

MEMBER

Information Packet

 **blaedc**



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,

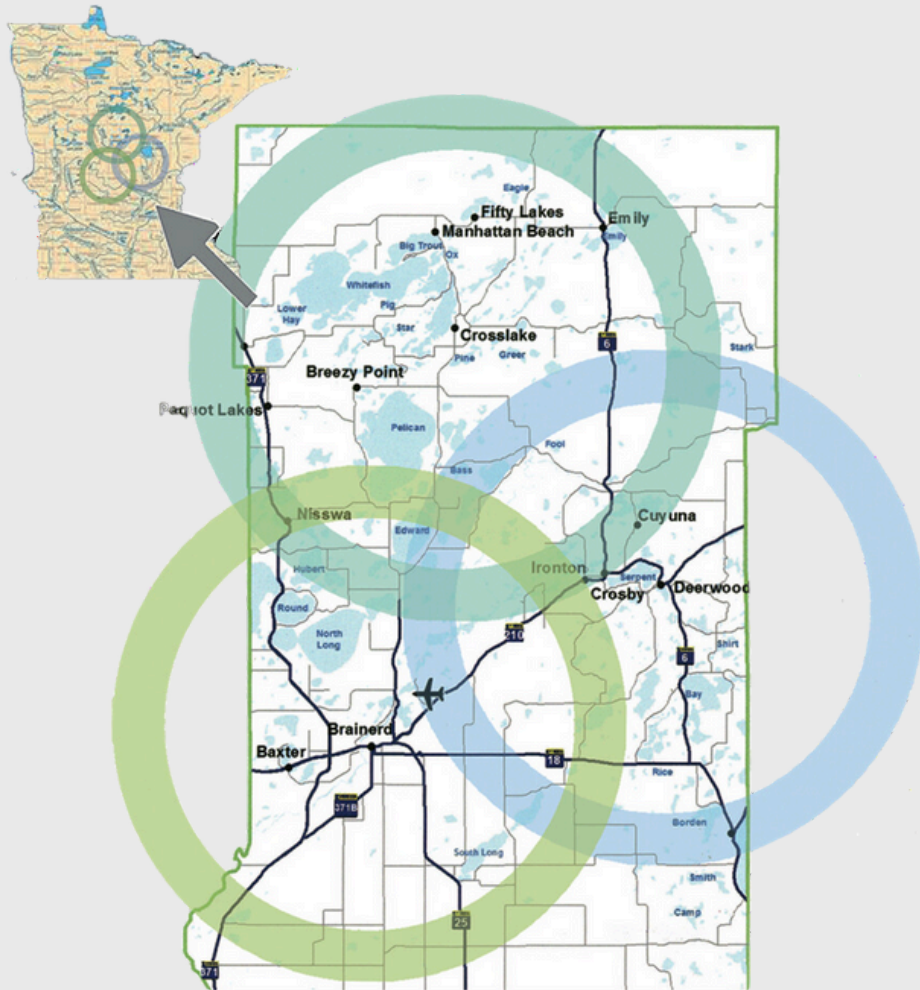
A handwritten signature in black ink, appearing to read 'Tyler Glynn'.

Tyler Glynn
Executive Director
Brainerd Lakes Area Economic Development Corporation

WEBSITE

growbrainerdlakes.org

Community Profiles



The Perfect Mix

Crow Wing County sits in the heart of Minnesota, about 130 miles north of Minneapolis/St. Paul. With a growing population and a stable workforce of young families and homeowners, the region offers an ideal environment to start, expand or grow a business.

Strong Active Communities Serving three Hubs

BLAEDC is focused on creating jobs through business growth in three economic development “neighborhoods,” each of which has specific economic strengths and unique features. By combining all those valuable resources into one overall economic development strategy, BLAEDC creates a win-win-win for all of Crow Wing County.



