

Brainerd EDA 2023-2024 Goals

Strategies/Action Steps	Status	Staff Member/Dept/Consultant
Develop and propose programs to address the needs identified from BLAEDC's BRE interviews	Scheduled a meeting with BLAEDC on ???	James and Jennifer
Use EDA funds to create programs in other locations similar to Destination Downtown	Will explore options after meeting with BLAEDC	James and Jennifer
Seek funding to support proposed programs		James and Jennifer
Conduct GIS assessment of under-utilized properties		Dylan
Identify possible uses for under-utilized properties		Dylan
Engage property owners to assess interest in participating in redevelopment program		SHC
Develop program for marketing identifies properties for redevelopment		SHC/Visit Brainerd
Prepare a list of all city-owned properties that are under-utilized		SHC
Prepare an inventory for all privately held and city-owned properties to market for infill		SHC/City
Develop a strategy on how to prepare an inventory of vacant property		SHC/City
Create an inventory of the City's underdeveloped industrial property with an assessment of each property's surrounding uses		SHC/City
Develop a list of non-industrial uses for the City's undeveloped industrial property that may be compatible with each properties surrounding uses		SHC/City
Expand residential properties (i.e. Wright Street extension)	Met with developer and recommended this parcel	All
Explore relocation of the James Street Mobile Home Park		City
Develop an overall matrix to be able to evaluate business needs and determine if goals are being met		BLAEDC
Complete Business Retention and Expansion (BRE) visits that involve interviews and information gathering		BLAEDC
Explore contract with another vendor to increase the number of business interviews conducted	Jennifer and James are getting a list of businesses that BLAEDC met with in 2022 and plan to meet with in 2023; we will identify an additional 10 businesses that we will meet with in 2023 and would like to have an EDA member join us	Jennifer, James, EDA Board Member
Summarize and evaluate the results of BLAEDC's BRC interviews to assess needs and categorize them	Will be meeting with BLAEDC on ?? To discuss	BLAEDC, Jennifer, James
Summarize information gathered from BRE visits	Will be meeting with BLAEDC on ?? To discuss	BLAEDC, Jennifer, James
Host roundtable business owner breakfasts		SHC/BLAEDC
Identify and engage strategic community partners	Consultant meeting scheduled for ?? This will be on the agenda	All consultants
Create a marketing strategy		Visit Brainerd
Promote identified properties to developers and buyers		Visit Brainerd/SHC
Create a cohesive and comprehensive marketing plan for the EDA which includes a slogan, branding and campaign		Visit Brainerd
Explore marketing opportunities for vacant store fronts		Visit Brainerd
Explore education campaigns which includes public signage		Visit Brainerd
Explore a partnership between DDBC and the City for a main street coordinator		DDBC