



Promoting Downtown Brunswick as a vibrant and attractive place to live, work, play and do business.

February 18, 2021

Chairman John Perrault  
Brunswick Town Council  
85 Union Avenue  
Brunswick, ME 04011

Dear Chairman Perrault,

On behalf of the Brunswick Downtown Association (BDA) Board of Directors and over 330 business and community members, we respectfully request the renewal of the Town of Brunswick's contribution to the BDA for your fiscal year 2022.

In May 2012 we received the Main Street Maine's designation as a full Main Street community. In March 2012 the Town of Brunswick, through resolution, supported and endorsed BDA's application for Main Street Maine designation.

The BDA operates on a calendar year and our budget for 2021 is \$364,800, including the Brunswick Visitor Center. The BDA Executive Director, Debora King met with Town Manager Eldridge, Assistant Town Manager Leighton and Town of Brunswick Finance Department staff to discuss the separation of the Visitor Center operations from the general BDA budget. The intention is to more accurately reflect the full cost of the Train Station/Visitor Center to the Town. Operation of the Visitor Center would be fully funded by the Town of Brunswick, based on the budget provided by BDA. The BDA budget, not including the Visitor Center, is \$308,800 and our request for Town funding is \$80,000.

This year is certainly one that will go down in the history books as we faced so many unforeseen challenges due to the COVID-19 pandemic. As you can imagine our local businesses were hit very hard by the shut down and the BDA went into high gear with our Operation Pickup Program and Business Assistance information.

We received regular input from business owners and residents who truly appreciate all that the BDA has been able to do, despite the challenges of the pandemic. We worked very closely with the Economic Development Department on ways to enlarge and enhance outdoor dining space and to provide outdoor heaters to extend the season. Any funding assistance that was available through the Town and the BDC was rapidly communicated to our local business community. In March, when many businesses were forced to immediately change their method of operation, the BDA stepped up with our Operation Pickup program which detailed exactly what businesses were doing in terms of operation, store hours, on-line shopping, curbside pickup – the BDA became the “go-to” organization for information on what was happening locally.

The pandemic forced the BDA to revamp our daily operations. Staff worked from home, and the Visitor Center staff was laid off due to the closure of the Visitor Center from mid-March to the end of August. The VC staff has since returned to work, but working reduced hours until travel on the Amtrak Downeaster and Concord Bus Lines increases. All COVID-related PPE was installed at the VC to keep staff and visitors safe.

Given our inability to host many of our large annual fundraising events that are typically held in either indoor venues or with large crowds on the Mall, we pivoted to ensure we could provide activities and programs that complied with the state mandated COVID restrictions. Our Music on the Mall concerts (4 instead of the usual 10) were held in the parking lot at Parks & Recreation “drive-in style,” our 2<sup>nd</sup> Friday Brunswick Art Walks were held with strict enforcement of mask wearing and social distancing, our Community Barbecue and Outdoor Arts Festival were cancelled, our Auction was online only, Santa was Zoomed in from the North Pole, our Early Bird Sale was an all-day event, and the Holiday tree on the Mall was lit with no fanfare.

The BDA has never wavered on our mission to promote downtown Brunswick as an attractive place to live, work, play and do business. Even during these very challenging times, we knew that if we worked together as a team, we could not only survive, we could thrive. We are so heartened by the feedback we have received from our businesses who have modified their business models and tried new avenues to keep their businesses healthy. Their success stories are a testament to their hard work and ability to adapt to change.

The BDA launched the Lights of Hope Campaign to provide a direct influx of revenue to our local businesses and to offset our loss of income that traditionally comes from events, sponsorships, and ticket sales. We used a portion of the funds raised to enhance our holiday lighting in downtown Brunswick. If ever there was a time that people needed to feel the spirit and beauty of the Holiday Season, this was it.

The BDA is an active participant in the Streetscape Redesign Committee (the Executive Director is a member of the committee) and our former Design Chair sits on the committee as well. We have a seat at the table for many issues facing downtown including parking studies, accessibility, historic preservation, landscaping and design, issues with the transient ad homeless populations, etc.

This year marks the 17<sup>th</sup> anniversary of BDA becoming a 501(c)3 non-profit. Since 2004, our membership has grown seven-fold and continues this upward trend. This is largely due to the benefits we provide our membership and the value that businesses, non-profits, and individuals see in our organization.

We have included an attachment highlighting some of our 2020 accomplishments and 2021 initiatives.

