



WELCOME TO THE BDA'S 2026 ANNUAL CELEBRATION



Our Agenda Tonight

4:45 – 6:00 PM | Check-In, Heavy Hors D'oeuvres, Cash Bar, Music by Lorel Nazzaro

6:00 – 6:20 PM | Presenting the Slate of New Board Members and Acknowledgement of Departing Board Members with Senior VP of Finance at Bowdoin College, Matt Orlando.

6:20 – 7:00 PM

- Brunswick Minute delivered by Town Manager, Julia Henze
- “Year in Review” Presentation delivered by BDA Executive Director, Reilly Kons
- Awards Ceremony for “Volunteer of the Year”, “Business of the Year”, and “Member of the Year” presented by the BDA Team

7:00 – 7:30 PM | Raffle Drawing for 100 gallons of heating oil from Dead River Company, Mingle, Exit

Thank You to Our Event Sponsors!





Welcome Matt Orlando!

To Present the 2026 Slate of Directors, Please Welcome Matt Orlando, Senior Vice President of Finance and Administration & Treasurer at Bowdoin College



THANK YOU to Our Outgoing Board Directors



Cathy Barter
Local Resident



Catherine Ferdinand
Local Resident



Bob Langworthy
Management
Accounting



Henry Recknagel
Thornton Oaks
Retirement
Community



Brian Robinson
Maine Community
Bank

BDA Honorary Board Members

Keith Garovoy
David Knight
Claudia Knox
Annie O'Rourke
Roxane Rathje

Dee Perry
Mark Rockwood
Mary Lou Kennedy
Cathy Barter
Catherine Ferdinand

Election of New Directors



Tom Barter
Local Resident



Lisa Tran McKee
Nest



Courtney Mongell
Mare Brook Farm



Hannah Josselyn
Reverie Coffee
House



Tony Sprague
Bowdoin College
House



Our 2026 Board of Directors

Annemarie Albiston, Board Chair
Adaptive Outdoor Education Center

Don Kniseley, Vice Board & Design Committee Chair
Local Resident

Rebecca Launer, Secretary
Bath Savings Institution

Kate Stanek, Treasurer
The Brunswick Hotel

Tom Barter, Membership Vitality Committee Co-Chair
Local Resident

Bucky Brown, Membership Vitality Committee Co-Chair
Local Resident

Marshall Shepherd, Policy Committee Chair
Wild Oats Bakery

Hannah Simmler, BOAF Co-Chair
Gem Appraisal Services, LLC

Melissa Traynham, Events Committee Chair
Local Resident / Non-Profit Consultant

Rob Biggs - Local Resident

Sue Ellen Damour - Local Resident

Peggy Ealahan - Riley Insurance

Catherine Johnson - The Landing YMCA

Hannah Josselyn - Reverie Coffee House

Lisa Tran McKee - Nest in Maine

Courtney Mongell - Mare Brook Farm

Mitch Newlin - Gelato Fiasco

Tony Sprague - Bowdoin College

Our 2026 Officers



Annemarie Albiston
Board Chair
Adaptive Outdoor
Education Center



Don Kniseley
Vice Board Chair
Local Resident



Rebecca Lauener
Secretary
Bath Savings Institution



Kate Stanek
Treasurer
The Brunswick Hotel



Brunswick

DOWNTOWN ASSOCIATION

Welcome Honorary Board Member – Dee Perry!

We're excited to welcome back former Board Member, Board Chair, and current Honorary Board Member, Dee Perry for a special acknowledgement.



