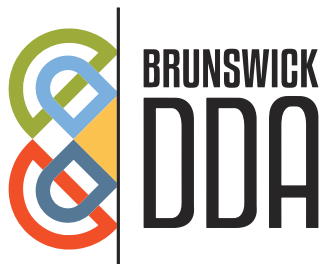




Discover Brunswick

ANNUAL REPORT 2024





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Our Mission

The Brunswick Downtown Development Authority works to assure the long term stability of Downtown Brunswick by promoting economic growth and community activities to bring people downtown and to preserve and enhance the district character of our Coastal Georgia port city.

Our Vision

Working together to make Brunswick an exceptional Place (in Georgia) to live, work, and visit by strengthening our communities and enhancing the quality of life.

A WORD FROM OUR EXECUTIVE DIRECTOR, Mathew Hill

MAIN STREET BRUNSWICK

Celebrating Our Progress, Community, and a Bright Future

As we begin another chapter in the vibrant story of our Main Street, I'm thrilled to present this annual report, a testament to the dedication, resilience, and collaborative spirit that defines Brunswick.

This past year has been one of significant progress, marked by over 200,000 people coming downtown just for events, 35 new businesses creating 79 net new jobs.

Beyond the numbers, this report reflects the heart of our Main Street—the small business owners, the passionate volunteers, and the residents who make Brunswick truly special.

Join me as we celebrate our accomplishments, acknowledge our challenges, and look forward to a future filled with continued growth and prosperity.

Sincerely,

Mathew Hill



Mathew Hill

Executive Director

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DOWNTOWN DEVELOPMENT AUTHORITY

COMMUNITY IMPACT

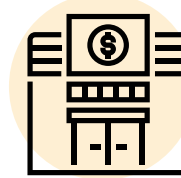
By the numbers



30

Rehabilitation Projects

The total expense for the 30 rehabilitation projects in 2024 accounted to \$4,054,276.00



26

Buildings Sold

Investments include the rehabilitation projects, public spending in the district and property sales.



35

New Downtown Businesses

In 2024, we welcomed 35 new businesses in downtown Brunswick.



79

Jobs Created

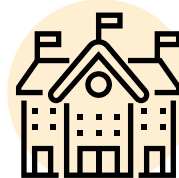
Thanks to new businesses in downtown Brunswick 79 jobs were created.



3

Improvements

Improvements include the development of Hillary Square located on Norwich Street.



30.8
MILLION

Public & Private Investments

Investments include the rehabilitation projects, public spending in the district and property sales.

Every \$1 of public investment in the Downtown Development Authority district leveraged about \$56 in private investment



BUSINESS ASSISTANCE

By the numbers

\$11,632

Jump Start Grants

The DDA awarded 6 Jump Start Grants in 2024. This grant helps businesses in the DDA district offset start up costs. Eligible costs are rent, equipment, furnishing, and utility deposits.

\$32,035

Facade Grants

The DDA awarded 21 Facade Grants in 2024. The Facade Grant assists businesses and property owners with signage and building improvements.





COMMUNITY ENGAGEMENT

By the numbers

↓ **681** 

Promotional events were hosted in 2024
Downtown hosted 726 events in 2023

↓ **7,405** 

Volunteer hours were donated in 2024
Volunteers donated 10,544 hours in 2023

↑ **207,732** 

Event attendees in downtown events 2024
181,486 event attendees were recorded in 2023

