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**BRUNSWICK DDA  
ANNUAL REPORT**

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**22**

*Calendar Year 2022*



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**BRUNSWICK  
DDA**

# BRUNSWICK DOWNTOWN DEVELOPMENT AUTHORITY MAIN STREET BRUNSWICK

## 2022 STATISTICAL REPORT



New business growth downtown slowed slightly from 2021. **28** new businesses opened in 2022, creating **77** new jobs.



There were **835** promotional events in 2022. These events drew **109,000** people to downtown and Mary Ross Waterfront Park.



The number of building rehabilitations was up, with **30** projects starting in 2022. The value of these projects was **\$3,802,358**.



Property sales were down slightly from 2021, with **34** properties selling for a total value of **\$9,650,500**.



Two projects in Brunswick received Preservation Awards from the Georgia Trust - Port City Lofts and the Amoco Service Station



Liberty Lofts opened, adding another **10** residential units. The 35 residences downtown are full and there are waiting lists.

### BRUNSWICK DDA

Georgia law provides for a Downtown Development Authority in each municipality. Brunswick's DDA was activated in 1981 with an area consisting of the core downtown. Over the years, the DDA area has expanded to include the historic commercial corridors of Gloucester, Norwich and Albany Streets.

The Main Street Program has been a tremendous success in revitalizing downtowns across the country. Since its inception in 1977, the program has helped to create over 2.5 million jobs, generate \$60 billion in economic activity, and revitalize over 20,000 downtowns. Brunswick became a Main Street City in 1986 and was honored to be named a Georgia Exceptional Main Street (GEM) in 2017.

There are many reasons for the success of the Main Street Program. First, it is based on a sound economic development model that emphasizes historic preservation, community involvement, and comprehensive planning. Second, the program provides communities with the resources and technical assistance they need to implement the Main Street Approach. Third, the program has a strong track record of success, which has helped to build confidence among communities and investors.

The Main Street Program is a proven model for revitalizing older and historic commercial districts. By following the four key principles of the Main Street Approach, Brunswick and the DDA have created a vibrant and attractive downtown that is economically vital and livable.

Staff from DCA's Office of Downtown Development was in Brunswick this spring for our annual assessment. We are pleased that Brunswick's Main Street Accreditation was renewed for 2023 and Brunswick's GEM designation was renewed for another three-year term that will go through 2026.

Photos previous page. From left to right, top to bottom:

Opening of the Bubbling Cauldron

First Friday in Downtown Brunswick

Kress rooftop under construction

The Zell Building, sold in 2022

Port City Lofts

A loft in the Liberty Building

Photos this page. From top to bottom

CCGA students touring downtown as part of their Economics class.

Historic Downtown Brunswick



Downtown economic development is a critical component of a thriving city. A vibrant downtown attracts new businesses, creates jobs, and boosts property values. It also serves as a cultural and entertainment hub, attracting residents and visitors alike.

The City of Brunswick has supported the Brunswick DDA / Main Street Brunswick for over 30 years. This support is not only financial, although that is an important part.

The Director is included in City Department Director meetings as well as the weekly Design Review Team meeting. This not only allows other city departments to become familiar with events and new businesses but builds a working relationship between the DDA and other city departments.

DDA staff has partnered with City staff for various projects including the Wellness Walk, GA Cities Week and the recent LOST negotiations.

The City of Brunswick / Brunswick DDA working relationship has proven to be a model for cities across the state. Brunswick's cooperative attitude is one of the reasons we continue to be an Exceptional Main Street.

# Brunswick Main Street Program

# 2018-2022

## Community Impact 5-Year Review

# 4,375

total promotional events

# 554,008

total people attending

# 24,500

total volunteer hours

# 117

total building rehabilitation  
projects completed

# \$32 million

total project value

# 177

total number of buildings sold

# 206

new or expanding  
businesses



# 649

net new jobs  
created



# \$76.6 million

total private/public investment



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