

Brainerd Main Street Connect. Lead. Grow.

REGISTRATION REMINDER - WOMEN'S WALK-ABOUT Businesses interested in participating in the May 7 Women's Walk-About need to send in their registration form with prize donation information and at least ½ payment by March 31. This guarantees that your business name will appear on the posters printed for the event. Future prize donations will be accepted. Contact Emily for more information and registration

WINDOW DISPLAY TO DO LIST Ask yourself what you want the display to accomplish? Enter the business, generate sales, promote special events, etc.

- What kind of background do you want in your window display? Closed so the viewer focuses on what you are showing in the window or partial/open backgrounds so the viewer can see partially or completely into the store as well as see what is being displayed in the window?
- Consider seasons of the year, popular color schemes, etc. when building window displays
- Change your window displays often. Every two weeks is recommended but could vary based upon the amount of foot traffic past your store (less traffic, perhaps change less often and more traffic, perhaps change more often for variety)
- Brush up on art and color techniques such as color schemes and on design elements such as line/shape/texture/proportion/harmony/contrast and balance NEATNESS! CLEANLINESS!
- Stand back and watch! You will see by customer reaction if you have done a good job

MAIN STREET AND DOWNTOWN PUBLICITY The Brainerd Main Street program and Historic Downtown Brainerd have received press lately, check it out on Lakeland's website: lakelandptv.org. It's on Lakeland Currents episode 103 and the March 4 News at 10. The new 2009 Business and Relocation Guide also features an article about the Main Street program.

CITY COUNCIL APPROVES CONTRACTOR For the 2009 Street/Utility Construction project in Historic Downtown, the Brainerd City Council approved Tom's Backhoe Service as the contractor and approved all of the add-alternates for the streetscape including kiosks, planters, and sidewalk pavers. The base-bid (not including alternates) came in nearly 30% below engineer estimates.

SHOPLIFTING PREVENTION AND CONSTRUCTION PLANNING Join your business neighbors for time well spent learning about prevention of internal and external theft from your business. Then participate in various options for promoting Historic Downtown during the upcoming street and utility construction project. The dual purpose meeting will be held Tuesday, March 24, 5:30-7 p.m. at Northwind Grille, 603 Laurel Street. Contact Emily for more information.

DOWNTOWN GOLF Budweiser Downtown Golf Spring Open will take place on Saturday, March 28 at participating Brainerd bars (must be 21 years old). The event includes a mini-golf hole at each stop, food, plus random drawings with prizes with the Awards Ceremony. Sign up at participating locations; \$5 entry fee with proceeds going to the American Cancer Society Relay for Life.

VISIT BRAINERD PLANS MOB THEME EVENT FOR FALL 2009 Visit Brainerd is looking for a couple business owners in Downtown to help them plan a visitor-focused event for Fall 2009. Please contact Suzette Bush at (218) 825-0410 for more information.

BUNNY BASH CANCELED The Bunny Bash (April 11) has been canceled this year. Several promotional activities are happening this spring and summer and the committee felt that the event could not be carried out at a high quality level.

NATIONAL MAIN STREET CONFERENCE UPDATE Emily Roragen and Nancy Williams, Chocolate Etc. attended the 2009 National Main Street Conference this March in Chicago. The theme of the conference this year was Internet 2.0 - Social Networking and how to make it work for businesses and Main Street programs. Thanks to the conference, you'll be seeing more business tips and ideas.

GET INVOLVED

Preventing Internal/ External Theft - Open for Business Task Force

Tues., March 24, 5:30 p.m.
Northwind Grille
603 Laurel St.

Promotion

Tues., March 31, 8 a.m.
Sawmill Inn
601 Washington St.

Design

Tues., April 7, 9 a.m.
Brainerd Lakes Chamber
124 N 6th St.

Business Improvement

Wed., April 15, 2 p.m.
Brainerd Lakes Chamber
124 N 6th St.

Design

Tues., April 21, 9 a.m.
Brainerd Lakes Chamber
124 N 6th St.

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
 Jackie Froemming, BNNA
 Al Gmeinder, Sawmill Inn
 Sheila Haverkamp, BLADC
 Terry Johnson, Liberty Tax Service
 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
 Chris Robinson, Brainerd Lakes Chamber Board
 Andy Smith, First Lutheran Church
 Paula Zelinske, Yesterday's Gone

E-Newsletter

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



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 Brainerd Lakes Chamber
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 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.