



Thank you for this opportunity to present our findings from last year and to give you an overview of what we have planned for 2020. I have been with the BDA for about 7-1/2 years, and I am so proud to be a part of such a great organization.

Brunswick is a Main Street Community and the BDA manages the Main Street Program. Our mission is to promote downtown Brunswick as a vibrant and attractive place to work, live, play and do business.

Everything we do, all of the events and all of the programs must serve this mission. We believe that the downtown is the heart and soul of our community.

In 2019, the National Main Street Center calculated the reinvestment ratio which measures the amount of new investment that occurs, on average, for every dollar a participating community spends to support the operation of Main Street program. That ratio is \$25.64 to \$1.00. 2019 was significant on many levels.



We increased our membership revenue by 2% and we have 335 BDA members. Our membership is very diverse – small and large for-profit businesses, small and large non-profit businesses, and individuals and families. Membership perks include promotion in the BDA Blast (now over 4000 subscribers), free placement of rack cards and brochures at the Visitor Center, an opportunity to be the featured Business of the Month at the Visitor Center, an opportunity to host a Simply Social, ribbon-cutting events, listing on the BDA website and referrals by the organization.



Every year we host at least 30 events downtown and attendance continues to grow, including Music on the Mall, 3 major Speaking Events, Mardi Gras Bowling, Brunswick Outdoor Art Festival, Community BBQ, 2nd Friday Brunswick, Silent and Live Auction, Early Bird Sale and Rolling Slumber Bed Races, and ending the year with the Shop Local Saturday and Holiday Tree Lighting event.

3



We expanded our Holiday Lighting program and lit even more large trees along Maine Street. The funds for the lighting program are raised through sponsorships and proceeds from the Silent and Live Auction.

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The BDA is not afraid to address tough issues that concern, not just the downtown, but the entire community. We continue to participate on committees that deal with the challenges facing our transient and new resident population, sidewalk repairs



the usage and maintenance of the Town Mall, the design of the new Frank Wood Bridge if that is the chosen option by Maine DOT, and the tobacco free Maine Street. During the summer months we contract with Parks and Recreation to hire a part time person to clean the sidewalks downtown.



Parking continues to be an issue as the Brunswick continues to grow as a transportation hub. We now have 5 round trips daily on the Downeaster to Boston, 13 round trips to Portland on the MetroBreez, 2 trips daily on Concord Bus Lines and folks using the Brunswick Explorer.



The "Pay to Park" kiosk in the long-term parking lot serves many travelers, but my staff and volunteers at the Visitor Center are always challenged with parking overflow questions. I am so pleased that the Town is working on options to alleviate the parking problems, not only on Station Avenue, but in the downtown core. I look forward to continuing these discussions.



We plan to diversity our membership even more by focusing on increasing the number of "Friends of the BDA" memberships available to Individuals and Families. Our continued collaboration with local businesses, non-profits, the Town of Brunswick and residents on projects and programs to benefit the community.



Our January Annual Meeting paid special tribute to the upcoming Bicentennial celebrations. We look forward to participating in the many events already planned for Brunswick and we will endeavor to add a Bicentennial theme to our many standing events. You may have noticed the new National Historic District banners on Maine Street that feature the bicentennial logo.



We really work on coming up with ideas to encourage people to support our local shops. Right now we are in the midst of Maine Street Mania, and last month we focused on Valentine Day shopping and activities.



Last year, Maine Street Sweets and Little Dog Coffee Shop organized a Scavenger Hunt right before Halloween,



and Pathway Vineyard Church organized Christmas on Maine the first weekend in December. We are so encouraged to have ideas being generated at the grass roots level and we provide marketing assistance as required.



Given the rainy summer we had last year, we have decided on those wet Wednesday nights in 2020 when it is not practical or safe to hold the Music on the Mall concerts outside, we will move indoors to First Parish Church. They are excited to welcome the public into the sanctuary – it is great space, with great acoustics.



2020 marks the 4th year of 2nd Friday Brunswick and its popularity grows as more performers, artists, musicians and local businesses get involved with the event.