🎉 **THANK YOU, CATHY BARTER!** 🎉

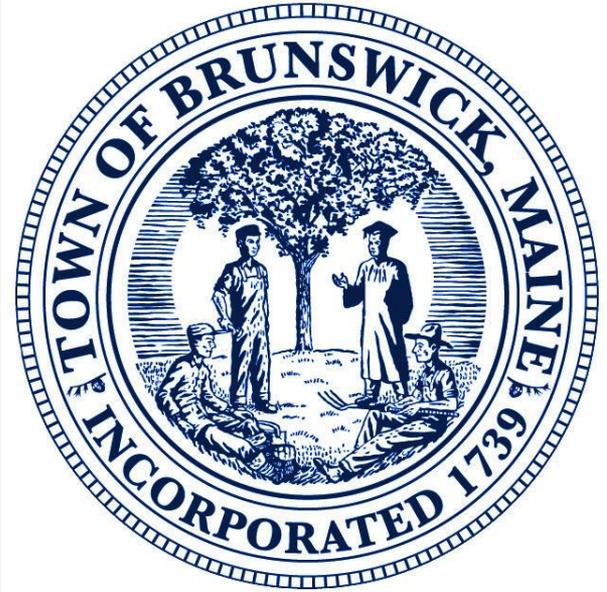




Brunswick
DOWNTOWN ASSOCIATION

The Brunswick “Minute”

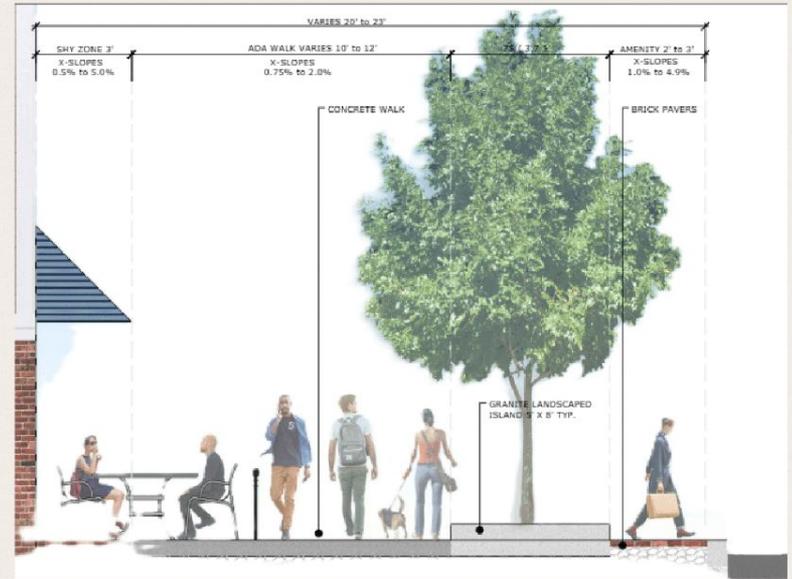
With Brunswick Town Manager
Julia Henze





DOWNTOWN STREETScape

NEXT STEPS: LEMONT BLOCK



CENTRAL FIRE STATION REDEVELOPMENT



HAWTHORNE SCHOOL TASKFORCE



THE MARC - TIER 1B - TODDLER PLAYGROUND



BDA/TOWN PARTNERSHIP: MOVIES IN THE PARK AT THE MARC





BDA's "Year of Renew"

Reilly Kons
Executive Director
Brunswick Downtown Association



The Big Picture

Mission: *“To promote Downtown Brunswick and our community as a vibrant and attractive place to live, work, play and do business.”*



Brunswick Visitor Center



Brunswick, Maine Station Report



Downeaster Boardings All Stations January 2025 to December 2025



BRK Station Ridership by Month

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
Boardings (Ons)	3,241	3,137	3,685	3,060	2,804	2,803	2,936	4,703	3,470	3,614	3,563	3,753	40,769
Alightings (Offs)	3,434	2,914	3,706	3,089	2,843	2,815	3,025	4,660	3,359	3,457	3,546	3,304	40,152
Net (Ons-Offs)	(193)	223	(21)	(29)	(39)	(12)	(89)	43	111	157	17	449	617



