



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

February 18, 2016

Chairwoman Sarah Brayman
Brunswick Town Council
85 Union Avenue
Brunswick, ME 04011

Dear Chairwoman Brayman,

On behalf of the Brunswick Downtown Association (BDA) Board of Directors and over 300 business and community members, we respectfully request the renewal of the Town of Brunswick's contribution to the BDA for your fiscal year 2017.

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 2016 is \$305,000. We are requesting funding of \$100,000.00.

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, and capital improvements. We are very proud of our management of the Brunswick Visitor Center. During the first three full years of operation, the Brunswick Visitor Center has welcomed over 150,000 visitors and residents, and is fast becoming the transportation and visitor-information hub of mid coast Maine.

This year marks the 12th anniversary of BDA becoming a 501(c)3 non-profit. Since 2004, our membership has grown six-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 2015 accomplishments and 2016 initiatives.

Downtown businesses, non-profit organizations, and residents are already actively engaged on a multitude of new developments for 2016 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

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 cultivated.

On behalf of the Board of Directors, I thank the members of the Town Council for their consideration of our FY2016 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



Highlights of 2015 BDA Accomplishments

- Partnered with the Town of Brunswick on community projects to:
 - Operate and staff the Brunswick Visitor Center that attracted over 50,000 visitors in 2015
 - Improve the appearance of Downtown by part-time hire for summer months to ensure cleanliness
 - Update and implement the Downtown Master Plan
 - Promote Brunswick through CGI video project
 - Develop strategies for development of Cook's Corner
 - Promote Solarize Brunswick initiative
- Increased membership: **75%** over 2011 – met our goal of 300+ members
- Conducted business visitations
- Provided business email updates, alerts, & opportunity notifications
- Communications through bi-monthly Brunswick Blast – over 3,400 subscribers
- Supplied member & event information on BDA web site & Facebook
- Sponsored 3 education events: BDA Annual Meeting “Partners in Building a Strong Community”, Farewell event for Bowdoin College President Barry Mills, Welcome Event for incoming Bowdoin College President Clayton Rose.
- Hosted 8 Simply Social member networking events at local businesses
- Hosted state-wide Downtown Conference utilizing meeting space at First Parish Church, channeled participants (over 250) to downtown restaurants
- Secured funding for design, construction and installation of new Gateway signage “Welcome to Historic Brunswick” off I-95
- Enhanced marketing:
 - Assisted with CGI video project to market Brunswick community.
 - Revised Downtown brochures: Dining/Lodging, Business & Professional/Community Support/Health & Fitness, Shopping/Arts/Entertainment & Recreation
 - Significantly enhanced advertising of BDA events: radio/WCLZ , WGME, television/Fox Good Day Maine & Channel 8, newspaper calendars & press releases, Times Record supplements, & community cable television
 - Provided “Business of the Month” space featuring local businesses at the Brunswick Visitor Center
 - Worked with Maine Office of Tourism on “e-touch” kiosk project to promote and market Brunswick community and southern mid coast region as a destination
- Conducted events: Longfellow Days (February), DIVA Night (March), Tribute to Emergency Services Personnel Barbecue (June), Music on the Mall Concert Series (June-August), Outdoor Arts Festival (August), Silent & Live Auction (October), Early Bird/Rolling Slumber Bed Races (November), and Community Tree Lighting (November)
- Developed a comprehensive Event Sponsorship and Donor program package
- 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

- Assisted meeting providers; promoted conferences and meetings to be held Downtown
- Improved Downtown Appearance
 - New holiday decorations including LED light wrapped poles, live wreaths, and lighting of six large trees along Maine Street. Additional lighting at the Town Mall included trees on either side of the Gazebo and the Veterans Memorial
 - Holiday Window Decorating Contest
 - Hired part-time worker for summer season to sweep, weed, etc. in downtown
 - Provided funding (2nd year) for façade improvements through funds made available from Brunswick Development Corporation. Approximately \$80,000 was distributed in 2015 to local property owners through the grant program.
 - Installed colorful benches/flower plantings on Maine Street (fronting Lincoln Block) through a pocket-park grant made available through National Board of Realtors/Merrymeeting Board of Realtors
 - Installed new “Welcome/Explore” banners along Maine Street

2016 BDA Initiatives

- Increase income from fundraising efforts: grants, new private contributions, fundraising-specific events, Main Street Community programs, sponsorships
- Increase membership: 10% over year-end 2015
- Communications
 - Increase Brunswick Blast subscribers
 - Increase use of social media (Facebook, Twitter, LinkedIn)
 - Monthly “Focus on BDA” in Times Record
 - Downtown Quarterly article in Coastal Journal
- Marketing
 - Installation of e-touch kiosk at Brunswick Visitor Center
 - Maximize event exposure
 - Update Downtown Brunswick map
 - Foster Shop Local campaign
 - Partner with Amtrak Downeaster on marketing initiatives
 - Increase Visitor Center regional marketing collateral
 - Establish Visitor/Welcome Center as the Gateway to the Community
- Events
 - Enhance 2016 events: Senator George Mitchell will be featured at March speaking event, Senator Olympia Snowe has been invited for a fall speaking event.
 - Work with local non-profits on joint ventures
- 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 train rider 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