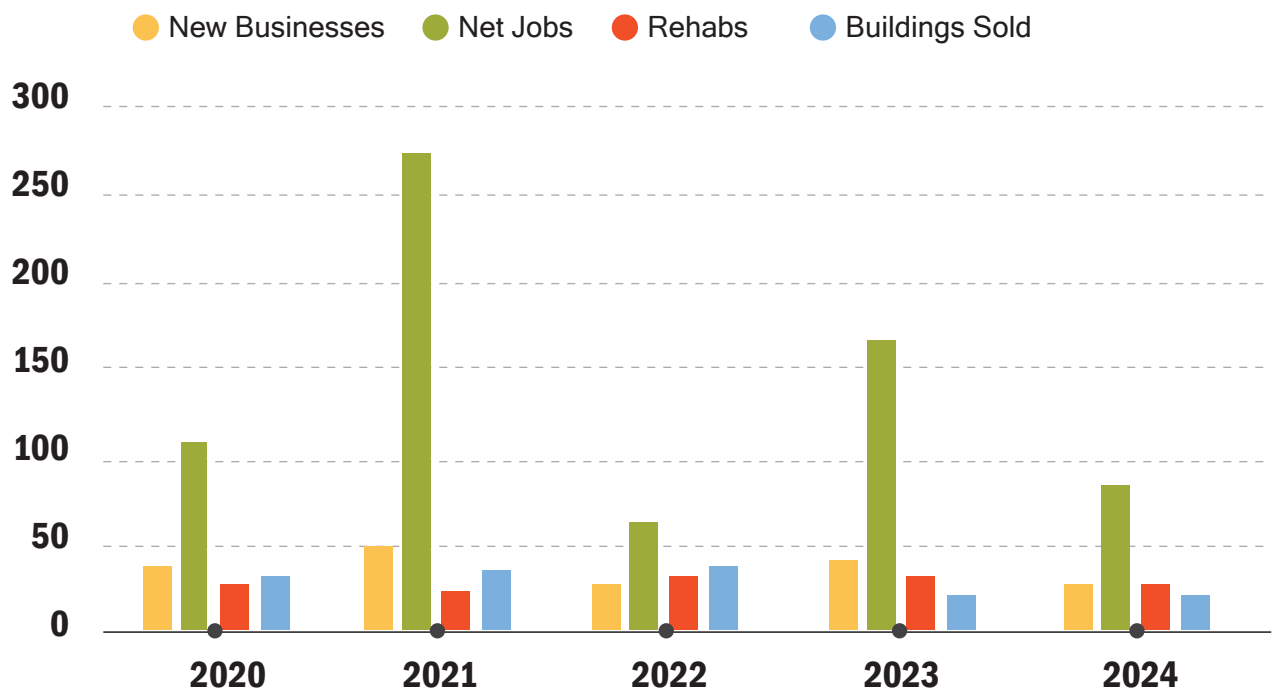
↑ **1.3 Million**

Visits to Downtown Brunswick in 2024
11.2% increase since 2022

BRUNSWICK MAIN STREET

5 Year Community Indicators

Total Promotional Events	4,067
Total Attendance	661,791
Total Volunteer Hours	32,801
Total Building Rehabilitation Projects Completed	141
Total Cost of Rehabilitation Projects	26,702,797
Total Number of Buildings Sold	153
New and Expanding Businesses	193
Net New Jobs Created	693
Total Private & Public Investments	89,237,410.20



MARKETING OUTREACH

By the numbers

Throughout the year, our marketing outreach made a strong impact with a variety of media. These efforts helped raise awareness, support local businesses, and keep Brunswick's Main Street top of mind in the community.

1.6K

Social Media Posts

Includes posts, stories, and reels on Facebook, and Instagram.



101

Print Media Ads

Includes promotions in the Golden Isles Magazine, Elegant Island Living, High Tide, Coastal Illustrated, Brunswick Newspaper, and The Islander.



500+

Radio Appearances

Includes 104.1 The Wave, 92.7 SSI, Magic 105.9, 93.7 The Bridge, and 990.7 Way Radio.





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SOCIAL MEDIA STATISTICS

Facebook

628K Reach

Organic Reach: 601K (up 56.6%)

Reach from Ads: 41K (up 120%)

701K Content Views

589 Facebook posts

787K Profile Visits

We saw 4.6K website clicks from people visiting our facebook profile.

22K Followers

2.8K new followers in 2024.

Instagram

59K Organic Reach

Organic Reach is up 100%

257K Content Views

1,023 Posts & Stories

11K Profile Visits

251 new followers in 2024

5.3K Followers

1.3K new followers in 2024.

MEET THE DDA BOARD

Downtown Development Authority



Susan Bates



Whitney Herndon



Julie Hunter-Martin



Michael Kaufman



Shemeka Sorrells



Travis Stegall



Michael Torras

YOUR DDA TEAM



Mathew Hill
Executive Director



Lina M. Bareno
Main Street Manager



Brittany Rozier
Events & Marketing Coordinator



BRUNSWICK DOWNTOWN DEVELOPMENT AUTHORITY



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