Membership

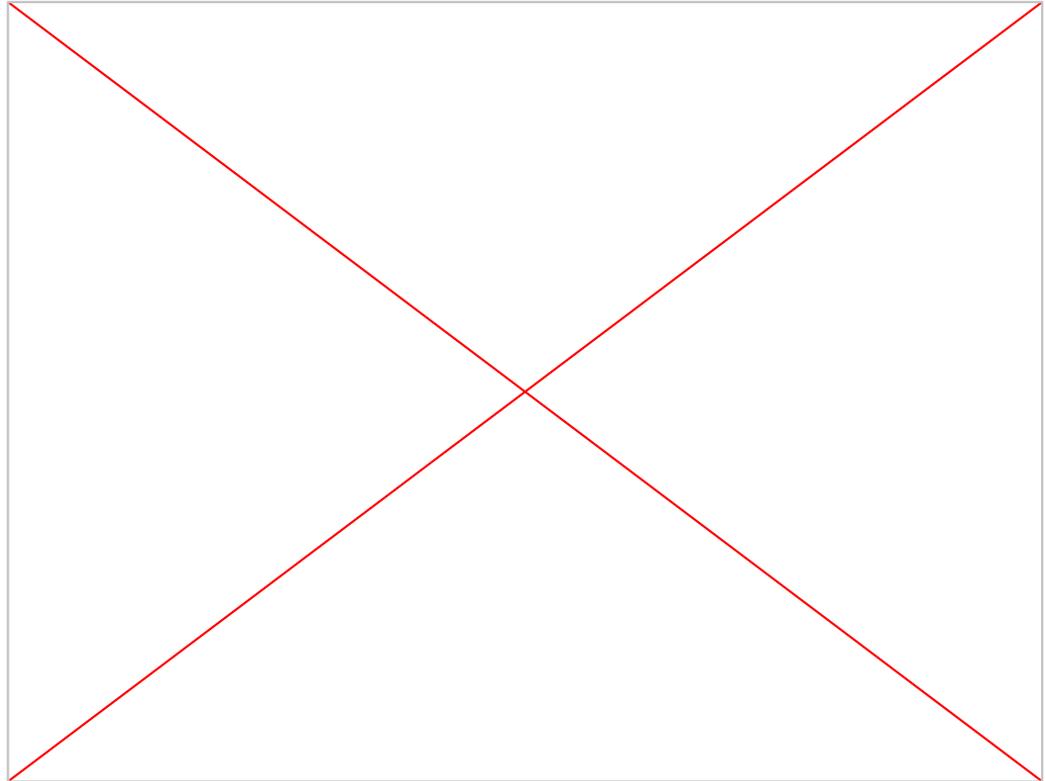
- Made up of businesses, non-profits, and individuals who support our Downtown.
- In return from showing your support, the BDA delivers...
 - Business Directory
 - Event listings & newsletter promotions
 - Access to invite only experiences



Membership – New Website!

NEW

- NEW modern website and refreshed brand launched Q3 of 2025
- Easy to search directory for our +/- 300 members
- Seamless navigation of upcoming events in Brunswick and submission process.



Marketing Reach – Website, Newsletter & Affiliate Partners



- 46K unique visitors
- Most Visited Pages
 - Homepage – 29.4K
 - All Events – 9.6K
 - Music on the Mall – 3.4K
 - BDA Events – 2.8K
 - 2nd Friday – 2.4K



newsletter

- Bi-Weekly Community Newsletter & Monthly Members Newsletter
- 7.5K Total Contacts
- Open Rate: 55% (+7%)
- Click Rate: 5% (+3%)



- Brunswick Content generated 27.1K Visits.
- One of the top-performing towns driven by: Strong landing page, high-performing restaurants, Deep lineup of arts, cultural, and community events

Marketing Reach – Facebook & Instagram



- 8.6K Followers (+9.4%)
- 725K Views
- 9.2K Interactions
- 2.2K Link Clicks
- 807 New Followers
- Total Watch Time: 8 Days, 15 hours



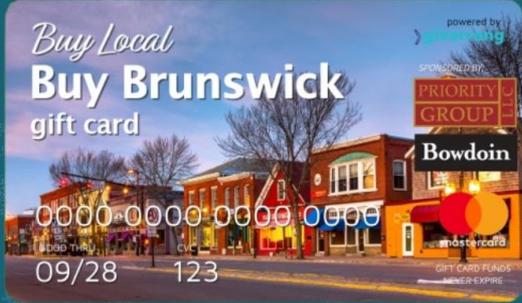
- 4.1K Followers (+26%)
- 205K Views
- 5.3K Interactions
- 48 Link Clicks

Buy Local, Buy Brunswick!