- Provide funding through BDA Façade Improvement grant program for downtown property owners to make exterior improvements to their buildings
- Conduct inventory of existing businesses, vacant properties, commercial spaces
- Work with Town of Brunswick staff on initiatives to improve areas outside of the downtown footprints, i.e. Cook's Corner, Outer Pleasant Street, Brunswick Landing
- Downtown Appearance
 - Collaborate with Public Arts group: banners, murals, sculptures
 - Partner with Village Improvement Association, Village Review Board, and others interested in historic buildings
 - January 2016 National Historic District designation received. Work with property owners who may be looking at major renovation projects to determine eligibility.
 - Install wayfinding signage at Brunswick Visitor Center and along Maine Street to be coordinated with new Brunswick map design
 - Install information kiosk at Town Mall in collaboration with Village Improvement Association and Town of Brunswick Parks and Recreation Department
 - Work with DMPIC subcommittee on streetscape improvements including plantings and public art
 - Investigate new street signs for downtown/Maine Street to tie into National Historic District designation
 - Conduct signage clutter inventory in downtown Brunswick with Town of Brunswick Public Works

Brunswick Downtown Association
 BUDGET OVERVIEW: 2016 BUDGET - FY16 P&L
 January - December 2016

	TOTAL
Income	
Downtown Beautification/Holiday Lighting	22,000.00
Fundraisers/Events	
Art Festival	20,000.00
Community BBQ	5,000.00
Diva Night	5,000.00
Early Bird Sale	5,000.00
Holiday Events	2,000.00
Longfellow Days	1,000.00
Music on the mall	10,000.00
Silent auction	14,000.00
Speaking Events	11,224.00
Total Fundraisers/Events	73,224.00
Grants	25,000.00
Interest Income	200.00
Leadership Campaign	20,000.00
Marketing Income	5,000.00
Map	10,000.00
Total Marketing Income	15,000.00
Membership/dues	30,000.00
Town of Brunswick	100,000.00
Visitor Center	
Ads/Rack space	6,000.00
Visitor Center Mgmt Fee	6,000.00
Visitor Center Misc Income	7,576.00
Total Visitor Center	19,576.00
Total Income	\$305,000.00
Gross Profit	\$305,000.00
Expenses	
Downtown Beautification Exp	30,000.00
Fundraisers	
Art Festival	9,000.00
Community BBQ Expenses	2,000.00
Diva Night	3,000.00
Early Bird Sale	1,500.00
Holiday Events	1,000.00
Longfellow Days	1,000.00
Music On The Mall	4,500.00
Silent Auction	2,000.00
Speaking Events	5,000.00
Total Fundraisers	29,000.00
General & Administrative	
Insurance	4,500.00
Operating Expense	15,000.00
Total General & Administrative	19,500.00
Main Street Maine Program	5,000.00
Marketing	13,000.00
Map Production	10,000.00
Total Marketing	23,000.00
Payroll Expenses	
HSA Contribution	2,000.00
Office Staff	137,060.00
Payroll Taxes	18,650.00
Visitor Center Staff	32,214.00
Total Payroll Expenses	189,924.00
Visitor Center Expenses	8,576.00
Total Expenses	\$305,000.00
	TOTAL
Net Operating Income	\$0.00
Net Income	\$0.00

Brunswick Downtown Association
BUDGET VS. ACTUALS: 2015 BUDGET - FY15 P&L
 January - December 2015

