

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

Report Date: 8/24/22

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: The DDBC is currently working on two parts to gage the needs of downtown businesses for employment resources.

1. The DDBC is creating a survey that all business owners will be encouraged to fill out that describes the need for employees in each business. Once we have received that data, we will determine the best approach for a main street hiring fair
 2. We are redesigning our website to add a "Downtown Jobs" tab, and will be able to list open positions. We will have a general application and will be able to forward to the applicable businesses that the candidate is applying for.
-

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 as 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:

1. Mindset & Balance (October 5)
2. Marketing (October 12)
3. Financial Planning/Human Resources (October 19)

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 July, we have recorded and released 2 parts of our second expert series "Marketing and Branding on a Budget" and overall have released 8 episodes.

-
- 5. Coordinate 4 business owners socials.**

Update: The third BOS event will be held on September 21 at location tbd.

-
- 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. Brenda has had meetings with a contact from Rethos, the local Main Street America offshoot in Minnesota, and is planning on bringing them here to go over the program with the DDBC Organizational Committee, so we will be able to make steps to accreditation.

-
- 7. Other Misc. Updates**
-