



# Brainerd Business Barometer

Brainerd Main Street Annual Report  
August 2008-July 2009

## Introduction

Brainerd Main Street officially began in late April 2007 with the hiring of the Main Street Coordinator, Emily Roragen. This annual report begins in August 2008 one year after the four standing committees – Advisory, Promotion, Design, and Business Improvement – were formed. The Brainerd Main Street program area, or Central Business District (CBD), stretches from the Mississippi River to 11<sup>th</sup> Street and from Oak to Kingwood Streets.

## BUSINESS IMPROVEMENT

### Business Opened in CBD

A to Z Thrift Store  
Blue Sky Support Services  
Brainerd Lakes Area Builders Exchange  
Brainerd Lakes Area Lunkers  
Cellular Communications (Verizon)  
Country Time Café and Bakery  
Eventz by DeZign  
Home Instead  
Klein & Fleming Insurance Services  
Leroy's Consignment Auction  
Pain Ink Tattoo & Piercing  
Psycho Joe's Ink and Graphic  
SIMPLE Elegance  
Studio Montage  
Tender Care Nursing, Inc.  
The Medium  
Toby's General Store  
Tritegy Mortgage and Real Estate (Tax City)

### Businesses Relocated/Expanded in CBD

Chocolate Etc.  
Downtown Jewelry  
Pain Ink Tattoo & Piercing  
Totally Kidz Shop  
Ulanowski Law Firm

### Summary

23 Businesses Opened & Expanded  
24 Businesses Closed or Moved Out

### Business Closed or Moved Out of CBD

Affordable Furniture  
B.I.T.S.  
Backwood Furniture  
Big Lou's Back Room  
Brainerd Bail Bonds  
Brainerd Lakes Area Lunkers  
Brainerd Upholstery Center  
Centennial Mortgage  
Command Center  
Dixon Auto Electric  
Elite Nails  
Itsy Bitsy Boutique  
Just for Kix  
Landmark Automotive  
Leroy's Consignment Auction  
Max's Downtown Liquor  
Midtown Floral  
North Homes Inc.  
Northwoods Mortgage  
Toby's General Store  
Tritegy Mortgage and Real Estate (Tax City)  
Used Motel Furniture  
Valet Services  
Xziex

### Strengthening Businesses

Customer Service Seminar  
Business Tips in newsletter (began in Jan.)  
Building/Business Inventory Completed

Assisted the Brainerd Lakes Area Development Corporation with the Small Cities Development Program grant application.

## DESIGN IMPROVEMENTS

The Design Committee drafted the Building Design Guidelines.

The Advisory Committee worked with consultants from WSN and SRF to facilitate public input for the 2009 street and utility reconstruction project in historic Downtown Brainerd. The construction project was completed ahead of schedule and under budget. New streetscape elements include bike racks, benches, planters, street lights, pavers, and kiosks.

### Completed Façade Renovations

Bridge of Harmony - Rear  
 Brainerd Dental Care Interior and Exterior  
 Blue Ox Bar painted  
 Mattie & Me/Psycho Joe's painted  
 Brainerd Floral Exterior

### New Buildings

O'Reilly Auto Parts

### Other Completed Building Rehab

Elks Building – new awnings  
 Hosanna House Building Exterior  
 Ulanowski Law Firm (new location)  
 Totally Kidz Shop (east wall, old location)  
 Chocolate Etc. (interior)  
 Numerous waterlines improved  
 Pain Inkorporated (interior)

### Public Improvements Completed Affecting CBD

Downtown Street/Utility Reconstruction\*\*  
 Business 371 Mill & Overlay  
 S 11<sup>th</sup> Street repaving

### Design Commentary/Update

Holiday Banners\* \$2600

## PROMOTION

**Brand Exposure** DowntownBrainerd.com was launched.

### Brainerd Main Street Events

Name and Description	Type	Attendees	Total Investment <sup>1</sup>
Craze Daze*	Retail	250	\$1,960
Downtown Holli-Days 2008*	Special Event /Retail	245	\$4,500
DowntownBrainerd.com Medallion Hunt*	Special Event	565	\$1,000
Women's Walk-About September 2008*	Retail	170	\$3,900
Women's Walk-About May 2009*	Retail	244	\$4,000
<b>Totals</b>	<b>5 Events</b>	<b>1,474</b>	<b>\$15,360</b>

<sup>1</sup>Includes value of in-kind contributions, donations, and dollars spent

\* With direct organization or assistance by Brainerd Main Street

\*\* With indirect organization or assistance by Brainerd Main Street

## Brainerd Main Street Volunteer Hours

Committee	Hours
Advisory*	171
Business Improvement*	25
Design*	91
Open for Business Taskforce*	80
Promotion*	102
Special Events*	323
<b>Total</b>	<b>792</b>

Dollar Value of Volunteer Hours: **\$16,150<sup>2</sup>**

Total Number of Volunteers Activated: **72 Volunteers**

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### Chamber Membership

**257** businesses are in the program area  
**103** of those businesses are Chamber Members  
**40%** Chamber membership

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### INVESTMENT

Overall Value Invested in the CBD directly organized/assisted by Brainerd Main Street: **\$34,108** outside of Coordinator position.

**Estimated Total Value Invested in the Central Business District: \$2,139,500** outside of Coordinator position.

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### FUTURE GOALS

- Update the building and business inventory for the Central Business District
- Increase traffic to DowntownBrainerd.com
- Expand exposure on Washington Street
- Establish more sustainable operational funding form Brainerd Main Street
- Establish, fund, and plan Downtown maintenance plan
- Create promotional brochure for the area
- Five improved storefronts
- Create business recruitment materials

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<sup>2</sup> Using 2007 Minnesota figure (\$20.39) from The Independent Sector, the leadership forum for charities, foundations, and corporate giving in America: [www.independentsector.org](http://www.independentsector.org)

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