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2022-2023 Annual Snapshot

Our Mission: Revitalize and strengthen Elkton through economic development, historic and cultural preservation, and advancement of the arts.

After completing my first year as the Executive Director, I continue to be inspired by our community, the businesses and the support from our district.

-Alicia Calhoun, Executive Director

BY THE NUMBERS

\$42,288

ARGOS Grant

\$25,000

Operating Assistance Grant

\$17,089

Maryland State Arts
Council Operating Grant

\$5,000

Video Lottery Terminal Grant

\$100K

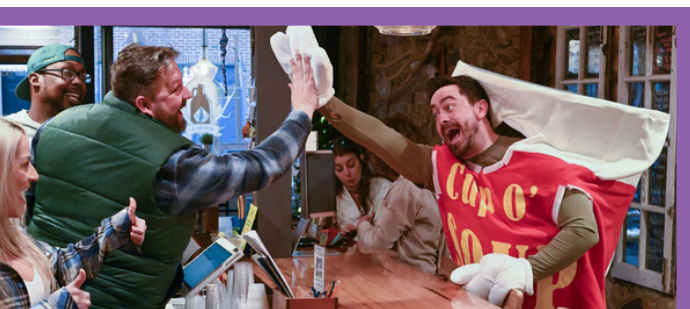
Town of Elkton

\$315,795

TOTAL OPERATING BUDGET

HIGHLIGHTS

- Organization is run by a strong board of directors which includes community leaders representing financial institutions, law, education, small business, arts and entertainment, and retail.
- Updated strategic plan and revised mission statement to ensure community focus.
- Welcomed **13** new businesses to town.
- As a newly converted 501(c)3, developed and launched a new Community Contributor/Partner model for fundraising outreach.
- Continued expansion of downtown street camera installation using support from grant awards.
- Implemented, through grant funds, construction renovations & revitalization of **Elkton's Farmers Market**.
- Celebrated **25th** anniversary in **2023**.
- Record breaking vendor participation at Fall Fest 2023 as well as record attendance with over **3600** visitors.
- By use of ARGOS grant money, enhanced focus on awareness and expansion of Arts & Entertainment initiatives.





DIGITAL MARKETING

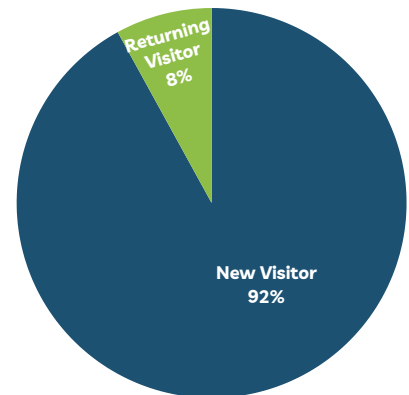
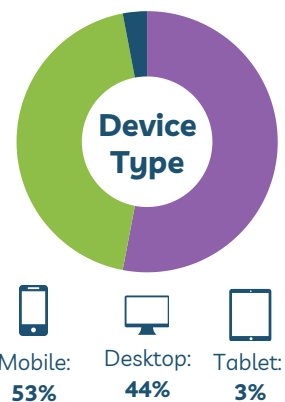
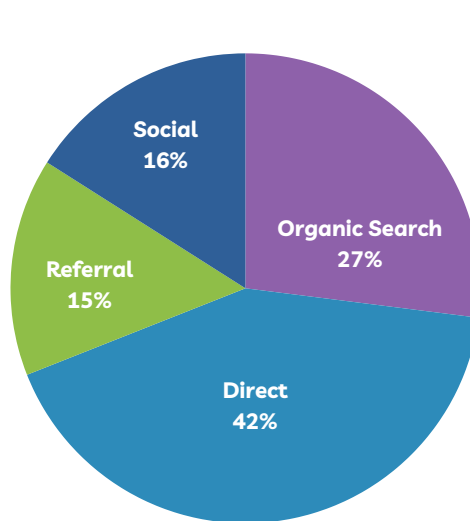
Social Media:

Total Posts Published: **863**
 Total Impressions: **612.9K**
 Total Reach: **454.6K**
 Total Likes: **10.3K**
 Total Comments: **1.5K**
 Total Shares: **2.7K**
 Total Clicks: **39.6K**



Website:

Site Sessions: **12,870**
 Unique Visitors: **10,240**



EVENTS

- ✓ Over **30** community events held with total event attendees estimated at over **16,000**.
- ✓ Total volunteer hours: **1,252**
- ✓ Value of a volunteer hour: **\$31.80**
- ✓ Raised **\$32,000** to organize and carry out 26th annual signature Fall Fest event.
- ✓ Total funds raised to support community-centric events, including the amount contributed by our volunteers through their time, talent and effort: almost **\$120,000**.

PARTNERSHIPS