- \$65.5K loaded into the cards since the program launched. Over \$10K this year alone.
- 57 merchants currently accepting the card in Brunswick

Give The Gift Of Brunswick

Want to encourage your friends or family to shop local? Give them a Buy Local gift card this holiday season! Our Buy Local cards are accepted at more than 50 stores and restaurants in and around Brunswick!



Details at
brunswickdowntown.org/giftcards

Join the BDA Today!

Membership is not exclusive to just businesses.

Individuals and households can become a member to support our mission!



Who Benefits From The Brunswick Downtown Association?
WE ALL DO!
The Brunswick Downtown Association (BDA) is a member-driven, action oriented organization of businesses and citizens who work together for a better community.

Your Business Membership Makes A Difference
Thank you for supporting the Brunswick Downtown Association!
You are joining a community wide effort to maintain, preserve, and improve Brunswick's unique and Historic Downtown, which is the heart of our community.
Your support is used to plan and implement over 30 downtown community events each year, including Music on the Mall and 2nd Friday Brunswick.
You are giving back to Brunswick by investing in the local economy, and the return on investment is huge! Vibrant downtowns attract new businesses, residents, and employees, benefit existing businesses, and improve quality of life.

Annual Memberships

- \$85** Seasonal Membership
- \$100** Nonprofit Membership
- \$200** Business Membership
For Businesses With 1-10 Employees
- \$300** Business Membership
For Businesses With 11+ Employees

Business Directory Listing
Full listing on the BDA website business directory including your business logo, descriptive text, and a direct link to your business website.

Promote Your Events
Boost your visibility—share your events with thousands through the BDA's calendar listings.

Email Newsletter Promotions
Exclusive opportunity to place your business promotions in "The Brunswick Blast" our bi-weekly e-newsletter, emailed to over 3,500 subscribers.

Plus These Additional Benefits

- Free opportunity to place a rack card or brochure at The Brunswick Visitor Center that welcomes over 50,000 visitors annual!
- Priority notification for opportunities to participate in BDA sponsored events and happenings.
- Receive our monthly members-only email to stay up to date on ways to get involved with our events and other opportunities.

Connect With Us!

- facebook.com/brunswickdowntown
- @brunswickdowntown
- linkedin.com/company/brunswickdowntown



Events & Programs



Member Ribbon Cuttings

In 2025 we celebrated the following businesses as they opened their doors or changed locations:

- The Mix
- Cobra Queen Printing
- Slam Tilt
- Mare Brook Farm
- Tern Coffee and Tea
- Mountain Pass Wellness
- Elevenses
- Root, Rind, & Pedal
- The Hearth Doctor



Simply Socials

We co-hosted socials at...

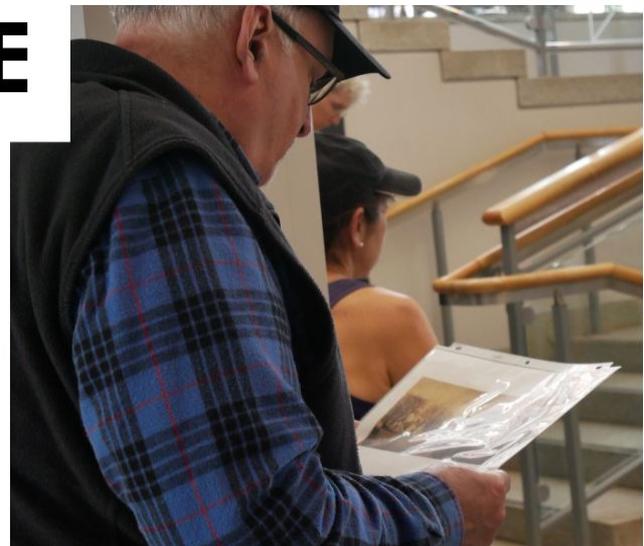
- Electric Cottage Collective
- The Brunswick Hotel
- 555 North
- Curtis Memorial Library
- Berrie's Hearing and Optical Center
- Mid Coast Hunger Prevention Program
- Mountain Pass Wellness





NEW

Jane's Walk ME





2nd Friday Brunswick!





