



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 11th 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 11th 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 ¹
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
Totals	5 Events	1,474	\$15,360

¹Includes 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
Total	792

Dollar Value of Volunteer Hours: **\$16,150²**

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

Chamber Membership

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

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.

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

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

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