We kicked off the summer season with our annual Community BBQ that pays tribute to our local first responders. Even though Mother Nature got the best of us, we still had a great event with a record number of attendees



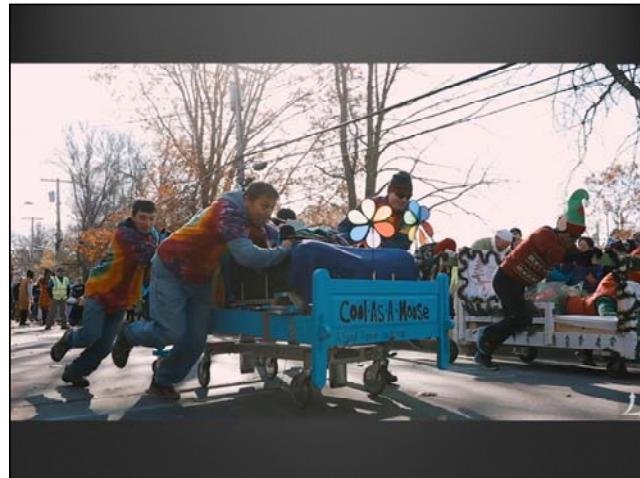
We have great speakers for our upcoming Speaking Event series. I hope you have your tickets to see our very own Curt Dale Clark, Artistic Director at Maine State Music Theatre. He will give a Behind the Scene look at MSMT at their Elm Street location and this fall we are planning an event that features Nate Wilde who is very active in the Live and Work Maine program.



Our Outdoor Arts Festival is going into its 14th year and based on the artists applications already received, it is sure to be another sold out event.



The tried and true, and very popular Early Bird Sale and



Rolling Slumber Bed races will continue, as well as our largest fundraiser the BDA Auction.



We look forward to the holiday season with the Shop Local program,



Holiday Tree Lighting and Visit by Santa, the Window Decorating Contest and all of the beautiful holiday lighting downtown.



I look forward to working with Town Staff, and the entire community on updating the Comprehensive Plan. I, along with other BDA staff and board members, participate on the Downtown Brunswick and Outer Pleasant Street Master Plan Implementation Committee. We continuously review the plan, prioritizing objectives and projects. The BDA has been tasked with several projects within the plan including obtaining the National Historic District designation for the downtown, a comprehensive banner program, and new wayfinding signage. I sit on the Streetscape Redesign Committee and I'm very excited about the proposed plans to date.



The BDA will continue to manage the Brunswick Visitor Center and strive to create a positive first impression for the many visitors to our community. With the exception of Portland, we are the only station along the Downeaster route that is staffed 7 days per week. The comments in the "Guest Book" reflect the appreciation of so many travelers – the knowledge of the staff and volunteers and the assistance they provide, and the clean and inviting atmosphere of the Visitor Center.



Brunswick
DOWNTOWN ASSOCIATION

brunswickdowntown.org
facebook.com/brunswickdowntown

In closing, I would just like to emphasize the BDA is committed to our community. We have great staff in the office and at the Visitor Center as well as an incredible cadre of volunteers who assist at the Visitor Center and help out at all of our events. Last year volunteer hours totaled over 5,500.

Thank you so much for your continued funding of the BDA. Before I take any questions, I would like to invite Cathy Barter, BDA Board Member to read a couple of letters from local businesses and groups that support the BDA.



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

February 3, 2020

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 345 business and community members, we respectfully request the renewal of the Town of Brunswick's contribution to the BDA for your fiscal year 2021.

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 2020 is \$347,950. We are requesting funding of \$110,000.00.

We receive regular input from business owners along Maine Street and inner and outer Pleasant Street as well as from residents that the BDA has made significant progress in our Downtown revitalization efforts. The BDA is an avid participant in issues that affect the downtown, some of which include parking, zoning changes, business enhancement, capital improvements, repair or replacement of Frank Wood Bridge, location of the Farmer's Market, and downtown Streetscape Design. We are very proud of our management of the Brunswick Visitor Center. During the first seven full years of operation, the Brunswick Visitor Center has welcomed well over 365,000 visitors and residents, and is fast becoming the transportation and visitor-information hub of mid coast Maine.

This year marks the 16th 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 2019 accomplishments and 2020 initiatives.

Downtown businesses, non-profit organizations, and residents are already actively engaged on a multitude of new developments for 2020, all intent on increasing the vitality and sustainability of our Downtown. 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 FY2020 budget request and welcome any questions that you may have.

