



ECONOMIC DEVELOPMENT AUTHORITY AGENDA

City of Brainerd, Minnesota
City Hall, 501 Laurel Street, Council Chambers
Thursday, September 3, 2026 @ 7:30 AM

The public is invited to attend these meetings in person

Per MN Statutes 13D.02 Subd 1 Commissioners may participate by interactive technology.

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

1. **Call To Order**

2. **Roll Call**

___J. Grecula ___G. Johnson ___M. Kirsch ___M. O'Day ___K. Yeager ___VACANT ___VACANT

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

4. **Consent Calendar**

NOTICE TO PUBLIC - all matters listed are considered routine by the Board and will all be enacted by one (1) motion. There will be no separate discussion of these items unless good cause is shown prior to the time the Board votes on the motion to be ADOPTED BY ROLL CALL

A. **Approval of Minutes**

B. **Financial Reports**

C. **Swanson Haskamp Report**

D. **DDBC Report**

E. **Visit Brainerd Report**

F. **Executive Director Report**

5. **Unfinished Business**

A. **Downtown Character and Planning**

6. **New Business**

A. **Set the 2026 Preliminary EDA Tax Levy Request**

B. **Workshop Itinerary**

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

Visit the City's Website at www.brainerdmn.gov

MISSION

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

BRAINERD ECONOMIC DEVELOPMENT AUTHORITY
Thursday, June 4, 2026, 7:30 a.m.
City Hall Council Chambers

Pursuant to due call and notice thereof, Vice Chair Johnson called the workshop of the Brainerd Economic Development Authority to order at 7:30 a.m.

Upon roll call Commissioners Justin Grecula, Gabe Johnson, Marie Kirsch, and Mike O'Day were noted as present.

Consultants Tyler Glynn, BLAEDC, Jennifer Haskamp, Swanson-Haskamp Consulting & Kamp Real Estate, and Mary Devine-Johnson, Visit Brainerd were noted as present. Staff present were Executive Director Kramvik, Finance Director Hillman, and Administrator Broyles.

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

MOVED AND SECONDED BY COMMISSIONERS O'DAY AND GRECULA TO APPROVE THE CONSENT CALENDAR.

Consent Calendar

Approval of Minutes

Approved March 3, 2026 meeting minutes.

Financial Reports

Approved financial reports.

Swanson Haskamp Report

Approved report.

DDBC Report

Approved report.

Visit Brainerd Report

Approved report.

Upon roll call Commissioners Grecula, Kirsch, O'Day, and Johnson voted "aye".

New Business

Apartment Development – City Hall Parking Lot

CMHP Apartment Development – Wright Street Extension

Downtown Concept Plan Discussion

Staff Reports

HRA Director Charpentier stated that the HRA is working with Kamp Realty and Staff on a development agreement with Central Minnesota Housing.

Executive Director Kramvik stated that the Kueper's project has kicked off their 176 unit development.

Adjourn

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

The Authority adjourned at 7:58 a.m.

Respectfully Submitted by
Toni Gage

Financial Report for EDA

As of July 31, 2026

	Cash & Investments	Receivable Balance	Deferred Loans (as of 12/31/25) **	Awarded Grants
General Funds:				
EDA Fund - #295	\$ 131,618	\$ -	\$ -	\$ -
Total	\$ 131,618	\$ -	\$ -	\$ -
CDBG (Housing/Commerical (Slum & Blight/Federal Objective)):				
Downtown - #298	\$ 2,587	\$ 932	\$ 154,908	\$ -
SE Brainerd - #215	13,554	-	4,000	-
NE Brainerd - #218	-	-	124,996	-
2024 SE Brainerd	(24,666)	-	245,992	-
2025 210 Streetscape	(331)	-	-	-
Willows Project - #209	-	-	-	-
Old Housing - #209	2,741	-	47,286	-
Local Income - #275	140,848	9,655	5,925	-
Total	\$ 134,733	\$ 10,587	\$ 583,108	\$ -
Federal & State MIF (Commerical (Jobs)):				
Commerical - #210 ^^^	\$ -	\$ 646,427	\$ -	\$ -
Federal MIF - #296	19,511	-	-	-
Total	\$ 19,511	\$ 646,427	\$ -	\$ -
Grand Total	\$ 285,862	\$ 657,014	\$ 583,108	\$ -

** 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 07/31/2025	PERIOD ENDED 07/31/2026
*** Assets ***			
295-0000-10100	CASH	125,112.75	131,617.61
295-0000-10700	DELINQUENT TAX RECEIVABLE	8,391.61	9,204.12
295-0000-11500	ACCOUNTS RECEIVABLE	456.00	456.00
295-0000-16160	FA-LAND HELD FOR RESALE	460,396.74	460,396.74
Total Assets		594,357.10	601,674.47
*** Liabilities ***			
295-0000-20600	DEPOSITS PAYABLE	4,673.29	12,331.54
295-0000-22200	DEFERRED REVENUE	460,396.74	460,396.74
295-0000-22210	DEFERRED TAXES RECEIVABLE	5,632.88	6,592.22
Total Liabilities		470,702.91	479,320.50
*** Fund Balance ***			
295-0000-28900	FUND BALANCE/EQUITY ACCT	106,427.00	119,973.55
Total Fund Balance		106,427.00	119,973.55
Beginning Fund Balance		106,427.00	119,973.55
Net of Revenues VS Expenditures		17,227.19	2,380.42
Ending Fund Balance		123,654.19	122,353.97
Total Liabilities And Fund Balance		594,357.10	601,674.47

PERIOD ENDING 07/31/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR		YTD BALANCE	% BDGT USED
		2026 MONTH 07/31/2026	07/31/2026	07/31/2026	
		AMENDED BUDGET	CREASE (DECREASE)	NORMAL (ABNORMAL)	
Fund 295 - EDA FUND					
Function: Unclassified					
Dept 0000					
Revenues					
TAXES & PENALTIES					
295-0000-31010	CURRENT AD VALOREM	186,812.00	38,541.62	104,235.16	55.80
295-0000-31020	DELINQUENT AD VALOREM	0.00	528.46	1,733.46	100.00
		186,812.00	39,070.08	105,968.62	56.72
TAXES & PENALTIES					
OTHER REVENUE					
295-0000-36210	INTEREST INCOME	1,500.00	0.00	836.48	55.77
		1,500.00	0.00	836.48	55.77
OTHER REVENUE					
OTHER FINANCING SOURCES					
295-0000-39101	SALE OF ASSETS	0.00	0.00	3.00	100.00
		0.00	0.00	3.00	100.00
OTHER FINANCING SOURCES					
TOTAL REVENUES					
		188,312.00	39,070.08	106,808.10	56.72
Net - Dept 0000					
		188,312.00	39,070.08	106,808.10	
Dept 6510 - ECONOMIC DEVELOPMENT AUTH					
Expenditures					
SERVICES					
295-6510-43300	PROFESSIONAL SERVICES	154,620.00	12,885.01	78,945.23	51.06
295-6510-43361	INS - GENERAL LIABILITY	148.00	36.12	132.45	89.49
295-6510-43434	ECONOMIC INITIATIVES	60,000.00	0.00	20,000.00	33.33
295-6510-43435	BOOKS/PAMPHLETS/DUES	5,350.00	0.00	5,350.00	100.00
		220,118.00	12,921.13	104,427.68	47.44
SERVICES					
TOTAL EXPENDITURES					
		220,118.00	12,921.13	104,427.68	47.44
Net - Dept 6510 - ECONOMIC DEVELOPMENT AUTH					
		(220,118.00)	(12,921.13)	(104,427.68)	
Total - Function Unclassified					
		(31,806.00)	26,148.95	2,380.42	7.48
TOTAL REVENUES					
		188,312.00	39,070.08	106,808.10	56.72
TOTAL EXPENDITURES					
		220,118.00	12,921.13	104,427.68	47.44
NET OF REVENUES & EXPENDITURES					
		(31,806.00)	26,148.95	2,380.42	7.48

08/31/2026 09:00 AM
User: chillman
DB: Brainerd

CHECK DISBURSEMENT REPORT FOR CITY OF BRAINERD
CHECK DATE FROM 05/01/2026 - 07/31/2026

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Check Date	Bank	Check #	Invoice	Payee	Description	Account	Dept	Amount
Fund: 295 EDA FUND								
05/06/2026	BB	103950	APR 2026	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,208.33
05/06/2026	BB	103967	APR 2026	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	833.34
05/06/2026	BB	104000	MARCH 2026	RATWIK, ROSZAK AND MALONEY	PROFESSIONAL SERVICES	43300	6510	218.50
05/06/2026	BB	104005	APR 2026	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	3,125.00
05/06/2026	BB	104010	APR 2026	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	4,301.67
06/03/2026	BB	104151	MAY 2026	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,208.33
06/03/2026	BB	104159	MAY 2026	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	833.34
06/03/2026	BB	104175	3716845	KUTAK ROCK LLP	DEPOSITS PAYABLE	20600	0000	228.00
			3747036		DEPOSITS PAYABLE	20600	0000	85.50
			3747040		DEPOSITS PAYABLE	20600	0000	57.00
			CHECK BB 104175 TOTAL FOR FUN				370.50	
06/03/2026	BB	104200	MAY 2026	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	3,125.00
06/03/2026	BB	104204	MAY 2026	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	4,301.67
06/17/2026	BB	104274	5004	BRAINERD LAKES CHAMBER FOUNDA	ECONOMIC INITIATIVES	43434	6510	20,000.00
06/17/2026	BB	104309	40001339/Q1&Q2 2026	LEAGUE MN CITIES C/O BERKLEY	INS - GENERAL LIABILITY	43361	6510	72.25
07/08/2026	BB	104407	JUN 2026	BRAINERD LAKES AREA DEV C	PROFESSIONAL SERVICES	43300	6510	3,208.33
07/08/2026	BB	104425	JUN 2026	DESTINATION DOWNTOWN BRAINERD	PROFESSIONAL SERVICES	43300	6510	833.34
07/08/2026	BB	104443	3761181	KUTAK ROCK LLP	DEPOSITS PAYABLE	20600	0000	2,064.00
			3761178		DEPOSITS PAYABLE	20600	0000	4,333.50
			CHECK BB 104443 TOTAL FOR FUN				6,397.50	
07/08/2026	BB	104476	JUN 2026	SWANSON HASKAMP CONSULTING	PROFESSIONAL SERVICES	43300	6510	3,125.00
07/08/2026	BB	104485	JUN 2026	VISIT BRAINERD	PROFESSIONAL SERVICES	43300	6510	4,301.67
07/22/2026	BB	104551	40001339/3RD QTR 26	LEAGUE MN CITIES C/O BERKLEY	INS - GENERAL LIABILITY	43361	6510	36.12
07/22/2026	BB	104581	246563	WIDSETH SMITH NOLTING	DEPOSITS PAYABLE	20600	0000	2,300.00
Total for fund 295 EDA FUND								63,799.89

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 295 EDA FUND							
05/01/2026			295-0000-10100 CASH		BEG. BALANCE		90,336.69
05/31/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	3057		1,416.67	88,920.02
06/20/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	3070	64,286.64		153,206.66
06/30/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	3084		1,416.67	151,789.99
06/30/2026	GJ	JE	ALLOCATE QTRLY INTEREST	3089	242.03		152,032.02
07/01/2026	GJ	JE	TO RECLASS CK #103576 AND 103422 TO 1	3099		1,128.75	150,903.27
07/03/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	3077	39,070.08		189,973.35
07/31/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	3110		1,416.67	188,556.68
07/31/2026			295-0000-10100	END BALANCE	103,598.75	5,378.76	188,556.68
05/01/2026			295-0000-10700 DELINQUENT TAX RECEIVABLE		BEG. BALANCE		9,204.12
07/31/2026			295-0000-10700	END BALANCE	0.00	0.00	9,204.12
05/01/2026			295-0000-16160 FA-LAND HELD FOR RESALE		BEG. BALANCE		460,396.74
07/31/2026			295-0000-16160	END BALANCE	0.00	0.00	460,396.74
05/01/2026			295-0000-20600 DEPOSITS PAYABLE		BEG. BALANCE		(15,670.47)
07/01/2026	GJ	JE	TO RECLASS CK #103576 AND 103422 TO 1	3099	1,111.50		(21,046.29)
07/01/2026	GJ	JE	TO RECLASS CK #103576 AND 103422 TO 1	3099	17.25		(21,029.04)
07/31/2026			295-0000-20600	END BALANCE	1,128.75	0.00	(14,541.72)
05/01/2026			295-0000-22200 DEFERRED REVENUE		BEG. BALANCE		(460,396.74)
07/31/2026			295-0000-22200	END BALANCE	0.00	0.00	(460,396.74)
05/01/2026			295-0000-22210 DEFERRED TAXES RECEIVABLE		BEG. BALANCE		(6,592.22)
07/31/2026			295-0000-22210	END BALANCE	0.00	0.00	(6,592.22)
05/01/2026			295-0000-31010 CURRENT AD VALOREM		BEG. BALANCE		(2,483.25)
06/20/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	3070		63,210.29	(65,693.54)
07/03/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	3077		38,540.81	(104,234.35)
07/03/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	3077		0.81	(104,235.16)
07/31/2026			295-0000-31010	END BALANCE	0.00	101,751.91	(104,235.16)
05/01/2026			295-0000-31020 DELINQUENT AD VALOREM		BEG. BALANCE		(128.65)
06/20/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	3070		1,023.38	(1,152.03)
06/20/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	3070		52.97	(1,205.00)
07/03/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	3077		477.90	(1,682.90)
07/03/2026	GJ	JE	TO RECEIPT IN TAX SETTLEMENT	3077		50.56	(1,733.46)
07/31/2026			295-0000-31020	END BALANCE	0.00	1,604.81	(1,733.46)
05/01/2026			295-0000-36210 INTEREST INCOME		BEG. BALANCE		(594.45)
06/30/2026	GJ	JE	ALLOCATE QTRLY INTEREST	3089		242.03	(836.48)
07/31/2026			295-0000-36210	END BALANCE	0.00	242.03	(836.48)
05/01/2026			295-6510-43300 PROFESSIONAL SERVICES		BEG. BALANCE		40,071.70
05/31/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	3057	1,416.67		41,488.37
06/30/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	3084	1,416.67		42,905.04
07/31/2026	GJ	JE	TO RECORD SERVICES TO EDA PER BUDGET	3110	1,416.67		44,321.71
07/31/2026			295-6510-43300	END BALANCE	4,250.01	0.00	44,321.71
05/01/2026			295-6510-43361 INS - GENERAL LIABILITY		BEG. BALANCE		24.08
07/31/2026			295-6510-43361	END BALANCE	0.00	0.00	24.08
05/01/2026			295-6510-43435 BOOKS/PAMPHLETS/DUES		BEG. BALANCE		5,350.00
07/31/2026			295-6510-43435	END BALANCE	0.00	0.00	5,350.00
TOTAL FOR FUND 295 EDA FUND					108,977.51	108,977.51	119,517.55
GRAND TOTALS:					108,977.51	108,977.51	119,517.55

City of Brainerd
Economic Development Authority
Scope of Services Report

Date: August 28, 2026
From: Jennifer Haskamp, SHC
RE: Activities Jul – Aug 2026

Overview of Monthly Activities:

The following summary of progress on each task from our scope of services is provided. We will be attending the September EDA meeting and will present a summary of the downtown plan.