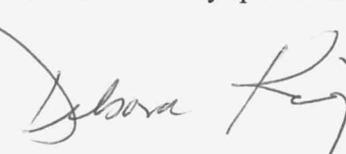
The BDA again is looking forward to a year of positive partnerships with the Town, residents, cultural and non-profit organizations, MRRA, Maine Development Foundation, and Brunswick businesses to maximize all opportunities. The BDA takes seriously its unique position to ensure that all our Downtown assets are promoted, that residents and visitors are attracted to Downtown, and that all means to new job creation and increased tax revenues within our purview are considered.

On behalf of the Board of Directors, I thank the members of the Town Council for their consideration of our FY2021 budget request and welcome any questions that you may have.

Sincerely,



Annie O'Rourke  
Chair



Debora King  
Executive Director

c.c.: John Eldridge, Manager, Town of Brunswick  
Julia Henze, Finance Director, Town of Brunswick



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## 2020 BDA Accomplishments

- Membership numbers remained stable throughout 2020, even with the pandemic. We lost a few members who closed their businesses, but we increased the number of new members significantly. Our membership hovers around 330 and a concerted effort is being made to encourage the public to sign on as a “Friend of the BDA” for an annual fee of \$45. We slightly exceeded our membership income budget of \$43,000 (figure based on original budget created at the end of 2019) and that was after we had revised the budget twice to reflect what we thought was going to happen during the pandemic. We had decreased our budgeted membership dues income to \$26,000 in May and revised it 2 more times to reflect what was actually happening.
- Pivoted to some degree on all of our Events this year. We held 2 live events – January Annual meeting and February Mardi Gras Bowling. We did not hold a Spring Speaking Event, cancelled our Community Barbecue, held 4 out of 10 music concerts – all of which were held drive-in style in the Parks and Rec parking lot. Held 3 of the 4 2<sup>nd</sup> Friday Brunswick Art Walks – very well received by artists and attendees, cancelled the Brunswick Outdoor Arts Festival (provided an opportunity for juried Artists to be featured on our website with links to their website), held a Zoom Speaking Event featuring Dr. Nirav Shah and Midcoast Hospital personnel, cancelled Rolling Slumber Bed Races, held on all-day “Early Bird Sale”, held a week-long on-line only Auction, cancelled the Holiday Tree Lighting Event, but Santa zoomed in from the North Pole.
- Most impactful BDA program this past year was “Operation Pick-Up”. We tracked all of the businesses downtown (not just our membership) and provided information on our website and numerous emails, Facebook posting, newspaper advertising. We promoted their hours, their products, curb-side and take-out deliveries, anything they could provide to us. We became the go-to organization for the public to find out what was happening downtown.
- One of our primary goals has always been “Shop Local”. We have “pounded that home” in as many ways as we possibly could and it worked. We met with the retailers several times to get their feedback and ideas and they were so appreciative of our efforts to provide assistance and support during these very difficult times. At the January meeting, some of the retailers reported a record year in 2020. The community of Brunswick is overwhelming supportive of our locally owned businesses and have certainly gone that extra mile to shop on-line, do take-out, buy gift cards, etc.
- Recognizing our challenge to raise funds through our traditional events, we created the “Lights of Hope” program/campaign. We encouraged the public to purchase local gift cards and donate them to the BDA for a raffle to be held in late November. We drew 3 winners, who each received over \$1,500 in cash and gift cards. The response to this program was overwhelming – we raised 43,000 in sponsorships, donations and ticket sales. The purpose of this campaign was “many-fold”: direct influx of cash to our local businesses, promote local shopping, raise operational funds for the BDA, and to provide enough funding to enhance our holiday lights downtown. We made a video of the campaign that was shown at our 2021 Annual Meeting
- Raised over \$105,000 in sponsorships and leadership donations – a growth of \$25,000 over 2019. The sponsors of events that were cancelled were very generous in terms of allowing us to

“use the money where it’s needed”. We work very hard to secure all of our sponsors very early in the year and are always looking at bringing new sponsors into the fold. We developed a new Sponsorship packet that gives more clarity and options for potential sponsors.

