



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 16<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 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), 2<sup>nd</sup> 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
<b>Income</b>	
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
<b>Total Fundraisers/Events</b>	<b>131,300.00</b>
Interest Income	150.00
Leadership Campaign	15,000.00
Marketing Income	3,500.00
Map	13,000.00
<b>Total Marketing Income</b>	<b>16,500.00</b>
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
<b>Total Visitor Center</b>	<b>24,000.00</b>
<b>Total Income</b>	<b>\$347,950.00</b>
<b>GROSS PROFIT</b>	<b>\$347,950.00</b>
<b>Expenses</b>	
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
<b>Total Fundraisers &amp; Events</b>	<b>44,950.00</b>
General & Administrative	
Insurance	4,500.00
Operating Expense	17,000.00
<b>Total General &amp; Administrative</b>	<b>21,500.00</b>
Main Street Maine Program	7,000.00
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	175,000.00
Payroll Taxes	20,000.00
Visitor Center Staff	43,000.00
<b>Total Payroll Expenses</b>	<b>241,000.00</b>
Repair & Maintenance	20,000.00
<b>Total Expenses</b>	<b>\$347,950.00</b>
NET OPERATING INCOME	<b>\$0.00</b>
NET INCOME	<b>\$0.00</b>

# 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
<b>Total Donations/Grants</b>	<b>1,152.05</b>
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
<b>Total Fundraisers/Events</b>	<b>151,122.21</b>
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
<b>Total Visitor Center</b>	<b>22,812.50</b>
<b>Total Income</b>	<b>\$351,899.18</b>
GROSS PROFIT	<b>\$351,899.18</b>
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
<b>Total Fundraisers &amp; Events</b>	<b>59,073.25</b>
General & Administrative	
Insurance	3,972.12
Operating Expense	16,683.55
<b>Total General &amp; Administrative</b>	<b>20,655.67</b>
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
<b>Total Payroll Expenses</b>	<b>226,541.62</b>
Visitor Center Expenses	22,494.63
<b>Total Expenses</b>	<b>\$342,962.23</b>
<b>NET OPERATING INCOME</b>	<b>\$8,936.95</b>
<b>NET INCOME</b>	<b>\$8,936.95</b>



# Brunswick

## DOWNTOWN ASSOCIATION

### BDA Board Members 2020

Mark Rockwood, Chair  
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Cathy Barter, **Treasurer/Organization Committee Chair**  
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