The following summary by scope is provided for your reference.

Activities by Scope Task:

SCOPE	TASK
a.	Maintain Property Listing Portal
	SHC Activities: • We continuing to work with staff to promote the listing portal to property owners that may be interested. We will discuss this again with staff at the quarterly consultant meeting after the EDA meeting in September. • Portal remains active and will update current listings with closings.
b.	Maintain an inventory of under-utilized and/or undeveloped property, update bi-annually.
	SHC Activities: • Update planned for Q3/Q4. This will align with marketing roll out of listing portal.
c.	Prepare Downtown Area Plan
	SHC Activities: • Survey complete, summary results will be presented. • Draft outline of annotated plan will be presented at September meeting.
d.	Establish relationship and continue discussion with developers
	SHC Activities: • Ongoing networking with developers and local real estate groups. First marketing push late August. Have received inquiries from ~6 brokers, no significant leads so far. • Planned update of all listings in the portal; new images taken on site visit 8/26

e.	Participate in quarterly roundtable discussions with the City of Brainerd Staff and all other consultants.
	SHC Activities: September Meeting planned
f.	Lead/Participate in one (1) business roundtable. Topic to address Washington Street Corridor.
	SHC Activities: Timing to align with communication effort/plans (Fall/late Fall)
g.	Attend regular meetings of the EDA (minimum of four meetings.)
	SHC will be in attendance at the September meeting.

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

Report Date: 9/1/2026

a. Maintain Main Street America Aspiring Membership status.

Update: Mary took over as the point of contact for the Minnesota Main Street membership and programming in January 2026. To date she has:

- Executed the annual contract
- Attended the Monthly Directors meeting (required by MMS): January, February, March, April, May, and July.
- Attended the 2026 monthly Deep Dive meeting (required by MMS): January, February, April, May, June and July.
- Started recruiting Steering Committee members: Mike Angland, Tad Johnson, Jamie Bieser, and John Schommer will sit on the committee; still have 2-3 more to confirm.
- Started redesigning the website; about 50% complete.

Action Items:

- Finish the DowntownBrainerd.org website.
-

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

Update: Hosting Business Owners Socials which are both connecting and meeting/updates.

Past events in 2026:

- May 26 – At Shep’s on 6th with updates from Brainerd Community Action and Shep’s Rib Fest with 15 people in attendance.
- June 25 – At Passport Restaurants with updates from Roper Romp and Lakes Area Music Festival with 15 people in attendance.
- July 29 – At The Sweet Spot with discussion about fall and winter events with 13 people in attendance.
- August 26 – At Crossing Arts Alliance in partnership with Crow Wing Food Co-Op with more discussions on fall and winter events and 13 people in attendance.

Upcoming events:

- September 30 – At Dragon Forge Games

- October – No networking event
 - November 4 – Holiday Happy Hour Social (TBD)
 - November – No networking event
 - December – No networking event
 - January 27 – Location TBD
-

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

Update: In progress.

- Downtown Market: The outdoor markets held on Fridays at the City Hall parking lot resumed in May. Both vendor and patron attendance have been good.
 - Spooktacular – Halloween Event: The annual trick-or-treating event is scheduled for Saturday, Oct. 24, and the shopkeepers are looking into creating more of a festival environment this year. DDBC will help with permits, promotions, and advertising.
 - Downtown Window Walk & Christmas Tree Lighting: The annual window decorating contest, tree lighting, open late shopping, carolers, etc., will be held on Friday, December 4. DDBC will help with permits, promotions, and advertising.
-

d. Participate in quarterly roundtable discussion with City of Brainerd staff and all other

Update: In progress.

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

Report Date: 9/1/2026

a. Update content on the EDA website.

Update: Ongoing

b. Continue the SEO strategies proposed in 2025 specifically for the keyword search, display ads, and website content/on-page SEO.

Update: Refining the keywords and continually adding negative keywords to avoid buying irrelevant search terms. The number of clicks and impressions are good; note this report is three days short because we measure one month at a time, meaning numbers might adjust slightly in future reports.

I am counting a valid website contact form as a successful conversion; we get several “junk” forms per month and have tried to fix that with form and website security settings, etc.

	Jan	Feb	Mar	Apr	May	Jun
Website Contact Form	0	0	1	1	1	2
Key word Search Campaign Spend	\$702.75	\$717.62	\$757.53	\$752.35	\$693.04	\$759.83
Key word Search Campaign Clicks	604	942	843	911	526	838
Display Ad Spend	\$732.56	\$651.73	\$610.28	\$610.17	\$566.83	\$610.47
Display Ad Clicks	499	527	387	426	357	355
Display Ad Impressions	1,593,491	1,525,264	1,263,515	1,293,903	1,197,889	1,230,170
Webpage visits	1,318	1,172	887	984	852	859

	Jul	Aug	Sep	Oct	Nov	Dec
Website Contact Form	1	0				
Key word Search Campaign Spend	\$700.23	\$723.39				
Key word Search Campaign Clicks	900	926				
Display Ad Spend	\$610.21	\$592.99				

Display Ad Clicks	414	313				
Display Ad Impressions	1,222,628	1,162,469				
Webpage visits	848	698				

c. Provide CMS training for city staff and host the website and email services for the Brainerd EDA website.

Update: Completed.

Action: Provided CMS manual and in-person training to city staff on Thursday, Aug. 27.

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.

Update: In progress.

- Print/Poster Billboard on Hwy. 10 in Royalton went up in Dec. 2025 and will be posted through Dec. 2026 using funds from the 2025 Visit Brainerd EDA Contract.
- IQ magazine ads in each of their two issues; see below.



Cover of the Spring 2026 Edition



Picture of EDA Ad on Page 33

Action items:

- Start LinkedIn advertising.

- Identify developer specific targeted advertising opportunities.

-
- 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.**

Update: Ad buying complete; campaign will start June 5.

d. Summer Shopping Ad Campaign		
Digital Billboards - Lamar*	\$ (3,000.00)	\$3,000 for 12 weeks of digital billboards; 1 north bound and 1 south bound on Hwy. 371
Radio - Hubbard	\$ (4,500.00)	30 :30 ads on WJLY / KLIZ / KBLB / KUAL / KLIZ-AM during June, July, August
Radio - MPR (Brainerd News & Classical)	\$ (1,500.00)	30 spots on Brainerd News and Classical radio during June, July, August
Visit Brainerd fee	\$ (1,200.00)	10% of ad spend
Subtotal	\$ (10,200.00)	

-
- 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.**

Update: In progress; need to finalize the ad buy and creative. Campaign typically runs November 20 through December 20 as budget allows.

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

Update: In progress.

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

Update: In progress.

Brainerd EDA - Search Campaign

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks

838

CTR

0.07%

Impressions

1,235,427

Cost Per Click

by Cost, CPC, and CPM

Cost

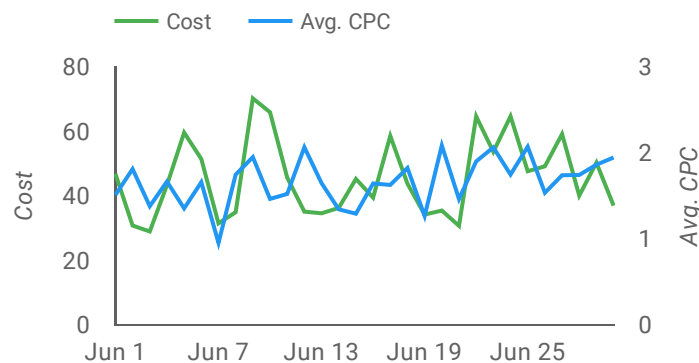
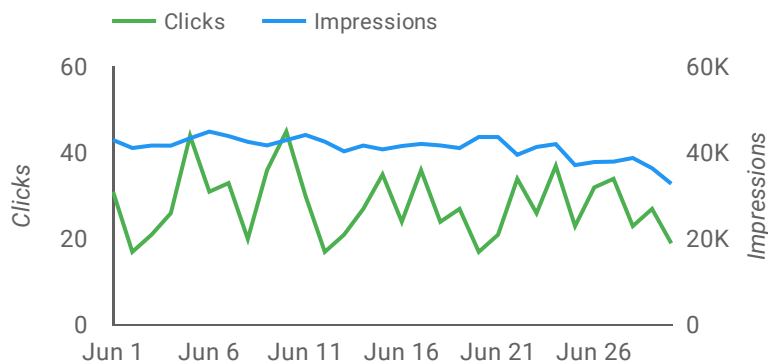
\$1.37K

Avg. CPC

\$1.63

Avg. CPM

\$1.11



Search Terms

by Clicks and Impressions

	Search term	Clicks ▾	Impressions
1.	companies that help small businesses g...	40	154
2.	business advisory services	29	85
3.	business financing options	12	28
4.	business funding solutions	11	26
5.	business advisory services for small an...	10	19
6.	business financing companies	10	29
7.	capital sources for new ventures	9	24
8.	small business funding	8	14
9.	apply for funding	7	18
10.	help for small business owners	6	15
11.	fund my business	6	16
12.	i want to do business	5	8
13.	small business grants non repayable	5	7
14.	quick business funding	5	16
15.	business funding	4	6
16.	advisory services	4	12
17.	free funding for small business	4	11
18.	how to secure capital for your business	4	14

1 - 500 / 926

Targeted Demographics

by Age and Gender

Age	Clicks
gt64	67
55to64	59
Undetermined	510
18to24	33
45to54	54
25to34	65
35to44	50

Gender	Clicks
Male	179
Female	173
Undetermined	486



Brainerd EDA - Display Campaigns

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks	CTR	Impressions
355	0.03%	1,230,170

Targeted Cities

by Impressions and Clicks

City	Impressions ▾	Clicks
Minneapolis	397,042	138
Rochester	109,558	44
Saint Paul	78,747	31
Falcon Heights	50,204	12
Moorhead	15,662	3
St. Louis Park	13,293	3
Plymouth	13,126	0
Menomonie	12,385	2
Winona	11,183	0
Bloomington	10,846	1
Edina	10,762	2
Duluth	10,709	4
Little Canada	10,460	3
Otsego	10,201	5
Saint Anthony	9,122	0
Richfield	8,637	2
St. Cloud	8,568	2
Maple Grove	7,691	0
Blaine	7,019	1
Brooklyn Park	6,939	1
Coon Rapids	6,645	1
Oak Grove	6,296	2
New Hope	5,932	5
Ham Lake	5,541	3
East Gull Lake	5,089	1

1 - 100 / 621 < >

Targeted Demographics

by Age, Income, and Gender

Age	Impressions ▾
gt64	241,874
55to64	189,999
Undetermined	170,090
18to24	169,268
45to54	155,967
25to34	154,878
35to44	148,094

1 - 7 / 7 < >

Audience Type	Impressions ▾
Personalized Audiences	813,053
Affinity	237,399
Life Event	27,548

1 - 3 / 3 < >

Gender ▾	Impressions
Undetermined	86,712
Male	660,926
Female	487,789

1 - 3 / 3 < >

Brainerd EDA - Search Campaign

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks

900

CTR

0.07%

Impressions

1,227,255

Cost Per Click

by Cost, CPC, and CPM

Cost

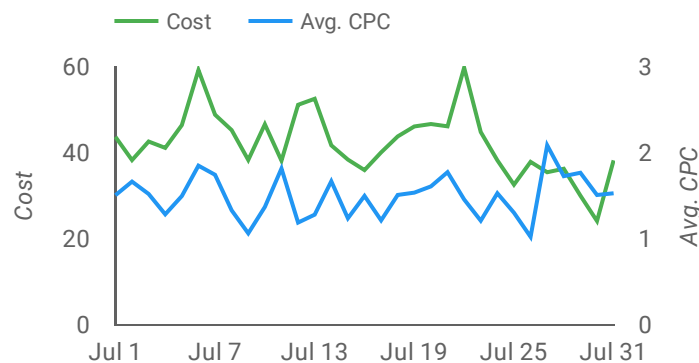
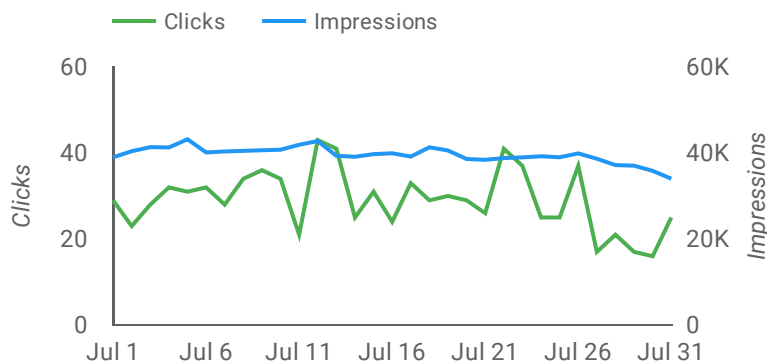
\$1.31K

Avg. CPC

\$1.46

Avg. CPM

\$1.07



Search Terms

by Clicks and Impressions

	Search term	Clicks ▾	Impressions
1.	services for small businesses	38	77
2.	companies that help small businesses g...	38	213
3.	business advisory services	28	102
4.	advisory services	17	62
5.	sme advisory services	12	20
6.	services for business	9	14
7.	consultancy services	8	37
8.	business consultancy services	8	25
9.	business services	8	17
10.	business capital solutions	7	12
11.	small business funding	7	10
12.	consultant company	6	15
13.	business consultancy	5	16
14.	apply for business funding	5	9
15.	financing for a new business	5	8
16.	business financing	5	5
17.	help for small business owners	4	7
18.	business advisor	4	25

1 - 500 / 775

Targeted Demographics

by Age and Gender

Age	Clicks
gt64	64
55to64	85
45to54	69
Undetermined	516
25to34	65
18to24	41
35to44	60

Gender	Clicks
Male	219
Female	195
Undetermined	486



Brainerd EDA - Display Campaigns

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks	CTR	Impressions
414	0.03%	1,222,638

Targeted Cities

by Impressions and Clicks

City	Impressions ▾	Clicks
Minneapolis	403,258	165
Rochester	97,340	41
Saint Paul	80,710	28
Falcon Heights	49,996	12
Moorhead	16,311	4
Bloomington	13,770	5
Menomonie	13,117	5
Plymouth	12,640	3
St. Louis Park	12,314	2
Winona	11,570	3
Otsego	11,224	0
Edina	11,033	2
Little Canada	9,891	6
Duluth	9,729	1
Richfield	9,089	3
St. Cloud	8,486	2
Blaine	7,751	1
Saint Anthony	7,510	3
Maple Grove	7,390	1
Brooklyn Park	7,160	3
New Hope	6,702	1
Coon Rapids	6,631	0
Ham Lake	6,072	0
Oak Grove	6,038	1
Mankato	5,590	1

1 - 100 / 617 < >

Targeted Demographics

by Age, Income, and Gender

Age	Impressions ▾
gt64	256,949
55to64	208,449
45to54	169,786
Undetermined	163,303
25to34	147,317
18to24	143,270
35to44	133,564