Sincerely,



Mark Rockwood
Chair



Debora King
Executive Director

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

2020 BDA Initiatives

- Increase income from fundraising efforts: grants, new private contributions, fundraising-specific events, Main Street Community programs
- Increase membership to 360 – 5% over 2019 with an emphasis on attracting individuals and families.
- Communications
 - Increase Brunswick Blast subscribers
 - Increase use of social media (Facebook, Twitter, LinkedIn)
- Marketing
 - Establish 2020 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 2020 events with an effort to include aspects of the Maine Bicentennial as much as possible
 - Revamp Speakers Event to
 - Explore event partnership opportunities with local non-profits
- Business Retention/Economic Development
 - Implement recommendations from Master Plan for Downtown Brunswick and Outer Pleasant Street Corridor
 - Promote Downtown for small conferences & meetings
 - 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 interested in historic buildings

Highlights of 2019 BDA Accomplishments

- Partnered with the Town of Brunswick on community projects to:
 - Operate and staff the Brunswick Visitor Center that attracted over 68,000 visitors in 2019
 - Installation of information/way-finding kiosk for Town Mall
 - Improve the appearance of Downtown by part-time hire for summer months to ensure cleanliness
 - Update and implement the Downtown Master Plan
- Attained annual fundraising goal
- Recruited and retained a very high percentage of members. 2019 membership: 345 **246% growth since 2010**
- Conducted business visitations
- Provided business email updates, alerts, & opportunity notifications
- Communications through bi-monthly Brunswick Blast – over 4,000 subscribers
- Supplied member & event information on BDA web site & Facebook & Twitter
- Hosted 3 speaking events: BDA Annual Meeting (January), Dale Arnold – the voice of Boston Bruins (April), Mark Vogelzang, President and CEO of Maine Public (October). Each event featured an opportunity for Town Manager to present a “Community Moment”.
- Hosted eight Simply Social member networking events at local businesses
- Conducted five ribbon cuttings for new businesses in downtown Brunswick
- Worked in collaboration with the Town of Brunswick and other community groups on issues of concern to the community: repair/replace Frank Wood Bridge, parking, public transportation (MetroBreez, Brunswick Explorer), Town Mall usage as it related to the Farmers Market, Downtown Streetscape Design, Bicentennial Planning
- Enhanced marketing:
 - Significant increase in usage of social media – over 4,500 followers of the BDA Facebook page – an increase of 1000 followers over 2018
 - Partnering with 9 Main Street Communities and the Office of Tourism on a website/rack cards that feature Main Street Communities throughout the state
- Conducted events with record attendance levels: Longfellow Days (February), Mardi Gras Bowling Fundraiser (February), Community BBQ (June), Music on the Mall – 10 concerts (June-August), 2nd Friday Brunswick (June – September), Brunswick Outdoor Arts Festival (August), Benefit Auction (October), Early Bird Sale/Rolling Slumber Bed Races (November), Small Business Saturday/Santa Visit/Community Tree Lighting (November), Holiday Window Decorating Contest (December)
- Implemented economic development/business retention initiatives
 - Created marketing/cooperative advertising opportunities and events
 - Provided property owner/business assistance
 - Member of Implementation Committee/Master Plan for Downtown Brunswick and Outer Pleasant Street Corridor
 - Worked with property owners on business attraction efforts
 - Assisted meeting providers; promoted conferences and meetings to be held Downtown
 - Promoted Small Business Saturday – national event.
- Improved Downtown Appearance
 - New holiday decorations including additional lighting of trees on Maine Street
 - Holiday Window Decorating Contest
 - Hired part-time worker for summer season to sweep, weed, etc. in downtown
 - Installed new banners along Maine Street that recognize the upcoming Maine Bicentennial