The Brainerd Lakes Area Economic Development Corporation (BLAEDC) is a community-driven, non-profit organization with a mission to preserve and enhance the economic base of Crow Wing County. For over 35 years, BLAEDC has been dedicated to expanding local businesses, creating jobs, and fostering a thriving community. Guided by a dedicated Board of Directors, we work diligently to support sustainable growth, ensuring the Brainerd Lakes Area remains a vibrant place to live, work, and do business.

At BLAEDC, our goal is to drive economic progress and enhance the quality of life in Crow Wing County. We do this through a variety of key initiatives:

ECONOMIC DEVELOPMENT SUPPORT

BLAEDC strengthens the vitality and prosperity of the Brainerd Lakes Area by expanding employment opportunities, fostering economic stability, supporting child care and housing solutions, and enhancing the overall standard of living for residents. We collaborate with local businesses and government leaders to foster job creation, attract new industries to the region, assist businesses with growth and development, and provide services for expansion, relocation, and start-ups.

BUSINESS + MARKETING SUPPORT

As a BLAEDC member, you can receive strategic business and marketing support designed to increase visibility, strengthen decision making, and support sustainable growth. Membership includes a prominent presence on the BLAEDC website and in our newsletter, providing exposure to a broad audience of local and regional stakeholders, as well as access to professional meeting spaces including the CTC and National Bank of Commerce Conference Rooms located at the Chamber and BLAEDC offices. Depending on membership level, businesses may also access foot traffic data analytics reports that provide actionable insights into customer behavior, tourism patterns, and market trends to support data informed decision making. ****New in 2026***** Members can take advantage of airport advertising opportunities at the Brainerd Regional Airport, offering high visibility exposure to regional and national travelers while supporting local economic development.

RECRUITMENT PROGRAM ACCESS

Based on your membership level our Recruitment Program can help by recruiting executive-level positions for your company. In addition to placing key employees, the program includes a spousal placement component and connects the employee with local amenities and resources. If you're a job seeker, we connect with new businesses daily, so if you don't see the right position listed for you on our Job Portal, feel free to reach out to us today.

Local Impact

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



“Mike’s enthusiasm for the Brainerd Lakes Area and his commitment to creating a great recruitment process is something I will never forget. Although I didn’t need to be sold on Minnesota, I’m confident that anyone who talks to Mike about the Brainerd Lakes Area leaves that conversation feeling excited about what it has to offer. I can’t imagine a better advocate for the area than Mike.”

Jon Mobeck - Executive Director



“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

Empower Your Business - Join BLAEDC Today!

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

Premier Level

EXECUTIVE MEMBER - \$10,000

- ✦ Gain access to airport advertising, minimum of 12 plays/hour, and up to 12 ad changes/year
- ✦ Gain access to professional staff through our Recruitment Program, Spousal Placement Services and Reduced Direct Hire Fee per hire
- ✦ Access up to 12 foot-traffic data analytics reports
- ✦ Business logo linked on BLAEDC website
- ✦ Receive all Gold, Silver and Bronze level benefits listed below

STRATEGIC MEMBER - \$7,500

- ✦ Gain access to airport advertising, minimum of 8 plays/hour, and up to 8 ad changes/year
- ✦ Gain access to professional staff through our Recruitment Program, Spousal Placement Services and Reduced Direct Hire Fee per hire
- ✦ Access up to 12 foot-traffic data analytics reports
- ✦ Business logo linked on BLAEDC website
- ✦ Receive all Gold, Silver and Bronze level benefits listed below

AFFILIATE MEMBER - \$5,000

- ✦ Gain access to airport advertising, minimum of 4 plays/hour, and up to 4 ad changes/year
- ✦ Gain access to professional staff through our Recruitment Program, Spousal Placement Services and Reduced Direct Hire Fee per hire
- ✦ Access up to four foot-traffic data analytics reports
- ✦ Business logo linked on BLAEDC website
- ✦ 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, Spousal Placement Services and Reduced Direct Hire Fee per hire
- ✦ Access to foot-traffic data analytics report for your business or event once per year
- ✦ Business link on BLAEDC website
- ✦ Receive all Silver and Bronze level benefits listed below