- We applied and received PPP funding of \$45,000. The 3 full-time BDA staff maintained full time employment.
- Relationship with the Town of Brunswick remains very strong. The BDA is represented on: Downtown Streetscape Redesign Committee, the Master Plan Implementation Committee for the Town of Brunswick Comprehensive Plan, hiring of the new Chief of Police, replacement of the Frank J Woods bridge. We work closely with the Economic Development, Planning, and Engineering Departments on all issues facing downtown. We worked together on securing additional outdoor dining spaces and funds for heaters for our local restaurants so they could extend their season.
- We closed the Visitor Center for 4 ½ months due to the pandemic as no trains or buses were operating. This allowed for the staff to collect unemployment insurance benefits. We reopened with reduced hours at the end of August and are now back to being open 7 days a week.

## 2021 BDA Initiatives

- Increase income from fundraising efforts: grants, new private contributions, fundraising-specific events, Main Street Community programs
- Increase membership to 360 – 5% over 2020 with an emphasis on attracting individuals and families.
- Communications
  - Increase Brunswick Blast subscribers
  - Increase use of social media (Facebook, Twitter, LinkedIn)
- Marketing
  - Establish 2021 Marketing Plan
  - Maximize event exposure
  - Update Downtown Brunswick map for usage as wayfinding signage downtown and Visitor Center
  - Expand Shop Local efforts
  - Partner with Amtrak Downeaster on marketing initiatives
  - Increase Visitor Center regional marketing collateral
  - Establish Visitor/Welcome Center as the Gateway to the Community
  - Continue to utilize Town Mall kiosk to promote BDA and community events
- Events
  - Enhance 2021 events with an effort to provide safe and entertaining activities that comply with all regulations amid the COVID-19 pandemic.
  - Utilize the learning experience of 2020 and capitalize on the success of alternative forms of delivery
  - Explore event partnership opportunities with local non-profits
- Business Retention/Economic Development
  - Continue to work with the Town of Brunswick and private entities on programs and projects that spur economic development in the community.
  - Maximize Amtrak Downeaster visitation
  - Assist business development projects
  - Acquire funding for economic development initiatives
  - Coordinate training workshop series in collaboration with Southern Midcoast Chamber and Small Business Development Centers
  - Celebrate new business openings with ribbon-cutting ceremonies
  - Work with local restaurant owners, NNEPRA, local lodging establishments on securing Maine Foodie Tours in downtown Brunswick with a focus on our amazing ethnic cuisine
  - Provide input and support on downtown property enhancements
- Downtown Appearance
  - Ongoing Downtown maintenance through part-time hire in conjunction with Town of Brunswick
  - Collaborate with Public Arts group: banners, murals, sculptures
  - Partner with Village Improvement Association, Village Review Board, and others involved with historic preservation initiatives
  - Continue to participate on the Streetscape Redesign Committee



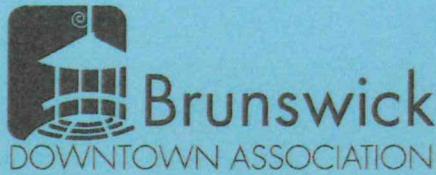
Brunswick  
DOWNTOWN ASSOCIATION

## SPONSORSHIP OPPORTUNITIES 2021



Brunswick  
DOWNTOWN ASSOCIATION

Brunswick, Maine



**Mission:** To promote Downtown Brunswick as a vibrant and attractive place to live, work, play and do business.

Welcome!

We are gearing up and getting ready for 2021. I hope you were able to enjoy the events we held in 2020, albeit a much different delivery. A typical year has the BDA hosting 23 major events plus many Simply Social networking events and Ribbon-cutting ceremonies, all to provide an opportunity for our members and the entire community to enjoy all that downtown Brunswick has to offer.

The funds we raise are used to support the following BDA events and programs which include:

### **Annual Events:**

- Three Speaking Series events including the BDA Annual Meeting
- Four 2nd Friday Brunswick events which promotes local artisans and performers
- Ten Music on the Mall summer concerts attracting over 500 attendees at each performance
- Community Barbecue which pays tribute to our first responders including our fire fighters, police officers, EMTs, and healthcare professionals
- Brunswick Outdoor Arts Festival – the largest juried art festival in northern New England attracting 5,000 – 8,000 attendees from across the region
- Early Bird Sale – often the largest “sales” day for our local merchants
- Rolling Slumber Bed Races – a fun and exhilarating community event held on Park Row
- Magic on Maine Auction – a combination of live and on-line bidding
- Holiday Tree Lighting featuring visits with Santa, homemade cookies and hot chocolate, horse-drawn wagon rides, culminating with the lighting of the Christmas Tree on the Mall