Brunswick Downtown Association

BUDGET OVERVIEW: 2020 BUDGET - FY20 P&L

January - December 2020

	TOTAL
Income	
Banner Program	5,000.00
Donations/Grants	3,000.00
Fundraisers/Events	
Art Festival	26,000.00
Brunswick Monopoly	4,000.00
Community BBQ	10,000.00
Early Bird Sale/Bed Race	800.00
Holiday Events	4,000.00
Holiday Lighting	8,000.00
Longfellow Days	1,500.00
Mardi Gras Event	5,000.00
Music on the mall	11,000.00
Raffle	15,000.00
Second Friday Brunswick	7,000.00
Silent auction	24,000.00
Speaking Events	15,000.00
Total Fundraisers/Events	131,300.00
Interest Income	150.00
Leadership Campaign	15,000.00
Marketing Income	3,500.00
Map	13,000.00
Total Marketing Income	16,500.00
Membership/dues	43,000.00
Town of Brunswick	110,000.00
Visitor Center	
Ads/Rack space	3,000.00
Visitor Center Mgmt Fee	6,000.00
Visitor Center Misc Income	15,000.00
Total Visitor Center	24,000.00
Total Income	\$347,950.00
GROSS PROFIT	\$347,950.00
Expenses	
Banners	2,500.00
Fundraisers & Events	
Art Festival	8,000.00
Brunswick Monopoly Expenses	50.00
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	5,000.00
Longfellow Days	1,500.00

	TOTAL
Mardi Gras Bowling	1,500.00
Music On The Mall	5,500.00
Raffle Expenses	5,200.00
Second Friday Brunswick	2,000.00
Silent Auction	1,500.00
Speaking Events	5,000.00
Total Fundraisers & Events	44,950.00
General & Administrative	
Insurance	4,500.00
Operating Expense	17,000.00
Total General & Administrative	21,500.00
Main Street Maine Program	7,000.00
Marketing	5,000.00
Map Production	6,000.00
Total Marketing	11,000.00
Payroll Expenses	
HSA Contribution	3,000.00
Office Staff	175,000.00
Payroll Taxes	20,000.00
Visitor Center Staff	43,000.00
Total Payroll Expenses	241,000.00
Repair & Maintenance	20,000.00
Total Expenses	\$347,950.00
NET OPERATING INCOME	\$0.00
NET INCOME	\$0.00

Brunswick Downtown Association

PROFIT AND LOSS

January - December 2019

	TOTAL
Income	
Banner Program	6,300.00
Donations/Grants	1,070.00
General Fund Donations	82.05
Total Donations/Grants	1,152.05
Fundraisers/Events	
Art Festival	26,314.82
Brunswick Monopoly	3,079.36
Community BBQ	15,053.27
Early Bird Sale/Bed Race	855.37
Holiday Events	4,746.00
Holiday Lighting	20,133.00
Longfellow Days	2,600.00
Mardi Gras Event	4,715.67
Music on the mall	10,586.85
Raffle	17,488.47
Second Friday Brunswick	7,031.87
Silent auction	23,058.58
Speaking Events	15,458.95
Total Fundraisers/Events	151,122.21
Interest Income	47.71
Leadership Campaign	17,235.00
Marketing Income	3,781.87
Membership/dues	44,447.84
Town of Brunswick	105,000.00
Uncategorized Income	0.00
Visitor Center	
Ads/Rack space	3,000.00
Visitor Center Mgmt Fee	5,670.00
Visitor Center Misc Income	14,142.50
Total Visitor Center	22,812.50
Total Income	\$351,899.18
GROSS PROFIT	\$351,899.18
Expenses	
Banners	4,064.75
Fundraisers & Events	
Art Festival	9,163.57
Community BBQ Expenses	2,688.38
Downtown Beautification Exp	3,234.44
Early Bird Sale/Bed Race	850.36
Holiday Events	3,254.28
Holiday Lighting Expense	16,953.50

	TOTAL
Longfellow Days	2,009.00
Mardi Gras Bowling	1,231.31
Music On The Mall	4,364.40
Raffle Expenses	5,122.92
Second Friday Brunswick	2,427.88
Silent Auction	774.61
Speaking Events	6,998.60
Total Fundraisers & Events	59,073.25
General & Administrative	
Insurance	3,972.12
Operating Expense	16,683.55
Total General & Administrative	20,655.67
Leadership Club Campaign	87.90
Main Street Maine Program	5,352.06
Marketing	4,692.35
Payroll Expenses	
HSA Contribution	2,769.36
Office Staff	166,746.00
Payroll Taxes	17,794.07
Visitor Center Staff	39,232.19
Total Payroll Expenses	226,541.62
Visitor Center Expenses	22,494.63
Total Expenses	\$342,962.23
NET OPERATING INCOME	\$8,936.95
NET INCOME	\$8,936.95



Brunswick DOWNTOWN ASSOCIATION

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