1 - 7 / 7 < >

Audience Type	Impressions ▾
Personalized Audiences	858,926
Affinity	143,634
Life Event	22,293

1 - 3 / 3 < >

Gender ▾	Impressions
Undetermined	85,577
Male	679,343
Female	462,335

1 - 3 / 3 < >

Brainerd EDA - Search Campaign

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks

926

CTR

0.08%

Impressions

1,166,794

Cost Per Click

by Cost, CPC, and CPM

Cost

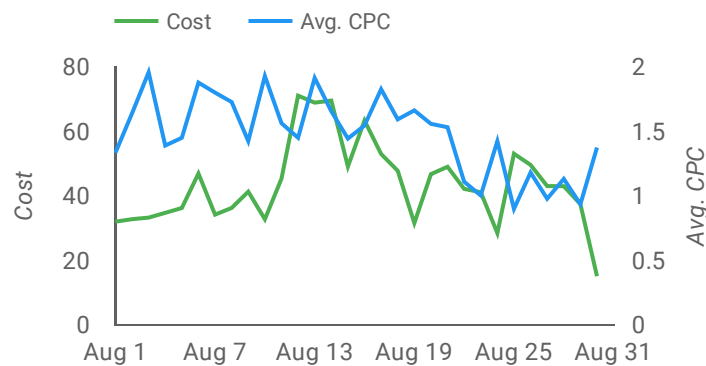
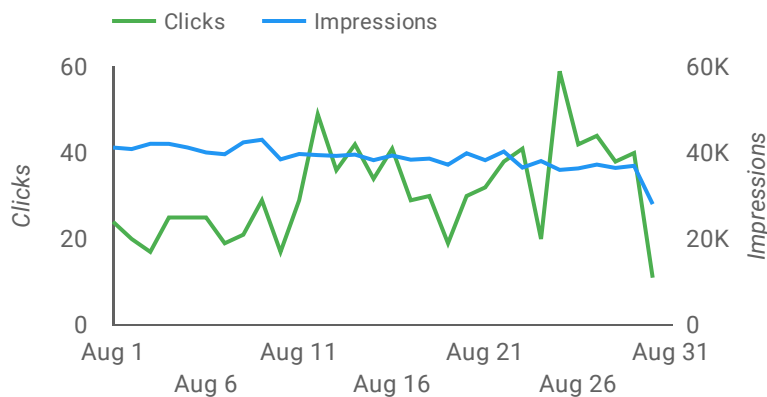
\$1.31K

Avg. CPC

\$1.41

Avg. CPM

\$1.12



Search Terms

by Clicks and Impressions

	Search term	Clicks ▾	Impressions
1.	services for business	428	730
2.	services for small businesses	30	47
3.	business services companies	10	18
4.	solution for business	8	21
5.	business solutions company	7	15
6.	tools to grow your business	4	4
7.	123 grants	3	8
8.	business consultants near me	3	4
9.	advisory services	3	7
10.	mn llc	3	29
11.	business solutions	3	7
12.	sme business solutions	2	2
13.	business solutions services	2	6
14.	business solution provider	2	3
15.	businesses for sale brainerd mn	2	11
16.	commercial listings near me	2	2
17.	commercial property for sale near me	2	13
18.	define business	2	2

1 - 500 / 561 < >

Targeted Demographics

by Age and Gender

Age	Clicks
gt64	57
55to64	74
18to24	33
45to54	45
35to44	52
Undetermined	610
25to34	55

Gender	Clicks
Male	176
Female	154
Undetermined	596

Brainerd EDA - Display Campaigns

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks	CTR	Impressions
313	0.03%	1,162,469

Targeted Cities

by Impressions and Clicks

City	Impressions ▾	Clicks
Minneapolis	376,199	92
Falcon Heights	141,629	39
Rochester	85,266	27
Saint Paul	65,539	23
Edina	23,125	13
Moorhead	12,551	4
Little Canada	11,634	4
St. Louis Park	10,800	1
Plymouth	10,183	1
Bloomington	9,996	4
Richfield	9,422	2
Otsego	9,262	0
Menomonie	9,157	1
Duluth	7,707	2
Blaine	7,112	1
St. Cloud	7,089	2
Saint Anthony	6,941	1
Maple Grove	6,878	3
Brooklyn Park	6,648	0
Winona	6,566	1
New Hope	6,187	1
Oak Grove	5,506	1
Coon Rapids	5,446	1
Ham Lake	5,132	3
Robbinsdale	4,938	1

1 - 100 / 618 < >

Targeted Demographics

by Age, Income, and Gender

Age	Impressions ▾
gt64	245,853
55to64	198,183
18to24	154,142
45to54	149,711
35to44	141,627
Undetermined	138,844
25to34	134,109

1 - 7 / 7 < >

Audience Type	Impressions ▾
Personalized Audiences	759,346
Affinity	93,959
Life Event	17,077

1 - 3 / 3 < >

Gender ▾	Impressions
Undetermined	86,286
Male	671,055
Female	409,192

1 - 3 / 3 < >



COMMUNITY DEVELOPMENT DEPARTMENT REPORT

James Kramvik, EDA Executive Director

September 2026

STATE HOSPITAL PROPERTY

The State Hospital property is located on State Highway 18 on the east end of Brainerd. The primary structure along with 11 other buildings were demolished in 2012 as there was no further use for the buildings and renovation costs would have been substantial. A total of three buildings remain on the property focusing on mental health programs and addiction recovery services.

The vacant property has remained undeveloped since 2012 and accounts for 60 + acres of readily developable property. Staff reached out to the State of Minnesota regarding the vacant land and were told that the State will not consider transferring the property to the City. Staff have discussed development opportunities for the State Hospital property with local representatives and believe that it would be best to reapproach this issue in 2027.

FAÇADE GRANT

The EDA has received 7 applications for the Sign Grant for a total distribution amount of \$6,400.

The EDA has received 2 applications for the Facade Grant for a total distribution amount of \$10,000.

DEVELOPMENT UPDATES

- **Kuepers – Voyageur Heights Apartments**
 - Building 1 - Underground portion 100 % complete, framing started
 - Building 2 – Perimeter foundation 100% complete, deep sanitation mains and water main installed, backfilled 100%, Garage units framing 100% complete – sub-slab plumbing currently being installed.
 - Building 3 – Perimeter foundation 100% complete, water main installed, garage buildings framing 100% complete. Current - Building deep sanitation mains

- **Country Manor Campus – Pinecrest Senior Living**
 - Childcare/ Senior Living - Exterior and Interior are near completion.
 - Commons/ Administrative Area – Exterior is near completion. Interior is at the applied finishes stage.
 - Memory Care Wing – Exterior is near completion. Interior - Framing complete, Mechanical, Electrical and Plumbing Rough-ins stage.
 - Exterior
 - Asphalt - 1st lift of completed
 - Irrigation – Installation started
 - Trees/Shrubbery – Installation started
 - Concrete walkways – Installation started
- **Central Minnesota Dermatology Clinic**
 - Perimeter foundation 100% complete, backfill, water and sewer currently being installed. Framing of the building is in progress.

Kuepers – Voyageur Heights Apartments



County Manor Campus – Pinecrest Senior Living



Central Minnesota Dermatology





MEMO

To: Members of Brainerd EDA

CC: James Kramvik, Community Development Director

From: Jennifer Haskamp, AICP, SHC

Date: August 28, 2026

RE: Downtown Plan: Survey Summary, Annotated Outline & Recommendations

As presented in June, SHC is working to prepare a Downtown Plan for the EDA's consideration. To develop the plan, a survey was distributed to businesses, residents and other stakeholders. The survey was extremely helpful and more than 145 people provided detailed responses. After the survey was closed, our team headed to Brainerd for some ground truthing, navigation and evaluation. Finally, we're combining this information with feedback from staff and pulling census/economic data to create a comprehensive overview of Downtown that will be incorporated into the draft. In the following sections of this memo is a summary of key themes and findings from the survey, followed by an annotated outline of the Draft Plan. At the September meeting we will present a couple of draft maps for the plan to solicit your feedback before preparing a full draft for the December meeting. After we receive your direction in September, we will prepare a full draft of the plan that will be available at least one month prior to the December meeting so you can fully review it before our last meeting of the year.

DT Survey Summary

A pdf of the survey results is attached to this memo for your information and background. The following summary is provided:

- The majority of respondents are residents and over half work in Brainerd
- More than 75% of respondents visit downtown at least a few times a month, and more than 50% visit at least weekly
- The number one reason people visit downtown is for dining, followed by shopping and entertainment – these are also the top destinations that respondents would like to see more of
- Respondents did not view the condition of DT, including quality of housing, any different than 10 years ago – the majority of people thought it was about the same or worse; conditions were rated as predominantly fair or good for the majority of the physical characteristics (parking lots, sidewalks, signage, landscaping, buildings, lighting)
- Respondents were asked to rank where they would put investment – the top three included:
 - Gathering Spaces
 - Parking
 - Sidewalks and Trails



- Compared to other similar types of downtown areas, 82% of respondents thought other downtowns had better amenities than Brainerd; some of the key things other downtowns have and do well included:
 - More business/retail shops
 - More food options/restaurants
 - More people
 - Welcoming, feels good
- Some challenges identified by the respondents included:
 - Parking – concerns were expressed about visitors knowing where to park or the ability to park directly in front of a business.
 - Wayfinding and signage was identified as fair
 - Gathering spaces were categorized overwhelmingly as poor or fair
- Some opportunities identified by the respondents included:
 - More restaurants and retail options would bring more people downtown
 - Designated areas for community gatherings
 - More apartments and mixed-use housing options

Downtown Plan Outline with Annotations:

I. Introduction & Vision:

This section will introduce the Downtown Plan and identify the purpose and key objectives for the plan. The purpose is to encourage economic development, support and enhance local businesses and make downtown a destination for local residents and tourists. Based on survey responses, key themes include working towards creating a vibrant, clean, and welcoming environment with a mix of uses. Focus on community gathering spaces and activation of the public spaces.

- a. Survey responses focused on more restaurants and places to shop. Responses acknowledged that getting more people living downtown will help support downtown commerce and activity. Living and working downtown will help promote greater activity, which in turn will help support a vibrant small business community.
- b. Tourism will remain a key driver of the area and downtown must do better at capturing visitors in the future.

II. Existing Conditions – Downtown Today

This section will provide an inventory and documentation of the downtown businesses, public realm and physical conditions. The geographic boundaries of the downtown plan will align with the Main Street zoning district boundary and extend to connect key destination locations. Key characteristics of connecting corridors will be defined and identified through mapping. A brief market overview of vacancies, for-sale and for leases will be provided. Underutilized properties will be identified, and summary of physical characteristics will be identified. Existing documentation of signage/wayfinding, parking, and other physical characteristics will be documented through images and mapping.

III. Market Positioning

This section will include an overview of the socio-economic and demographic characteristics with proximity to Downtown (radii to be included will be ½-mile, 1-mile, 5-mile, 10-mile). Tourism



information will be incorporated to establish the baseline market conditions. Market comparison to other neighboring downtowns will also be provided.

Survey respondents identified a desire for more restaurants and places to shop. General market conditions regarding these two uses will be provided. This section will also include potential features that could be leveraged to establish an identity for downtown that is unique to the area. For example, there is a strong arts community in Brainerd that could be leveraged to draw more visitors downtown. This will be described and explored, as well as other potential unique identifiers that could be used to set Brainerd apart from the other competing downtowns in the area (e.g. Nisswa).

IV. Downtown Plan

This section will be comprised of a series of maps, graphics and narrative. Specific strategies and recommendations, with varying levels of financial commitment will be provided. This section will build on the existing conditions, opportunities/challenges identified through the survey results and will be checked for alignment with the comprehensive plan and zoning district standards. Based on survey results, initial site investigations and inventories, and observations the following themes have emerged:

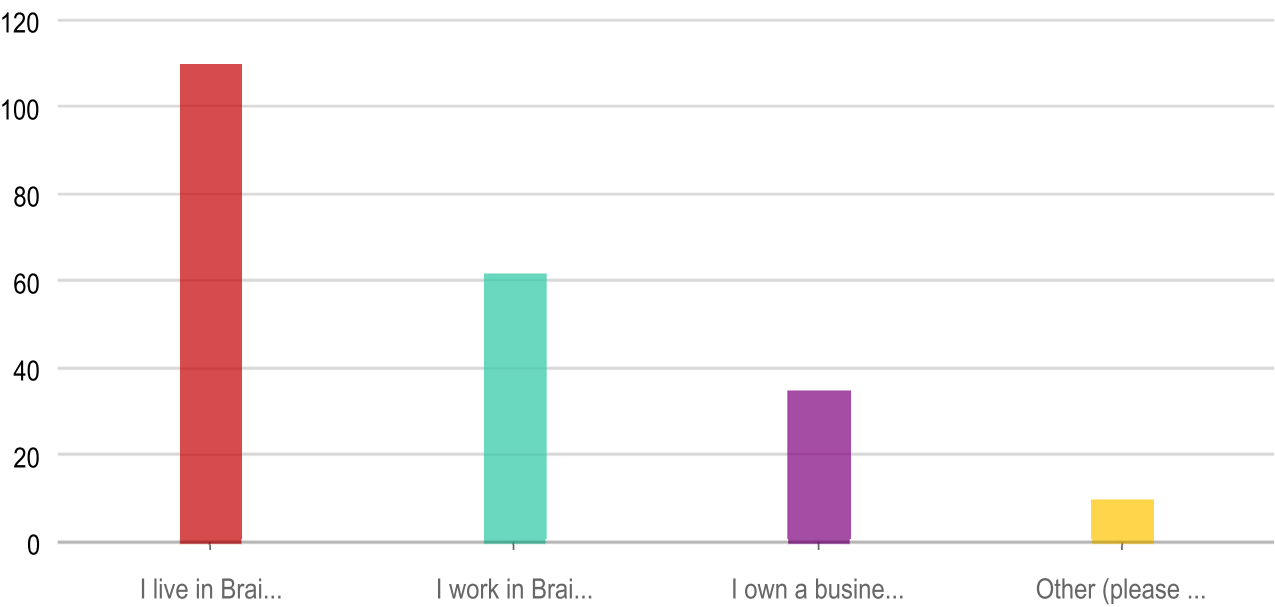
- a. ***Theme #1: Create and Reinforce Connection.*** Enhancing and reinforcing key connections between destinations, neighborhoods and other parts of the community can help drive activity downtown. Main streets thrive when they are easily found and connections are obvious and it feels safe or accessible to get there. This recommendation will build on the existing conditions mapping analysis and identify opportunities for further connections throughout Brainerd and the larger region.
- b. ***Theme #2: Wayfinding and Signage.*** Strategic signage and wayfinding can help local residents and visitors understand that downtown is *not* that far away (and that historic downtown is actually a place!) Whether you're enjoying a concert at the amphitheater, or at an art fair in Gregory Park – downtown is within a half mile of most local destinations, but you wouldn't know it. Today, there is no signage, visual markers, distance markers, or any other information to communicate about 'downtown' until you are actually in downtown.
- c. ***Theme #3: Gathering Spaces and Public Realm Activation.*** The downtown area currently lacks a vibrant street/public realm and with small changes we can reactive these spaces. There is ample room for pop-up street cafes, park benches with landscape alcoves, we just need to plan for them. There are other 'found' spaces such as small alleyways that could be lit with string lights and lawn games – we just have to identify them and rethink how these spaces are used to encourage activities. Responses from the survey reinforced this through their comments and identified the need for spaces that would draw people in so that they will not only patronize the bars, but local shops too.
- d. ***OTHERS***

This section of the plan will provide some discussion of funding and provide examples of small-scale projects with low investments and larger projects with higher costs that may need to be addressed over several years.