### **Projects and Programs:**

- Raise funds for Holiday lighting including lamp post adoption and trees along Maine Street
- Working with Town of Brunswick on Streetscape Redesign project
- Coordinate the downtown Banner program
- Hire a part-time employee to maintain the sidewalks during the tourist season
- Publish 24 issues of the Brunswick Blast e-newsletter informing the community of happenings downtown and featuring our member businesses and events
- Work directly with local businesses on events and programs to attract customers
- Manage the Brunswick Visitor Center – open 7 day per week, year-round.
- Manage a Main Street program with a strong emphasis on historic preservation

Come join our team! Information about the events, sponsorship levels and donation form are included in this packet.

Please do not hesitate to give me a call if you have any questions.

Thank you so much for your support!

**Debora King, Executive Director**  
[director@brunswickdowntown.org](mailto:director@brunswickdowntown.org)  
207-729-4439



The BDA hosts a **Speaker Series** consisting of three events including the Annual Meeting in January, which will be held virtually and includes drawings for gift cards from local restaurants and retailers. A Spring and Fall event are being planned, and depending on circumstances surrounding the pandemic/vaccines the events will be held either live or once again, virtually. Whatever the platform, be assured the events will be timely, informative, and fun!

### Target Audience

Businesses, non-profits, BDA members, municipality, and local residents

### Anticipated Attendance

Via Zoom, 150 to 200. Live, determined by venue capacity, typically 100 to 130.

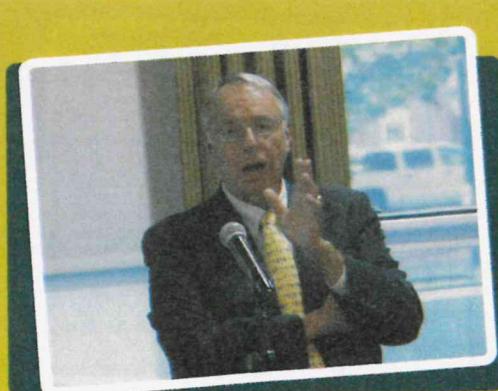
### Date / Time

Annual Meeting: Thursday January 28th  
Spring and Fall: TBD

### Location

TBD

SPONSORSHIP BENEFIT	BDA Speaker Series	Presenting Sponsor(s) Three Event Series \$3,000	Supporting Sponsor(s) One Event \$1,200
Logo on Sponsor slides (Zoom) or at podium area (live)		✓	✓
Logo included in presentation slide show		✓	✓
Logo and link on event website and social media mentions		✓	✓
Logo/business name in Email marketing campaign		✓	✓
2 tickets to each event		✓	✓





**2nd Friday Brunswick Art Walk** is an inclusive series of summer events showcasing local artistic talent throughout downtown Brunswick. The event is intended to give residents and visitors an opportunity to engage with the arts, as well as experience Brunswick's unique local shops and restaurants. This event offers a fun evening of artistic exploration featuring local artisans and crafters, live music, dance and theatrical performances, all within walking distance in Downtown Brunswick.

### Target Audience

Local & regional residents; adults, families, retirees

### Anticipated Attendance

5,000 for the season

500+ per week

### Date / Time

June 11, July 9, August 13, September 10

### Location

Downtown Brunswick

SPONSORSHIP BENEFIT	2nd Friday Brunswick	Presenting Sponsor Four Events \$3,000	Supporting Sponsor One Event \$1,000	Media Sponsor
Banner or Exhibit Space (set-up/banner provided by sponsor)		✓	✓	
Logo and link on event website and social media mentions		✓	✓	✓
Logo/business name on marketing materials		✓	✓	
Logo/business name in Email marketing campaign		✓	✓	✓





The **Community Barbecue** is the kick-off for BDA summer events! This event will recognize the incredible strength and perseverance of our community as we emerge from a time "like no other". Join us as we pay special tribute to our local First Responders including fire fighters, police officers, and health care providers. The celebration includes great music, food, and plenty of children's activities.



### Target Audience

Local residents, families of all ages

### Anticipated Attendance

600 – 800

### Date / Time

Saturday, June 26 • 11:30 a.m. to 2:00 p.m.

