

# ANNUAL REPORT

LATEST INFORMATION AND UPDATES  
ABOUT BRUNSWICK MAIN STREET, INC.

2025

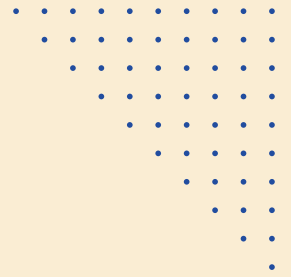


## Brunswick Main Street

PREPARED BY:  
CARMEN HILTON



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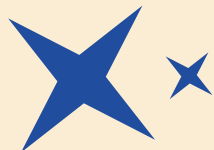
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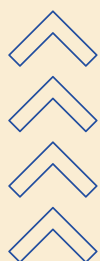
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# ABOUT US



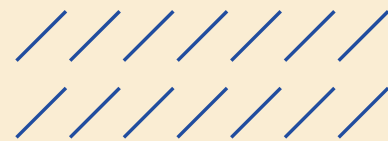
**B**runswick Main Street is a nonprofit 501(c)(3) organization dedicated to revitalizing downtown Brunswick as a vibrant, welcoming, and economically resilient city center. Our work is grounded in preserving Brunswick’s historic character while fostering sustainable economic growth that benefits residents, businesses, and visitors.

Brunswick Main Street is a designated Main Street community under Main Street Maryland, the State of Maryland’s coordinating program for Main Street America, a nationally recognized framework for community-driven downtown revitalization. Brunswick proudly received its Main Street designation in the spring of 2004, recognizing the historic and economic importance of its downtown district.

Guided by the Main Street Approach®, Brunswick Main Street implements the national Four-Point Transformation Strategies—Organization, Promotion, Design, and Economic Vitality—to support a comprehensive and balanced revitalization effort. In alignment with Maryland’s priorities, the organization also incorporates the state’s Green strategy, promoting sustainability, walkability, environmental stewardship, and long-term resilience as part of downtown investment and growth.

The organization is led by a volunteer Board of Directors comprised of residents, business owners, and community leaders who share a commitment to downtown Brunswick’s success. Brunswick Main Street employs one full-time Program Manager responsible for administering and coordinating the program’s initiatives and 2 part-time contractors who handle grant coordination, social media and marketing. Volunteers play an essential role in advancing projects, events, and activities that strengthen the downtown district and foster community pride.

Through strategic planning, partnerships, and adherence to proven national and state frameworks, Brunswick Main Street works to ensure downtown Brunswick remains a thriving historic center and a cornerstone of the community’s economic and cultural life.



# OUR VISION

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

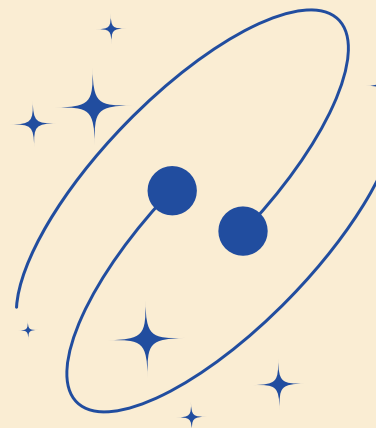
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# OUR MISSION

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.



# MSA FOUR POINTS & MD'S TRANSFORMATION STRATEGY



**B**runswick Main Street establishes strategic focus areas that guide its annual initiatives, events, and activities, ensuring alignment with the Four Points of the Main Street Approach®—Organization, Promotion, Design, and Economic Vitality—as well as Maryland Main Street’s added Green focus. The organization’s current strategic focus areas include Outdoor Recreation, Historic Preservation & Recognition, and Business Development & Promotion, with Equity & Inclusion intentionally integrated across all areas of work. These focus areas are not static; they are reviewed regularly and adapted to respond to community needs, available resources, and emerging opportunities. Each year, initiatives, events, and activities are developed within these focus areas and implemented across the Four Points and Green strategy to ensure a comprehensive, coordinated, and sustainable approach to downtown revitalization.



# OUR BOARD



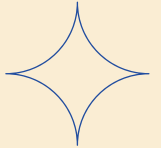
**Alyssa Theodore**  
Board Chair



**Crystal Rivera**  
Treasurer



**Angel Rivera**  
Secretary



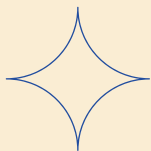
**Abby Levine**  
Member at Large



**Brett Novick**  
Member at Large



**Kim Lazarow**  
Member at Large



**Andrew Costello**  
Member at Large



# OUR TEAM



**Carmen Hilton**

Program Manager



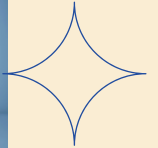
**Jennifer Shipley**

Contractor - Social  
Media & Grant  
Coordination



**Mary Dennis**

Contractor - Print &  
Video Marketing



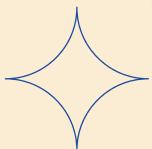
**B**runswick Main Street significantly expanded its marketing and communications efforts over the past year to increase awareness of the downtown district, support local businesses, and strengthen community engagement. These efforts are guided by Program Manager Carmen Hilton, who partners closely with two part-time contractors to ensure marketing activities align with the organization's mission, strategic focus areas, and Main Street Approach.

