BLAEDC Marketing

BLAEDC continues to refine its overall marketing efforts to best position the region for economic vitality and growth. The backbone of the marketing efforts is the new web site — growbrainerdlakes.org

The site is constantly being updated with statistics, useful links and near pages.

An exciting new feature in the NEWS chapter of the web site is the Salute to Business and Area Executives. This special section offers in-depth articles of local business leaders and their dynamic industries. These stories are electronically distributed to members and key stakeholders, as well as shared with the media for new, interesting local business stories.

In 2011, BLAEDC initiated two new strategic economic development efforts for industry-specific growth in the Brainerd Lakes Area. The backbone of the marketing efforts is the new web site — growbrainerdlakes.org

The site is constantly being updated with statistics, useful links and near pages.

BLAEDC’s newest program, the Executive Initiative — A special program is exploring the technology services industry, including understanding its infrastructure and workforce needs and attracting a Data Center to the Brainerd Lakes Area’s technology hub.

Notable from the President

During our formative years, our parents tell us to work hard to achieve success. It be in business, sports, or life in general. For the next nine month's political discussions seems to demand that we make our lives better. In the end, though we elect a president and congress to help, it will remain our job to improve our lives by working hard through our own efforts. In the Brainerd Lakes Area, the local governments have banded together with a shared vision — the benefits from jobs created in the area is considered to be a priceless asset with grants to improve our lives through hard work.

BLAEDC is proud to assist local government agencies and business leaders to grow existing businesses, attract new businesses, and to assist in startups as part of that shared vision.

— Bruce Burton, BLAEDC President

BLAEDC’s Economic Development Strategy

Promoting, Marketing and Assisting:

• Entrepreneurial and Start-Up Companies
• Attraction of New Businesses
• Expansion of Existing Companies
• Attraction of New Businesses
• Government Projects

2011 Accomplishments

8 Projects
$7.5 Million Dollars in Capital Investments
89 Jobs (projected to be created), with 219 jobs retained

2011 Inquiries, Contacts and Activities

Entrepreneurial/Start-Up: 43
Attraction Opportunities: 18
Attraction of New Businesses
Attraction of New Businesses

Emeritus Board Members

Terry McCaslin, Former Publisher and Branch Director John Johnson Enterprises LLC Ray Burnett, Former Tom Green, Retired
Cabinet Bag Communications Investments, Inc. Newman Knight, Former Larson Allen
Paul Lindbloom, Retired
Lisa Paxton

BLAEDC Board Members

Ensure that business leaders are well informed of the Brainerd Lakes Area by fostering connections with the general goal of expanding business, building community and growing jobs in Crow Wing County. Volunteers are matched in one of two committees: Mentoring & Counseling, or Economic & Community Development.

In conjunction with SCORE (Service Corps of Retired Executives now known as “Counselors to America’s Small Businesses”), volunteers are counseling business leaders on how to improve your business, as well as providing business counseling within an industry of expertise.

Volunteers in the economic and community development committee will support BLAEDC’s brand and marketing message that promotes economic development locally. Then, these participants will assist in targeting specific markets, such as individuals with an affinity to the our area, specific industries, or influential professionals.

www.growbrainerdlakes.org

BLAEDC is a private non-profit 501(c)(3) organization with a mission to expand business, build community and grow jobs and is funded by local units of government, businesses, community leaders, and individuals who believe that together we create a better community and make a difference in our community.

BLAEDC Staff

Sasha Havens, Executive Director
John Gunstad, Economic Development Specialist
Erika O’Brien, Administrative and Marketing Coordinator

BLAEDC’s annual report 2011

124 N. 6th St., Brainerd, MN 56401 | phone: 218.828.0096 | 888.322.5232
**BLAEDC continues to support community and redevelopment projects throughout Crow Wing County that are important to the general health and long term well-being of the community, and positively impact our area’s economic development efforts.**

**Heartland Kitchen and Café**
In November 2011, Heartland Kitchen and Café in Crosby underwent a face lift in 2011. Owners, Jim & Maureen Christopher wanted to update both the aesthetic look of their building, as well as incorporate items into the project to assist with energy efficiency. BLAEDC helped administrator DEED’s Small Cities Development Program financing, with additional support from the Central Minnesota Housing Finance Authority.

**Community Development & Redevelopment Initiatives**

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<td>Downtown Pequot Lakes</td>
<td>The four-generation concrete block manufacturer based in Brainerd for more than 105 years, WW Thompson utilized BLAEDC’s expertise to explore the best type of financing option for a new equipment purchase. The new equipment allows the company to diversify their manufacturing, helping them to expand their market potential beyond construction and into the landscaping industry.</td>
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<td>Essentia Health’s 44,000 sq. ft. Investment Fund</td>
<td>Provided over $333,000 to support Essentia Health’s 44,000 sq. ft. Investment Fund. The health care sector leads to the creation of high-paying jobs and attracts other industries. It also supports businesses already in the region, creating more than $572 million in total income and employ more than 100 residents.</td>
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<td>Crow Wing Regional Airport A $7.4 million dollar terminal renovation at the Crow Wing Regional Airport, as well as transition from an air new carrier, mean changes for the region. BLAEDC worked in partnership with the Airport Commission to develop communications effort at the terminal to use the high visibility and traffic of the airport to effectively connect new prospects for the area.</td>
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<td>Cross-Tech Manufacturing</td>
<td>Known for their high-end metal fabrication, Cross-Tech Manufacturing is the largest manufacturer in the U.S. of hydraulic cutters. It is in the process of expanding to the skidsteer market. Cross-Tech offers design and engineering services along with sandblasting and powder coating from their Cross-Tech facility. Cross-Tech is utilizing the expertise of BLAEDC to secure financing and navigate the planning and zoning process in an effort to triple their current manufacturing space and nearly double their manufacturing space. This expansion is planned to create many new jobs at the company’s existing workforce of 19.</td>
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<td>BTD Wood Powder Coating</td>
<td>The second largest manufacturer in the U.S., BTD Wood Powder Coating manufactures a dedicated line of powder coating finishes that allow for a durable coating in a variety of colors and textures, over parts that are used in the production of furniture, store fixtures and manufacturing equipment. The use of wood powder coating is an environmentally friendly finish. BLAEDC and the City of Brainerd are assisting BTD in expanding in an effort to maintain their current work plan. BLAEDC is coordinating the City of Brainerd’s $3 million in new equipment and create at least 30 jobs within the City of Brainerd.</td>
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