

25-26 Budget Presentation

# About the BDA

The Brunswick Downtown Association (BDA) is a 501(c)3 non-profit organization that depends on municipal support, members' dues, sponsors, and donations from individual contributions to keep the association growing and improving. We are 1 of 11 nationally accredited Main Street programs in Maine.

*Our mission is to promote Downtown Brunswick and our community as a vibrant and attractive place to live, work, play and do business.*

# Meet the BDA Team!



**Reilly Kons**  
Executive Director



**Abbey Plankey-Smith**  
Membership & Events



**Natalie Blood**  
Marketing & Comms

# Visitor Center Staff



**Linda Sailya**  
Manager



**Susan Bridge**  
Attendant



**Krista Hodsdon**  
Attendant

# 2025 Board of Directors

- Annemarie Albiston, *Board Chair*
- Don Kniseley, *Vice Chair*
- Rebecca Launer, *Secretary*
- Bob Langworthy, *Treasurer*
- Cathy Barter, *Policy Committee Chair*
- Bucky Brown, *Economic Vitality Committee Chair*
- **Melissa Trayham, *Events Committee Chair***
- Catherine Ferdinand, *Design Committee Chair*
- Brian Robinson, *Past Board Chair*
- Rob Biggs, *Local Resident*
- Sue Ellen Damour, *Local Resident*
- Peggy Ealahan, *Riley Insurance*
- Henry Recknagel, *Thornton Oaks Retirement Community*
- Marshall Shepherd, *Wild Oats Bakery*
- Hannah Simmler, *Gem Appraisal Services*
- **Mitch Newlin, *Gelato Fiasco***
- **Kate Stanek, *The Brunswick Hotel***
- **Catherine Johnson, *YMCA***

# 2024 Accomplishments

## *Community Events & Member Programs*

# Community Events

Throughout the year the BDA hosts a number of flagship events that make visiting and living in Downtown Brunswick exciting.

Across our community events, we estimate that we welcomed 35K - 40K attendees in 2024.

Our flagship events include:

- 2nd Friday Brunswick!
- Music on the Mall
- Brunswick Outdoor Arts Festival
- Community BBQ
- Magic on Maine Auction
- Rolling Slumber Bed Races & Brunswick Early Bird Sale
- Tree Lighting Annual Ceremony

| Program Name                   | 2024 Visitor Count |
|--------------------------------|--------------------|
| Brunswick Downtown Association | 416,986            |
| Saco Main Street               | 354,979            |
| Heart of Biddeford             | 340,159            |
| Discover Downtown Westbrook    | 339,841            |
| Rockland Main Street           | 299,128            |
| Gardiner Main Street           | 240,696            |
| Main Street Bath               | 217,799            |
| Town of Lisbon                 | 217,379            |
| Heart of Ellsworth             | 216,675            |
| Main Street Skowhegan          | 147,366            |
| Augusta Downtown Alliance      | 2,652              |

\*data sourced from Placer.AI

# 2nd Friday Brunswick!



# Music on the Mall (MOM)

BDA's Summer Concert Series



# Brunswick Outdoor Arts Festival



# Community BBQ



# Rolling Slumber Bed Races and Early Bird Sale



# Tree Lighting Annual Ceremony



# Downtown Holiday Lighting



# Member Programs

*The BDA is proud to support its 310+ members made up of small & large businesses, non-profits, and individuals local to the Brunswick area.*

# Promotion

## Business and Community Updates

### Streetscape Has Begun

The downtown **Brunswick** streetscape construction started this week. Businesses in the affected area are **OPEN**, so remember to support them throughout this spring and summer!



[Sign up for Notices](#)

### New Business Alert: Slam Tilt Records + Games

Greetings! My name is Joe, owner/operator at Slam Tilt Records + Games - a new independent store and pinball parlor located at 94 Maine St, Basement (downstairs from the Social Goose). As we continue to work towards our grand opening, I am thrilled to announce that we have officially soft opened to the public Thu - Sun from 11-9 (with a few extra days and extended hours sprinkled in). This Saturday, April 12th is the world-famous Record Store Day! Stop in between 10am - 10pm and check out some rare collectible vinyl, retro video games, and pinball! Can't wait to share more details around our grand opening (save the date - Saturday May 17th!).



### The Frappe Shoppe is Open for the Season!



Frappes- the drinkable shake you can eat with a spoon. Now offering pre-order ice cream cakes and cookies - online ordering page coming soon.

**Hours:** Tuesday - Saturday from 11:30 AM - 5:00 PM

Click [here](#) to learn more!

BDA Support Us About Brunswick Business Directory

### Food & Drink

- Bakeries/Cafes/Coffee
- Bars/Taverns/Tasting Rooms
- Groceries/Markets/Catering
- Restaurants
- Discounts & Specials



#### Social Goose Bar

Food & Drink  
Bars/Taverns  
94 Maine St.  
Brunswick, ME 04011  
207-373-9036  
[Contact](#) [Website](#)

Your local family friendly casual sports bar with American pub fare, 14 beers on draft, pool tables and arcade games.



#### WILD OATS

café | bakery | deli

Food & Drink  
Bakeries/Cafes/Coffee  
186 Admiral Fitch Ave  
Brunswick, ME 04011  
207-725-6287  
[Contact](#) [Website](#)

Wild Oats Bakery & Cafe is a family-owned and locally-run cafe, bakery and deli in Brunswick. Specializing in from-scratch and all-natural food, Wild Oats offers homemade soups, sandwiches and deli salads, breakfast pastries and bagels, cakes and pies, coffee and espresso drinks, take-home entrees and homemade loaf breads. Located in a spacious and brand new building at the Brunswick Landing!