### Location

The Brunswick Town Mall

### SPONSORSHIP BENEFIT

Community Barbecue

Presenting  
Sponsor  
\$2,500

Supporting  
Sponsors  
\$1,000

Food  
Sponsor  
*In Kind*

Media  
Sponsor

Name inclusion in Stage Announcements



On Site Banner on Gazebo (banner provided by sponsor)



On Site Exhibit Space (provided by sponsor)



Banner/Signage at food service area and ticket booth



Logo and link on event website and social media mentions



Logo/business name on marketing materials



Logo/business name in Email marketing campaign



# Music ON THE *Mall*

## Summer Concert Series

**Music on the Mall** is Downtown Brunswick's Summer Concert Series held on Wednesday evenings on the beautiful Town Mall. It's a time to bring family, meet friends and co-workers, enjoy food from local restaurants or food trucks and enjoy great music in an outdoor setting. The concerts feature bands from across the region, each with its own unique sound. There are 10 concerts in the series.



### Target Audience

All ages

### Anticipated Attendance

5,000 for the season  
500+ per week

### Date / Time

Wednesdays, June 30 to September 1 • 6 p.m.

### Location

The Brunswick Town Mall

SPONSORSHIP BENEFIT	Music on the Mall	Presenting Sponsor Entire Series \$5,000	Supporting Sponsors Per Concert \$600	Media Sponsor
Music on the Mall presented by... with on stage introduction		✓	✓	
Name inclusion in Stage Announcements		✓	✓	
On Site Banner or Exhibit Space (set-up/banner provided by sponsor)		✓	✓	✓
Logo and link on event website and social media mentions		✓	✓	
Logo/business name on marketing materials; poster, rack cards		✓		✓
Logo/business name in weekly Email marketing campaign		✓	✓	✓



# Brunswick Outdoor **ARTS FESTIVAL**



**Brunswick Outdoor Arts Festival** is our largest one day event and the largest outdoor art show in Maine. Designed to celebrate and foster an appreciation of the arts, this juried, fine arts show includes over 140 artists and artisans who display and sell their work along the sidewalks of Maine Street and on the Town Mall in downtown Brunswick. Free live music performances, roving musicians, and street performers provide entertainment throughout the event. Also featuring art demonstrations and children's activities making this a wonderful family day in Brunswick.

## Target Audience

All ages, locals and visitors from all over Maine and New England.

## Anticipated Attendance

5,000 to 7,000

## Date / Time

Saturday, August 21 • 9:00 a.m. to 5:00 p.m.

## Location

Downtown Brunswick

SPONSORSHIP BENEFIT	Outdoor Arts Festival	Presenting Sponsor \$5,000	Supporting Sponsors \$1,000	Media Sponsor
Event presented by... with Main Stage introduction		✓		
Inclusion on Sponsor Banner at Main Stage and signage on Mall		✓	✓	
Logo and link on event website and social media mentions		✓	✓	✓
Logo/business name on marketing materials		✓	✓	
Logo/business name in Email marketing campaign		✓	✓	✓



# Magic on MAINE

BENEFIT AUCTION



**Magic on Maine Benefit Auction** is our primary fundraising event held in the fall. Traditionally we host a gala event including music, hors d'oeuvres, networking and more while offering a chance to bid on many unique experiences and local gift items during our live & silent auction. With the success of our online-only auction, our hope is to incorporate both the online and live auction, ending with the live event this year. This event typically sells out based on the capacity of the venue (approximately 120 to 450).

## Target Audience

BDA members and area residents

## Anticipated Attendance

120 to 450

## Date / Time

October, exact date TBD

## Location

TBD

## SPONSORSHIP BENEFIT Benefit Auction

	Presenting Sponsor \$2,500	Supporting Sponsors \$250	Media Sponsor
Logo/business name on Auction website	✓		
Logo/business name on Auction program and bid sheets	✓		
Logo/business name on marketing materials	✓	✓	✓
Logo/business name in Email marketing campaign and social media	✓		✓
Logo and link on event website page	✓	✓	✓



# ROLLING SLUMBER BED RACES



BDA's **Rolling Slumber Bed Races** was created to build on the Early Bird Sale event to entice shoppers to stay in-town after their morning shopping. The event features teams competing for top honors in racing and decoration categories, with teams comprised of local groups, businesses, and families. There are children's events held prior to the actual racing event that is held at 11 a.m. on Park Row in downtown Brunswick. The event has drawn local & regional media coverage including TV & Radio live broadcasts and is a hit among local residents.

