



MEMBER

Information Packet



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Welcome!

WE ARE EXCITED TO PARTNER WITH YOU

We believe in the Brainerd Lakes Area as a great place to live, work, and play, and we're here to support the economic vitality of our communities. We do so through traditional development efforts and innovative lending, recruiting, and other programs for businesses looking to move to, expand, or remain in our region. Our culture of innovation, optimism, and service reflects our values, and we're personally invested in this work because **this is our home**.

This information packet is designed to provide information about what we do and how we actively support the economic vitality of the Brainerd Lakes Area. With your membership support we are able to meet the needs of our business community by providing low to no-cost programs and services.

If you have any questions, please contact us at any time.

Sincerely,

Tyler Glynn
Executive Director
Brainerd Lakes Area Economic Development Corporation

WEBSITE

growbrainerdlakes.org

2023 BOARD OF DIRECTORS

The BLAEDC Board of Directors is comprised of business and community leaders who volunteer their time and expertise to improve the economic conditions of the area and create jobs for area residents. Their collective experiences and knowledge guide the organization.



Jim Haakonson, CPA
Board President
Principal
CliftonLarsonAllen



Mike Dillon
Board President
President
Lexington Manufacturing



Julie Anderholm
Board Secretary/Treasurer
Owner
Anderholm Consulting



Tom Haglin
Past Board President
Co-Owner/CEO
LINDAR Corporation,
Avantech, TRI-VEN



Janelle Riley
Past Board President
Co-Owner and President
Syvantis Technologies, Inc.



Karlo Goerges
Past Board President
CEO
Pequot Tool and
Manufacturing, Inc.



Terry McFarlin
President and CEO
Anderson Brothers Construction



John Ohlin
President and CEO
Deerwood Bank



Sandy Zutz-Wiczek
Vice President, Clinic Operations
Essentia Health-Brainerd Lakes
Area Administration

BLAEDC BOARD PRESIDENT



Jim Haakonson, CPA
2023 Board President
Principal, CliftonLarsonAllen

I would like to start by thanking Mike Dillon, President of Lexington Manufacturing, for his leadership in 2022 and his continued participation on the Board of BLAEDC. Mike brought great experience, knowledge and practical leadership to BLAEDC and has been a key part of the organization's ongoing success. Thank you Mike.

It is my privilege to follow Mike and serve as the Board President of BLAEDC for 2023. As a leader at CLA (CliftonLarsonAllen), CLA exists to credit opportunities – for our clients, our people and our communities. Involvement in BLAEDC has been a great experience to help provide impact in the Brainerd Lakes Area community and business. While not often in the spotlight, BLAEDC is regularly involved in opportunities for economic growth of the community and expanding opportunities for business, building community and growing jobs to continue to drive the Brainerd Lakes Area forward. I look forward to the opportunities ahead for BLAEDC and our community.



The Brainerd Lakes Area Economic Development Corporation (BLAEDC) is a community-driven, non-profit organization created to preserve and enhance the area's economic base by expanding business, building community and growing jobs in Crow Wing County. A Board of Directors governs BLAEDC's activities and oversees its budget, goals, and mission. We've been serving our community for over 35 years.

How does BLAEDC help the Brainerd Lakes Area?

ECONOMIC DEVELOPMENT SUPPORT

BLAEDC contributes to the vitality and prosperity of the entire Brainerd Lakes Area by creating increased employment opportunities, economic stability, wage and tax benefits, and an overall improved standard of living for area residents. Staff works together with area businesses and government leaders to: foster the creation of new jobs, attract new industry to the region, assist area businesses with their growth and development needs and provide services for expansion, relocation, start-ups.

AREA PROMOTION AND MARKETING SUPPORT

BLAEDC actively markets Crow Wing County as Greater Minnesota's premier business location. By establishing relationships and developing networks, BLAEDC leads initiatives with economic development strategies and related action plans for the area, collaborates with businesses to strategically promote the Brainerd Lakes Area through our vast network of partners, and identifies unique opportunities to grow our area.

RECRUITMENT PROGRAM ACCESS

BLAEDC's special initiatives continue to help enrich our efforts to strengthen our local economies. Our Recruitment Program is offered as one of BLAEDC's special initiatives to help businesses grow by finding top-notch candidates to fill key professional positions. This program is available for both large and small companies across all industry sectors. In addition to placing key employees, the program includes a Spousal Placement component and connects the employee with local amenities and resources to ensure their relationship with the Brainerd Lakes Area.

WORKFORCE PROMOTION AND MARKETING SUPPORT

BLAEDC aims to promote Crow Wing County as "a great place to live and work" at an enhanced level in the years to come. Heightened visibility at strategic events, social media strategies, and a workforce portal are such examples of the opportunities available.

Local Impact

Expanding business, building community, and growing jobs in Crow Wing County



"Mike and the BLAEDC team have been instrumental in helping us attract top talent to our organization to support our growth. When we need to fill a key position-BLAEDC is the first call we make. Thank you for your support!"

Ardell Paulson - President/Integrator



"The BLAEDC staff, led by Tyler Glynn, has made their organization available for assistance on several occasions. One recent one was assisting Crow Wing County in the distribution of the Federal Cares Act funds. Their due diligence assisting business's with understanding and meeting the criteria for application was invaluable to the business community and Crow Wing County. This is an outstanding organization with great staff and leadership."