Already my best performing post. You ROCK!

Someone came in and bought a record already because of it too!



brunswickdowntown and 2 balancesandcomposure • Original

brunswickdowntown Tomorrow is record store day - the perfect reason to checkout @slamtiltmaine, Brunswick's newest record store and hang out spot! 🎶VINYL

Located at 94 Maine St (below Social Goose Bar), they have records, games, pinball, snacks, and serious cool factor.

Go browse, play, and support this downtown business!

#recordstore #recordstoreday #retrogamingcommunity #pinball #shoplocal

5d

hardwickshow

3d 1 like

Reply

livefreelassard

5d 2 likes

Reply

[View insights](#)

[Boost reel](#)

Liked by brunswickvisitorcenter and 257 others

5 days ago

# Promotion Stats

## Social Channels

- Social Channels ~ 11.5K followers
- 20 - 50K views per month
- Average monthly reach ~ 35K
- 5K + visits per month
- 35 - 44 yr old is our largest audience

## Brunswick Blast

- 3,400+ Subscribers
- 40 - 50% Open Rate
- Readers from Brunswick to Boston
- Events, Specials, Announcements
- THE connection to all things Brunswick!

*\*A member spotlight across our social media channels and newsletter can offer as much reach as a \$200 FB ad campaign.*

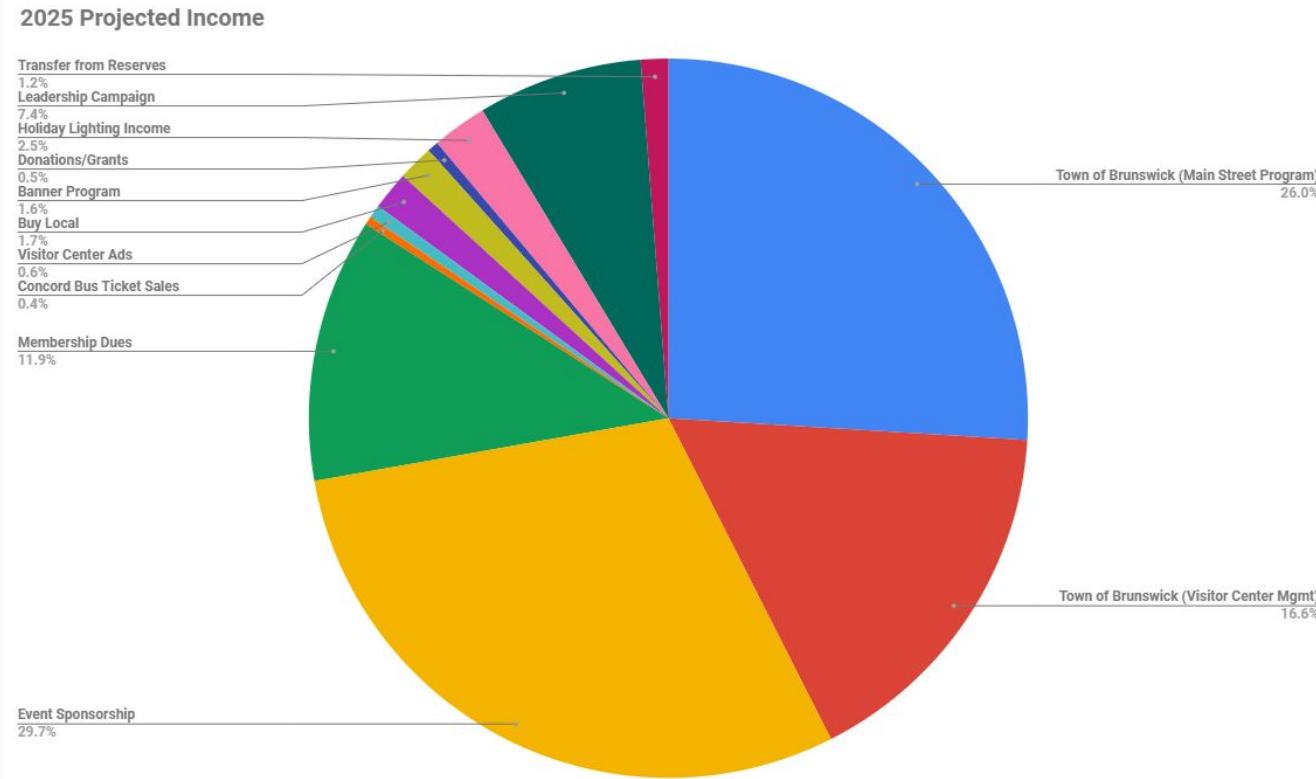
# Programs



# Financials

*Breakdown of where our funding comes from!*

# 2025 Projected Income



The top three revenue sources for the Main Street Program includes:

1. 29.7% ~ Event Sponsorship & Income
2. 26% ~ Town of Brunswick
3. 11.9% ~ Annual Membership Dues

# What we are Excited About for 2025 +

- **New Team!**
  - Diverse group of experience and love for the community
  - We are here for YOU
- **New Website!**
  - More user friendly
  - Better exposure for businesses
  - New features including a Brunswick-focused job board
- **Improved Streetscape Support**
  - Collaborating with the Town of Brunswick to increase opportunities for updates
- **Expanded Benefits for Members**
  - Retailer meetings will feature guest speakers more frequently speaking on relevant business topics
  - Leaning into storytelling using video

# Thanks!

Contact us:

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124 Maine Street  
Brunswick, ME 04011

[director@brunswickdowntown.org](mailto:director@brunswickdowntown.org)  
[www.brunswickdown.org](http://www.brunswickdown.org)

