

**City of Brainerd**  
**Economic Development Authority**  
**Scope of Services Monthly Report**  
**Swanson Haskamp Consulting**

**Report Date:** October 26, 2022

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**1. Develop and implement marketing, advertising, and communications plan for identified properties within the corporate limits of the City of Brainerd.**

Update:

- Working with BLAEDC and Downtown Brainerd to update inventory for consistency/accuracy. Review external sources for available properties.
  - Began outlining planning initiatives for 2023, specifically regarding mapping, inventory and prioritization efforts. Follow-up anticipated after EDA reviews summary from October work session discussion.
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**2. Promote property with the corporate limits of the City of Brainerd for commercial development/redevelopment and residential development.**

Update:

- Continuing discussion with consultant team regarding opportunity site to determine if further master planning could be beneficial to marketing of specific property.
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**3. Solicit developers on behalf of the EDA.**

Update:

- Met with two builders/contractors to begin high level proforma project development – focus on development of multi-family product types.
  - Need to revisit priorities regarding sites to reach out in 2023.
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**4. Engage identified private property owners on behalf of the EDA who have property prioritized for redevelopment.**

Update:

- Ongoing/continued update of market data.
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**5. Develop partnerships with local real estate agents and professionals.**

Update:

- Identified list of active brokers in market. Working with consultant team to identify next steps.
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**6. Other Misc. Updates**

Update: