: March 27, 2025

Re: Brainerd EDA Blog

Action Requested: Suggestions for People/Businesses/Topics to Feature on the Website Blog

Requested Response Date: April 30, 2025

We are ready to activate the Blog tab of the Brainerd EDA website, but it needs content. Per Visit Brainerd's 2025 contract, I will produce 12 blogs for the website, and I would like your recommendations for people, businesses and topics to feature. The main thing to keep in mind is how these blogs will support the goals in the 2025 Framework and tell the story of economic development in Brainerd. The four main blog categories are set, but the subjects/people to feature within each category are where I need your help.

1. Properties Available for Sale in 2025
2. Shovel Ready Industrial Property Incentive
3. Vacant Property Master Planning
4. Discover What's Different
 - a. Redevelopment of NPC
 - b. Downtown Businesses
 - c. Country Manor
 - d. Deed Main Street Grant Highlights
 - i. Childcare Featured Project: YMCA
 - ii. Housing Featured Project: Habitat – 1108 Oak Street
 - iii. Business Improvement Featured Project: Severson Porter
 - iv. Business Improvement Featured Project: Lakes Area Chiropractic
 - v. Business Improvement Featured Project: B Johnson
 - e. Facade Grant Highlights
 - i. Brekkens - 623 Laurel St
 - ii. Pearl Swan, LLC – 823 Washington St

- iii. Rage Holdings LLC – 1109 Oak St
- 5. Making Brainerd Brighter: Featuring the people/businesses making major contributions to economic development in Brainerd.
 - a. Mike Higgins (NPC and BIC but maybe he's covered in the "Discover What's Different" section)
 - b. Cloughs / Just For Krypto (Industrial Park development)
 - c. Rosalini's Pizza (New business)
 - d. Czeok's / Mickey's Pizza (Multi-generation business story)
 - e. Pueringer Properties (Building rehabilitation)
 - f. Brekken's (Move back downtown)
 - g. Business Visits/Tours Recap?
 - h. Childcare Tours/ Recap
 - i. Chick N Rice/ Drunken Noodle/ Blue Oyster
 - j. Advantage Home Pros (Industrial Park development)

MEMO

To: James Kramvik and Brainerd EDA Members

From: Mary Devine Johnson, Visit Brainerd

Date: May 30, 2025

Re: Marketing Strategy for the EDA Website and Available Properties

Requested Action: Review and provide input on the highlighted sections; Mary will review at the Consultants meeting too and ask for feedback.

Goal

To position Brainerd as a prime destination for business development, investment, and expansion by leveraging its available vacant land, infrastructure, and quality of life.

1. Target Audiences

- Commercial & Industrial Developers & Builders
- Entrepreneurs & Startups
- Regional/National Site Selectors
- Remote Workers Seeking Relocation
- Local Investors & Business Owners

2. Key Messaging Pillars

1. Location Advantage: Proximity to major highways, central MN location, access to rail, and short drive to the Twin Cities.
2. Quality of Life: Natural beauty, recreational opportunities, low cost of living.
3. Workforce & Education: Access to Central Lakes College, workforce training programs, and a skilled labor pool.
4. Business-Friendly Climate: Incentives, supportive local government, and low development costs.
5. Available Land: Ready-to-develop commercial, light industrial, and mixed-use land.

3. Website Strategy & Content Plan

1. Develop & maintain “[Property Listings](#)” Page — Accessible from the “Development Opportunities” button on the homepage; a prominent, dedicated section on the EDA site for marketing vacant land.
 - a. Completed—Currently a list of properties with parcel highlights, spec sheets and contact information provided by Swanson-Haskamp.
 - b. Ideas to Consider Incorporating; may require prioritization and additional funds for 2026.
 - i. Interactive Map with available parcels (filters for zoning, acreage, utilities)
 - ii. Searchable Property Database
 - iii. Drone Footage/Photos of key parcels
2. Content Marketing —Activate the Blog section of the website; review the suggested list of ideas and provide feedback on the 03-27-2025 Memo ([HERE](#)).
 - a. Build content around the following:
 - i. Properties Available for Sale in 2025
 - ii. Shovel Ready Industrial Property Incentive
 - iii. Discover What’s Different
 - iv. Making Brainerd Brighter
 - b. Video Testimonials: Business owners and developers share why they chose Brainerd.
3. SEO Optimization
 - a. Keywords strategy: Targeting growing industrial businesses in the Upper Midwest who are searching for development opportunities.
 - b. Local Schema Markup
 - c. Regular updates to keep Google indexing fresh

4. Promotion Strategy

- A. Digital Advertising
 - a. LinkedIn Ads targeting site selectors, developers, commercial real estate professionals
 - b. Google Display Network ads targeting regional business interests
- B. Direct Mail or Email Campaigns
 - a. EDA Newsletter or Lead Generation Piece for developers, brokers, and civic partners
 - b. Welcome Campaign for those who request info or download a land packet