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
Brunswick Public Art		10,000.00	-10,000.00
Downtown Beautification/Holiday Lighting	6,801.52	7,000.00	-198.48
Holiday Lighting	8,723.06		8,723.06
Total Downtown Beautification/Holiday Lighting	15,524.58	7,000.00	8,524.58
Fundraisers/Events			
Art Festival	17,275.11	20,000.00	-2,724.89
BBQ Tribute	5,689.22		5,689.22
Diva Night	6,843.62	5,000.00	1,843.62
Early Bird Sale	2,164.59	8,000.00	-5,835.41
Holiday Events	1,339.00	3,000.00	-1,661.00
Longfellow Days	1,271.00	1,000.00	271.00
Music on the mall	7,426.00	6,000.00	1,426.00
Silent auction	12,940.43	14,000.00	-1,059.57
Speaking Events	9,442.94	10,000.00	-557.06
Taste of Brunswick		10,000.00	-10,000.00
Total Fundraisers/Events	64,391.91	77,000.00	-12,608.09
Grants	9,250.00	15,000.00	-5,750.00
Interest Income	502.99	200.00	302.99
Leadership Campaign	13,275.00	30,000.00	-16,725.00
Marketing Income	3,661.12	10,000.00	-6,338.88
Membership/dues	30,690.75	25,000.00	5,690.75
Operating Income	413.60		413.60
Town of Brunswick	93,000.00	90,000.00	3,000.00
Visitor Center			
Ads/Rack space	1,100.00	7,500.00	-6,400.00
Concord Bus Ticket Sales	61,589.50	70,000.00	-8,410.50
Visitor Center Mgmt Fee	5,103.00	6,000.00	-897.00
Visitor Center Misc Income	520.50		520.50
Total Visitor Center	68,313.00	83,500.00	-15,187.00
Total Income	\$299,022.95	\$347,700.00	\$ -48,677.05
Gross Profit	\$299,022.95	\$347,700.00	\$ -48,677.05
Expenses			
Brunswick Public Art Expense	13,900.00	10,000.00	3,900.00
Downtown Beautification Exp	28,472.97	16,000.00	12,472.97
Economic Development	3,160.00	6,500.00	-3,340.00
Facade Improvement Grant	79,344.76		79,344.76
Fundraisers			
Art Festival	8,017.86	10,000.00	-1,982.14
BBQ Tribute Expenses	1,769.13		1,769.13
Diva Night	5,215.13	2,000.00	3,215.13
Early Bird Sale	1,558.47	2,000.00	-441.53
Holiday Events	2,647.63	1,000.00	1,647.63
Longfellow Days	1,963.96	1,000.00	963.96
Music On The Mall	3,912.86	4,500.00	-587.14
Silent Auction	2,518.04	2,000.00	518.04
Speaking Events	5,270.74	4,000.00	1,270.74
Taste of Brunswick		5,000.00	-5,000.00
Total Fundraisers	32,873.82	31,500.00	1,373.82
General & Administrative			
Insurance	3,590.00	4,500.00	-910.00
Operating Expense	17,139.63	14,500.00	2,639.63
Total General & Administrative	20,729.63	19,000.00	1,729.63
Main Street Maine Program	4,988.77	5,000.00	-11.23
Marketing	6,810.49	13,000.00	-6,189.51
Membership	50.00		50.00
Office/General Administrative Expenses	758.89		758.89

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Payroll Expenses			
HSA Contribution	1,999.92	2,000.00	-0.08
Office Staff	122,885.18	125,000.00	-2,114.82
Payroll Taxes	14,873.45	17,000.00	-2,126.55
Visitor Center Staff	31,495.00	30,500.00	995.00
Total Payroll Expenses	171,253.55	174,500.00	-3,246.45
Visitor Center Expenses			
Concord Bus	5,853.84	8,000.00	-2,146.16
Merchant Credit Card Fees	57,629.68	62,000.00	-4,370.32
	1,881.53	2,200.00	-318.47
Total Visitor Center Expenses	65,365.05	72,200.00	-6,834.95
Total Expenses	\$427,707.93	\$347,700.00	\$80,007.93
Net Operating Income	\$ -128,684.98	\$0.00	\$ -128,684.98
Net Income	\$ -128,684.98	\$0.00	\$ -128,684.98

Thursday, Feb 11, 2016 03:44:14 PM PST GMT-5 - Cash Basis

Brunswick Downtown Association
BALANCE SHEET
As of December 31, 2015

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Facade Improvement Grant Program	0.00
Facade Improvement Program Checking	145,654.43
Key Bank	21,754.79
Key Bank Money Market	50,949.40
Visitor Center Checking	39,919.06
Total Bank Accounts	\$258,277.68
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other current assets	
Bath Savings CD	0.00
Border Trust CD	0.00
Gardiner Savings CD	0.00
IRS REFUND DUE	0.00
Key Bank CD	0.00
Undeposited Funds	0.00
Total Other current assets	\$0.00
Total Current Assets	\$258,277.68
TOTAL ASSETS	\$258,277.68
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Bal Equity	0.00
Retained Earnings	386,962.66
Net Income	-128,684.98
Total Equity	\$258,277.68
TOTAL LIABILITIES AND EQUITY	\$258,277.68

Friday, Feb 19, 2016 10:23:04 AM PST GMT-5 - Cash Basis

Notes to Financial Statements

2015 Profit and Loss

1. The Brunswick Downtown Association operates on a "Cash Basis". Funds are not necessarily spent in the year they are received.
2. Façade Improvement Grant Program. \$250,000 was received in 2013 and it was reported as income in that year. Funds were expended from this restricted account in 2014 and 2015. These expenditures show up as expenses in the year they are distributed.
3. The BDA acted as fiscal agent for Brunswick Public Art and their funds were held in a restricted account. No income was reported for 2015 (although \$10,000 was budgeted) and expenses were \$3,900 over budget. The BPA has since incorporated as a registered non-profit and we are no longer acting as their fiscal agent.
4. The BDA acts as a fiscal agent for Longfellow Days. Their funds are held in a restricted account.
5. Taste of Brunswick event was included in the budget but the event was not held. The Community Barbecue event was not budgeted.

2016 Budget

1. Due to the new point of sale system in place at the Visitor Center, Concord Bus ticket revenue and expenses have been eliminated from the 2016 budget. Any associated income is classified as Visitor Center Misc Income and expenses are included under Visitor Center Expenses.