Music on the Mall





Brunswick Outdoor Arts Festival





2025



Community BBQ





Magic on Maine Auction





Early Bird Sale & Scavenger Hunt





Annual Tree Lighting Ceremony





Window Decorating Contest & Cocoa Crawl



THANK YOU to Our 2025 Sponsors and Supporters!



New in 2026!

NEW

207 Day

- 2.07 Mile Fun Run
- Ice Sculpture Demo
- S'mores Station
- Lobster Slap Shot Showdown
- Whoopie Pie Bake-off
- Family Skate



Saturday, February 7th (9 AM - 1 PM) | Town Mall / Brunswick Hotel

NEW

Warm up Wednesdays

A new winter pop-up series from the BDA in collaboration with local businesses. Each week, a different Brunswick storefront hosts an outdoor s'mores station packed with all the essentials. Swing by, grab a stick, and enjoy free s'mores while supporting local shops.

How It Works

- New host location every Wednesday
- Drop in anytime from 4 to 6 PM
- All treats provided by the BDA
- Free, family friendly, and open to all

WARM UP WEDNESDAYS

Weekly S'mores Pop-ups February - March | 4:00 - 6:00 PM



NEW

BrunswickTalks

In Collaboration with local residents and students, the BDA will pilot a storytelling event titled BrunswickTalks.

How It Works

- 3-4 Brunswick residents & business owners will be pre-selected to give a 10 minute talk.
- The pilot event will be themed "Dare to Try Something New"
- First event will be held Thursday, February 19th at Curtis Memorial Library from 5 - 7 PM.
- Community networking and refreshments included!





Brunswick
DOWNTOWN ASSOCIATION

The 2025 BDA Annual Awards



Welcome Abbey Plankey-Smith and Natalie Blood!



Abbey Plankey-Smith
Events & Membership Coordinator



Natalie Blood
Marketing & Communications Coordinator

The image features a light blue background with a large, wavy, lime-green shape in the center. Inside this green shape is a white rectangular box containing the text "Volunteer of the Year" in a dark teal, sans-serif font. Below the green shape is a dark teal wavy line that follows the same path as the top of the green shape.

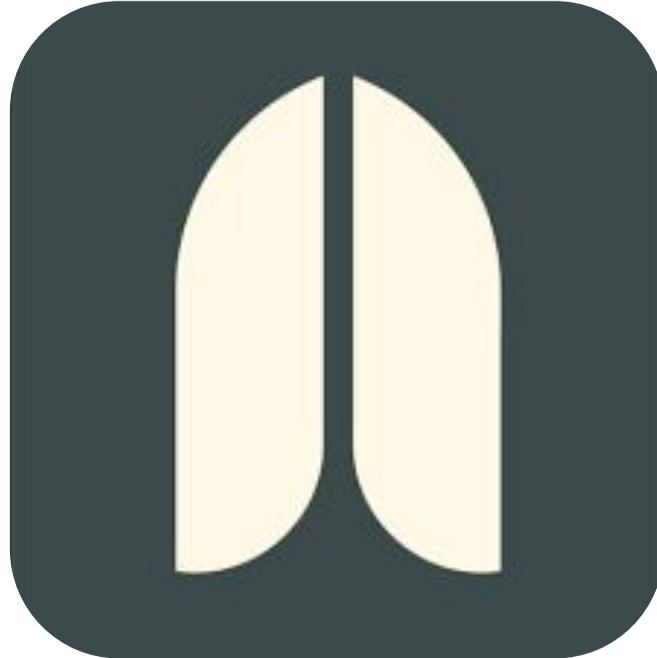
Volunteer of the Year

Tony Sprague



Business of the Year

🎉 The Abbey 🎉



The image features a bright blue background with a large, wavy, lime-green shape in the center. Inside this green shape is a white rectangular box containing the text "Member of the Year" in a bold, dark teal font. A dark teal wavy line runs along the bottom edge of the green shape.

Member of the Year

 The Brunswick Hotel 

Ⓟ
THE
BRUNSWICK
1739 HOTEL MAINE



Brunswick

DOWNTOWN ASSOCIATION

Raffle Time!

Tonight's lucky raffle winner will go home with 100 gallons of Heating Oil from Dead River Company.

A \$300+ VALUE!



Dead River
Company

Thank You!

Brunswick Downtown Association