## Target Audience

Families; local residents

## Anticipated Attendance

250 – 800

## Date / Time

Saturday, November 13 • 11:00 a.m. to Noon

## Location

Park Row and the Town Mall

SPONSORSHIP BENEFIT	Rolling Slumber Bed Races	Presenting Sponsor \$1,500	Supporting Sponsor \$500	Media Sponsor
Grand Marshall of Bed Parade		✓		
Name inclusion in Stage Announcements		✓		
Large Banner (provided by sponsor) premium location on "Race Track"		✓		
Small banner on Race Track (side location)		✓	✓	
Logo and link on event website and social media mentions		✓	✓	✓
Logo/business name on marketing materials		✓	✓	
Logo/business name in Email marketing campaign		✓	✓	✓



# Brunswick Downtown Association

## Profit and Loss

January - December 2020

	TOTAL
Income	
Donations/Grants	87.50
Fundraisers/Events	
Art Festival	5,537.84
Brunswick Monopoly	1,842.35
Early Bird Sale/Bed Race	2,500.00
Holiday Events	780.00
Holiday Lighting	16,951.40
Longfellow Days	1,500.00
Mardi Gras Event	4,138.85
Music on the mall	5,506.00
Raffle	42,908.34
Second Friday Brunswick	5,000.00
Silent auction	14,833.91
Speaking Events	14,636.29
<b>Total Fundraisers/Events</b>	<b>116,134.98</b>
Interest Income	10.80
Leadership Campaign	20,897.49
Marketing Income	363.00
Map	3,253.54
<b>Total Marketing Income</b>	<b>3,616.54</b>
Membership/dues	43,750.28
Town of Brunswick	105,000.00
Visitor Center	305.00
Ads/Rack space	600.00
Visitor Center Mgmt Fee	5,670.00
Visitor Center Misc Income	3,653.15
<b>Total Visitor Center</b>	<b>10,228.15</b>
<b>Total Income</b>	<b>\$299,725.74</b>
GROSS PROFIT	\$299,725.74
Expenses	
Fundraisers & Events	
Art Festival	231.90
Brunswick Monopoly Expenses	74.60
Early Bird Sale/Bed Race	400.00
Holiday Events	750.00
Holiday Lighting Expense	24,292.46
Longfellow Days	750.00
Mardi Gras Bowling	1,022.57
Music On The Mall	4,030.00
Raffle Expenses	1,368.39

# Brunswick Downtown Association

## Profit and Loss

January - December 2020

	TOTAL
Second Friday Brunswick	450.00
Silent Auction	205.40
Speaking Events	2,660.85
<b>Total Fundraisers &amp; Events</b>	<b>36,236.17</b>
General & Administrative	
Insurance	1,919.90
Operating Expense	10,823.78
<b>Total General &amp; Administrative</b>	<b>12,743.68</b>
Main Street Maine Program	2,332.50
Marketing	957.12
Payroll Expenses	
HSA Contribution	3,134.50
Office Staff	178,041.46
Payroll Taxes	16,000.46
<b>Total Payroll Expenses</b>	<b>197,176.42</b>
Visitor Center Expenses	8,485.03
Visitor Center Staff	29,377.16
<b>Total Visitor Center Expenses</b>	<b>37,862.19</b>
<b>Total Expenses</b>	<b>\$287,308.08</b>
NET OPERATING INCOME	<b>\$12,417.66</b>
NET INCOME	<b>\$12,417.66</b>

# Brunswick Downtown Association

## Budget Overview: 2021 Budget Updated - FY21 P&L

January - December 2021

	TOTAL
<b>Income</b>	
Banner Program	5,000.00
Donations/Grants	3,000.00
Fundraisers/Events	
Art Festival	26,000.00
Community BBQ	10,000.00
Early Bird Sale/Bed Race	800.00
Holiday Events	4,000.00
Holiday Lighting	20,000.00
Longfellow Days	1,000.00
Mardi Gras Event	5,000.00
Music on the mall	10,000.00
Raffle	20,000.00
Second Friday Brunswick	7,000.00
Silent auction	20,000.00
Speaking Events	15,000.00
<b>Total Fundraisers/Events</b>	<b>138,800.00</b>
Leadership Campaign	20,000.00
Marketing Income	3,500.00
Map	10,000.00
<b>Total Marketing Income</b>	<b>13,500.00</b>
Membership/dues	45,000.00
Town of Brunswick	80,000.00
Visitor Center	
Ads/Rack space	2,000.00
Visitor Center Mgmt/operations fee	56,000.00
Visitor Center Misc Income	1,500.00
<b>Total Visitor Center</b>	<b>59,500.00</b>
<b>Total Income</b>	<b>\$364,800.00</b>
<b>GROSS PROFIT</b>	<b>\$364,800.00</b>
<b>Expenses</b>	
Banners	2,500.00
Fundraisers & Events	
Art Festival	8,000.00
Community BBQ Expenses	2,700.00
Downtown Beautification Exp	3,500.00
Early Bird Sale/Bed Race	500.00
Holiday Events	3,000.00
Holiday Lighting Expense	20,000.00
Longfellow Days	1,000.00
Mardi Gras Bowling	1,500.00
Music On The Mall	5,500.00
Raffle Expenses	5,000.00

