



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

March 27, 2024

Chairperson Abby King
Brunswick Town Council
85 Union Street
Brunswick, Maine 04011

Dear Chairperson King,

I am writing on behalf of the Brunswick Downtown Association (BDA) Board of Directors and our extensive community membership to respectfully request the renewal of the Town of Brunswick's contribution to the BDA for the fiscal year 2024/2025.

Our journey as a vital contributor to Brunswick's growth and prosperity began with the Main Street Maine's designation in May 2012, a milestone supported and endorsed by the Town of Brunswick through resolution in March of the same year. Since then, the BDA has operated with a steadfast commitment to enhancing the economic and cultural fabric of our beloved community.

The BDA operates on a calendar year basis, and our budget for 2024 totals \$456,989.48. This budget encompasses crucial initiatives such as the operation of the Brunswick Visitor Center, requiring \$58,339.58; resources dedicated to working with Town of Brunswick staff and businesses located at Cook's Corner, requiring \$50,000; and staff time and resources to continue our work in Downtown Brunswick, requiring \$95,000 (this allocation constitutes 27.25% of the BDA's Main Street Program budget, aligning with Main Street Program standards that advocate for municipal support comprising one-third of the program budget). **Therefore, we humbly request a total funding allocation of \$145,000 if we continue our work in Cook's Corner or \$95,000 if we return our focus to Downtown Brunswick.**

Our past year has been marked by a series of successful and well-attended events, including the Music on the Mall Summer Concert Series, 2nd Friday Brunswick ArtWalk Series, Community BBQ, Early Bird Sale/Rolling Slumber Bed Races, Holiday Tree Lighting, and BDA Annual Meeting. Moreover, our Buy Local Buy Brunswick gift card program, accepted at over 60 locally owned businesses, continues to thrive, bolstering our community's economic vitality.

As we anticipate challenges posed by upcoming streetscape construction, we are proactively engaging with local businesses through a comprehensive communication plan. Our dedicated



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team of ambassadors stands ready to mitigate any adverse impacts on the local economy during the construction phase.

Celebrating our 20th year as a 501(c)3 non-profit, we take immense pride in our seven-fold growth in membership since 2004. This exponential growth underscores the tangible benefits and value proposition that the BDA offers to our members and the broader community.

The BDA remains steadfast in fostering positive partnerships with the Town, residents, cultural and non-profit organizations, MRRA, Maine Development Foundation, and local businesses to unlock the full potential of Downtown Brunswick. Your support is integral to sustaining our efforts in enhancing economic growth and fostering community development.

In closing, we express our sincere gratitude for the Town of Brunswick Council's ongoing support and consideration of our fiscal year 2024/2025 budget request. We remain at your disposal to address any inquiries or concerns you may have.

Thank you for your attention to this matter.

Warm regards,

A handwritten signature in black ink that reads "Lynn Mansfield".

Lynn Mansfield
Executive Director

cc: Julia Henze, Acting Town Manager & Finance Director