



# 2023 YEAR IN REVIEW

*Brooksville*  
MAIN STREET

Photo by Jordan Handwerker Visuals

# WHO IS BROOKSVILLE MAIN STREET?





- OUR DISTRICT IS HISTORIC DOWNTOWN BROOKSVILLE
  - NEW THIS YEAR IS THE ADDITION OF RUSSEL STREET PARK TO OUR DISTRICT

## ABOUT US

WE ARE A NON-PROFIT ORGANIZATION DEDICATED TO THE VIBRANCY, ECONOMIC GROWTH, HISTORIC INTEGRITY, BEAUTIFICATION AND REVITALIZATION OF DOWNTOWN BROOKSVILLE

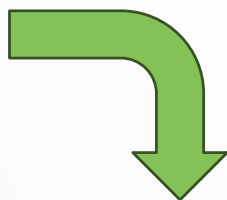




# PUBLIC ART

WE ARE PROUD TO CONTINUE OUR MOBILE MURAL ART PROJECT WHICH RAISED \$20,000 TO LOCAL ARTISTS

CONTINUED IN THE TRADITION OF POLE BANNERS  
AND HELPED INTRODUCE MULTIPLE PERMANENT MURALS  
TO THE AREA



# PROMOTING HISTORY

OUR LEGACY PROJECT: TOURBVL

THIS FUN WALKING TOUR MESHES THE OLD AND THE NEW, GIVING THE YOUNGER GENERATION AN EXCITING WAY TO TRAVEL INTO THE PAST, WHILE MAKING IT EASIER FOR THE OLDER GENERATIONS TO LEARN MORE ABOUT THE HISTORY OF THE CITY THEY LOVE!





# EVENTS

IF YOU'VE BEEN TO AN EVENT IN DOWNTOWN BROOKSVILLE, YOU'VE PROBABLY SEEN US!

BLUEBERRY FESTIVAL ALONE GENERATED \$400,000 FOR LOCAL BUSINESSES AND GENERATED \$26,000 IN TAX REVENUE





# WALKING TRAILS

THE FLORIDA MERMAID TRAIL

THE MERMAID TALE TRAIL

TOURBVL



# BUSINESS ADVOCATES

WE CONTINUE TO STRIVE FOR COMMUNITY, CITY  
AND BUSINESS PARTNERSHIPS

WE HOST MULTIPLE CLEAN UP OPPORTUNITIES  
AND A VARIETY OF WAYS TO GET LOCAL  
BUSINESSES INVOLVED





## AWARD-WINNING

- FLORIDA MAIN STREET SECRETARY OF STATE AWARDS. WE EARNED THE BUDGET HAWK AWARD FOR BEAUTIFY BROOKSVILLE EVENT
- CELEBRATES EFFORTS THAT UTILIZE THE MAIN STREET APPROACH TO ACHIEVE GOALS WITHOUT BREAKING THE BANK.



# SOCIAL MEDIA ENGAGEMENTS

OUR FACEBOOK ALONE HAS  
GENERATED MORE THAN 23,000  
FOLLOWERS, REACHING ROUGHLY  
50,000 PEOPLE





WHERE DO WE  
PLAN ON  
GOING NEXT  
YEAR?



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