# Brunswick Downtown Association

## Budget Overview: 2021 Budget Updated - FY21 P&L

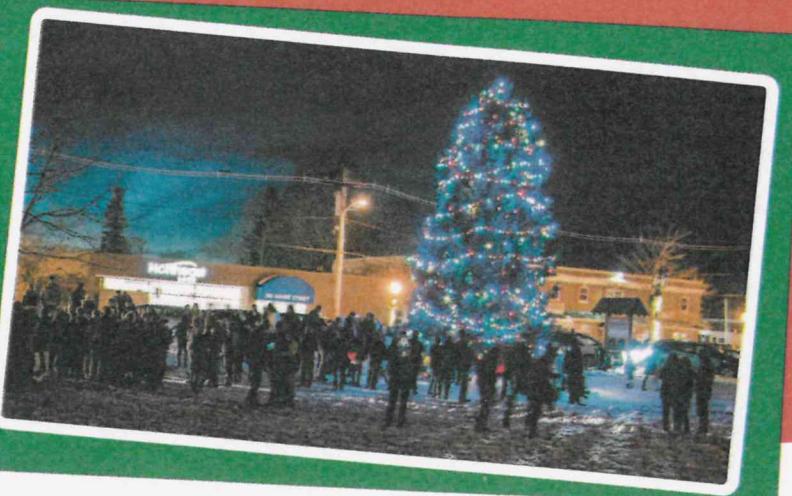
January - December 2021

	TOTAL
Second Friday Brunswick	1,000.00
Silent Auction	1,000.00
Speaking Events	1,000.00
<b>Total Fundraisers &amp; Events</b>	<b>53,700.00</b>
General & Administrative	
Insurance	4,500.00
Operating Expense	11,960.00
Rent or Lease of Buildings	20,600.00
<b>Total General &amp; Administrative</b>	<b>37,060.00</b>
Main Street Maine Program	3,000.00
Marketing	5,000.00
Map Production	6,000.00
<b>Total Marketing</b>	<b>11,000.00</b>
Payroll Expenses	
HSA Contribution	3,000.00
Office Staff	180,250.00
Payroll Taxes	14,000.00
<b>Total Payroll Expenses</b>	<b>197,250.00</b>
Visitor Center Expenses	13,000.00
Visitor Center Payroll Tax Expenses	3,000.00
Visitor Center Staff	44,290.00
<b>Total Visitor Center Expenses</b>	<b>60,290.00</b>
<b>Total Expenses</b>	<b>\$364,800.00</b>
NET OPERATING INCOME	<b>\$0.00</b>
NET INCOME	<b>\$0.00</b>

Downtown Brunswick's

# Tree Lighting Ceremony With Santa

**Tree Lighting with Santa** is the best place to enjoy the sights and sounds of the festive holiday season in beautiful downtown Brunswick! Every year, on the last Saturday in November, hundreds of folks stop by the Town Mall to take a horse drawn wagon ride, have some hot cocoa and homemade cookies, and for the kiddies – a visit with Santa! The Brunswick High School chorus performs lovely Christmas carols and the event is topped off with Santa lighting the Christmas Tree. A wonderful event for the entire community!



## Target Audience

All ages, families, local residents

## Anticipated Attendance

1,000 to 1,500

## Date / Time

Saturday, November 27 • 2:00 to 5:00 p.m.