Brainerd Downtown Plan Survey

Warm-Up Questions

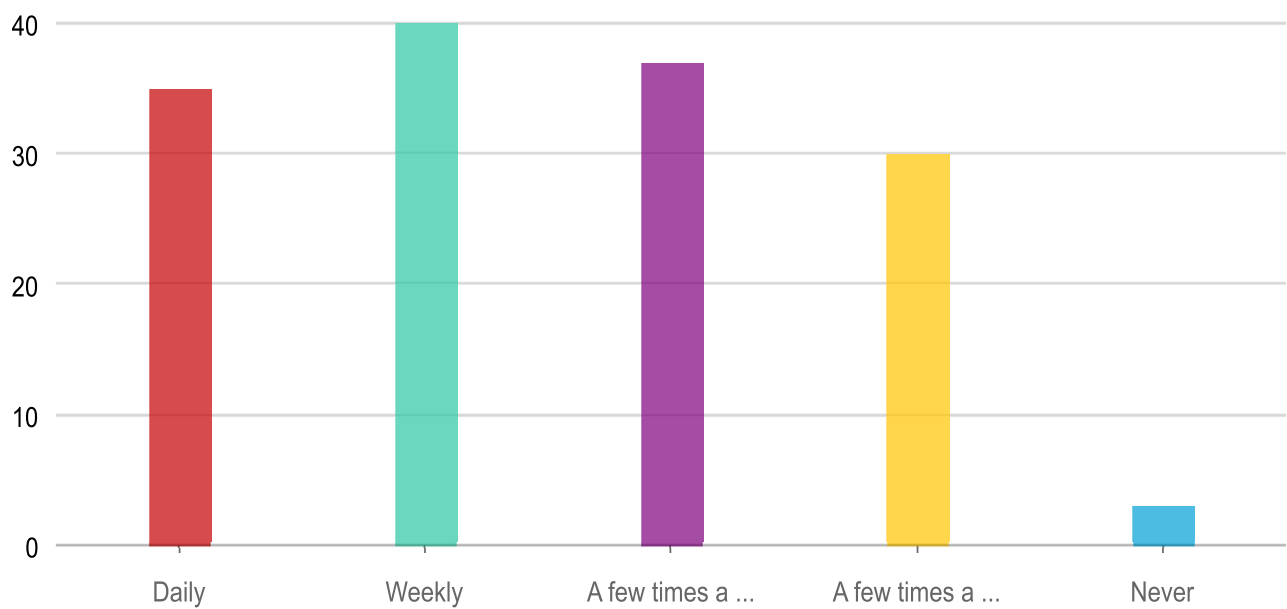
Please select the answer(s) that best describes you. *



Answers	Count	Percentage
I live in Brainerd	110	75.86%
I work in Brainerd	62	42.76%
I own a business or property in Brainerd	35	24.14%
Other (please specify)	10	6.9%

Answered: 145 Skipped: 0

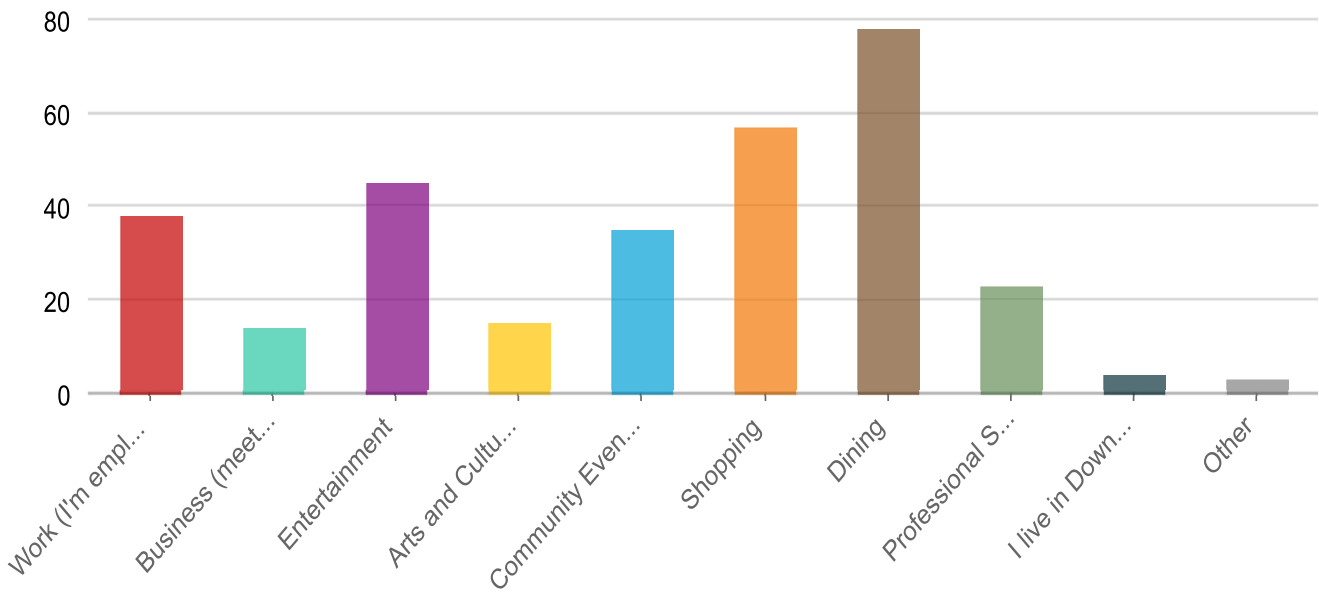
How often do you visit Downtown (e.g. to shop, to eat out, for business, for...)



Answers	Count	Percentage
Daily	35	24.14%
Weekly	40	27.59%
A few times a month	37	25.52%
A few times a year	30	20.69%
Never	3	2.07%

Answered: 145 Skipped: 0

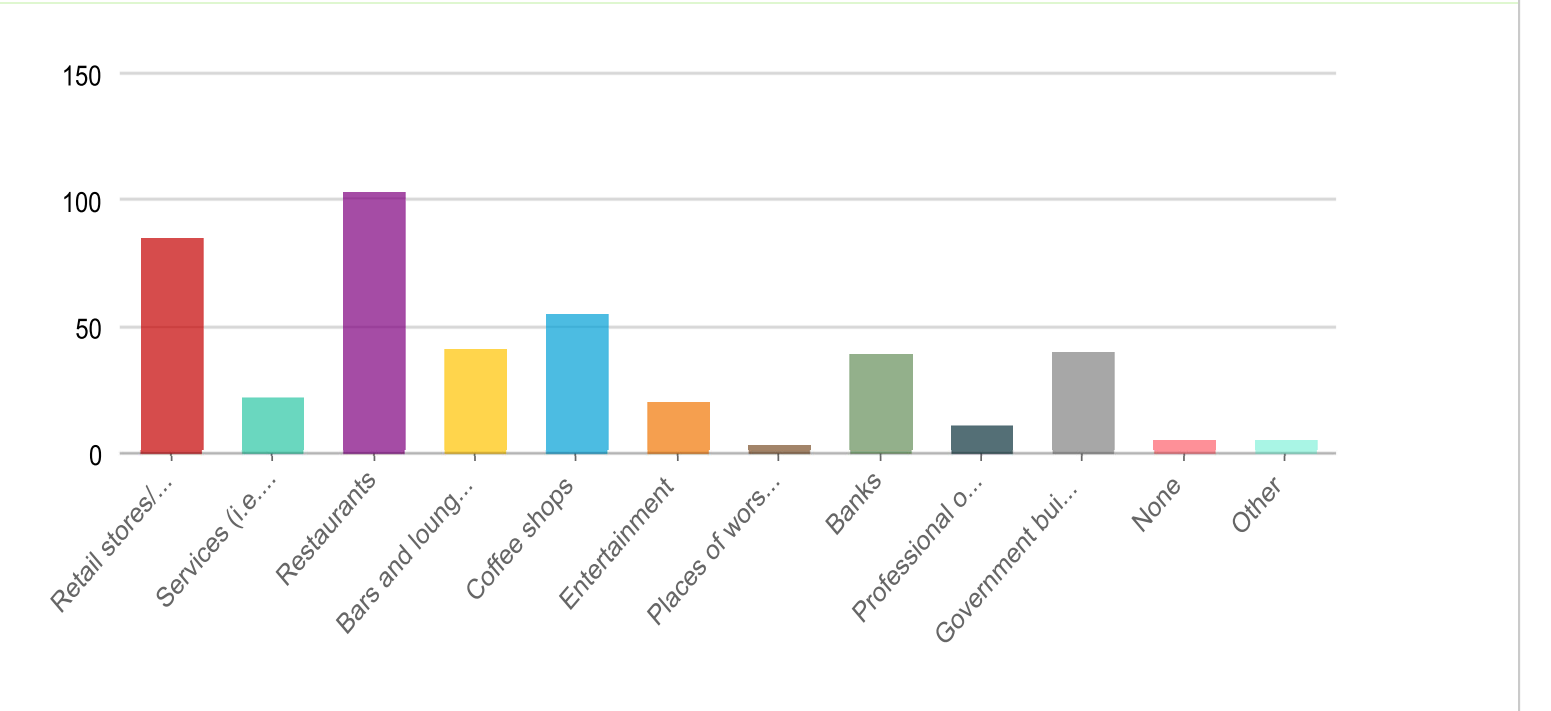
What are the primary reasons you visit Downtown?



Answers	Count	Percentage
Work (I'm employed Downtown)	38	26.21%
Business (meetings, professional services, etc.)	14	9.66%
Entertainment	45	31.03%
Arts and Culture	15	10.34%
Community Events (public festivals, markets, etc.)	35	24.14%
Shopping	57	39.31%
Dining	78	53.79%
Professional Services (salons, banking, law offices, etc.)	23	15.86%
I live in Downtown	4	2.76%
Other	3	2.07%

- How could Downtown improve to get you to visit more often?

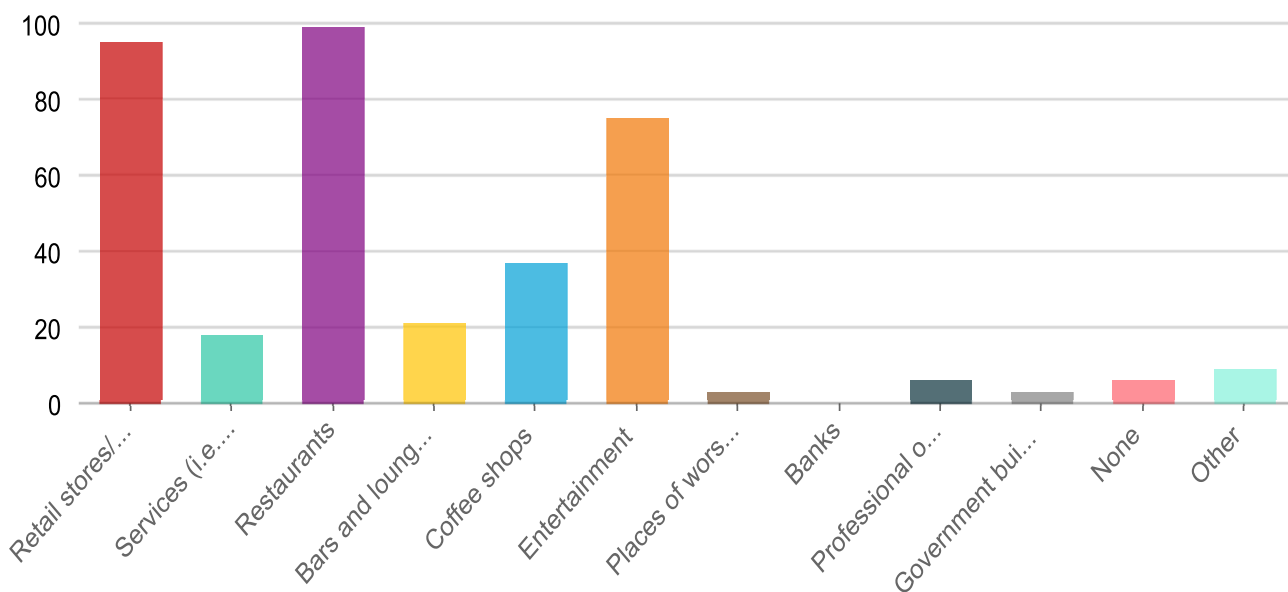
What kind of businesses have you visited regularly (at least monthly) within the Downtown?



Answers	Count	Percentage
Retail stores/shops	85	58.62%
Services (i.e. auto repair, hair/nail salon, tattoo parlor, etc.)	22	15.17%
Restaurants	103	71.03%
Bars and lounges	41	28.28%
Coffee shops	55	37.93%
Entertainment	20	13.79%
Places of worship	3	2.07%
Banks	39	26.9%
Professional offices	11	7.59%
Government buildings	40	27.59%
None	5	3.45%
Other	5	3.45%

Answered: 145 Skipped: 0

What kind of businesses would you like to see more of in Downtown in the future?



Answers

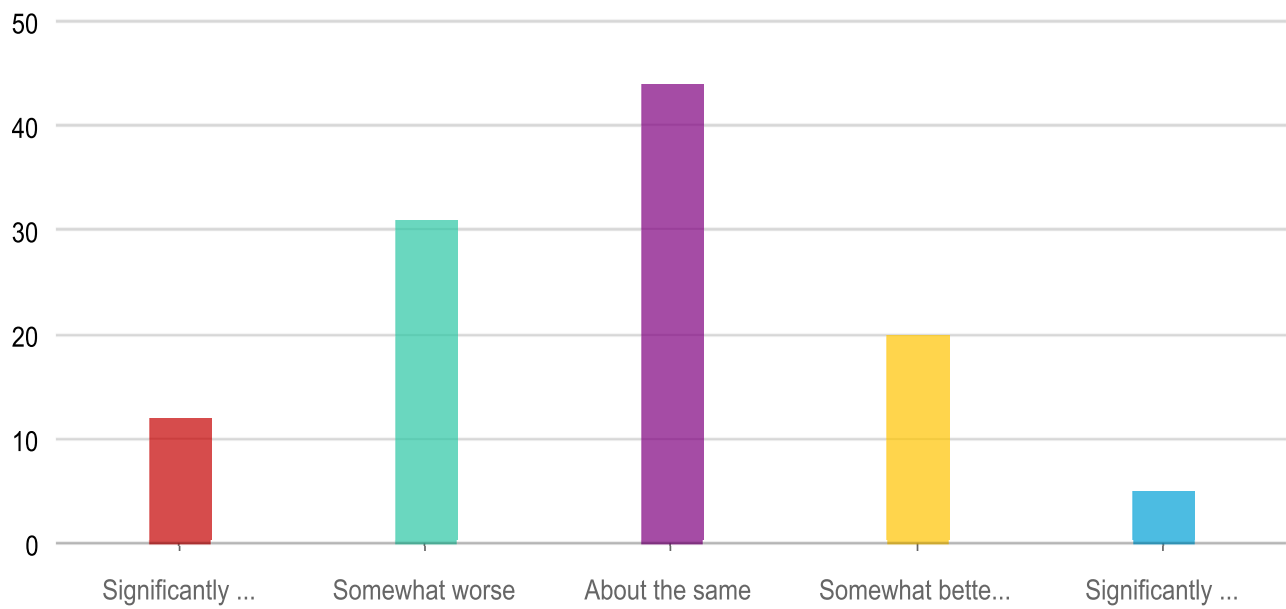
Count

Percentage

Retail stores/shops	95	65.52%
Services (i.e. auto repair, hair/nail salon, tattoo parlor, etc.)	18	12.41%
Restaurants	99	68.28%
Bars and lounges	21	14.48%
Coffee shops	37	25.52%
Entertainment	75	51.72%
Places of worship	3	2.07%
Banks	0	0%
Professional offices	6	4.14%
Government buildings	3	2.07%
None	6	4.14%
Other	9	6.21%

Answered: 140 Skipped: 5

What do you think would attract more customers and clients to Downtown?



