

City of Brainerd
Economic Development Authority
Scope of Services Monthly Report
Destination Downtown Business Coalition

Report Date: 7/28/22

NO SIGNIFICANT UPDATE AT THIS TIME

- 1. Coordinate a main street job fair where job seekers can pick-up employment applications, apply on-site for job opportunities, and have on-site interviews with participating employers.**

Update : DDBC Org Committee is planning a Mainstreet Job Fair for late summer/early fall and plans to work with downtown businesses to target new employees to downtown businesses for busy holiday months.

Working on adding a “Job Openings” tab for the downtownbrainerd.org website to be available prior to the job fair(s) so prospective employees can pre-apply for positions prior to interviewing.

- 2. Produce and distribute promotional videos featuring local business owners monthly.**

Update: DDBC Org Committee has identified the first three Business Owners that will be featured as a Business Owners Spotlight each month. From these spotlights, DDBC will produce a 3–5 minute video that can be used a promotional video for “Why Downtown Brainerd”.

Each business will be the featured Business of the Month on DDBC social media pages with various coordinated posts to coincide with the video from each business owner. The first video/social media series will begin Mid July.

- 3. Conduct 4 classes designed to provide instruction in areas of business operations unique to small and start-up businesses.**

Update: We have set dates for our classes to coordinate with DDBC’s Business Owner Socials as our first B.O.S event received a great turn out of the Downtown Brainerd Business Community. We will run these classes on the same day of the BOS events prior to each social for maximum attendance from downtown business owners.

1. Mindset & Balance (September 21)
2. Marketing (December 21)
3. Financial Planning/Human Resources (January 2023)

The topics for each class have been coordinated with the podcast series and we are aiming to have the instructors for the classes join us as guest/experts for the podcasts.

4. Develop a podcast and publish 12 episodes designed to educate small businesses and further build the Brainerd business brand that Brainerd is a great city to own and operate a business in.

Update: Since the launch on May 22, Mainstreet Matters Podcast has had over 312 unique downloads across all podcast platforms. All three episodes Mainstreet Matters is now available on iHeart Radio, Spotify, Amazon Podcasts & Audible. Our forth episode will be a roundtable discussion with a downtown business owner to discuss their thoughts on the series to be released 7/5. The next series will focus on marketing and branding and will begin release in mid July.

5. Coordinate 4 business owners socials.

Update: The second BOS event was held on June 23 at 5Rocks Distillery, there were 14 Downtown Business Owners in attendance. Next social will be held on 9/21/22 location to be determined.

6. Apply for and obtain membership in the Main Street America program through the National Main Street Center on behalf of the EDA and the City of Brainerd

Update **3/28/22**: DDBC has secured a Main St America membership. The organization committee is working towards Main Street America Accreditation for Downtown Brainerd and is currently researching the accreditation process.

7. Other Misc. Updates

DDBC's Here for Good Market hosted Business After Hours with the Brainerd Lakes Chamber of Commerce on June 14, It was a great turn out for the market and brought local members of the business community to Downtown Brainerd to highlight the positive changes to Downtown over the last couple years.
