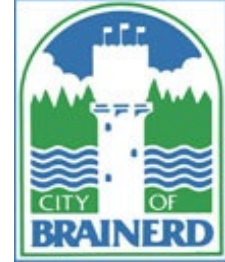


MEMO



TO: EDA Board of Commissioners
FROM: Executive Director, Jennifer Bergman
DATE: October 28, 2022
RE: Adopt Brainerd 2023-2023 Goals and Action Steps

The EDA conducted a strategic planning session at their October meeting. The Board recommended keeping all of the 2021-2022 goals and action steps but to include additional strategies/action steps.

Attached is a summary of the goals and action steps. I reorganized the strategies/actions steps into the goals where they seemed to best align so if you compare them to the previous goals, they may have moved.

I have also highlighted the new strategies/action in yellow so it's easier to see what has been added to the 2021-2022 goals and action steps.

Recommendation: Adopt the Brainerd EDA 2023-2024 Goals and Action Steps.

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

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