

Brainerd Main Street Annual Report

August 2007-July 2008

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 2007 when the four standing committees – Advisory, Promotion, Design, and Business Improvement – had formed and the program began to “get its feet under it,” with the guidance of the Main Street Coordinator. This first annual report is intended to serve as a benchmark for future years to measure trends and progress for the program area and the program itself. 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

Casual Corner
Twiggy's Refined Design
Downtown Jewelry
Brainerd Upholstery Center
Laurel St. Flea Market
Newshopper
Crossroads Coffee Shop (New Song Church)
Xziex
Downtown Liquor
Cindy's Quilt Loft
Pat Gimbel and Lindy Grell Law Offices
All Wireless
Affordable Furniture

Businesses Relocated Expanded in CBD

Brainerd Savings & Loan
Hair & Beyond
MN School of Diving (to parking lot)

Summary

13 Businesses Opened
3 Businesses Expanded
9 Businesses Moved Out
13 Businesses Closed

Business Closed or Moved Out of CBD

Lost Trends
Eclectic Café
Tropical Nights
Great Wall Chinese Restaurant
Hop To It
The Bear Stop
Laurel St. Flea Market
Downtown Motel
Tower Motors
The Deli Station
Media Pro
Keepin' It Real
Casual Corner
Koumei Dojo
Hosanna House
MN DMV
Woody's Photography
Dens Dental Office
H&H Builders
Little Farm Market
Sports Card Connection

Strengthening Businesses

Shoplifting Meeting with Police and Business Owners*
217 Business Resource Guides Distributed*

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

DESIGN IMPROVEMENTS

The Design Committee drafted eleven sections of 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. Two public open houses were held with over 40 people participating.

DESIGN IMPROVEMENTS (cont'd)

Completed Façade Renovations

Midtown Center
Sound Connection

Public Improvements Completed Affecting CBD

Washington St. Repaved
Lincoln School Playground

Design Commentary/Update

Holiday Decorations*	\$26000
Blue Ox Parking Lot Planting*	\$600

Other Completed Building Rehab

Franklin Arts Center Parking Lot*
Twiggy's Refined Design
Brainerd Savings & Loan
Hair & Beyond
Architecture One
Iron Rail
Tropical Nights Building
New Song Community Church
Brainerd Eye Care

PROMOTION

Consumer Research Surveyed 594 people about how they perceived Downtown Brainerd. The results helped shape the marketing plan that is currently being developed, including the creation of a website.

Brand Exposure Main Street worked with downtown businesses in purchasing and distributing 60 canvas tote bags displaying the Downtown Brainerd logo.

Promotions in the Main Street Program Area

Name and Description	Group that Organizes Promotion	Type	Attendees	Total Investment ¹
4th of July Celebration	Community Action	Special Event	125,000	\$114,000
Battle of the Bands	Community Action	Special Event	1,000	\$18,000
Bunny Bash*	Main Street	Special Event	100	\$350
Community Homecoming Week	ISD 181, Community Action, BAY, more	Special Event	14,000	\$20,500
Craze Daze*	Main Street	Retail	150	\$100
Downtown Awards*	Brainerd Restoration	Image	85	\$2,700
Downtown Carnival	C&L Distributing	Retail	150	
Downtown Golf Spring Open	C&L Distributing	Retail	315	
Fireman's Convention Parade	Brainerd Fire Department	Special Event	1,000	\$0
Historic Walking Tours**	Brainerd History Group	Image	650	\$1,200
Homecoming Window Decorating*	Main Street	Image	-	\$60
"Old Fashioned" Downtown Holiday Celebration*	Main Street	Special Event /Retail	150	\$1,150
OxTrot - Oxygen the Ox**	Downtown Businesses	Image	300	\$1,800
St. Patrick's Day Parade	DT Bars & Community Action	Special Event	3,500	\$7,500
Street Fest on 7 th **	Brainerd Jaycees	Special Event	3,000	\$12,000
Street Fest Sale*	Main Street	Special Event		\$600
Totals		16 Events	149,800	\$179,960

¹Includes value of in-kind contributions, volunteer time, 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*	358
Business Improvement*	37
Design*	72
Open for Business Taskforce*	41
Promotion*	79
Special Events*	82
Total	669
Dollar Value of Volunteer Hours:	\$13,000²

Total Number of Volunteers Activated: **83 Volunteers**

Chamber Membership

217 businesses are in the program area
68 of those businesses are Chamber Members
31% Chamber membership

INVESTMENT

Overall Value Invested in the CBD directly organized/assisted by Brainerd Main Street: **\$44,560** outside of Coordinator position.

Total Value Invested in the Central Business District: \$219,560 outside of Coordinator position.

FUTURE GOALS

- Create a building and business inventory for the Central Business District
- Launch Main Street website
- Create and implement promotion campaign for 2009 construction project
- Expand exposure on Washington Street
- Expand measurability of projects (i.e. value of façade renovations)
- Hold seminars for businesses
- Complete Building Design Guidelines

² Using 2006 Minnesota figure (\$19.46) from The Independent Sector, the leadership forum for charities, foundations, and corporate giving in America: www.independentsector.org

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