- c. Share updates about infrastructure upgrades, shovel-ready sites, new incentives
- C. Trade Show & Partner Outreach (TBD)
 - a. Attend MNCAR, EDA conferences, and site selector summits
 - b. Build relationships with realtors, developers, and brokers
 - c. Co-market with BLAEDC to highlight the area holistically

5. Local Engagement & Support (TBD)

- A. Host Developer Roundtables: Bring in local and regional developers to discuss opportunities and barriers.
- B. City-wide Ambassadorship Program: Empower local businesses to help tell the Brainerd story.
- C. Vacant Land Signage: Add QR codes on on-site signage linking to parcel pages.

6. Measurement & KPIs

- A. Website: Page views, contact form submissions, time on site
- B. Leads: Number of direct inquiries about land
- C. Conversion: Parcels sold or under contract
- D. Engagement: Social shares, blog readership, newsletter open rates

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

FOR CALENDAR YEAR 2026**

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

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

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

I. SERVICES

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

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

II. TERM OF CONTRACT

The term of this contract shall be one year, commencing January 1, 2026, and terminating on December 31, 2026.

III. COMPENSATION

Services Relating to Accomplishing Our Mission

The Brainerd EDA agrees to pay BLAEDC **\$38,500** for these services, payable in 12 monthly payments of **\$3,208.33**.

IV. REPRESENTATION

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

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

BRAINERD EDA

BRAINERD LAKES AREA ECONOMIC DEVELOPMENT
CORPORATION (BLAEDC)

By EDA President

By Its President

John Ohlin

ATTEST:

Its Representative

BLAEDC Executive Director
Tyler Glynn

Brainerd Lakes Area
Economic Development Corporation

224 West Washington Street
Brainerd, MN 56401

growbrainerdlakes.org (218) 828-0096

SHARED SERVICES AGREEMENT

This agreement is entered into this ____ day of _____, 2025; between Swanson Haskamp Consulting, LLC, a private, for-profit organization, and the Brainerd Economic Development Authority (EDA), a public body, corporate and politic.

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

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

NOW, THEREFORE, IT IS HEREBY AGREED THAT:

I. Scope of Service

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

- a. Maintain Property Listing Portal, including GIS mapping subscription, developed as part of 2025 Services. Maintenance includes:
 1. Adding properties submitted by public (owner or brokers)
 2. Checking data integrity of submitted listings
 3. Follow-up and/or removal of listings as requested by owner/brokers
- b. Continue to maintain inventory under-utilized and/or undeveloped property including:
 1. City owned or other publicly owned/government-controlled property.
 2. Potential priority areas for infill – contact owners to determine if interested in listing on EDA listings;
 3. Depending on timing, revisit Washington Street corridor properties, re-evaluate based on mixed-use land use designation and roadway reconstruction plans/timeline.
 4. Work with private landowners interested in sale or redevelopment and EDA property listing portal. Determine strategy for promotion.
- c. Prepare Downtown Area Plan to:
 1. Consider public realm in downtown to establish a vision and plan for:
 - i. Streetscape Improvement/design
 - ii. Pedestrian connections, improvements and design
 - iii. “Found” spaces and pocket parks to promote activity in downtown
 2. Review and develop downtown plan to include promotions, case studies, lessons learned from other downtown plans.

3. Create a visioning document that establishes potential improvements at various scales and levels of investment. Work collaboratively with EDA, City Staff and stakeholders to create an actionable plan.
4. Assist with and prepare downtown maps, plans, opportunity site/properties, etc.
5. Engage identified private property owners on behalf of the EDA, as directed, who have property prioritized for redevelopment.
- d. Establish relationships and continue discussion with developers on behalf of the EDA. Activities will include:
 1. Proforma refinement and cost input.
 2. Site review/collaboration to determine interest in priority areas.
- e. Participate in quarterly roundtable discussions with the City of Brainerd staff and all other consultants providing services to the EDA.
 1. Continue to refine the strategy with other EDA consultants to maintain (electronically) data generated through this process.
 2. Collaborate with other EDA consultants to refine the strategy for inventory and promotion of vacant properties (this may include for-sale, space for lease, spaces expected to become available, etc.)
- f. Participate in one (1) business roundtable or another City sponsored event focused on Washington Street corridor, depending on timing with other corridor initiatives as part of the reconstruction process.
- g. Attend the regular meeting of the EDA no less than 4 times, either virtually or in-person, during the duration of this contract.

II. Compensation

In consideration for the services rendered by the City, the EDA shall compensate Swanson Haskamp Consulting, LLC \$37,500 annually, to be paid in monthly installments on the 15th of each month, January through December.

