

BLAEDC Marketing and Education

BLAEDC relies on partnerships, networking opportunities, and strategic marketing paths to share our message:
"We're ready. Let's grow!"



"The Brainerd Lakes Area is quickly emerging as a quality location for technology and energy companies. The infrastructure is in place and the workforce is skilled and educated. Plus it's a place where people want to live and work."
 - Becky Lorentz of Lands' End in Pequot Lakes

2012 Marketing Highlights

Marketing brochures, promoting economic growth and job creation, were developed and deployed throughout Crow Wing County.

BLAEDC's Executive Initiative brought local and state awareness to our economic development program through community involvement and local speaking engagements.

Several new videos were developed to market both BLAEDC and the EXEC program. The videos are available for viewing on YouTube, BLAEDC's website and at the airport.

Airport marketing included enhanced video capabilities and viewing screens now sharing the economic development message to all visitors and guests at our newly renovated airport.

Networking among BLAEDC's partners continues to be a key strategy in growing our area economy. In 2012, it resulted again in identifying a number of economic development opportunities for our area.

BLAEDC continues to extend its reach to important audiences in the Brainerd Lakes Area and throughout the state through print advertisements in specific publications.

Highlighting our successful projects and volunteers through feature stories in print publications is part of BLAEDC's initiative to increase our visibility.

BLAEDC is proud that the entire community is helping us promote our message: "We're ready. Let's grow!"

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A Note from the President

Dear Supporters, Members and Stakeholders — "We're ready. Let's grow!"

BLAEDC is ready to let's grow! Through the efforts of staff and many volunteers, we have expanded our ability to serve the area with our EXECs. EXECs are retired executives who live in our area and volunteer to help us grow our businesses. We have already seen many ways in which they can help us accomplish our goals. During our 2013 planning session, we set priorities that will lead our economic development efforts. The vision is for our area to continue outpacing Minnesota and the nation in job growth. We intend to stay true to our core which is to:

- Provide business retention and expansion initiatives
- Assist in workforce development strategies
- Promote awareness of BLAEDC, economic development, and our community
- Provide technical assistance and expertise to strategic prospects and projects

Other activities are on the radar screen and will be pursued as opportunities arise or resources allow. Join us in sharing the message "We're ready. Let's grow!" so that generations to come will be able to both live and work in this beautiful Brainerd Lakes Area of ours.



Bruce Buxton
 BLAEDC President



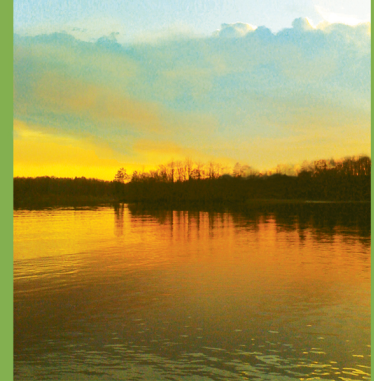
BLAEDC is a private non-profit 501(c)3 organization with a mission to expand business, build community and grow jobs and is funded by local units of government, businesses, community leaders, and individuals who believe that together we create our own destiny and make a difference in our community.

THE BLAEDC TEAM - Sheila Haverkamp, Chris Robison, Erika O'Brien
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*"Lake Margaret Burrett" cover photo contributed by Ron Faust of Lake Shore



2012 Annual Report



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2012 BLAEDC Projects

BLAEDC's priority continues to be supporting companies that are expanding, locating or starting in Crow Wing County. We seek to strengthen CWC's diverse economy, compete in a global marketplace, and position our region as Greater Minnesota's premier business location.

We were fortunate to have Givintyn expand to our area. The company provides on-line educational curriculum with offices in Nisswa, Iowa and Arizona.

Economic development financing supported the continued growth and development of LINAR Corporation as a leading thermoforming plastics manufacturer.

Strom Assembly is leasing a new Brainerd location and acquiring large manufacturing equipment in its continued effort to reposition the company and create new opportunities.

Cross-Tech Manufacturing in Coonabie is experiencing remarkable growth, which resulted in a building expansion last fall that more than doubled its size.

As a world producer of products for John Deere and others, Magnum Machining expanded its Deerwood operations to provide for enhanced manufacturing, warehouse and training space.

Don Rabinski of Pequot Lakes continues to invest in manufacturing and housing in the lakes area and, most recently, initiated plans for a new state-of-the-art animal shelter.

These projects and many others are critical to the long-term health and vitality of the area. We are most thankful to these and all the entrepreneurs and companies committed to our community!

Tech Services Development

The Brainerd Lakes Area is attracting an increasing number of high-tech companies, which helps diversify and stabilize the local economy. BLAEDC now emphasizes this sector in its efforts by:

- Providing expertise and support to high-tech companies starting, expanding or locating here
- Supporting infrastructure projects, such as fiber and other amenities needed by tech companies
- Expanding our workforce skill sets by attracting high-tech employees and educating others
- Marketing the "Tech Service" opportunity in our area . . .

"Maybe we should be called 'Silicon Lakes?'"



"The quality of life in the Brainerd Lakes Area is second to none. It is a great place to do business and an even greater place to live. The financial institutions, municipal officers and other development groups really support business growth."
 - Jason Trygstad of Deerwood Technologies in Deerwood

Economic and Community Development



When it comes to unique and successful companies, Crow Wing County is full of hidden gems. Whether they manufacture and ship products nationwide or provide technology to link businesses around the globe or support renewable energy initiatives, business in the Brainerd Lakes Area is on the move. Even with a challenging economy, the private sector is investing in local companies, creating new jobs and fueling the economic engine here.

The economic picture in Crow Wing County is bright with many reasons for local businesses to be encouraged. We are moving in the right direction and BLAEDC is paving the way for the Brainerd Lakes Area to emerge as a major commercial hub for companies looking to locate outside of the Twin Cities. Now, let's all say it together:
 "We're ready. Let's grow!"



BLAEDC's Executive Initiative

"Meet Our EXECs!"



BLAEDC kicked off its Executive Initiative in 2012 by introducing Crow Wing County to a program that uses the talents of retired executives who live in the area and volunteer their time to promote economic development in the county's three "neighborhoods."



Currently, there are over 30 EXECs working with local businesses in fields of finance, sales and marketing, manufacturing, plant management, and long-range strategic planning.

EXECs visited a number of local businesses in 2012 to learn more about their industries. Grand View Lodge, Ascensus and Graphic Packaging were among the hosts.

"The Executive Initiative is a tremendous addition to the Brainerd Lakes Area's business community. The EXECs' wealth of talent and knowledge is an invaluable asset to this area's businesses and entrepreneurs. We're very fortunate to have access to such dedicated individuals."
 - Tom Haglin, Owner of LINAR Corporation in Baxter

2012 EXEC Projects

One-on-one counseling to more than 30 local businesses and individuals

Completed 14 projects with another nine in progress and seven about to begin

Assisted local businesses in strategic planning, sales & marketing and acquisitions

"Business Insights" panel discussions attracted more than 100 business people

More than 20 presentations to local government councils and service organizations

15 news stories about the program in the newspaper and on radio and TV

Volunteered time to support local community and non-profit projects

