

Brainerd Main Street Connect. Lead. Grow.

ABOUT THE MAIN STREET PROGRAM The Brainerd Main Street Program is a community-based effort to revitalize Brainerd's Central Business District, or CBD. The program area stretches from the Mississippi River to 11th Street and from Oak to Kingwood Streets. Though it is part of the Brainerd Lakes Chamber, it is for members and non-members alike. This program is based on the national Main Street approach that has been used in over 1,700 communities during the past 25 years.

YOUR BUSINESS ON THE MAP GPS devices, in cars and cell phones, show locations of roads, lakes, businesses, and more. In fact, many visitors use them to find things to do and places to go while traveling by utilizing Google and other search engines, so make sure your business is there to be found. Find out how to put your business information on these maps and to double check that it's located accurately on the map by going to:
explorebrainerdlakes.com/chambers/BrainerdMainStreet.htm

HOLIDAY DECORATIONS The new holiday decorations are up in Brainerd bringing cheer and light to our winter days. As you drive through downtown you'll see the new wreaths, banners, and garlands. Over \$10,000 has been raised to date! You can see the fundraising progress we're making on the snowman's scarf at 6th and Laurel Streets. Tax-deductible donations will be matched by the City of Brainerd up to \$15,000. Donations should be made out to Brainerd Restoration and sent to P.O. Box 259, Brainerd, MN 56401.

"OLD FASHIONED" DOWNTOWN HOLIDAY CELEBRATION This holiday season while you walk down the sidewalks listening to music you can vote for your favorite window/store display, register to win a turkey, and participate in any of the fun activities:

Saturday, December 1 - Pictures with Santa (\$1/ea.) 11 a.m.-2 p.m. Santa arrives by fire truck at 10:45 a.m. between the Bead Box and E.L. Menk on Laurel Street. Goody bags available while supplies last.

Saturday, December 8 - Free Horse Drawn Trolley Rides 11 a.m.-2 p.m. leaving from the parking lot at 7th and Front Streets

Activities for kids and parents at the following businesses: Citadel Games Tournaments -- The Ivy Room *Christmas Doll Tea for parents and children* -- Bear Stop *Free hot cocoa and Christmas craft for kids* -- CatTales *Book signing and readings with authors including Winston Borden* -- E.L. Menk Jewelers *Free jewelry cleaning* -- Chocolate Etc. *Make your own holiday shaped chocolate* -- Itsy Bitsy *Story telling* -- Totally Kidz -- Mattie & Me -- Hosanna House

MID-TOWN CENTER GETS FACELIFT The building on the corner of Washington and 6th Streets is getting a new look. Tenant Terry Johnson of Liberty Tax Service and the new T-Mobile dealer is excited about the renovations. "We feel it will be more attractive to our customers to visit us." This has been a long time in the planning and we thank the building owners for their investment. Work on the building is expected to be complete by early December. The businesses in the building are open throughout the work.

FRANKLIN ART CENTER Brainerd Main Street Design Sub-committee members, Brainerd Lakes Area Development Corporation, and City of Brainerd staff met with Artspace representatives to discuss the space for Franklin Art Center's parking lot on Washington Street. As a result of the discussion the parking lot will have more parking stalls and a grassy seating area. The new, collaborative design will also incorporate environmentally friendly components to help keep storm water runoff falling on the pavement from going into the Mississippi River. When renovations of the former Franklin Junior High school are complete, the total project investment will be approximately \$10 million and will include 25 affordable live/work apartments for artists. Currently, about 80,000 sq/ft of the building is leased to more than 22 artists and organizations.

OPPORTUNITIES TO GET INVOLVED

Promotion

Tuesday, November 27
8 a.m. at the back room of the Sawmill Inn, 601 Washington Street

Economic Restructuring

Wednesday, December 12
Brainerd Lakes Chamber
124 N 6th Street

Design

Thursday, December 20
9 a.m. at Brainerd Lakes Chamber, 124 N 6th Street

Downtown Reconstruction

Wednesday, January 9
6 p.m. at TJ's Log Cabin, 320 S 7th Street

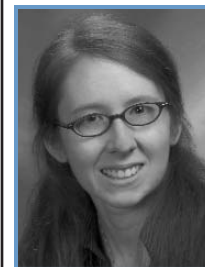
Working for You

Brainerd Main Street Advisory Committee

This committee is responsible for the direction and oversight of the Brainerd Main Street program and lends sustainability to the viability of the Central Business District (CBD as defined by the 2002 Master Plan).

Brainerd Main Street Advisory Committee Members

Lyn Brodersen, Brainerd Restoration
Kim Ellingson, Bremer Bank
Chris Erickson, Architecture One
Al Gmeinder, Sawmill Inn
Kristy Hart, H & H Builders
Sheila Haverkamp, BLADC
Raedean Hiebert, Brainerd Dental Care
Terry Johnson, Liberty Tax Service
Ed Menk, E.L. Menk
Michael O'Donnell, Crow Wing County
Bob Olson, City of Brainerd
Mark Ostgarden, City Planner
Dale Parks, SEBRA
Lisa Paxton, Chamber CEO
Cal Preisinger, Big Lou's Back Room
Chris Robinson, Brainerd Lakes Chamber Board
Andy Smith, First Lutheran Church
Paula Zelinske, Yesterday's Gone



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Brainerd Lakes Chamber
124 N 6th Street, P.O. Box 356
Brainerd, MN 56401

The Brainerd Main Street Program is served by the Brainerd Lakes Chamber who works with our 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.