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

III. Term

The term of this agreement shall be for a period of one year commencing on the 1st day of January 2026 and terminating on the 31st day of December 2026 and may be extended in one-year increments through mutual agreement by the EDA and Swanson Haskamp Consulting, LLC. Either party may terminate this agreement for any reason prior to the listed expiration date upon 30-day advance written notice. In the event either party terminates this agreement before its expiration any fees owed to the Swanson Haskamp Consulting, LLC will be prorated through the last day of the 30-day termination period.

IV. Indemnification

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

V. Compliance with Laws

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

VI. Independent Contractor Status

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

VII. Authorized Representative

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

Swanson Haskamp Consulting, LLC

Brainerd EDA

Owner

Chair

Jennifer Haskamp

Kevin Yeager

550 Vandalia St, Suite 205

501 Laurel Street

St. Paul, MN 55114

Brainerd, MN 56401

VIII. Severability

The provisions of this Agreement shall be deemed severable. If any part of this Agreement is rendered void, invalid, or unenforceable such rendering shall not affect the validity and enforceability of the

remainder of this Agreement unless the part or parts which are void, invalid or otherwise unenforceable shall substantially impair the value of the entire Agreement with respect to either party.

IX. Modifications

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

Approved this the ____ day of _____ 2025.

Brainerd Economic Development Authority

Swanson Haskamp Consulting, LLC

By: _____
KEVIN YEAGER, CHAIR

By: _____
JENNIFER HASKAMP

SHARED SERVICES AGREEMENT

This agreement is entered into this ____ day of _____, 2025; between Brainerd Restoration (dba Destination Downtown Business Coalition), a non-profit organization, and the Brainerd Economic Development Authority (EDA), a public body, corporate and politic.

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

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

NOW, THEREFORE, IT IS HEREBY AGREED THAT:

I. Scope of Service

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

- a. Maintain Main Street America Aspiring Membership status;
 - a. Minnesota Main Streets is transitioning the "Associate" membership status to a new name, "Aspiring", starting in 2026.
- b. Coordinate networking opportunities for downtown district businesses and other stakeholders;
- c. Support Main Street events with advertising and promotional materials;
- d. Participate in quarterly roundtable discussion with City of Brainerd staff and all other consultants providing services to the EDA.

II. Compensation

In consideration of the services rendered by Destination Downtown Business Coalition, the EDA shall compensate the Destination Downtown Business Coalition \$10,000 annually, to be paid in monthly installments on the 15th of each month January through December. Quarterly reports, aligning with regular meeting dates, demonstrating execution of each service identified in the Scope of Services shall be delivered to the EDA by the 25th of each month prior to payments being made the following month. Monthly reports shall be delivered in the format provided by the EDA.

III. Term

The term of this agreement shall be for a period of one year commencing on the 1st day of January 2026 and terminating on the 31st day of December 2026 and may be extended in one-year increments through mutual agreement by the EDA and the Destination Downtown Business Coalition. Either party may terminate this agreement for any reason prior to the listed expiration date upon 30-days' advance written notice. In the event either party terminates this agreement before its expiration any fees owed to the Destination Downtown Business Coalition will be prorated through the last day of the 30-day termination period.

IV. Indemnification

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

V. Compliance with Laws

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

VI. Independent Contractor Status

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

VII. Authorized Representative

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

Destination Downtown Business Coalition

Mary Devine Johnson
214 South 7th Street
Brainerd, MN 56401

Brainerd EDA

Chair
Kevin Yeager
501 Laurel Street
Brainerd, MN 56401

VIII. Severability

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

IX. Modifications

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

Approved this the ____ day of _____ 2025.

Brainerd Economic Development Authority

Destination Downtown Business Coalition

By: _____

KEVIN YEAGER, EDA CHAIR

By: _____

MIKE ANGLAND,
PRESIDENT, BRAINERD RESTORATION

SHARED SERVICES AGREEMENT

This agreement is entered into this ____ day of _____, 2025; between Visit Brainerd, Inc., a non-profit organization, and the Brainerd Economic Development Authority (EDA), a public body, corporate and politic.

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

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

NOW, THEREFORE, IT IS HEREBY AGREED THAT:

I. Scope of Service

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

- a. Update content on EDA website;
- b. Continue the SEO strategies proposed in 2025 specifically key word search, display ads, and website content/on-page SEO.
- c. Provide CMS training for city staff and host the website and email services for the Brainerd EDA website.
- d. 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;
- e. 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;
- f. 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;
- g. Participate in quarterly roundtable discussions with City of Brainerd staff and all other consultants providing services to the EDA; and,
- h. Attend the regular meeting of the EDA no less than 4 times during the duration of this contract.

