

In the Fall of 2002, as a result of the Potlatch Paper mill closing, a 2020 economic development assessment and visioning process occurred. Several areas were assessed including local industries, community strengths, and economic development organization capacity. With community input, a long term vision and action plan was developed to *enhance* existing economic development efforts known as the **2020 Plan**.

**The 2020 Plan**

The plan incorporates strategic initiatives to pro-actively market Crow Wing County to targeted industries including:  
1. Manufacturing Companies (Metals, Plastics, and Wood)  
2. Healthcare / Human Service / Eldercare Entities  
3. Professional and Back Office Operations

**2007 – 2008 Work Plan Included:**

- Development of an Airport Initiative
- Assistance with an Industrial Park Analysis
- Participation in Positively Minnesota
- Coordination of a Networking Event
- Creation of new Marketing Materials
- Launch of an Advertising Campaign
- Development of a Prospect List (phase 1)
- Execution of Workforce and Training Initiatives



**2009 Work Plan Includes:**

- Implementation of Site Initiatives including a Shovel Ready Certification
- Exploration of Alternative Energy Industry Initiatives
- Development of a Prospect List (phase 2)
- Creation of additional Marketing Materials
- Coordination of Workforce and Training Initiatives

**2020  
New Business  
and Job Goals**

**Manufacturing Companies**  
(Metals, Plastics, and Wood)

- 7 New Companies
- 140 New Jobs

**Healthcare / Human Service/  
Eldercare Entities**

- 5 New Companies
- 125 New Jobs

The 2020 new business and job goals are in addition to BLADC's annual economic development goals.

During the past two years alone, BLADC assisted with:

- **36 projects** and
- **\$26 million in capital investments** which created
- **217 new jobs.**

Since 1988, BLADC has coordinated:

- **320 projects** and facilitated more than
- **\$258 million in capital investments** which created
- **3,200 new jobs.**

The Brainerd Lakes Area Development Corporation (BLADC) is a community-driven, non-profit organization designed to encourage economic growth and prosperity through the creation of jobs, and to promote & facilitate community development.

BLADC strives to stimulate growth and private investment in the Brainerd Lakes Area by offering quality economic development services. We offer:

- Business Retention and Expansion Programs
- Assistance with Site Location
- Financial Structure and Package Programs
- Technical and Business Planning Assistance
- Assistance with Government Resources and Processes
- Coordination of Community Development Initiatives
- Targeted Marketing Efforts to Attract Business

**Letter from the President**

The Brainerd Lakes Area Development Corporation continues to pursue and accomplish its mission of economic diversification and job creation.

As individual businesses in these tough economic times, we strive to stay vital and valuable. We take risks, and it's nice to know that BLADC is by our side, ready to support us.

The potential for the Brainerd Lakes Area is tremendous. We can pursue our individual areas of expertise while also supporting BLADC to achieve economic prosperity for our region.

Thank you. — Kevin Larson  
BLADC President

The BLADC Board of Directors is comprised of business and community leaders that volunteer their time and expertise to improve the economic conditions of the Brainerd Lakes Area and create jobs for area residents. Their collective experiences and knowledge guide BLADC. Please feel free to visit with them and share your ideas to enhance local economic development efforts.

**BLADC Board of Directors**

- President **Kevin Larson**, *Consolidated Telecommunications Company*
- Vice President **Tom Anderson**, *Minnesota Thermal Science*
- Secretary/Treasurer **Angella Roby**, *Mille Lacs Band of Ojibwe Government*

- Directors
- Chuck Albrecht**, *Mid-Minnesota Federal Credit Union*
  - John Newhouse**, *Lakeland Mold Company*
  - Bruce Buxton**, *Wideth Smith Nolting*
  - Kevin Close**, *Close-Converse Properties*
  - Terry McCollough**, *Brainerd Dispatch*
  - Tom Prusak**, *Brainerd Lakes Integrated Health System*

**Emeritus BLADC Board Members**

- Ray Burnett**, *Retired*
- Conrad Bye**, *Communications Investments, Inc.*
- Timothy Bergin**, *Larson Allen*
- Reggie Clow**, *Clow Stamping Company*
- Tom Green**, *Retired*
- Jim Kraft**, *Northern National Bank*
- Arnie Johnson**, *Johnson Enterprises LLC.*
- Paul Lindbloom**, *Retired*
- Clint Nelson**, *Positive GMAC Real Estate*
- Terry Skone**, *Retired*

**BLADC Staff**

- Sheila Wasnie Haverkamp**, *Executive Director*
- Elissa Rogers**, *Economic Development Specialist*
- Jeannie Bridgeman**, *Office Manager*

**2020 Featured Project: Brainerd Lakes Regional Airport ED Initiative**

As part of the **2020 Marketing Plan**, an Airport Initiative was developed to build awareness of the economic opportunities in the Brainerd Lakes Area.