Since fall 2021, Jenn Shipley has led social media marketing, collaborating with local businesses and nonprofit partners to promote downtown events and initiatives. In the past year, she played a key role in the launch and promotion of Brunswick Live, a monthly late-night shopping and dining initiative that has increased foot traffic, strengthened business collaboration, and reinforced downtown Brunswick as a vibrant destination.

Brunswick Main Street's digital reach continues to grow as revitalization efforts gain momentum. Facebook and Instagram serve as trusted sources for community updates, while Constant Contact is used to distribute event calendars, newsletters, annual reports, and business highlights to a growing audience.

Mary Dennis spearheaded the organization's print, digital, and video advertising efforts, managing campaign development and placement across local and regional markets. Her work supported major events, seasonal promotions, and business-focused initiatives, including the creation of Brunswick Main Street's first Holiday Gift Guide, which featured 16 downtown businesses and was promoted through social media, local advertising, and Visit Frederick.

In FY25, Brunswick Main Street invested \$64,434.95 in advertising, strategically balancing in-county and out-of-county outreach to maximize visibility and visitation. Together, these coordinated marketing efforts continue to play a critical role in advancing downtown revitalization and supporting the long-term success of Brunswick's Main Street district.



# MARKETING IMPACT SNAPSHOT 2025



## Digital Reach

**Facebook Followers: 3,800**

**Instagram Followers: 1,600**

**Email Subscribers: 700+**

## Advertising Investment

**Total FY25 Spend: \$64,434.95**

**Out-of-County Advertising: 56.8%**

**In-County Advertising: 43.2%**

## Regional Markets Targeted

**Pennsylvania: Carlisle, Harrisburg/Hershey, Gettysburg**

**Virginia: Loudoun County**

## Holiday Promotion

**Holiday Gift Guide:**

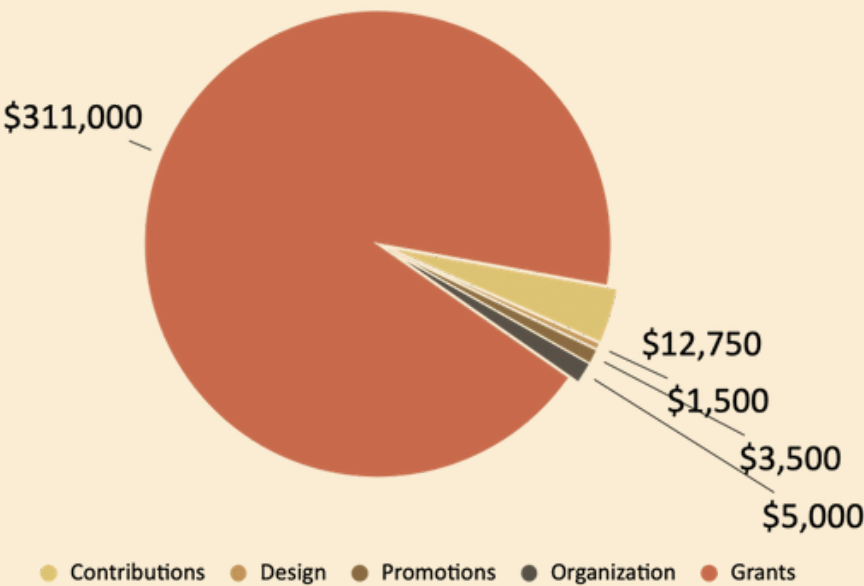
**16 Downtown Businesses Featured**



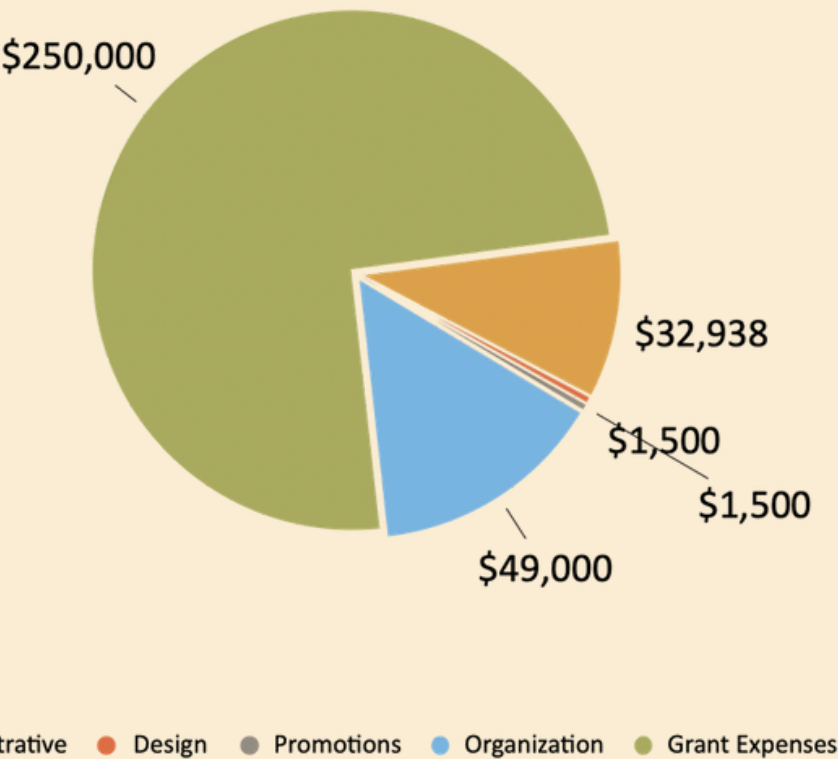


# INCOME VS. EXPENSE TRENDS 2025

2025 Income



2025 Expenses



# TOP ACCOMPLISHMENTS & MOMENTUM

## Design & Reinvestment

Preservation and reinvestment continued to anchor downtown revitalization efforts throughout the reporting period. Significant progress was made on the rehabilitation of several key historic properties, including the Berlin House on Maple Avenue and the Kaplon Building, a cornerstone structure in the downtown district slated for major improvements. These projects reinforce historic preservation as a catalyst for economic growth and reflect growing confidence in downtown Brunswick. Additional momentum was reflected in public-space enhancements, including the development of the B&O Railroad Park and ongoing improvements to the historic train station interior.

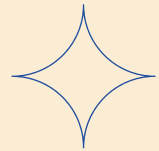
## Economic Vitality & Investment

Downtown Brunswick experienced strong economic momentum through new business activity, reinvestment in existing properties, and strategic tools designed to support local spending. During the reporting period, an estimated [\\$1,921,998](#) in public investment was made in the downtown district, which helped leverage approximately [\\$3,183,800](#) in private investment. While these figures are not exact, they are based on known grant awards, active projects, and new developments facilitated or supported by Brunswick Main Street and reflect the scale of reinvestment currently underway.