## Location

The Brunswick Town Mall

SPONSORSHIP BENEFIT	Tree Lighting with Santa	Presenting Sponsor \$2,500	Horse Drawn Wagon Sponsor \$1,000	Media Sponsor
Name inclusion in Stage Announcements		✓		
On Site Banner on Event Tent (banner provided by sponsor)		✓		
Signage at wagon loading/waiting area			✓	
Logo and link on event website and social media mentions		✓	✓	✓
Logo/business name on marketing materials		✓		✓
Logo/business name in Email marketing campaign		✓	✓	✓



# Holiday Lighting



Join the BDA as we light up downtown during the Holiday Season! Many large trees along Maine Street are wrapped in beautifully lit white lights to create a festive and warm glow during this special time of the year. The lamp posts are wrapped in lights and each post displays a live wreath with a personalized "gift tag" featuring a business name/logo or family name – whatever the "adopter" of the lamp post would like. The beautiful lit multi-colored Christmas Tree on the Town Mall highlights the meaning of the season. The Gazebo and warmly lit trees on the Mall provide a perfect backdrop for Holiday photos.

## Target Audience

Local residents and visitors of all ages

## Anticipated Attendance

Thousands

## Date / Time

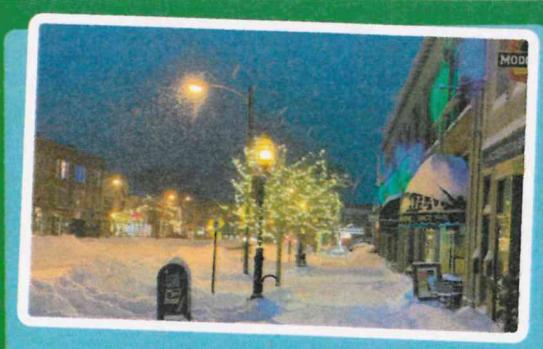
Mid-November through February

## Location

The Brunswick Town Mall, Maine Street

## SPONSORSHIP BENEFIT Holiday Lighting

	Christmas Tree Sponsor \$2,500	Maine Street Tree Sponsor \$500	Lamp Post "Adopter" \$150
Logo/business name at base of Christmas tree	✓		
"Gift tag" with logo/business name on sponsored tree		✓	
"Gift tag" with logo/business name attached to wreath			✓
Logo/business name on marketing materials	✓	✓	
Logo and link on event website page and social media mentions	✓	✓	





**Please check your desired sponsorship opportunity**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

My check is enclosed

Please bill me

Please return this form to: Brunswick Downtown Association, P.O. Box 15, 85 Maine Street, Brunswick, ME 04011

**Thank you for your support!**

Your support is pivotal to the BDA's success on a number of levels. Your help provides not only needed financial resources, but also serves as a bellwether that we are a worthy investment.

The Brunswick Downtown Association (BDA) is a 501(c)(3) organization.

BDA Speaker Series	<input type="radio"/> <b>Presenting Sponsor, 3 Event Series</b> \$3,000	<input type="radio"/> <b>Supporting Sponsor, One Event</b> \$1,200
2nd Friday Brunswick	<input type="radio"/> <b>Presenting Sponsor, Four Events</b> \$3,000	<input type="radio"/> <b>Supporting Sponsor, One Event</b> \$1,000
Community Barbecue	<input type="radio"/> <b>Presenting Sponsor</b> \$2,500	<input type="radio"/> <b>Supporting Sponsor</b> \$1,000
Music on the Mall	<input type="radio"/> <b>Presenting Sponsor, Entire Series</b> \$5,000	<input type="radio"/> <b>Supporting Sponsor, Per Concert</b> \$600
Outdoor Arts Festival	<input type="radio"/> <b>Presenting Sponsor</b> \$5,000	<input type="radio"/> <b>Supporting Sponsor</b> \$1,000
Magic on Maine Auction	<input type="radio"/> <b>Presenting Sponsor</b> \$2,500	<input type="radio"/> <b>Supporting Sponsor</b> \$250
Rolling Slumber Bed Races	<input type="radio"/> <b>Presenting Sponsor</b> \$1,500	<input type="radio"/> <b>Supporting Sponsor</b> \$500
Tree Lighting with Santa	<input type="radio"/> <b>Presenting Sponsor</b> \$2,500	<input type="radio"/> <b>Horse Drawn Wagon Sponsor</b> \$1,000
Holiday Lighting	<input type="radio"/> <b>Christmas Tree Sponsor</b> \$2,500	<input type="radio"/> <b>Maine St. Tree Sponsor</b> \$500
		<input type="radio"/> <b>Lamp Post</b> \$150

**TOTAL:** \_\_\_\_\_