Answers

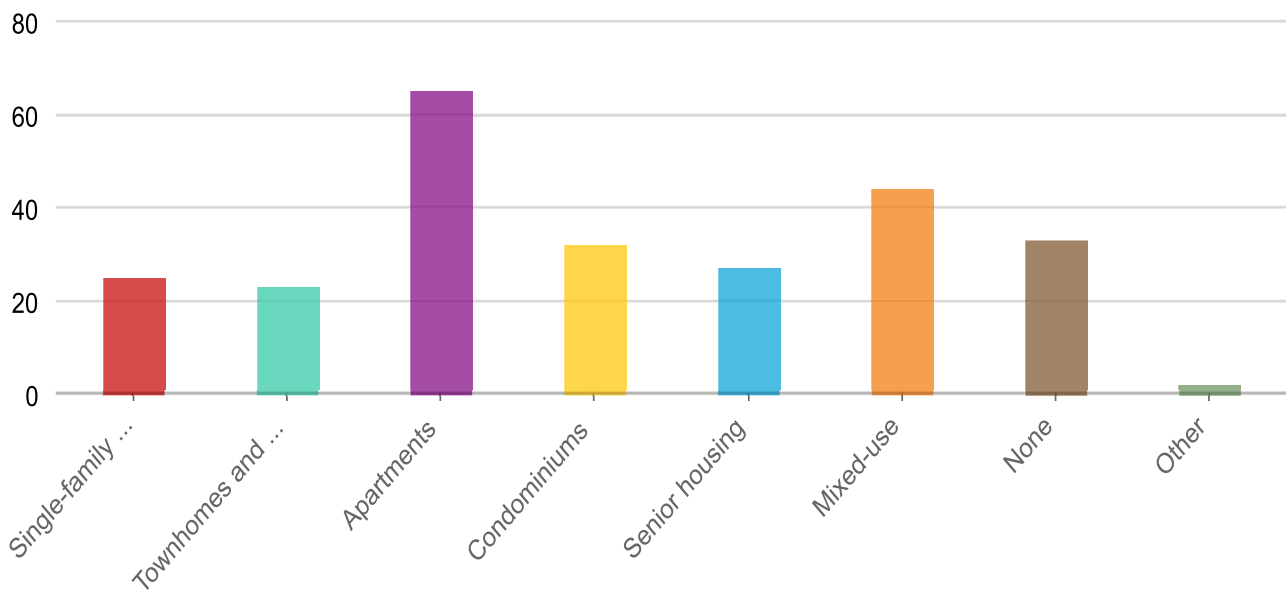
Count

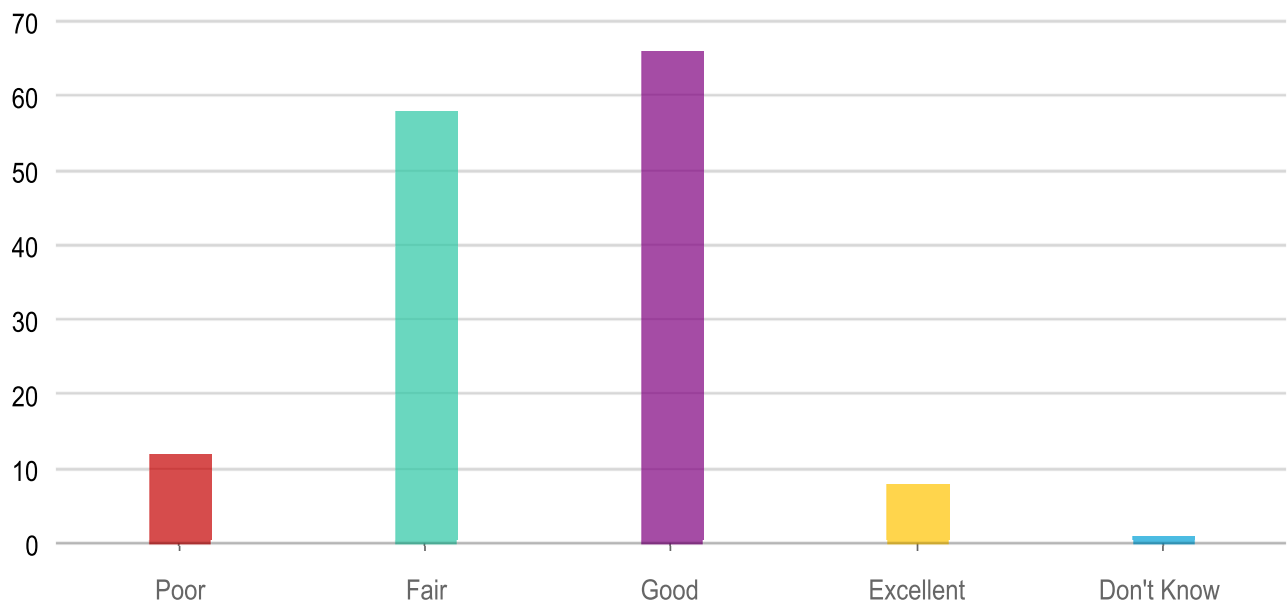
Percentage

Significantly worse	12	8.28%
Somewhat worse	31	21.38%
About the same	44	30.34%
Somewhat better	20	13.79%
Significantly better	5	3.45%

Answered: 112 Skipped: 33

What kind of residential development would you like to see more of in Downtown in the...





Answered: 145 Skipped: 0

○ ○ Parking Lots

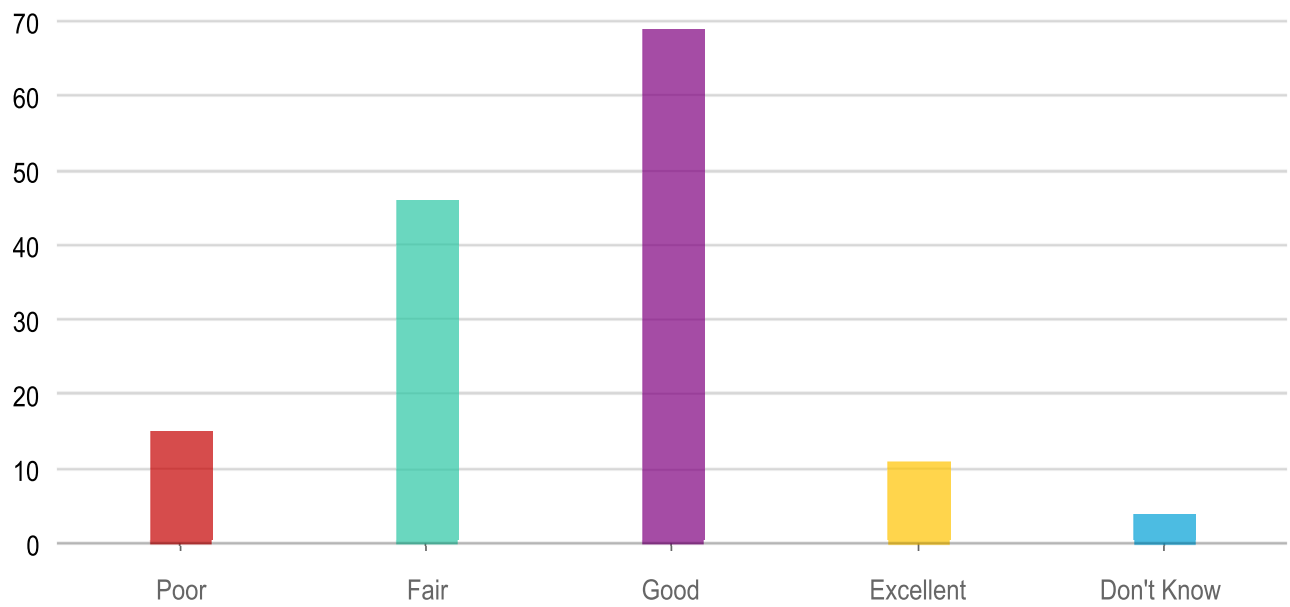


Answers	Count	Percentage
Poor	39	26.9%
Fair	60	41.38%
Good	37	25.52%
Excellent	6	4.14%

Don't Know	3	2.07%
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Answered: 145 Skipped: 0

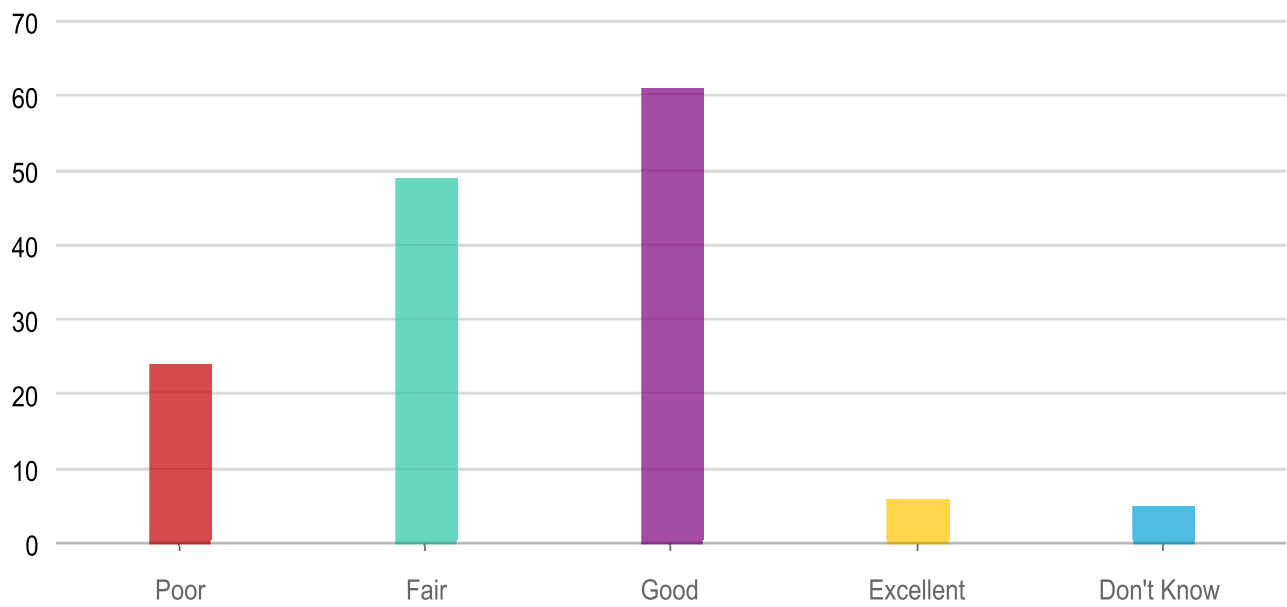
○ ○ Sidewalks and Trails



Answers	Count	Percentage
Poor	15	10.34%
Fair	46	31.72%
Good	69	47.59%
Excellent	11	7.59%
Don't Know	4	2.76%

Answered: 145 Skipped: 0

○ ○ Signage



Answers

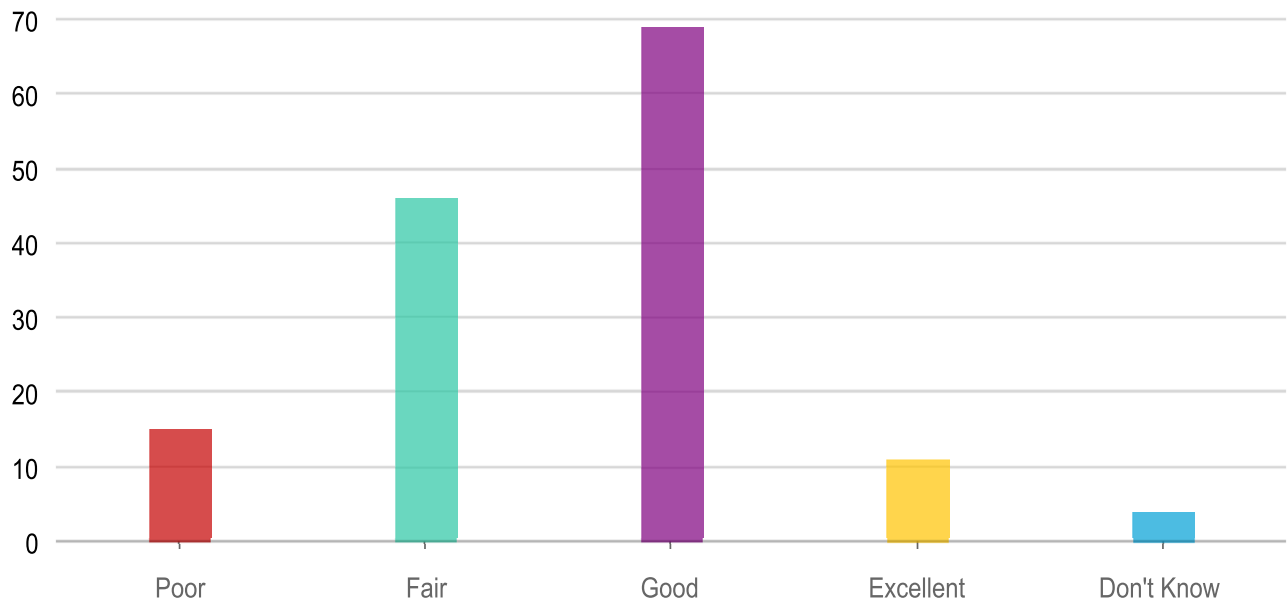
Count

Percentage

Poor	24	16.55%
Fair	49	33.79%
Good	61	42.07%
Excellent	6	4.14%
Don't Know	5	3.45%

