

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

**Report Date: 10/25/2022**

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- 1. Develop and implement an advertising campaign focused on recruiting workers to find employment with business located within the corporate limits of the City of Brainerd.**

Update: Created a pitch letter to send to recruitment agencies and businesses who might want to do joint effort on this type of campaign.

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- 2. 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: Creative for FB ads has been created.

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- 3. Develop and implement an advertising campaign focused on recruiting existing businesses outside of Brainerd to relocate to areas within the corporate limits of the City of Brainerd.**

Update: On hold per EDA; clarification would be that I need direction from the commissioners because there was not formal action (that I can find) to put this on hold but I believe it was part of a conversation with staff to wait until direction comes after a report from Swanson-Hasskamp. Admittedly, this happened so long ago that I don't have written record of it. I apologize for the confusion and lack of work on my end.

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- 4. 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.

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- 5. 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: Ad buying in progress; campaign will launch mid-November and run through Christmas; campaign includes radio ads on MPR and Hubbard's local stations, digital billboard on Hwy. 371 north, and print in Brainerd Dispatch.

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## **6. Other Misc. Updates**

I am working on an audit of the project budgets to date and expect there will be dollars not spent in items 1-3. I will have it complete shortly after the end of the month, so unfortunately it is not ready for this report.

I have recommendations of projects that could be completed in the latter part of 2022 or into 2023 (like a website design and video production) that were not part of the original scope of services for which that money could be used upon the approval of the EDA. Another option is that I do not take payment for the last 2-3 months of the year.

I would like to request time on the agenda of the Nov. 3, 2022, to discuss with the commission.

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