II. Compensation

In consideration of the services rendered by Visit Brainerd, the EDA shall compensate Visit Brainerd \$51,620 annually, to be paid in monthly installments on the 15th of each month, January through December.

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

III. Term

The term of this agreement shall be for a period of one year commencing on the 1st of January 2026 and terminating on the 31st day of December 2026 and may be extended in one-year increments through mutual agreement by the EDA and Visit Brainerd. In the event either party terminates this agreement before its expiration any fees owed to Visit Brainerd will be prorated through the last day of the 30-day termination period.

IV. Indemnification

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

V. Compliance with Laws

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

VI. Independent Contractor Status

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

VII. Authorized Representative

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

Visit Brainerd

Executive Director
Mary Devine Johnson
214 South 7th Street
Brainerd, MN 56401

Brainerd EDA

Chair
Kevin Yeager
501 Laurel Street
Brainerd, MN 56401

VIII. Severability

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

IX. Modifications

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

Approved this the ____ day of _____ 2025.

Brainerd Economic Development Authority

Visit Brainerd

By: _____
KEVIN YEAGER, CHAIR

By: _____
MARY DEVINE JOHNSON, VISIT
BRAINERD

SHARED SERVICES AGREEMENT

This agreement is entered into this ____ day of _____, 2025; between the City of Brainerd, a municipal corporation, and the Brainerd Economic Development Authority (EDA), a public body, corporate and politic.

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

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

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

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

NOW, THEREFORE, IT IS HEREBY AGREED THAT:

I. Scope of Service

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

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

II. Compensation

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

III. Term

The term of this agreement shall be for a period of one year commencing on the 1st day of January 2026 and terminating on the 31st day of December 2026. Either party may terminate this agreement for any reason upon 30-days' advance written notice. In the event either party terminates this agreement

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

IV. Indemnification

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

V. Compliance with Laws

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

VI. Independent Contractor Status

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

VII. Authorized Representative

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

City of Brainerd

City Administrator
Nicholas W. Broyles
501 Laurel Street
Brainerd, MN 56401

Brainerd EDA

Chair
Kevin Yeager
501 Laurel Street
Brainerd, MN 56401

VIII. Severability

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

IX. Modifications

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

Approved this the ____ day of _____ 2025.

Brainerd Economic Development Authority

City of Brainerd

By: _____

KEVIN YEAGER, CHAIR

By: _____

NICHOLAS W. BROYLES
CITY ADMINISTRATOR

By: _____

MIKE O'DAY
COUNCIL PRESIDENT



June 6, 2025

Nick Broyles, City Administrator
City of Brainerd
501 Laurel St
Brainerd, MN 56401-3525

RECEIVED

JUN 10 2025

CITY OF BRAINERD
ADMINISTRATION

Dear Mayor Badeaux, City Council and Mr. Broyles,

The Initiative Foundation's grantmaking, lending, training, and programs have strengthened the communities and economies of Central Minnesota for nearly 40 years. Our work supports local planning and development, fuels the growth of small businesses and nonprofits, empowers emerging entrepreneurs, addresses workforce challenges, and expands access to high-quality childcare—all to ensure our communities thrive, today and into the future.

In Crow Wing County, the Initiative Foundation has provided \$9,345,243 in grants to nonprofit organizations and local governments, as well as \$12,410,739 in business loans that have helped secure 2,128 quality jobs.

Thanks to financial contributions from cities and counties like yours, our capacity continues to grow. Your partnership also helps us attract significant funding from outside the region, bringing even more resources back into local communities. In 2024, together we achieved significant results:

- Granted \$4.5 million to nonprofits across the region through our own fund and partner funds' grantmaking.
- Delivered more than \$3.5 million in low-interest loans to over 40 small businesses and trained more than 330 entrepreneurs, helping dreams become realities.
- Served over 130 organizations with nonprofit development trainings, welcoming city and county officials to strengthen their skills in grant writing and community engagement.
- Preserved 800 childcare slots and 120 early childcare jobs through community support services.
- Awarded \$125,000 in grants to cities and local economic development administrations to support feasibility studies, community engagement projects, and strategic planning.
- For every dollar contributed, we reinvest an average of \$4.62 back into the communities we serve.

We request that you allocate \$5,350 to the Initiative Foundation in your 2026 budget. This directly supports our ability to deliver these high-quality economic development opportunities in Crow Wing County. Please don't hesitate to reach out with any questions or to request a presentation. After your budget is finalized, let us know your decision by returning the enclosed confirmation form. Thank you for considering this opportunity to invest in the future of our region.

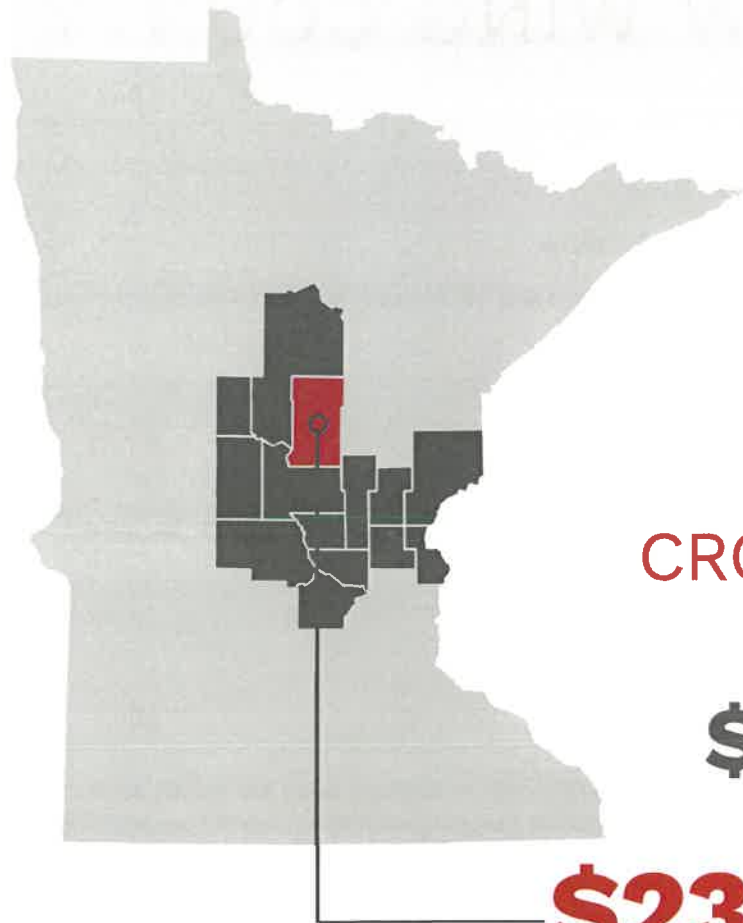
A handwritten signature in black ink, appearing to read 'Brian Voerding'.

Brian Voerding
President

A handwritten signature in black ink, appearing to read 'Carl'.

Carl Newbanks
Vice President of Philanthropy

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



Initiative Foundation at work in CROW WING COUNTY

\$5.7 MILLION
in local donations to the Initiative Foundation.

\$23.6 MILLION
returned in grants and loans.

Our Mission:

To empower people throughout Central Minnesota to build a thriving economy, vibrant communities, and a lasting culture of generosity.

Initiative Foundation

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

ifound.org

Return on Investment

For every local dollar contributed, the Initiative Foundation has invested **\$4.14** back into Crow Wing County.

Economic Impact

[1986 to present]

- Delivered 1,317 grants totaling **\$9.3 million**
- Partnered on 211 loans totaling **\$12.4 million**
- Created or retained **2,128 quality jobs**
- Leveraged in outside capital **\$87.8 million**
- County-based Partner Funds **28**

Equal opportunity employer, lender and provider.



2026 Budget Confirmation

Please use the form below to indicate your decision to support the Initiative Foundation in 2026. Thank you! Together, we can continue to serve this great region we call home!

Initiative Foundation
405 First St. SE, Little Falls, MN 56345
Or Email it to: bgugglberger@ifound.org

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

☐ **Yes**, the City Council of _____ has approved funding to the Initiative Foundation in 2026 in the amount of \$ _____.

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

☐ Yes, please send payment reminder/invoice to us in _____ / _____.
Month / Year

☐ Not necessary, we'll send payment to IF without a payment reminder/invoice.

☐ Payment attached.

☐ **No**, the City Council has decided against funding the work of the Initiative Foundation in 2026.