Answered: 145 Skipped: 0

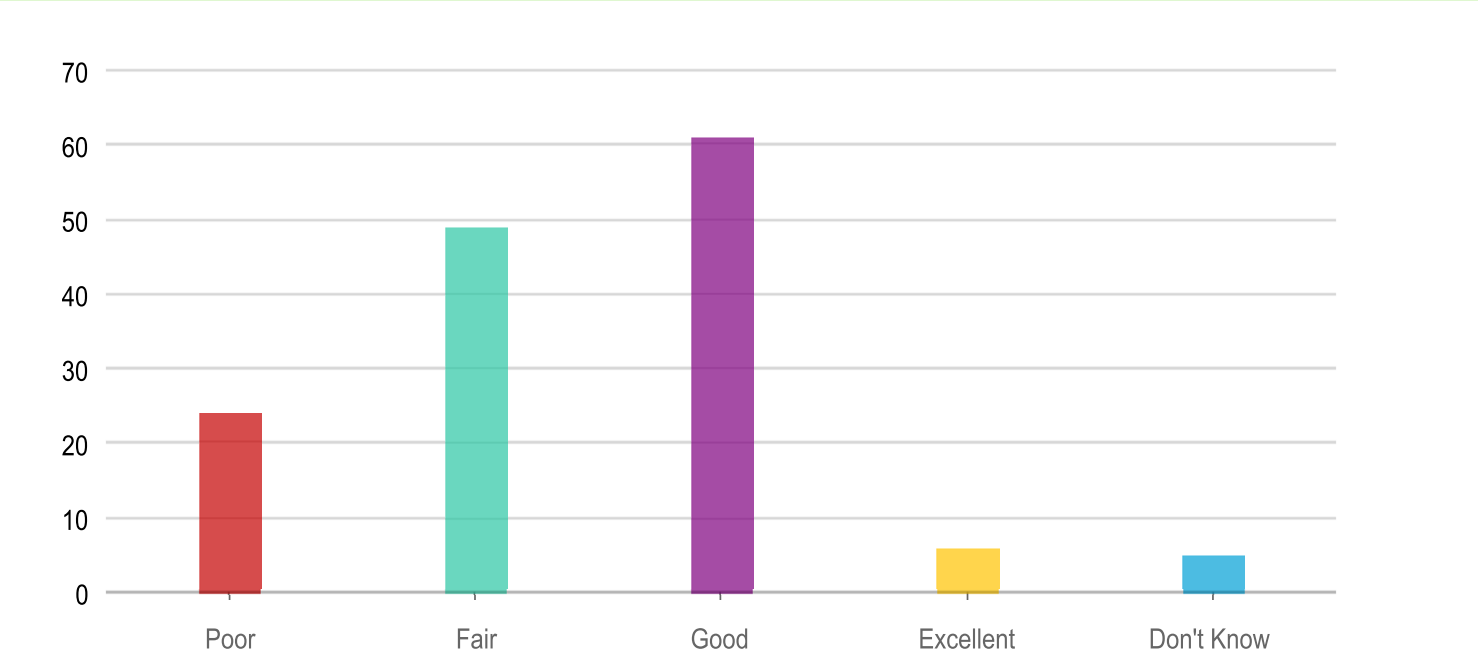
Landscaping



Answers	Count	Percentage
Poor	15	10.34%
Fair	46	31.72%
Good	69	47.59%
Excellent	11	7.59%
Don't Know	4	2.76%

Answered: 145
 Skipped: 0

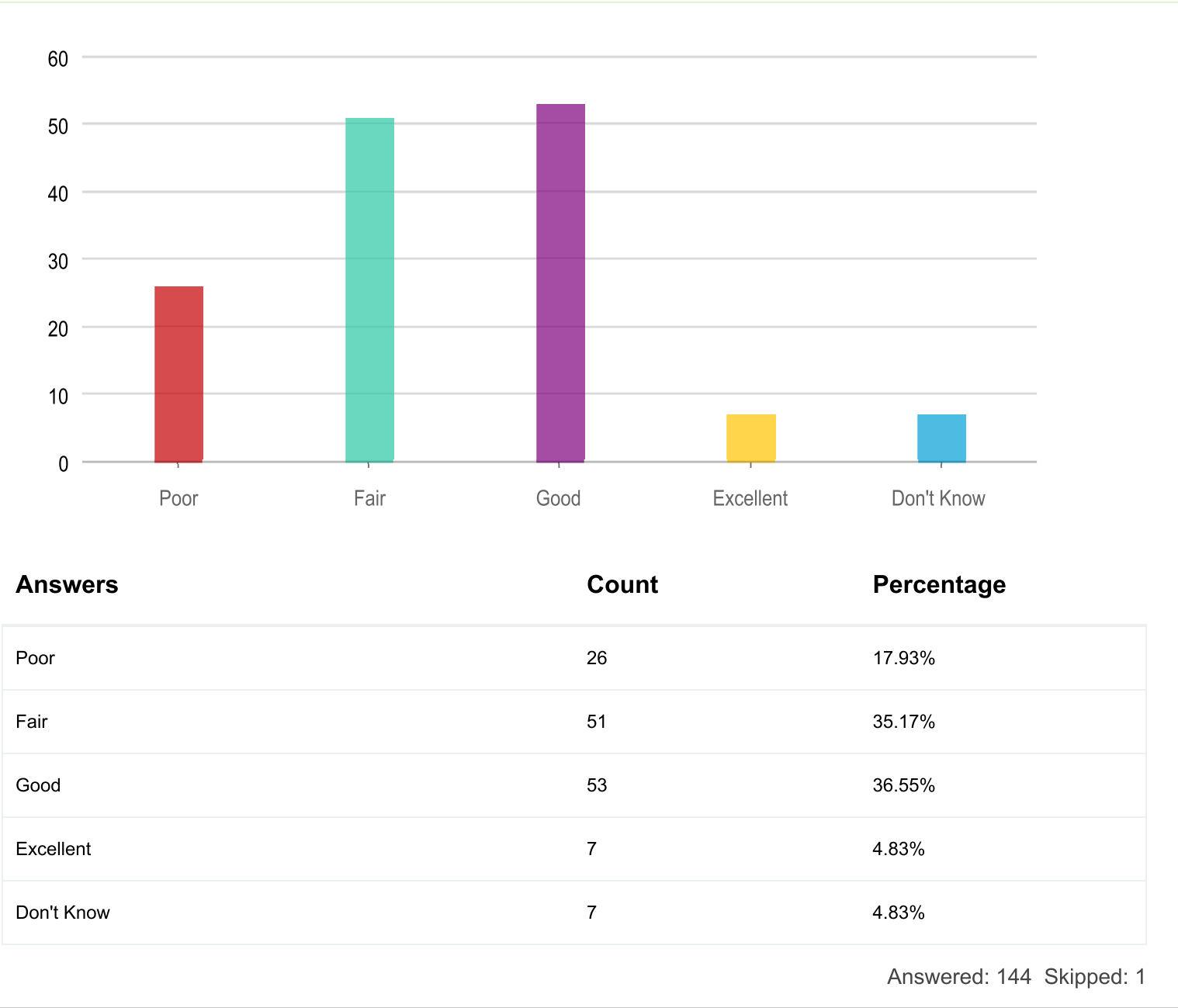
Buildings



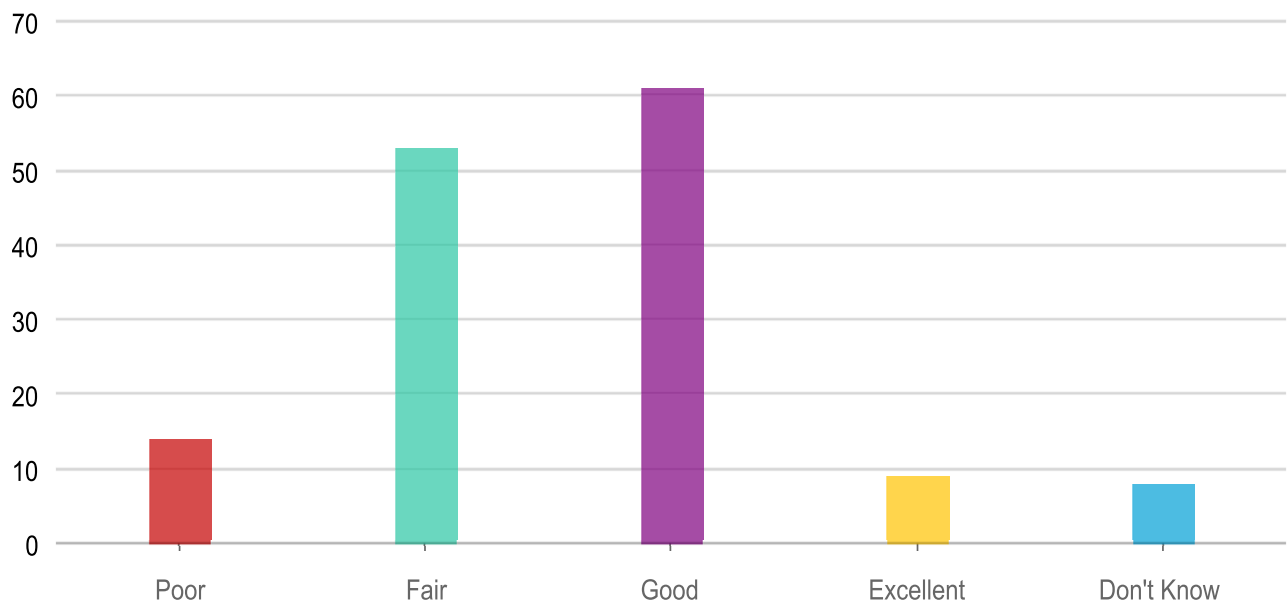
Answers	Count	Percentage
Poor	24	16.55%
Fair	49	33.79%
Good	61	42.07%
Excellent	6	4.14%
Don't Know	5	3.45%

Answered: 145
 Skipped: 0

○ ○ Street furniture (seating/ benches/ planters/ trash cans, etc.)



○ ○ Lighting (Fixtures)

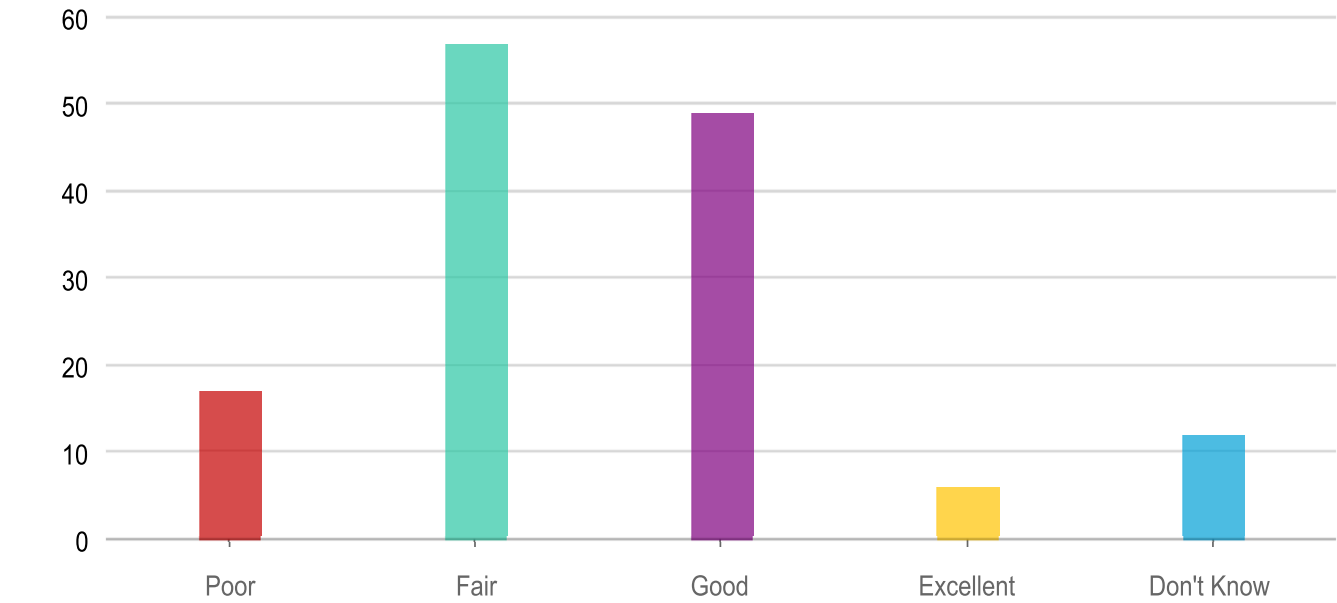


Answers	Count	Percentage
Poor	14	9.66%
Fair	53	36.55%
Good	61	42.07%
Excellent	9	6.21%
Don't Know	8	5.52%

Answered: 145 Skipped: 0

Condition & Quality Questions > Downtown Quality

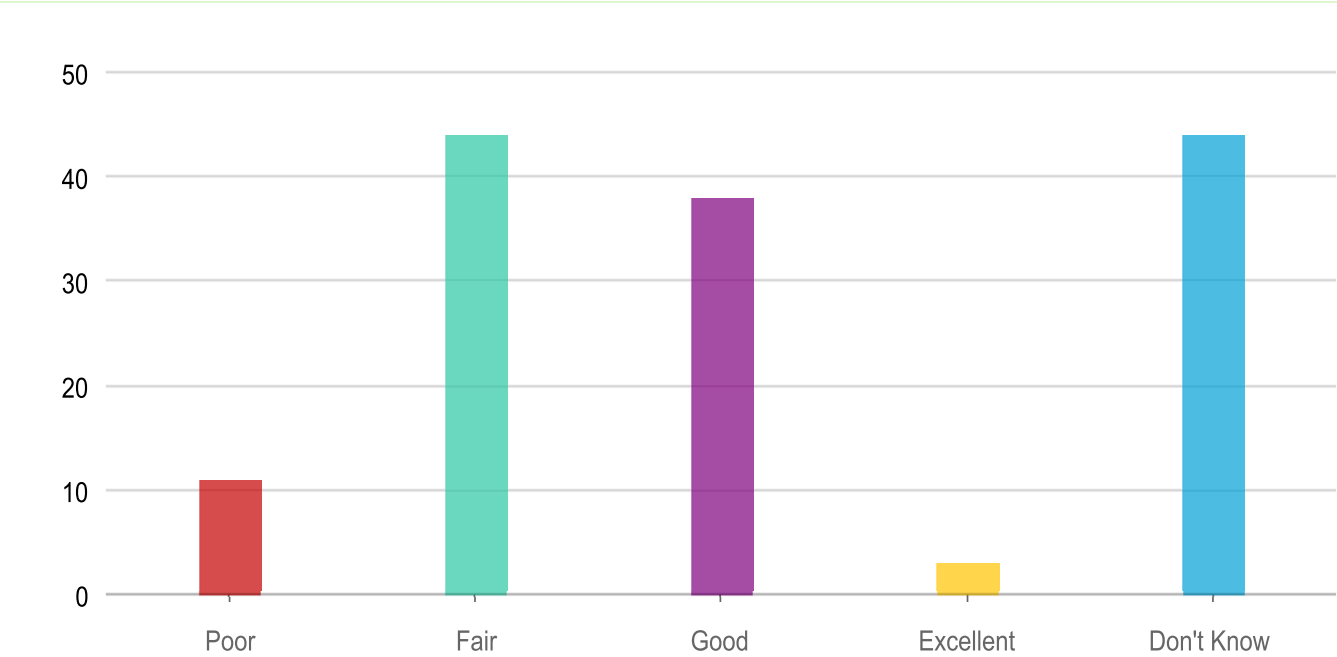
○ ○ Wayfinding Signage



Answers	Count	Percentage
Poor	17	11.72%
Fair	57	39.31%
Good	49	33.79%
Excellent	6	4.14%
Don't Know	12	8.28%

