

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

**Report Date: July 25, 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:

- Meeting with EDA consultant team in July for quarterly meeting. Discussed strategy and next steps.
  - Followed up with request for information regarding the business inventory.
  - Working to develop “interactive” inventory for websites.
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**2. Promote property with the corporate limits of the City of Brainerd for commercial development/redevelopment and residential development.**

Update:

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**3. Solicit developers on behalf of the EDA.**

Update:

- Began process of obtaining numbers for high level proformas. Waiting for return messages/calls.
  - Discussed Brainerd opportunities with developers outside of Brainerd Lakes Area – some interest based on response. Will follow-up in late August.
  - Draft and coordinate process with City Administrator – plan to begin interviews/discussion in early August (delayed from July)
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**4. Engage identified private property owners on behalf of the EDA who have property prioritized for redevelopment.**

Update:

- Note – during market inventory SHC noticed some of the initially identified properties on the initial inventory are actively listed. May consider reaching out and/or develop a strategy for contact (if interested we can discuss at September meeting).
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**5. Develop partnerships with local real estate agents and professionals.**

Update:

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**6. Other Misc. Updates**

Update:

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