Steve Barrows - CWC Commissioner



"Tyler and the team at BLAEDC have been advocates for funding sources that enhances economic growth through fiber broadband deployments. They have supported local initiatives, state grant programs and federal resource funding as they see the importance of infrastructure in our rural communities. BLAEDC is also an excellent resource for connecting business leaders and networking business relationships."

Kristi Westbrook - CEO/General Manager

Join BLAEDC Today

JOIN THE MISSION TO EXPAND BUSINESS, BUILD COMMUNITY AND GROW JOBS IN CROW WING COUNTY.

Membership Levels

Premier Level

EXECUTIVE MEMBER - \$10,100

- ✦ Receive priority "Talent Leads" through Social Media, Website and Strategic Events
- ✦ Gain access to professional staff through our Recruitment Program
- ✦ Reduced Direct Hire Fee per hire
- ✦ Receive all Gold, Silver and Bronze level benefits listed below

STRATEGIC MEMBER - \$7,550

- ✦ Receive "Talent Leads" through Social Media, Website, and Strategic Events
- ✦ Gain access to professional staff through our Recruitment Program
- ✦ Reduced Direct Hire Fee per hire
- ✦ Receive all Gold, Silver and Bronze level benefits listed below

AFFILIATE MEMBER - \$5,050

- ✦ Gain access to professional staff through our Recruitment Program
- ✦ Reduced Direct Hire Fee per hire
- ✦ Gain access to spousal placement services
- ✦ Receive all Gold, Silver and Bronze level benefits listed below

Gold Level

PARTNER MEMBER - \$2,800

- ✦ Gain access to professional staff through our Recruitment Program
- ✦ Direct Hire Fee per hire
- ✦ Gain Access to Airport Advertising Time (See attached sheet for details)
- ✦ Receive all Silver and Bronze level benefits listed below

Silver Level

SUPPORTER MEMBER - \$1,150

- ✦ Gain Access to Marketing Materials for Your Recruitment Needs
- ✦ Presence in Area Relocation/"Welcome Packets" Promotional Materials
- ✦ Receive all Bronze level benefits listed below

Bronze Level

CORPORATE MEMBER - \$475

- ✦ Business Presence on BLAEDC Website
- ✦ Support Crow Wing County Economic Development Strategies












































INDIVIDUAL MEMBER - \$245

- ✦ Individual Presence on BLAEDC Website
- ✦ Support Crow Wing County Economic Development Strategies

BLAEDC Membership Levels

WHY BLAEDC NEEDS YOU!

As we look forward, we want you to know, "We're Ready!" With your contributions, BLAEDC can continue offering quality economic development services. Your membership support and participation are greatly appreciated and are also critical for the growth and prosperity of the area. Thank you!

Membership Benefits		BRONZE LEVEL		SILVER LEVEL	GOLD LEVEL	PREMIER LEVEL		
		Indiv. \$245	Basic \$475	Supporter \$1,150	Partner \$2,800	Affiliate \$5,050	Strategic \$7,550	Executive \$10,100
Economic Dev. Support	Support CWC Economic Development Strategies							
	Presence on BLAEDC Website							
Area Promotion and Marketing Support	Access to Area Marketing Materials for Your Recruitment Needs							
	Business Presence in Area Relocation/ "Welcome Packet" Promotional Materials							
	Airport Video Advertising Time							
Recruitment Program Access	Access to Professional Staff for Key Talent Recruitment *More Significant Reduced Direct Hire (D.H) Fee for Executive and Strategic Members							
Workforce Promotion and Marketing Support	Access to Spousal Placement Services							
	Attendance at Strategic Events (Career Fairs, Trade Shows, etc.)							
	Support Enhanced WF Dev. Mktg – Workforce Portal and Social Media Strategies							
	Receive "Talent Leads" through Social Media, Website, and Strategic Events							 *Priority



Brainerd Lakes Regional Airport

Promote your Business at the Airport!

Our area continues to thrive! With the increased number of visitors, business professionals, and private aviation flying in and out of the Brainerd Lakes Regional Airport, this is an opportunity to showcase your business on large screens throughout the airport terminal. As an exclusive benefit to BLAEDC members at the Premier Level, you'll have the ability to advertise to over 20,000 air travelers and airport terminal visitors through our airport video network.

For more information on this exclusive benefit, contact:
Alison Medeck, Special Initiatives Director
(218) 828-0096
alison@growbrainerdlakes.org



AN EXPERIENCED TEAM

BLAEDC is a team of four educated and experienced individuals ready and willing to help you and our community.

GO-TO EXPERTISE.

The BLAEDC team is innovative, smart, and creative in approach and solutions. They are a go-to resource.

EXTRA-EFFORT SERVICE.

The BLAEDC team offers friendly and personal service that exceeds expectations.

MEANINGFUL RESULTS.

The BLAEDC team gets things done.

COMMUNITY CONNECTION.

The BLAEDC team works to make its communities better because they live, work, and play here, too.



TYLER GLYNN

Executive Director



MIKE BJERKNES

Workforce Director



ALISON MEDECK

Special Initiatives Director



HALIE MAJERUS

Marketing Manager



MAILING ADDRESS

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Brainerd, MN 56401

WEBSITE

www.growbrainerdlakes.org

PHONE NUMBER

218.828.0096

CONNECT WITH US!