Answered: 141 Skipped: 4

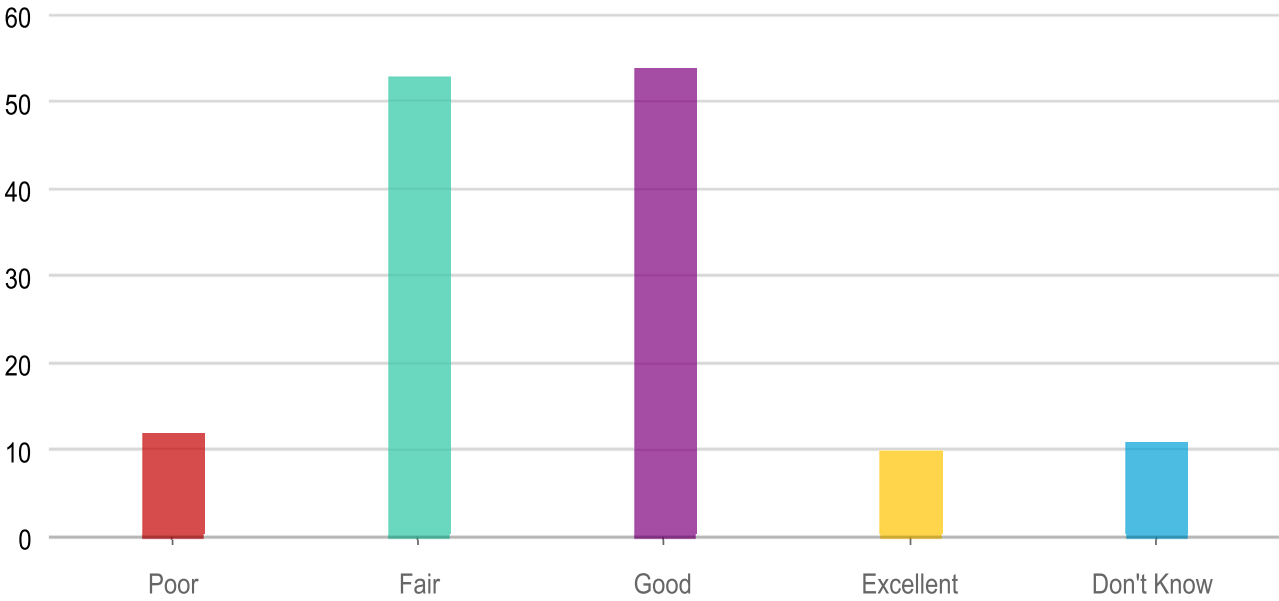
○ ○ Accessibility (ADA)



Answers	Count	Percentage
Poor	11	7.59%
Fair	44	30.34%
Good	38	26.21%
Excellent	3	2.07%
Don't Know	44	30.34%

Answered: 140
 Skipped: 5

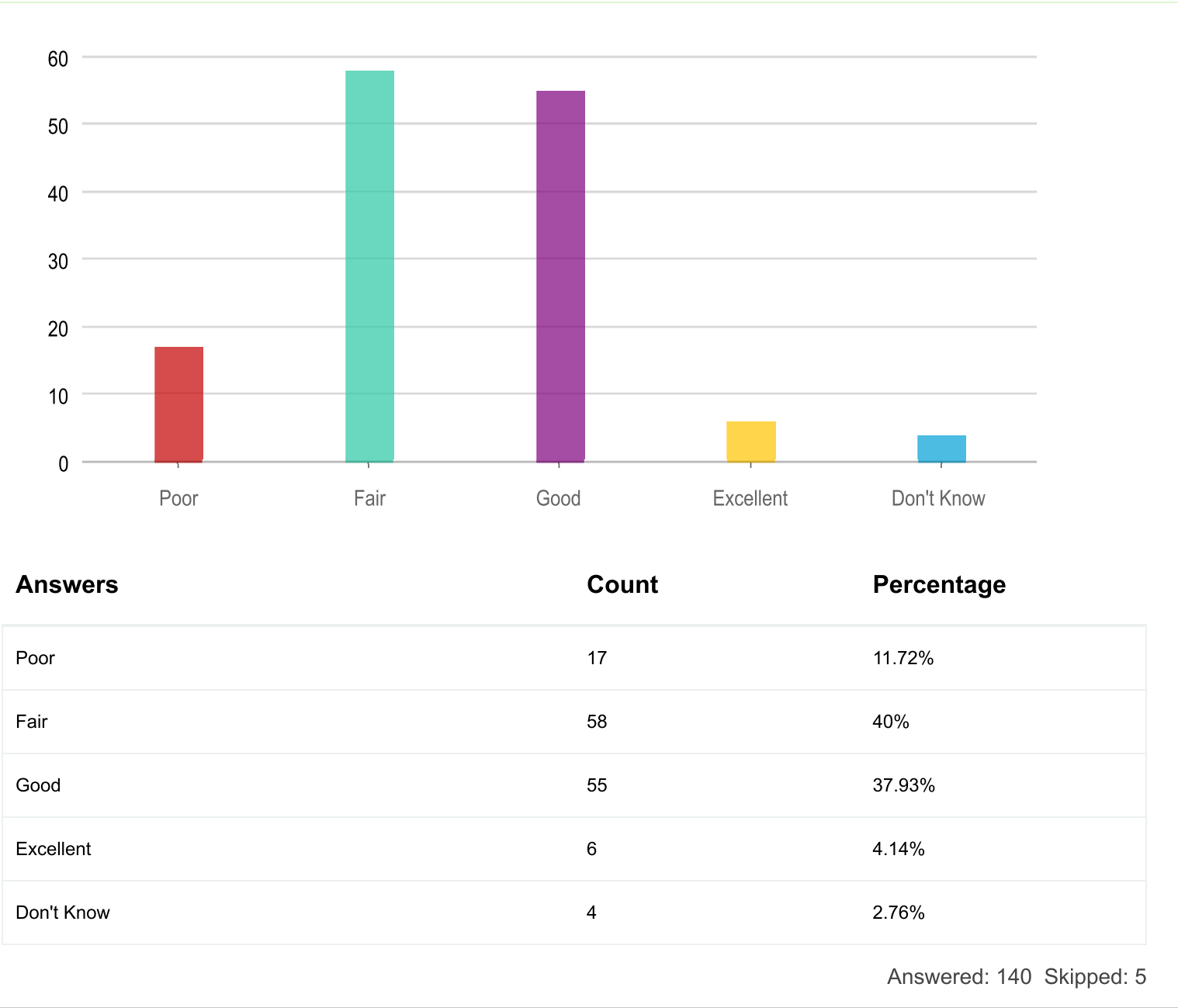
Lighting



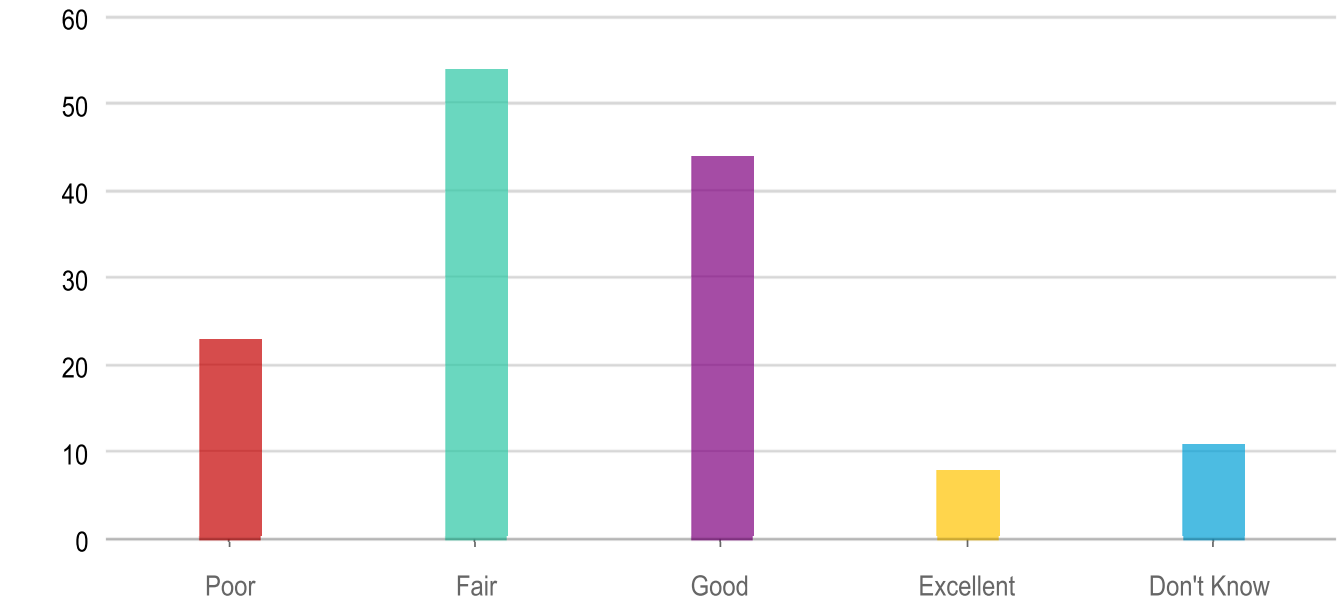
Answers	Count	Percentage
Poor	12	8.28%
Fair	53	36.55%
Good	54	37.24%
Excellent	10	6.9%
Don't Know	11	7.59%

Answered: 140
 Skipped: 5

Landscaping



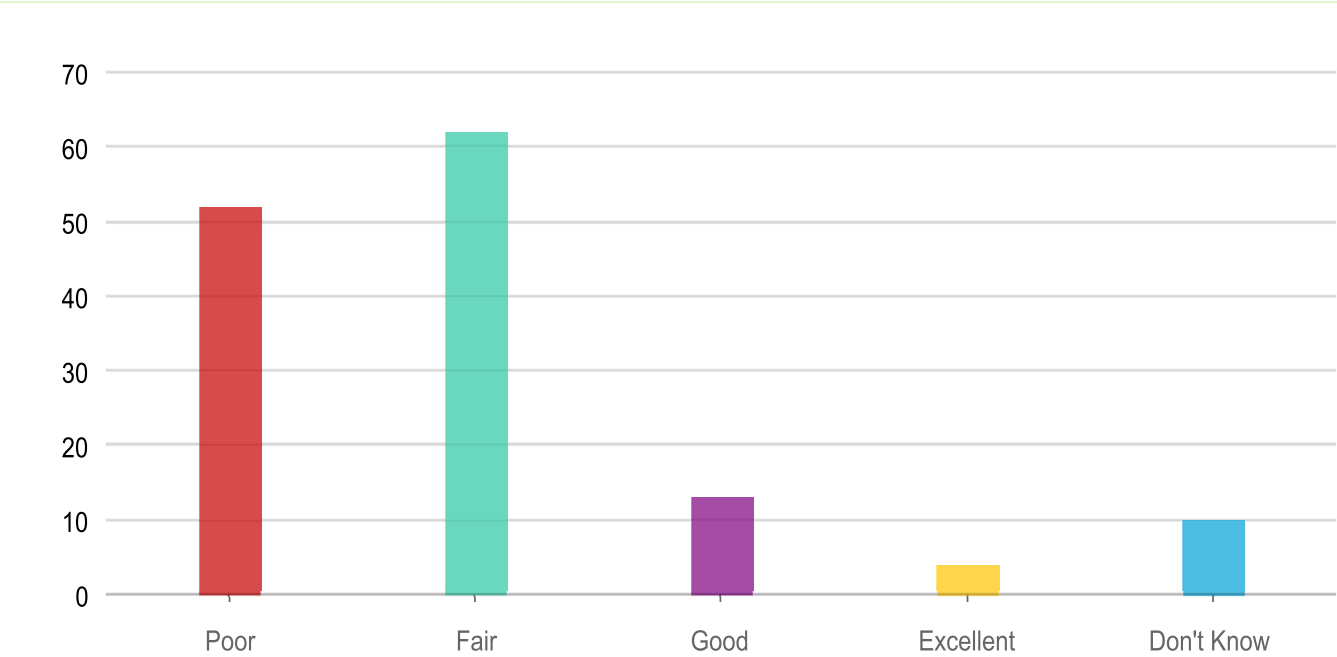
Public Art



Answers	Count	Percentage
Poor	23	15.86%
Fair	54	37.24%
Good	44	30.34%
Excellent	8	5.52%
Don't Know	11	7.59%

Answered: 140 Skipped: 5

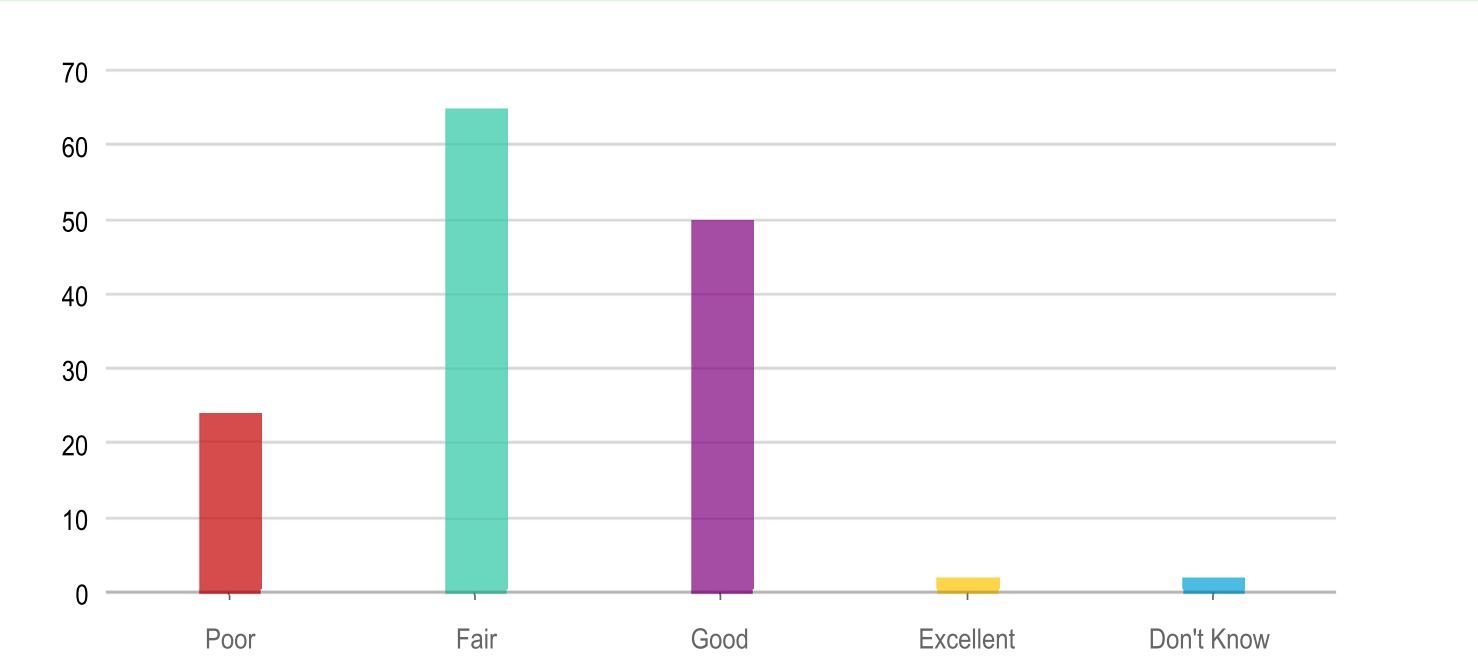
○ ○ Gathering Spaces



Answers	Count	Percentage
Poor	52	35.86%
Fair	62	42.76%
Good	13	8.97%
Excellent	4	2.76%
Don't Know	10	6.9%

