



DOWNTOWN HOLLI-DAYS The lighted Holli-Day Parade is back in Historic Downtown Brainerd after eight years. The route starts at South 9th Street on Front Street and goes west until South 7th Street where it turns south for one block before following Laurel Street back to South 9th Street. This will be a nice, short parade perfect for families to create memorable traditions. Up to 50 parade units can be in the parade and there is still room. Anyone can enter in the parade, entry forms are available from Brainerd Community Action, organizer of the parade, though the float must be illuminated.

Before the parade take in some of the scheduled activities for all ages on Saturday, December 12:

10:45 a.m. Santa arrives on a fire truck at 708 Laurel Street

11 a.m.-1 p.m. Pictures with Santa at 708 Laurel Street

11 a.m. - 2 p.m. Free Horse-Drawn Trolley Rides between Historic Downtown and the Franklin Arts Center thanks to the Brainerd Dispatch and Mid-Minnesota Federal Credit Union, Santa's Workshop and treats at the Franklin Arts Center

4:30 p.m. Lighted Holli-Days Parade.

Ongoing activities: Buy a Blinkie Button for \$2 at participating businesses to receive discounts and specials. Vote for your favorite window display in stores or at www.DowntownBrainerd.com, and register to win a holiday dinner.

BUSINESS OWNER'S TOOLKIT The Business Owner's Toolkit™ (www.toolkit.com) offers more than 5,000 pages of free cost-cutting tips, step-by-step checklists, real-life case studies, startup advice, and business templates to small business owners and entrepreneurs. "The site also offers a monthly newsletter, up-to-date news topics, and Ask Alice!, a column that closely follows industry trends and provides trusted advice to inquiring site visitors." - From the Initiative Foundation

SOUTH 8TH STREET – OAK TO WASHINGTON STREETS – COMING 2010 South 8th Street south of Oak Street is under construction this summer and fall. Next summer, South 8th Street to the north of Oak Street up to Washington Street is planned to be reconstructed. Short Elliott Hendrickson Inc. (SEH) is the consulting engineer for the project. The second public meeting was held on Tuesday, October 27. The third public meeting for input has not been scheduled yet. Contact Matt Reid at SEH at (218) 855-1700 or by email at mreid@sehinc.com with any questions.

BUSINESS CONNECTS – COMMUNITY ED CLASSES The Main Street Business Connects meeting in November featured Todd Lyscio, Director of Brainerd Community Education, shared how businesses' can hold classes in their location through Community Education. For more information contact Todd at (218) 454-6924.

TREES PLANTED IN HISTORIC DOWNTOWN BRAINERD Visitors to Historic Downtown will notice that the street trees have been planted. Tree species were chosen because they are hardy, appropriate for this climate, create minimal waste (i.e. fruits, nuts). These species are also know for growing tall and narrow, thus minimizing the blocking of business signs and not interfering with buildings above or below ground. Each tree was chosen from the nursery by the project's landscape architect.

LAST DAY OF SCHOOL REMINDER The last day of school for Brainerd ISD 181 students is later than usual this year - December 23. Keep this in mind when planning their marketing for the season.

Working for You

Brainerd Main Street Advisory Committee

This committee is responsible for the direction and oversight of the Brainerd Main Street program and lends sustainability to the viability of the Central Business District (CBD as defined by the 2002 Master Plan).

Brainerd Main Street Advisory Committee Members

Kim Ellingson, Bremer Bank

Al Gmeinder, Sawmill Inn

Sheila Haverkamp, BLADC

Kathleen Hermerding, BNNA

Vince Kline, Bob & Fran's Factory

Direct, Inc.

Randy Moores, Northwind Grille

Ed Menk, E.L. Menk

Bob Olson, City of Brainerd

Mark Ostgarden, City Planner

Lisa Paxton, Brainerd Lakes Chamber

CEO

Brian Phelps, Brainerd Restoration

Andy Smith, First Lutheran Church

Rhonda Smith, Downtown Art & Frame,

Co.; The Bead Box LLC.

Paula Zelinske, Yesterday's Gone

E-Newsletter

Please email Emily at enorthey@explore-brainerdlakes.com to receive via email.

GET INVOLVED

Business Improvement

Wed., Nov. 18, 2 p.m.
Brainerd Lakes Chamber
124 N 6th St.

Promotion

Tues., Nov. 24, 8 a.m.
Sawmill Inn
601 Washington St.

Downtown Holli-Days 2009

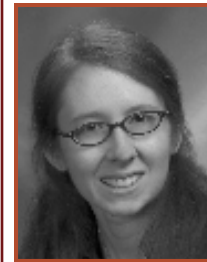
Sat., Dec. 12
Downtown Brainerd

Design

Tues., Dec. 15, 9 a.m.
Brainerd Lakes Chamber
124 N 6th St.

Business Connects

Tues., Dec. 15, 6 p.m.
Sawmill Inn
601 Washington St.



Emily Northey

Brainerd Main Street Coordinator

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Brainerd Lakes Chamber

124 N 6th Street, P.O. Box 356

Brainerd, MN 56401

The Brainerd Main Street Program is served by the Brainerd Lakes Chamber who works with your leaders to continue to connect businesses and lead the drive for responsible and profitable growth. If you would like to get involved or have questions contact your Chamber staff or volunteers.