

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 Saila
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



Music
ON THE *Mall*



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!



Food & Drink

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



**Social
Goose
Bar**

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 Bakery & Cafe

Food & Drink
Bakeries/Cafes/Coffee
166 Admiral Fitch Ave
Brunswick, ME 04011
207-725-6287

[Contact](#) [Website](#)

Wild Oats 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
balanceandcompose • Original



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

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

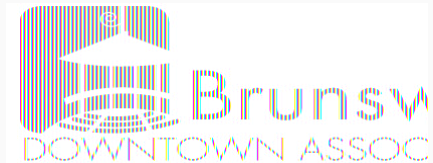
- Social Channels ~ 11.5K followers
- 20 - 50K views per month
- Average monthly reach ~ 35K
- 5K + visits per month
- 35 - 44 yr old is our largest audience

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

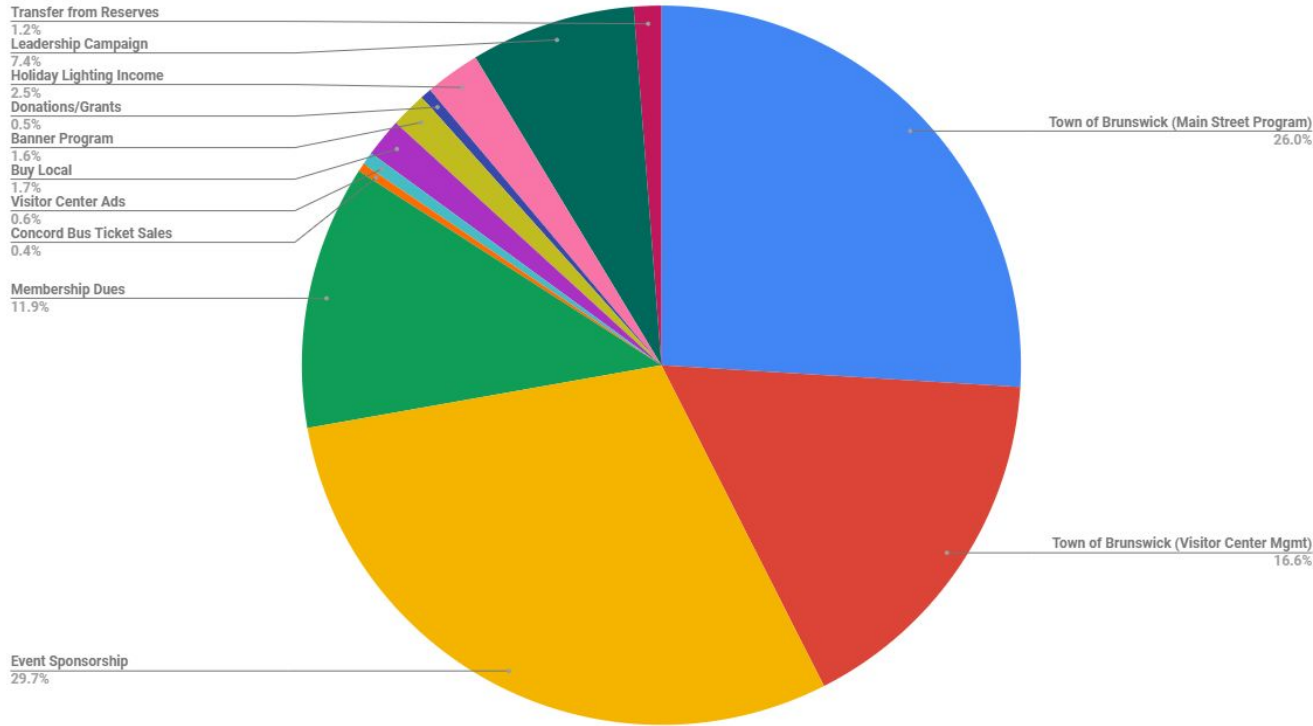


Financials

Breakdown of where our funding comes from!

2025 Projected Income

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:

Brunswick Downtown Assoc.
124 Maine Street
Brunswick, ME 04011

director@brunswickdowntown.org
www.brunswickdown.org