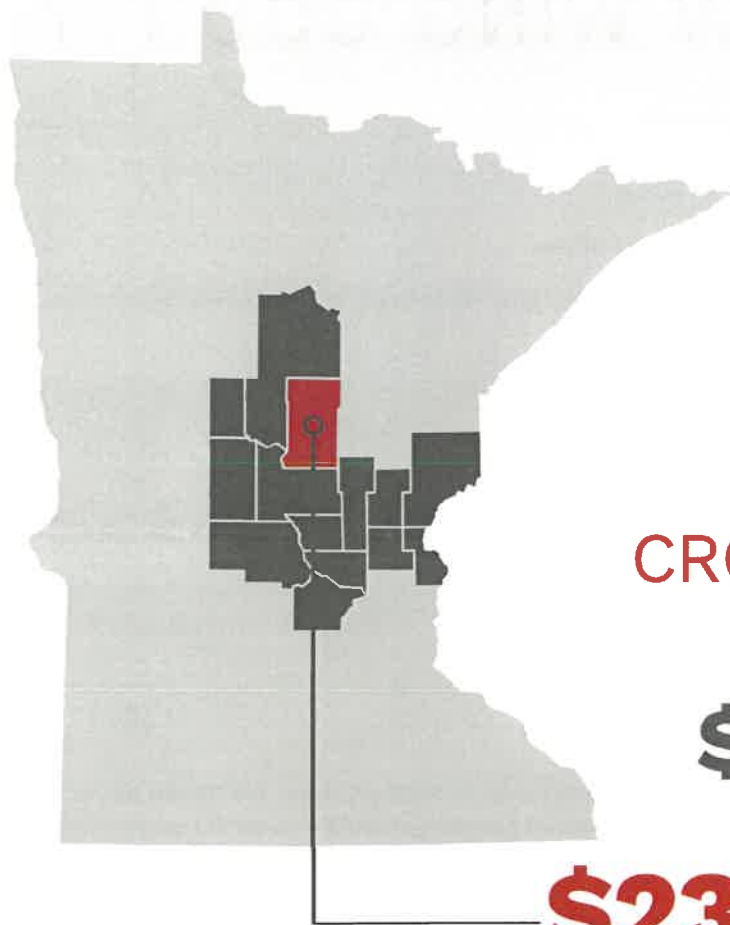
Name of Contact Person _____
Printed Name Title

Signature Date

Email Address Phone #

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

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



Initiative Foundation at work in
CROW WING COUNTY

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in local donations to the Initiative Foundation.

\$23.6 MILLION

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Investment Highlights CROW WING COUNTY

Grants Thriving Economy, Thriving Communities

National Inspection Academy, Brainerd	Strategic Planning
Crisis Line and Referral Service, Baxter	24/7 Community Lifeline
Relationship Safety Alliance, Brainerd	Community-based Advocacy and Domestic Violence Shelter Support
Ya Sure Kombucha, Brainerd*	Relief Grant
Adam's Fencing, LLC, Deerwood*	Relief Grant

* Indicates Minnesota Main Street PROMISE Act grant administered by the Initiative Foundation.

Business Financing Local Ownership, Quality Jobs

Cozy Estates, Nisswa	Service
Cat's MN T's, Brainerd	Service

Charitable Funds Activating Generosity

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

Nonprofit Assistance Helping Organizations Thrive

Crossing Arts Alliance, Brainerd	Continuous Improvement Training
Crow Wing County	Continuous Improvement Training
Smiles for Jake, Brainerd	Telling Your Best Story Training
Relationship Safety Alliance, Brainerd	Fundraising Summit

Community Action The Power of Partnership

→ Husband and wife duo David Shilo and Felicia Fehn recently purchased Senior Class Community in Pequot Lakes and graced it with a new name: Caring Hearts Senior Community. An Initiative Foundation loan supported the purchase of the 15-unit facility. Built in 2004, the senior-living facility features a deck and commons room frequently used for parties, live music, barbeques and craft events.

→ Those going through addiction recovery have a new means of support at Open Arms Community Center in Baxter. Lighthouse Beginnings, a Brainerd-based organization, launched the center to provide a safe space, one-on-one support, and other services to those in the recovery community. Lighthouse Beginnings received an Initiative Foundation grant to open the center and staff have participated in numerous nonprofit trainings offered by the Foundation.

MEMO

TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director
Connie Hillman, Finance Director

DATE: December 4th, 2025

RE: Consider the 2026 Shared Services Agreements and EDA Budget

INTRODUCTION

At the June 5th EDA Board Meeting, the Board requested a preliminary tax levy request of \$223,309, which is the maximum EDA fund allowed by state statute (469.107 s.1). The request was forwarded to the City Council for consideration. The final tax levy has not been set by the City Council. However, the City Council did vote to keep the EDA funds at the 2025 funding amount of \$186,812.

Staff recommend continuing with the current consultants in 2026 as the EDA's website is now online and City owned properties are listed. In addition, a listing portal will be a new feature for 2026 that will allow private property owners to list properties. The consultants revised their scope of service based on the proposed work to be performed in 2026. The increase from 2024 is a result of the marketing strategy and campaign for the EDA website and for developing and implementing 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.

	2024	2025	2026
BLAEDC	\$36,000	\$37,000	\$38,500
Swanson Haskamp	\$35,000	\$35,000	\$37,500
Visit Brainerd	\$40,000	\$63,100	\$51,620
DDBC	\$10,000	\$10,000	\$10,000
City of Brainerd	\$17,000	\$17,000	\$17,000
IF Request	\$5,350	\$5,350	\$5,350
Total	\$137,000	\$167,450	\$159,970

If the EDA elects to fully fund all five of these contracts and requests, , the EDA would have \$26,842 remaining for the 2026 budget.

