



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

January 18, 2019

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 2020.

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 2019 is \$347,500. 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, legalization of recreational marijuana, transient and homeless population, repair or replacement of Frank Wood Bridge. We are very proud of our management of the Brunswick Visitor Center. During the first six full years of operation, the Brunswick Visitor Center has welcomed well over 300,000 visitors and residents, and is fast becoming the transportation and visitor-information hub of mid coast Maine.

This year marks the 15th 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.

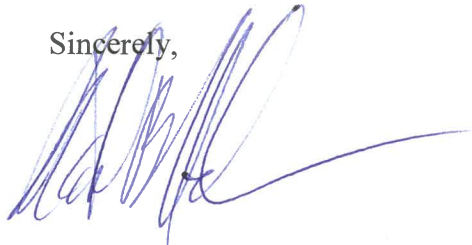
Brunswick Downtown Association
85 Maine Street PO Box 15 Brunswick, Maine 04011
207-729-4439
director@brunswickdowntown.org
www.brunswickdowntown.org

We have included an attachment highlighting some of our 2018 accomplishments and 2019 initiatives.

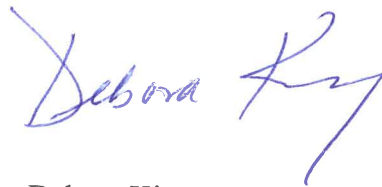
Downtown businesses, non-profit organizations, and residents are already actively engaged on a multitude of new developments for 2019, all intent on increasing the vitality and sustainability of our Downtown. The BDA again is looking forward to a year of positive partnerships with the Town, residents, 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 FY2019 budget request and welcome any questions that you may have.

Sincerely,



Michael Feldman
Chair



Debora King
Executive Director

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

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Highlights of 2018 BDA Accomplishments

- Partnered with the Town of Brunswick on community projects to:
 - Operate and staff the Brunswick Visitor Center that attracted over 65,000 visitors in 2018
 - 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
- Surpassed membership goal of increase by 5% over 2018. 2018 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), Kathleen Fleury, Downeast Magazine Editor in Chief (April), Tim Sample, Maine Humorist (October). Each event featured an opportunity for Town Manager to present a “Community Moment”.
- Hosted six Simply Social member networking events at local businesses
- Conducted five ribbon cuttings for new businesses in downtown Brunswick
- Received the Spirit of America Award from Cumberland County Commissioners Office.
- Worked in collaboration with the Town of Brunswick and other community groups on issues of concern to the community: legalization of recreational marijuana, homeless and transient population, repair/replace Frank Wood Bridge, parking, public transportation (MetroBreez, Brunswick Explorer)
- Enhanced marketing:
 - Significant increase in usage of social media – over 3,500 followers of the BDA Facebook page
 - 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), Cabin Fever at Fort Andross (February), DIVA Night (April), 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
 - Awarded the last of the \$250,000 for façade improvements through funding made available by the Brunswick Development Corporation resulting in over \$1.5 million dollars of private investment.

2019 BDA Initiatives

- Increase income from fundraising efforts: grants, new private contributions, fundraising-specific events, Main Street Community programs
- Increase membership to 360 – 5% over 2018 with an emphasis on attracting individuals and families.
- Communications
 - Increase Brunswick Blast subscribers
 - Increase use of social media (Facebook, Twitter, LinkedIn)
- Marketing
 - Establish 2019 Marketing Plan
 - Maximize event exposure
 - Install 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
 - Utilize new Town Mall kiosk to promote BDA and community events
- Events
 - Enhance 2019 events
 - Additional fundraising Mardi Gras event
 - 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
 - Secure additional funding for Phase II BDA Façade Improvement grant program for downtown property owners to make exterior improvements to their buildings
 - 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 the
- 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

Brunswick Downtown Association

PROFIT AND LOSS

January - December 2018

	TOTAL
Income	
Banner Program	2,200.00
Donations/Grants	1,290.11
Fundraisers/Events	
Art Festival	27,699.84
Brunswick Monopoly	5,581.65
Community BBQ	6,119.60
Diva Night	8,844.69
Early Bird Sale/Bed Race	2,706.56
Holiday Events	3,064.00
Holiday Lighting	14,395.60
Longfellow Days	250.00
Music on the mall	11,300.00
Raffle	9,520.67
Second Friday Brunswick	6,886.60
Silent auction	24,467.94
Speaking Events	18,443.08
Total Fundraisers/Events	139,280.23
Interest Income	156.53
Leadership Campaign	19,573.60
Marketing Income	3,900.00
Map	12,427.05
Total Marketing Income	16,327.05
Membership/dues	43,081.13
Town of Brunswick	100,000.00
Visitor Center	
Ads/Rack space	1,400.00
Visitor Center Mgmt Fee	6,615.00
Visitor Center Misc Income	15,510.50
Total Visitor Center	23,525.50
Total Income	\$345,434.15
GROSS PROFIT	\$345,434.15
Expenses	
Banners	5,311.00
Facade Improvement Grant	39,347.00
Fundraisers & Events	
Art Festival	8,263.63
Brunswick Monopoly Expenses	148.01
Community BBQ Expenses	2,808.78
Diva Night	4,496.73
Downtown Beautification Exp	3,770.45
Early Bird Sale/Bed Race	1,343.21
Holiday Events	3,854.97

	TOTAL
Holiday Lighting Expense	15,871.30
Longfellow Days	1,060.00
Music On The Mall	5,273.50
Raffle Expenses	2,832.26
Second Friday Brunswick	2,769.49
Silent Auction	1,019.78
Speaking Events	4,956.51
Total Fundraisers & Events	58,468.62
General & Administrative	
Insurance	4,008.54
Operating Expense	14,386.99
Total General & Administrative	18,395.53
Leadership Club Campaign	2,515.00
Main Street Maine Program	4,855.31
Marketing	4,271.42
Map Production	11,844.65
Total Marketing	16,116.07
Payroll Expenses	
HSA Contribution	2,500.08
Office Staff	161,232.56
Payroll Taxes	16,479.54
Visitor Center Staff	38,757.47
Total Payroll Expenses	218,969.65
Visitor Center Expenses	20,426.99
Total Expenses	\$384,405.17
NET OPERATING INCOME	\$ -38,971.02
NET INCOME	\$ -38,971.02

Brunswick Downtown Association

BUDGET OVERVIEW: 2019 BUDGET - FY19 P&L

January - December 2019

	TOTAL
Income	
Banner Program	3,000.00
Donations/Grants	16,000.00
Fundraisers/Events	135,800.00
Interest Income	200.00
Leadership Campaign	15,000.00
Marketing Income	2,500.00
Membership/dues	41,000.00
Town of Brunswick	110,000.00
Visitor Center	24,000.00
Total Income	\$347,500.00
GROSS PROFIT	\$347,500.00
Expenses	
Banners	2,500.00
Fundraisers & Events	65,900.00
General & Administrative	20,528.00
Main Street Maine Program	7,000.00
Marketing	5,000.00
Payroll Expenses	228,572.00
Visitor Center Expenses	18,000.00
Total Expenses	\$347,500.00
NET OPERATING INCOME	\$0.00
NET INCOME	\$0.00