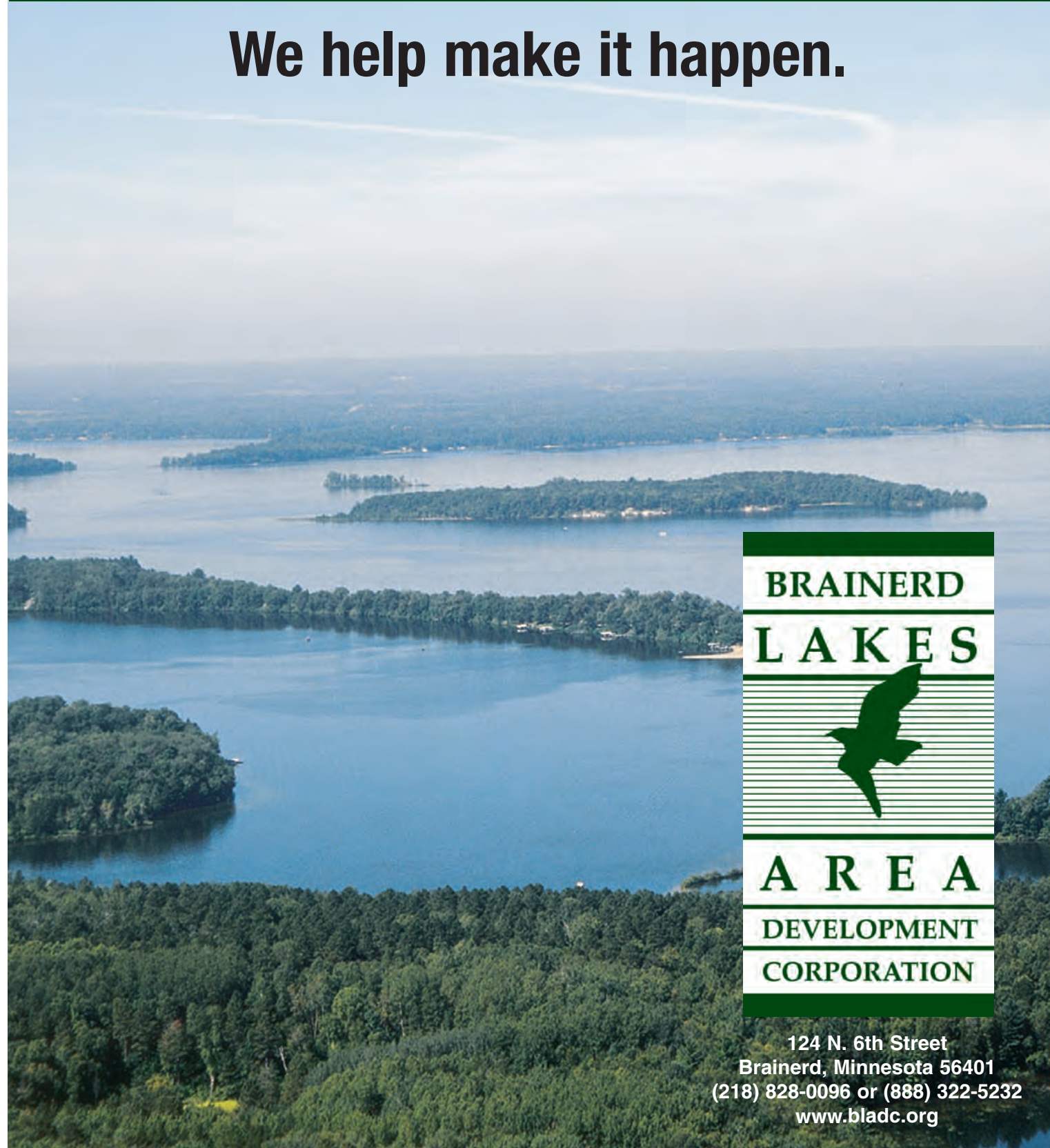
New high definition TV monitors have been installed in the **Brainerd Lakes Area Regional Airport**, along with substantial upgrades to the terminal's in-ceiling audio system. Travelers will now enjoy national news, weather, sports, and more via satellite. Plus, this broadcast coverage also includes exclusive new video segments featuring Crow Wing County economic development and airport messages.

The Airport is a hub of travel activity throughout the year. Thousands visit the terminal, on-site restaurant and air service companies annually. Nearly 38,000 ticketed passengers traveled through the airport in 2007.

A MNDOT grant, secured by the Brainerd Lakes Regional Airport Commission, provided a significant portion of the funding for this program.



**We help make it happen.**



124 N. 6th Street  
Brainerd, Minnesota 56401  
(218) 828-0096 or (888) 322-5232  
www.bladc.org

# BLADC HELPS FIND THE RESOURCES NEEDED TO SUCCEED.



## How We Make It Happen

There are many tools BLADC staff utilize to develop successful outcomes for area businesses. Here is a snapshot of three.

### Industrial Parks

Area industrial parks provide valuable infrastructure to current and potential businesses. Industrial park areas in Crow Wing County include:

- 5 publicly owned industrial parks
- 4 privately owned industrial parks
- 7 proposed industrial park areas
- Scattered industrial zoned sites

In Crow Wing County, 12% or approximately 10,000 acres of land are zoned for commercial and industrial uses.