BUDGET

In 2025, the EDA elected to hold on to excess funds (\$19,362) to provide additional funding for façade/ signage improvements after the City considered enhancements to the outdoor signage requirements in the Zoning Code. The City passed an ordinance that prohibits banner signs and requires wall signs to have a three-dimensional element. The EDA proposed using excess funds in the 2025 and 2026 budgets to provide a larger grant program in 2026 to coincide with the Washington Street reconstruction project that will begin in 2026. BLAEDC will present a proposed contract at the March 5th, 2026, meeting to administer the proposed grant program. The 2024 contract from BLAEDC included a provision that administering the façade grant would not exceed \$2,000.

In addition, the EDA reviewed the fund balance and preliminarily approved \$20,000 in 2026 and \$10,000 in 2027 to go towards the Washington Street mitigation plan to help business through the reconstruction project. If approved, the funds would go the Brainerd Chamber to implement the plan.

2026 Proposed Major Expenses	
Consultant Contracts	\$159,970
Façade Grant	\$25,000
Sign Grant	\$15,000
Washington Street Mitigation Plan	\$20,000
Grant Administration	Unknown
Total	\$219,970

The final proposed EDA budget is attached as a spreadsheet.

The main source of revenue in the EDA fund is property taxes. We receive property tax settlements two times a year, July and December. We receive 70% of the July settlement in June and then there is a clean up in January the following year. Generally, the EDA fund will have a negative net revenues over expenditures, until June and July and then we go negative again until December.

The City has a policy that for the General Fund, the unassigned fund balance be between 30-50% of current year expenditures, since we operate for about 6 months without a major source of revenue. If we use 2026 budgeted expenditures of:

220,118.00

	30%	50%
Fund Balance Range	\$77,041.00	\$110,059
Projected Fund Balance	\$90,496.00	

RECOMMENDATION

- 1) Authorize the Chair to enter into the Shared Services Agreements as presented with BLAEDC, DDBC, Swanson Haskamp, Visit Brainerd, and the City of Brainerd.
- 2) Approve the Initiative Foundation Request.
- 3) Approve the 2026 EDA budget.

EDA Fund

	2024		2025	2026	
	Budget	Actual	Amended Budget	Proposed Budget	Difference
Revenues					
Taxes & Penalties					
31010 Current Ad Volorem	186,812	183,137	186,812	186,812	-
31020 Delinquent Current Ad Volorem	-	2,150	-	-	-
	186,812	185,287	186,812	186,812	-
Other Revenue					
34102 Developer Application Fee	-	-	-	-	-
36210 Interest Income	550	1,748	550	1,500	950
39200 Sale of Land	-	-	-	-	-
	550	1,748	550	1,500	950
TOTAL REVENUE	187,362	187,035	187,362	188,312	950
Services					
-43300 Professional Services					
City	17,000	17,000	17,000	17,000	-
BLAEDC	36,000	38,000	37,000	38,500	1,500
Legal/Municipal Advisors	-	1,659	-	-	-
Visit Brainerd	40,000	40,000	63,100	51,620	(11,480)
Swanson Haskamp	35,000	35,000	35,000	37,500	2,500
DDBC	10,000	10,000	10,000	10,000	-
-43350 Printing/Legal Publication	-	194			
-43361 Ins. General Lib	142	121	142	148	6
-43430 Miscellaneous	-	1	-	-	-
-43434 Economic Initiatives	20,000	13,566	15,000	60,000	45,000
-43435 Memberships *	5,350	5,350	5,350	5,350	-
	163,492	160,891	182,592	220,118	37,526
-7720 Transfers Out	-	-			
TOTAL EXPENDITURES	163,492	160,891	182,592	220,118	37,526
NET REVENUE OVER EXPEND.	23,870	26,143	4,770	(31,806)	(36,576)
Fund Balance Budget		106,428	111,198	79,392	
Actual Projected Fund Balance			122,302	90,496	
Recommended Fund balance 35-50% of Expenditures			Min	77,041	
			Max	110,059	

* Initiative Foundation

MEMO

TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: December 4th, 2025

RE: Façade and Signage Improvement Grant

INTRODUCTION

At the April 3rd EDA workshop meeting, the Board reviewed potential grant programs for excess funds in 2025 (\$19,362). The EDA elected to retain excess funds to provide additional funding for façade/ signage improvements after the City considered enhancements to the outdoor signage requirements. These changes in the Zoning Code would coincide with the Washington Street reconstruction project that will begin this year. The City passed an ordinance that prohibits banner signs and requires wall signs to have a three-dimensional element.

