



YOU'RE INVITED TO BECOME A MEMBER OF BLAEDC!

Who is BLAEDC?

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.

How Does BLAEDC Help?

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.

KEY Recruitment Program Access

BLAEDC's special initiatives continue to help enrich our efforts to strengthen our local economies. The KEY Recruitment Program is offered as one of BLAEDC's newest 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.

APPLY TODAY!

Please fill out the information below:

Name: _____

Company: _____

Address: _____

Telephone: _____

Email: _____

Membership Level: _____

Comments: _____



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. \$195+	Basic \$425+	Supporter \$1,100+	Partner \$2,750	Affiliate \$5,000	Strategic \$7,500	Executive \$10,050
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 Reloc./“Welcome Packet” Promotional Materials			✓	✓	✓	✓	✓
	Airport Video Advertising Time			✓	✓	✓	✓	✓
KEY Recruitment Program Access	Access to Professional Staff for Key Talent Recruitment <small>*More Significant Reduced Direct Hire (D.H) Fee for Executive and Strategic Members</small>				✓	Reduced D.H. Fee + \$1,000 off first hire	Reduced D.H. Fee* + \$2,000 off first hire	Reduced D.H. Fee* + \$3,000 off first hire
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

Join BLAEDC Today

Join the mission to expand business, build community and grow jobs in Crow Wing County.
You will be invoiced for your membership.

Membership Levels:

Premier Level

Executive Member - \$10,050+

- Receive priority "Talent Leads" through Social Media, Website, and Strategic Events
- Gain access to professional staff through the KEY Recruitment Program
 - *Reduced Direct Hire Fee per hire
 - \$3,000 off first hire for the year
- Receive all Gold, Silver and Bronze level benefits listed below

Strategic Member - \$7,500+

- Receive "Talent Leads" through Social Media, Website, and Strategic Events
- Gain access to professional staff through the KEY Recruitment Program
 - *Reduced Direct Hire Fee per hire
 - \$2,000 off first hire for the year
- Receive all Gold, Silver and Bronze level benefits listed below

Affiliate Member - \$5,000+

- Gain access to professional staff through the KEY Recruitment Program
 - *Reduced Direct Hire Fee per hire
 - \$1,000 off first hire for the year
- Gain Access to spousal placement services
- Receive all Gold, Silver and Bronze level benefits listed below

Gold Level

Partner Member - \$2,750+

- Gain access to professional staff through the KEY Recruitment Program
 - Direct Hire Fee per hire
- Receive all Silver and Bronze level benefits listed below

Silver Level

Supporter Member - \$1,100+

- Gain Access to Marketing Materials for Your Recruitment Needs
- Presence in Area Relocation/"Welcome Packets" Promotional Materials
- Gain Access to Airport Advertising Time (See attached sheet for details)
- Receive all Bronze level benefits listed below

Bronze Level

Corporate Member - \$425+

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

Individual Member - \$195+

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



Promote your Business at the Airport!



Airport Video Advertising Opportunities

To build awareness of the economic opportunities in the Brainerd Lakes Area, the Brainerd Lakes Regional Airport partnered with the Brainerd Lakes Area Economic Development Corporation to develop an in-terminal broadcast system. This customized network allows the live satellite broadcast of national news, weather, and sports to be intermixed with **local video segments** to air travelers and airport terminal visitors. Currently, BLAEDC and the Airport are broadcasting dozens of video messages featuring Crow Wing County economic development and airport messages.

VIDEO OPTIONS:

:30 or :60 videos — Available to BLAEDC Premier and Gold Members

BLAEDC Silver Members at the \$1,100+ level have the option to run one :30 spot per hour (or one :60 spot every two hours)

BLAEDC Gold and Premier Members at the \$2,750+ level will receive the highest frequency of air time of all businesses within the airport's video system. At minimum, this would be two :30 spots per hour (or one :60 spot every hour).

Specs

:30 videos — Full Resolution QuickTime format

To submit videos, email Kieran@KnowMoore.com for delivery information.

For more information contact:

Megan Rehbein, BLAEDC

(218) 828-0096 or

Megan@GrowBrainerdLakes.org

Information current as of 5/11/17, subject to policy change at any time.

BLAEDC and the Brainerd Lakes Regional Airport reserve the right to refuse any/all videos and images. All videos and images will be previewed before airing.