

Brainerd Mainstreet Connect. Lead. Grow.

The new Brainerd Main Street Program is a community-based effort to revitalize Brainerd's Central Business District and though it is part of the Brainerd Lakes Chamber, it is for members and non-members alike. The area includes downtown, but also the area from the Mississippi River to 11th Street and between Oak and Kingwood Streets. This program is based on the Main Street Four-Point approach (Design, Organization, Promotion, and Economic Re-structuring) that has been used in over 1,700 communities during the past 25 years. We are taking this successful approach and tailoring it to our needs and interests. You can learn more about how the Main Street program has worked in other communities at www.mainstreet.org. In the coming months you will hear more about the program and how you can be involved.

Connect.

CRAZEE DAZE - DOWNTOWN

Eleven business owners came together to plan this summer's Downtown Craze Daze. The event will be July 27 and 28 in downtown Brainerd. Businesses will have activities and games for kids including a Dino Dig, Duck Pond, and temporary tattoos. If you have questions or would like more information, please call Emily.

NEWSLETTER DELIVERY

If you would like to receive this newsletter earlier by email, and also help save on postage, please send your email address to Emily at eroragen@explorebrainerdlakes.com with subject line: Newsletter Delivery and the name of your business.

Lead.

DOWNTOWN STREET RECONSTRUCTION TASKFORCE

Are you a business owner, property owner, or tenant who will be directly affected by the 2009/2010 street re-construction project? Please consider being part of a group that will be active in giving input to the City and the contractor about the community's concerns and ideas. This group will also work on promoting the area and businesses leading up to and during the construction. If you are interested, please contact Emily.

Grow.

YOUR BUSINESS ON THE MAP

More and more customers are finding businesses and products online. Many people use search engines as their phone book to find services and products in an area. Many new cars are equipped with GPS devices that show drivers where businesses and other points of interest are.

Can customers find your business on Google? On Mapquest? Is it shown in the right spot on the map or is it directing them across town and confusing potential customers? Has anyone reviewed your business online? Check out how to do this and more at: www.explorebrainerdlakes.com/chambers/BrainerdMainStreet.htm or call Emily for more information.

HOLIDAY OPEN HOUSE PLANNING MEETING

Downtown business owners who met to plan for Craze Daze wanted to start planning ahead for this year's Holiday Open House. The meeting will be Tuesday, August 7 at 6 p.m. at the Brainerd Lakes Chamber, 124 South 6th Street. Please come and help plan this winter event. Businesses will also be discussing Craze Daze. If you would like to be involved in planning the Holiday Open House and are unable to attend this meeting or would like more information, please contact Emily.

Working for You

Brainerd Mainstreet Advisory Committee

This committee establishes the overall goals and direction for the Chamber in the Brainerd Mainstreet Program.

Brainerd Mainstreet Advisory Committee Members

Lyn Brodersen, Brainerd Restoration
Kim Ellingson, Bremer Bank
Chris Erickson, Architecture One
Al Gmeinder, Sawmill Inn
Kristy Hart, H&H Builders
Jeff Hiebert, Brainerd Dental
Terry Johnson, Liberty Tax Service
Missy Lake, TJ's Log Cabin
Ed Menk, E.L. Menk
Bob Olson, City of Brainerd
Mark Ostgarden, City Planner
Cal Preisinger, Big Lou's Back Room
Dale Parks, SEBRA
Chris Robinson, Brainerd Lakes Chamber Board
Andy Smith, First Lutheran Church



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Brainerd Lakes Chamber
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The Brainerd Mainstreet Program is served by the Brainerd Lakes Chamber who works with your leaders to continue to connect businesses and lead the drive for responsible and profitable growth. If you would like to get involved or have questions contact your Chamber staff or volunteers.