

Brooksville

MAIN STREET



2022 REVIEW



A charitable organization committed to the vibrancy & viability of our community





Public Art

Murals, two sets of pole banners, & two sets of mobile murals added for public enjoyment. Local artists received over \$20,000 for their work.

Promoting History

Our ever expanding TourBVL.com walking tour shares our local history as did our ramped up Founders' Week celebrations.



Scavenger Hunts

Two hunts sent people exploring downtown to win prizes - and maybe do some shopping or eating along the way!

Events

This year we added several new events, including a Veterans Day celebration, the Multicultural Parade and Festival, and Musicade. We also helped host the Brooksville Blueberry Festival. Overall, we brought over 80,000 visitors downtown.





Walking Trails

The Florida Mermaid Trail added three more mermaids and continues to have daily users. The TourBVL historic building walking tour grew to 42 buildings and another 158 buildings on the way.

Business Advocates

We continue to work with both the city and county governments to develop business-friendly policies and attitudes. We also hosted two cleanup days to beautify the district. Over 180 volunteers came out to lend their efforts.



Business Support

While events and trails help bring customers to town, we also work to keep our business and property owners informed. Whether sharing grant opportunities, government updates, or sharing their promotions, we endeavored to broaden each business reach.

City Marketing

Our social media engagements in 2022 exceeded 19K followers & reached over 2 million people.



All of this & so much more has been accomplished with over 300 volunteers, our Event Coordinator, Andrea Read, & myself. It is an honor to continue to serve our community in this way. Our funding is based on 1/3 private donations, 1/3 grant & event revenue, and 1/3 government partnerships. Please support our partners & express your gratitude to them for supporting Brooksville.

- Natalie Kahler, Executive Director

Sponsors (\$1K to \$9K)

Coastal Engineering Associates, Inc.
Community Foundation of Tampa Bay
Family Chiropractic Center for Wellness
Florida's Adventure Coast, Hernando County Tourism
Hogan Law Firm
Killingsworth Agency, Inc.
Kimbrough Properties, Inc.
Lowe's
Lowman Family Foundation
Century 21 Alliance Realty- Marilyn Pearson Adams
Mountaineer Coffee
Robert A. Buckner & Associates, Inc.
Suncoast Credit Union
Terlep Chiropractic

Operations Sponsors (\$10K or more)

City of Brooksville
Frank & Carol Morsani
Florida Division of Cultural Affairs
Florida Division of Historic Preservation
Florida Humanities
Hernando County BOCC
Lowman Law Firm