## Organizational Capacity & Community Confidence

Above all, Brunswick Main Street is most proud of the visible momentum and growing confidence in the downtown district. Through thoughtful preservation, strong partnerships, and community-centered programming, the organization continues to foster reinvestment, strengthen local businesses, and renew pride in Brunswick's historic core.

# FORWARD



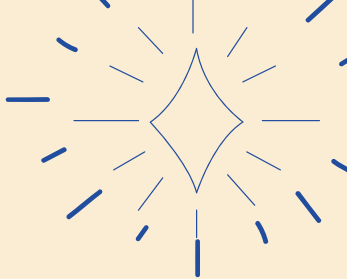
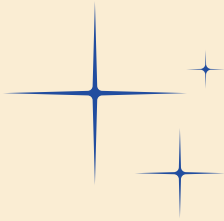
As Program Manager of Brunswick Main Street, I am proud to reflect on a year defined by momentum, collaboration, and renewed confidence in our downtown. In 2025, I earned accreditation as a Main Street America Revitalization Professional, a designation that strengthens my ability to guide Brunswick's revitalization using nationally recognized best practices, data-driven strategies, and sustainable approaches tailored to small historic communities. This credential enhances our capacity to advocate effectively, plan strategically, and implement initiatives that support local businesses while preserving the character that makes Brunswick unique. That momentum is evident in the growing number of new businesses opening downtown, creative partnerships taking root, and a shared sense of pride among residents, merchants, and visitors alike.

Brunswick's natural beauty and historic significance continue to anchor our revitalization efforts. From the rehabilitation of the Berlin House on Maple Avenue to the upcoming renovations at the Kaplon Building—long regarded as a cornerstone of the downtown—investment in our historic fabric is both visible and ongoing. The opening of the new B&O Railroad Park on East Potomac Street and interior improvements at the historic train station celebrate Brunswick's rail heritage, while the strong turnout for the Scholastic Bike Race on the River's Edge Trails highlights the community's growing reputation as an outdoor recreation destination.


Our economic impact is equally tangible: since its inception in 2021, the Yiftee gift card program has generated \$121,989.50 in sales, with \$97,908.98 redeemed directly downtown, keeping dollars local and supporting Brunswick businesses. Just as important, Brunswick Main Street continues to elevate the town's voice by welcoming and touring decision-makers such as Brooke E. Lierman, Comptroller of Maryland; April McClain Delaney, U.S. Representative for Maryland's 6th Congressional District; Brad Fallon, Assistant Secretary for Business Development at the Maryland Department of Housing and Community Development; William Folden, Maryland State Senator; and Jesse Pippy, Maryland State Delegate. By walking downtown with these leaders, we ensure they see firsthand that Brunswick is a community with strong momentum, deep roots, and needs—and opportunities—that cannot be overlooked.



*~With Gratitude, Carmen Hilton*



# CONTACT US



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Website

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