Silver Level

SUPPORTER MEMBER - \$1,250

- ✦ Business link on BLAEDC website
- ✦ Receive all Bronze level benefits listed below

Bronze Level

BASIC/NON-PROFIT MEMBER - \$500

- ✦ Business presence on BLAEDC website + newsletter
- ✦ Access to CTC + National Bank of Commerce Meeting Rooms at Chamber/BLAEDC
- ✦ Offices Support Crow Wing County Economic Development Strategies focused on Child Care, Housing Needs, Workforce, and more.

INDIVIDUAL MEMBER - \$250

- ✦ Individual presence on BLAEDC website
- ✦ Access to CTC + National Bank of Commerce Meeting Rooms at Chamber/BLAEDC Offices
- ✦ Support Crow Wing County Economic Development Strategies focused on Child Care, Housing Needs, Workforce, and more.



As we look forward, we want you to know, “We’re Ready!” With your contributions, BLAEDC can continue offering quality economic development services. Your 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		
		Individual \$250	Basic/Non-Profit* \$500	Supporter \$1,250	Partner \$2,800	Affiliate \$5,000	Strategic \$7,500	Executive \$10,000
Economic Development Support	Support CWC Economic Development Strategies focused on Child Care Solutions, Housing Needs, Workforce, and more.							
Business + Marketing Support	Presence on BLAEDC Website + Newsletter							
	Access to CTC + National Bank of Commerce Meeting Rooms at Chamber/BLAEDC Offices							
	Access to Foot-Traffic Data Analytics Reports + discounts for additional reports							
	NEW in 2026 Access to Airport Advertising Options							
Recruitment Program Access	Access to BLAEDC Recruitment Program for hiring Professional Level Staff. More Significant Reduced Direct Hire fee for Executive and Strategic Members							
	Access to Spousal Placement Services							

*Non-Profit members receive access to foot-traffic data analytics once per year – contact BLAEDC for more details

**See detailed membership information on previous page for airport access options.



RECRUITMENT PROGRAM

Fee-for-service program that's available to all businesses in the Crow Wing County area. A program membership comes with workforce assistance and valuable marketing benefits. Looking to hire a key employee for your company in the Brainerd Lakes Area? BLAEDC has several resumes on hand that are actively looking for full time work.



GAP FINANCING: UNIFIED FUND

This program brings together money from different local, state, and federal sources, including TIF Funds, Minnesota Investment Fund (MIF), and RUS funds. Funding amounts range from \$25,000 to \$500,000. All loan terms are in line with the lead financial institution terms and rates. To be eligible, businesses must be approved for funding through their lead financial institution and provide collateral, personal guarantees, and some equity. The Unified fund will provide working capital in specific situations. Approved projects must create or retain jobs to be eligible.



BUSINESS CONSULTING

As a satellite site for the North Central Small Business Development Center (SBDC), BLAEDC is dedicated to helping entrepreneurs and small businesses thrive in Crow Wing County. From the initial idea stage to long-term business management, local businesses can access personalized support in key areas such as startup assistance, business plan development, purchase feasibility, capital and loan packaging, financial management, marketing strategies, strategic planning, exit/succession planning, and more. Our mission is to equip businesses with the resources and expertise needed for growth and long-term success.



FOOT TRAFFIC ANALYTICS: PLACER.AI

Placer.ai is a location analytics platform that provides insights into foot traffic patterns and consumer behavior by analyzing mobile device data. Offered as a fee-for-service model with membership options, we can supply businesses with this data to understand visitor demographics, compare performance against competitors, and optimize site selection. The platform helps retailers, real estate developers, and other industries make data-driven decisions based on real-world movement trends.



AIRPORT ADVERTISING: NEW IN 2026

Contact us today to learn more about Airport Advertising options available at the Brainerd Regional Airport.

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 with dedication, expertise, and a commitment to driving growth in our community.