The 2023 program provided a 50% matching grant for actual construction costs up to \$5,000 per property and continued to fund as many projects as possible until \$20,000 was fully allocated. Staff recommend the following changes for 2026:

1. Allocate \$25,000 for façade improvements and \$15,000 for signage improvements in 2026.
2. The program provides a 50% matching grant for actual construction costs up to \$5,000 per property for façade improvements and up to \$1,000 for signage improvements.
3. Façade improvements are only eligible for businesses adjacent to Washington Street.
 - a. Businesses adjacent to Washington Street/ State Hwy 210 are eligible to improve their rear façade or signage if the rear property line is adjacent to a plated alley and if the business has lost on-street parking as a result of the Washington Street reconstruction project.
4. Signage improvements are eligible to all businesses in the City.
5. BLAEDC must set a not to exceed yearly contract number for administering the grant.

STAFF RECOMMENDATION

Approve grant program and direct staff to work with BLAEDC on a contract to administer the grant program.

Note: The EDA would review the contract with BLAEDC at the March 5th EDA meeting



BRAINERD ECONOMIC DEVELOPMENT AUTHORITY

Exterior Improvement Grant Program

PURPOSE

The Brainerd Exterior Improvement Grant Program provides incentives to stimulate external and visible investment in the City. Property owners and business owners are encouraged to consider improvements incorporating aesthetic, environmental, cultural, and historical elements that enhance the character and architecture of Brainerd. These improvements should create a cohesive, attractive environment. The program provides a 50% matching grant for actual construction costs up to \$5,000 per property for façade improvements and up to \$1,000 for signage improvements on a pay-for-performance basis. Eligible projects include permanent exterior building, landscape improvements, and signage improvements visible from a public right-of-way. The EDA will allocate up to \$25,000 for façade improvements and \$15,000 for signage improvements in 2026.

- **Facade Improvement Eligibility - Property must be adjacent to Washington Street/ State Hwy 210 and must be a commercial use, mixed-use, or industrial use and must be permitted in the respective zoning district.**
- **Sign Improvement Eligibility - Property must be a commercial use, mixed-use, or industrial use and must be permitted in the respective zoning district.**
 - All work must be done on the property/building exterior and result in a publicly visible improvement.
 - Businesses adjacent to Washington Street/ State Hwy 210 are eligible to improve their rear façade or signage if the rear property line is adjacent to a plated alley and if the business has lost on-street parking as a result of the Washington Street reconstruction project.
 - All work must be done in compliance with the Brainerd City Code and necessary permitting. Work must include the correction of any known exterior building code violations.
 - Work already in progress or performed prior to project approval will not be eligible for funding.
 - Funds may be used for construction of permanent exterior building improvements, awnings, signage, windows, doors (including front/back door accessibility), brick repair and/or site landscaping resulting in a publicly visible

improvement. Other uses may also be eligible if prior approval is granted by the Brainerd Economic Development Authority.

- Operational or ongoing maintenance expenses will not be considered (Ex. roof repair).
- Properties must be taxable existing structures occupied by commercial or mixed-use tenants in a commercial zoning district.
- Properties may not include properties with delinquent taxes or special assessments, in litigation, condemnation or receivership.

- **Application Guidelines** - The Executive Director and President of the Brainerd Economic Development Authority (EDA) is responsible for grant approval. BLAEDC is responsible for program oversight and administration of the grant. Applicants must comply with the following guidelines:

- Only fully completed applications will be reviewed.
- Owners of multiple properties must submit separate applications for each project.
- Business owners under a lease submitting applications must include written consent of the property owner.
- Projects must be completed in a timely manner from the date of approval (within one year with a maximum extension of six months). As indicated by the pay for-performance model, funds will be distributed after the project's completion and reimbursement is requested.
- No applications will be accepted for retroactive projects.

- **Grant Disbursement** - Awarded funds will be dispersed as a reimbursement to the applicant upon submittal of receipts and/or invoices for supplies purchased and inspection which certifies the work completed is in accordance with the EDA approval and other City ordinances. The business must operate for two years after the grant disbursement or repayment is required.

- **City Code and Permit Requirements** - Recipients must comply with all requirements of State law, City Code, and EDA policy and program guidelines. Applicants agree to work cooperatively with the EDA and City as follows:

- Provide design drawings, proposed work specifications, and architectural materials in a timely manner.
- Attend various meetings, reviews, etc. with representatives of either the City or EDA to expedite various stages of the project.

- **Recipient Responsibility** - All work to be completed shall be the sole responsibility of the property owner. The EDA/ BLAEDC administers the grant program herein and the EDA/ BLAEDC are not responsible for any work undertaken as a result of the grant. The owner hereby holds the City and BLAEDC harmless for any and all liability commencing out of any work constructed and paid for the façade improvement grant herein.

**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 Community Development Director 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 their 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 made 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

2026 Meeting Schedule

March 5th, 2026

April 2nd, 2026 (Workshop)

June 4th, 2026

September 3rd, 2026

November 5th, 2026 (Workshop)

December 3rd, 2026

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

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