### What do Brainerd, Baxter and Pequot Lakes industrial parks mean to the area?

- 132 Businesses
- 2,246 Jobs = Approx. 10% of Crow Wing County's Jobs
- \$100,494,800 Market Value
- \$2,212,212 Taxes Paid
- 2,147,000 Square Feet of Facilities

### Job Opportunity Building Zones (JOBZ)

BLADC clients have enjoyed financial benefits from JOBZ through reductions in property taxes and the elimination of State income taxes on taxable revenue.

### Revolving Loan Funds

Revolving Loan Funds provide a source of financing for local businesses. Often, these loans are used to fill a "financing gap" in business development projects.

For business assistance or to become a member, visit [www.bladc.org](http://www.bladc.org), or call (218) 828-0096.

## BUSINESS RETENTION AND EXPANSION

To strengthen and grow the Brainerd Lakes Area economy, BLADC has been actively leading a Business Retention and Expansion (BRE) program since 1985. This program identifies and builds on the area's existing business base.

**Most of BLADC projects and accomplishments are the result of working with existing lakes area businesses.**

BLADC has expanded its Business Retention and Expansion Program by partnering with the Minnesota Chamber of Commerce and the Brainerd Lakes Chamber through their Grow Minnesota program.

Facts from the 2007-2008 BRE Visits

- **65% have headquarters located in Crow Wing County**
- **35% are family owned**
- **40% have locations outside of the Brainerd Lakes Area**
- **45% have more than 50 employees**
- **33% plan to expand within the next two years and**
- **92% of these businesses plan to expand in Crow Wing County**



***"During these tentative economic times, community support is a key consideration when making significant investment decisions. The ready response and diligence of staff was an unquestionable demonstration of BLADC's commitment to helping us find the resources to be successful in the Brainerd Lakes Area."***

— Anna Skrobecki,  
Wausau Paper Printing and Writing LLC



### Precision Waterjet Concepts

City of Jenkins

**Precision Waterjet Concepts, Inc.**, utilizes a waterjet process and 5-axis robotics to manufacture a wide variety of parts and components cut from steel to plastic to stone, and everything in between. Utilizing tax increment financing, Precision Waterjet Concepts built a new 16,500 square foot manufacturing facility in the Jenkins Business Park. The company has 10 employees and anticipates creating 2 - 4 jobs within the next two years paying wages up to \$18/hour.

***"BLADC provided the guidance we needed."***

— Seth Jackson,  
Precision Waterjet Concepts, Inc.

### Tek-Car Metals Corporation

City of Emily

Tek-Car Metals Corporation is a steel service center and job shop. In 2008, Tek-Car purchased a Cambridge, MN, company to gain customer base and skilled employees, and sought to purchase a Laser Cutter. Thanks to a revolving loan for gap financing through the City of Emily, Tek-Car was able to retain 18 employees and create a minimum of two new jobs, increase manufacturing activity, and leverage their other public and private investments.

Tek-Car plans to hire 12 employees within the next two years.



***"Your accomplishments for us are an excellent example of the importance of BLADC's contribution to the economic development and stabilization for the entire Lakes Area"***

— Robert Perovich,  
Tek-Car Metals Corp.



### Wausau Paper Printing and Writing LLC

City of Brainerd

Since purchasing the paper mill in 2004, employment at Wausau Paper has steadily increased to 175, making it one of Brainerd's largest employers. An attractive financing package was created for Wausau to support



its efforts to refurbish its cut size sheeters and expand its Brainerd operations. Wausau estimates that 8 - 16 new, high paying jobs will be created as a result of the equipment to be located at the Brainerd mill.

## COMMUNITY DEVELOPMENT

In addition to supporting individual businesses, BLADC assists cities in Crow Wing County with resources to address a wide range of unique community development needs.

BLADC saw the need in the Cuyuna Range communities of Crosby, Ironton, Deerwood and Emily and sought a grant of more than \$750,000 through the Minnesota Department of Employment and Economic Development's (DEED) Small Cities Development Program. This program provides federal funds to local units of government for community development projects that are intended to provide decent housing, a suitable living environment and expanding economic opportunities, principally for persons of low-and-moderate income.

BLADC assisted in securing a second grant to help save and restore the historic Deerwood Auditorium. This project will not only stimulate the construction industry, but also renew a sense of pride within the entire community.

Additional deferred loans, grants and low interest loans will continue to be sought by BLADC for Crow Wing County communities. These development projects will assist property owners with building repairs that will revitalize the neighborhood, create and retain jobs, enhance the tax base, foster economic and commercial diversity, as well as promote the retention and/or reuse of historical properties — all of which will benefit the downtown districts in the long term.

BLADC plans to expand the target areas over time to make an even greater impact for all of Crow Wing County.



courtesy of Rick O'Connor



***"As a small city with limited resources, BLADC gave us the support to undertake restoring and preserving our historic auditorium."***

— Mike Aulie, Mayor of Deerwood

***"BLADC has helped provide loan/grant programs to convert to dual fuel electric heat in several downtown buildings. Funding these programs helps make Brainerd a more green, affordable and viable city."***

— David Pueringer,  
Pueringer Investments

***"We could never have afforded to make these improvements to our tenants' buildings without the excellent help of the BLADC."***