

# BRUNSWICK MAIN STREET

"A vibrant downtown is something that  
benefits our entire community"

# 20 24



# Mission And Vision

## Mission

- To create and sustain a vibrant downtown for all to enjoy.

## Vision

**We envision a lively and active downtown that the community takes pride in and improves the quality of life for all.**

- Our vision is a downtown that serves as the focal point of entertainment, shopping, and tourism for the community. Our downtown will be a place that generates pride among our residents and a sense of discovery for our visitors. Downtown Brunswick has a charm rooted in our railroad culture, canal history, river and mountain resources. People come from near and far to experience this special place.
- Brunswick Main Street will be a catalyst in transforming the downtown area into a lively place where it may be common to see folks strolling the streets, shopping, dining outside, listening to music or walking down to the river. Downtown Brunswick will be the place that the community comes together to celebrate our heritage and to engage with downtown merchants throughout the year. With this vision, Brunswick Main Street strives to improve the quality of life for everyone who lives, works, and visits here.

# Guiding & Transforming

## BMS Transformation Strategies 2024

1) Outdoor Rec ~ 2) Historic Preservation & Recognition ~ 3) Business Dev & Promo



“ Brunswick Main Street’s Strategic Plan will guide our work for the next 5 – 10 years, building on our core purpose, while recognizing the rapidly changing environment shaping our work. We invite you to learn more about our vision, mission, values, and long-term objectives that will provide the roadmap for Brunswick Main Street going forward. ”



# A MESSAGE FROM THE BOARD CHAIR



If you are reading this, the first thing I want to do is thank you for being the kind of exceptional individual who takes the time to learn about the efforts of a small nonprofit, believes in the process of pursuing big change in incremental ways, and appreciates the importance of Brunswick Main Street's mission to support what is historic and unique in a downtown. Thank you for understanding that a vibrant downtown is something that benefits our entire community.

While I am new to the Chair position, I have been active with Brunswick Main Street for eight years, and in those eight years I have seen our organization achieve remarkable things. We identified the need to help business and property owners make necessary, but expensive, repairs and updates to upgrade our aging commercial buildings. We recognized that the extensive renovations required to open new businesses downtown set the entry bar too high for many, and worked with the City to offer solutions. We identified the value of river and trail traffic and historic landmarks to our continued economic growth, and made those key tenets of our transformation strategy.

We saw these needs, and we delivered solutions such as the Façade & Interior Improvements Grant Program, the Building Blocks Grant Program, participation in the Recreation Economies for Rural Communities (RERC) program, and targeted promotional spending—just some of the highlights among all the other things we do to bring community to our downtown and celebrate what makes Brunswick unique.

In 2024, our buildings were healthier (and fuller) than they have been in the last couple decades and this means our assessment of needs continues to adapt to keep pace. With programs in place to get buildings in turn-key condition, my term as Chair will be spent looking at ways to address other aspects vital to our particular downtown. We will focus on such questions as:

- Do our residents know what downtown has to offer and feel good about navigating the area?
- Are we utilizing effective wayfinding?
- Are our sidewalks safe, accessible, and inviting?
- Do we offer a clear path of entry into downtown for river and trail traffic?
- How can we support the City in bringing new attractions to fruition, such as the coming B & O Railroad Park and Berlin House Living Museum?

I couldn't be more proud of Brunswick Main Street's progress in 2024, and I ask you to continue your interest and support in 2025.

*Warmly*  
Alyssa

# OUR BOARD

## TREASURER

Ian Kallay



## CHAIR

Alyssa Theodore



## SECRETARY

Crystal Rivera



## MEMBER AT LARGE

Abby Levine



## MEMBER AT LARGE

Brett Novick



# OUR STAFF



CARMEN HILTON  
PROGRAM MANAGER



CRISTINA LAWSON  
COMMUNICATIONS  
SPECIALIST



JENNIFER SHIPLEY  
MARKETING &  
PROMOTIONS



*A Year's Overview from the  
Program Manager Carmen Hilton*

## 2024 HIGHLIGHTS

In the last year Brunswick Main Street found that success could not happen without hard work and many partnerships. Partnering with the City of Brunswick for the Blighted Building Program and the Building Blocks Program were instrumental for the downtown.

The Blighted Building Program was initiated by the City of Brunswick, with support from the Department of Housing and Community Development and Brunswick Main Street, to address the challenge of neglected buildings owned by absentee, out-of-state investors. The goal was to revitalize these properties to resolve vacancies and jumpstart economic growth and business development. Brunswick Main Street organized and ran the program due to the strategic location of the acquired buildings, each a cornerstone of our downtown. The Newberry building was one property that was bought and sold through this program. In 2024 we welcomed three new businesses and one business expansion that leased space in the renovated Newberry Building. Two of these businesses were former vendors from the downtown farmer's market and local entrepreneurs. The transformation of this building has been a collaborative effort involving the amazing efforts of long time residents and entrepreneurs Mabelle Lee and Eric Lindland, Brunswick Main Street (as the coordinating organization), the City of Brunswick, and various state and county offices. This project has significantly contributed to business development and downtown revitalization. The Kaplon Building (102 West Potomac Street,

Brunswick MD) was acquired similarly to the Newberry Building. In 2024 a developer was selected. Due to a funding gap, Brunswick Main Street was instrumental in securing a \$250,000 Facade Grant. These monies will be used to address the needed repairs to the "bones" of the building so that ANY developer could rehab this building for less money. The funding secured will go to the re-pointing of the bricks, fixing the windows while abiding by the conservation code and preserving the architectural features of the building.

The YIFTEE Gift Card is one of the most powerful tools we have used to boost the economy downtown. As of today, this program has injected \$96,500.00 into local businesses without any cost to the businesses or our non-profit. Not only does this program help financially, but it also helps build partnerships with the sponsors who believe in our downtown and give funds for the bonus card campaigns. In 2024 with sponsorship funds from Taft Mills Group and BMS hotel tax funds we were able to run a BOGO campaign with \$15,000.00. The card was sold out in 24 hours.

We made history this year when we welcomed 6 new businesses downtown! The following businesses opened their doors in Brunswick in 2024:  
Potomac River Interiors  
Whistle Punk Farm Deli  
Maple and Rye  
Integrum Ops (expansion)  
C&O Tattoo  
Bridgeway Bikes

# Performance Review FY'24



Net Income

**\$550.884.51**



Net Expense

**\$550,582.96**



Grant Funding 2024

**\$397,000.00**