Answered: 141
 Skipped: 4

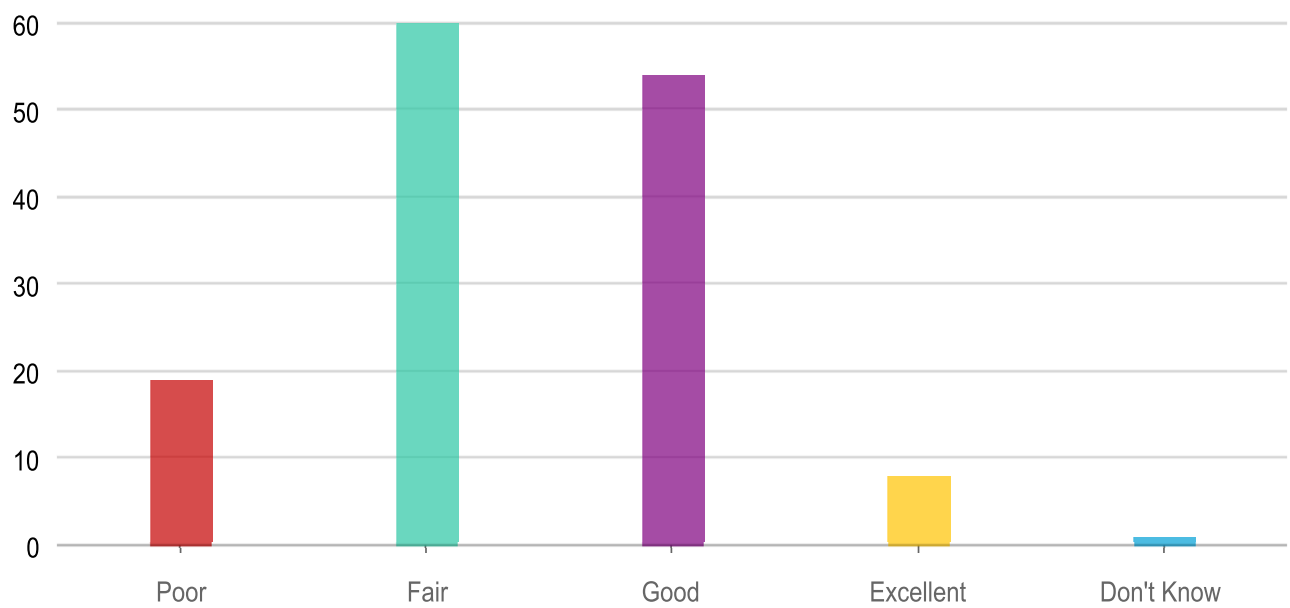
○ ○ Shopping Opportunities



Answers	Count	Percentage
Poor	24	16.55%
Fair	65	44.83%
Good	50	34.48%
Excellent	2	1.38%
Don't Know	2	1.38%

Answered: 143
 Skipped: 2

○ ○ Dining Opportunities



Answers	Count	Percentage
Poor	19	13.1%
Fair	60	41.38%
Good	54	37.24%
Excellent	8	5.52%
Don't Know	1	0.69%

Answered: 142 Skipped: 3

○ ○ Housing Opportunities

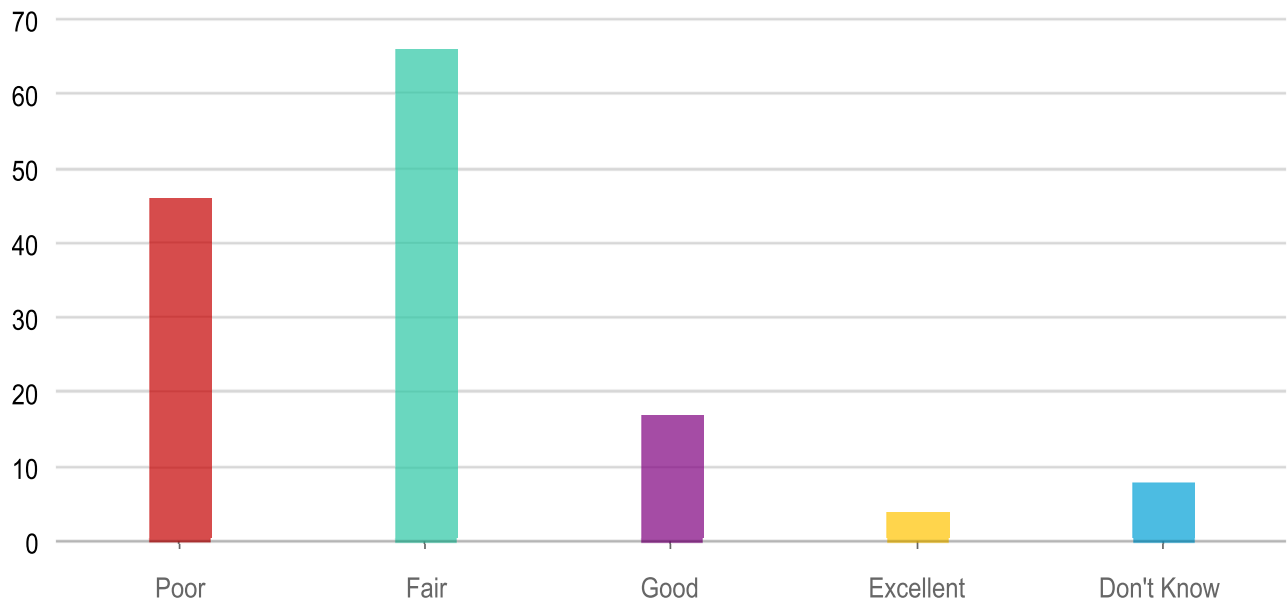


Answers **Count** **Percentage**

Poor	55	37.93%
Fair	39	26.9%
Good	11	7.59%
Excellent	3	2.07%
Don't Know	32	22.07%

Answered: 140 Skipped: 5

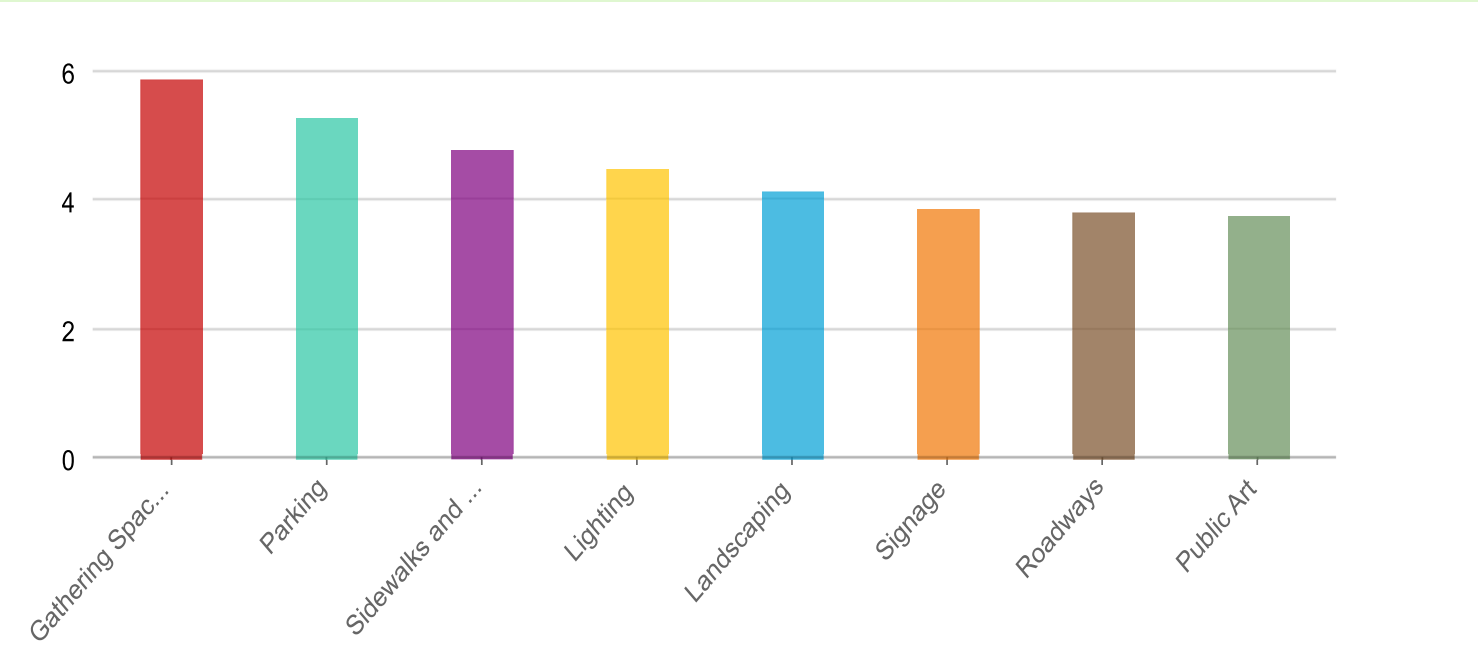
○ ○ Entertainment Opportunities



Answers	Count	Percentage
Poor	46	31.72%
Fair	66	45.52%
Good	17	11.72%
Excellent	4	2.76%
Don't Know	8	5.52%

Answered: 141
 Skipped: 4

Downtown Investment



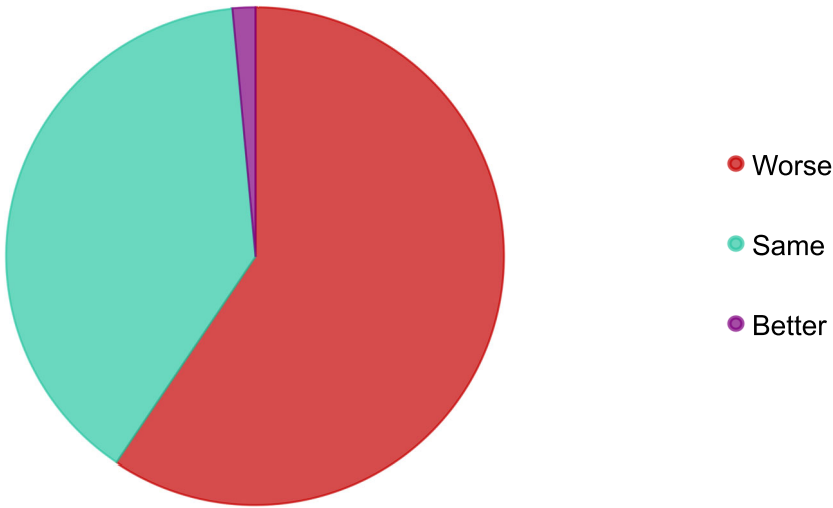
Rank	Answers	1	2	3	4	5	6		Average score	
1	Gathering Spaces	33.85%	18.46%	9.23%	11.54%	5.38%	12.31%	6.92%	2.31	
		44	24	12	15	7	16	9	5.88	
2	Parking	26.92%	13.85%	13.08%	8.46%	12.31%	6.15%	8.46%	5.28	
		35	18	17	11	16	8	1		
3	Sidewalks and trails	11.54%	11.54%	17.69%	17.69%	15.38%	6.15%	10%	4.78	10
		15	15	23	23	20	8	13		
4	Lighting	6.15%	16.92%	10%	15.38%	14.62%	18.46%	11.54%	4.48	
		8	22	13	20	19	24	1		

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5	Landscaping	6.92%	9.23%	13.08%	11.54%	13.08%	22.31%	14.62%	9.23%
		9	12	17	15	17	29	19	4.14%
6	Signage	3.85%	10%	10%	13.08%	15.38%	15.38%	20.77%	3.87%
		5	13	13	17	20	20	27	

Answered: 130 Skipped: 15

Overall, how would you describe the amenities of Downtown Brainerd compare...



Answers	Count	Percentage
Worse	82	56.55%
Same	54	37.24%
Better	2	1.38%

Answered: 138 Skipped: 7

What do you like about other comparable downtowns?

MEMO

TO: EDA Board of Commissioners

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

DATE: September, 3 2026

RE: 2027 EDA Fund Levy Request

INTRODUCTION

The City Council needs to set the preliminary levy l by September 30, 2026.

Historically, the EDA Board has requested the maximum allowed by state statute (469.107 s.1). For 2027, this amount is \$227,035. It is .01813% of the previous years estimated market value of the City. For reference the maximum EDA levy for 2026 was \$223,309, but the EDA levy was held flat at \$186,812. With a levy of \$186,812 for 2026, budgeted revenues are to exceed budgeted expenditures by \$31,806. The EDA budgeted to utilize fund balance in 2026.

The City's final levy, set in December, can be lower than, but not higher than the preliminary levy set in September.

Staff recommends that the 2027 EDA levy remains the same as 2026 which was set at \$186,812. At the October workshop meeting, the EDA will reevaluate their goals and objectives which will provide guidance to staff for consultant deliverables. Staff have preliminarily considered reducing the consultant fees by \$10,000 to \$15,000. The fund balance after 2026 if it comes in as budgeted will be approximately \$70,000.

PRELIMINARY BUDGET

2027 Proposed Major Expenses	
Consultant Contracts	\$149,970
Façade Grant	\$10,000
Sign Grant	\$0
Washington Street Mitigation Plan	\$10,000
Grant Administration	Unknown
Total	\$169,970

STAFF RECOMMENDATION

Motion to approve a levy request of \$186,812 for 2027.

MEMO

TO: EDA Board of Commissioners

FROM: James Kramvik, Community Development Director

DATE: September 3rd, 2026

RE: Workshop Agenda

INTRODUCTION

The EDA schedule was approved by the EDA Board and requires a workshop meeting on November 5th, 2026. The goal of the November workshop is to review the EDA's goals and action steps for the next two years and to provide direction to staff. The EDA set their current goals at the December 5th, 2024 EDA meeting.

The EDA hired 4 consultants (BLAEDC, DDBC, Swanson Haskamp Consulting and Visit Brainerd) to help accomplish the goals and actions steps adopted by the EDA. These were reflected in the agreements with those organizations as well as their monthly reports. At the workshop meeting, staff would like the EDA Board to discuss the consultant contracts in relation to the EDA goals and action steps.

The following are established goals by the EDA:

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

EDA WORKSHOP AGENDA

- 1) Discuss EDA's Goals and Action Steps
- 2) Discuss Consultant Contracts