COMMUNITY CONNECTION.

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



TYLER GLYNN

Executive Director
Tyler@growbrainerdlakes.org



ALISON MEDECK

Associate Director
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MIKE BJERKNES

Workforce Director
Mike@growbrainerdlakes.org



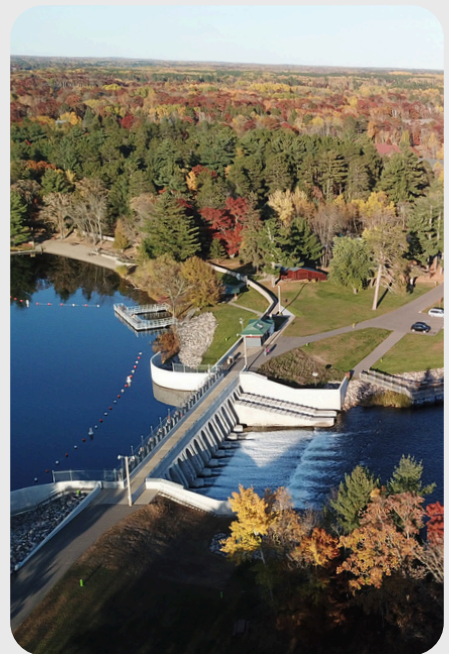
KRYSTAL HEIDINGER

Administrative Assistant
Krystal@growbrainerdlakes.org

BLAEDC COMMUNITY INVOLVEMENT

Our work is multifaceted and integral to fostering vibrant communities. We recognize that accessible, affordable, and high-quality child care is essential for working families to thrive. Through strategic partnerships with organizations we are dedicated to supporting child care solutions. Additionally, our recruitment program plays a pivotal role in attracting top-tier executive talent to our region, bolstering our workforce and driving economic growth. We also offer financing for businesses to enhance the economic base and vitality of Crow Wing County. Moreover, we are actively involved with organizations creating solutions that promote affordable and sustainable housing options. By focusing on these interconnected pillars of child care, workforce development, business financing, housing, and consulting we are laying the groundwork for a resilient and prosperous future for our community.

Brainerd/Baxter • Cuyuna Lakes • Lakes Region





Housing

In 2020, Crow Wing County completed a thorough review of the housing market for all of Crow Wing County, with special emphasis on middle-income, or workforce housing. We collaborate with the Brainerd Housing and Redevelopment Authority (HRA), leveraging various resources including the Housing Trust Fund. We have housing resources listed on our website under “Financing.”



Child Care

Over the past two years, BLAEDC has partnered with Crow Wing County to administer grants to add over 300 more child care slots. In 2020, we partnered with community stakeholders and First Children’s Finance to develop a Strategic Supply Plan to support the child care industry in Crow Wing County. Visit “Community Profiles” to view the results.



Business Consulting

Since 2022, BLAEDC has served as a satellite site for the North Central SBDC at Central Lakes College, supporting over 130 entrepreneurs and small businesses. This partnership provides members with FREE confidential business consulting and resources. Learn more at www.northcentralsbdc.com.

BLAEDC also hosts Entrepreneurs on Tap and the Marketing Mornings series, offering free networking, practical insights, and peer learning to support business growth. Visit our website and click events for more information.



Recruitment and Workforce

Our Recruitment Program helps companies thrive by recruiting executive-level positions. Since 2017, the program has achieved over 100 direct hires. In 2021, BLAEDC and community partners conducted an Employee Benefit Study for Central Minnesota. To review their findings, visit “Community Profiles” on the BLAEDC website.



Business Financing

The BLAEDC Unified Fund offers benefits to businesses, such as a better grasp of local resources, a simplified process for accessing financial aid locally, and favorable, adaptable terms and conditions. Since 2017, these funds have created or retained over 300 jobs. Find more information under “Programs” on our website.

For more information visit growbrainerdlakes.org



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WEBSITE

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PHONE NUMBER

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CONNECT WITH US!

