



FOR IMMEDIATE RELEASE

PRESS RELEASE

ELKTON ALLIANCE, INC. IS DESIGNATED AS A 2024 AFFILIATE PROGRAM BY MAIN STREET AMERICA

[Elkton, MD, October 2, 2024] – Elkton Alliance, Inc. has been designated as an Affiliate Main Street America program for meeting significant performance standards. Each year, Main Street America and its partners announce the list of designated programs to recognize their commitment to create meaningful improvements to their downtowns using preservation-based economic development and community revitalization through the Main Street Approach™.

In 2023, the Main Street America programs generated \$5.68 billion in local reinvestment, helped open 6,630 net new businesses, facilitated the creation of 35,162 net new jobs, catalyzed the rehabilitation of 10,556 historic buildings, and leveraged 1,664,763 volunteer hours. On average, for every dollar that a Main Street program spent to support their operations, it generated \$18.03 of new investment back into their downtown and commercial corridor communities.

“We are incredibly excited to celebrate this year’s 388 Affiliate Main Street America programs, and their remarkable efforts to reenergize their local economies and public spaces,” said Main Street America President and CEO Erin Barnes. “Main Street leaders are visionaries that see things that no one else can see and create the future world we all want to live in. The size and impact of our network demonstrates that great things happen when visions are realized through strategic, grassroots collaboration.”

Elkton Alliance, Inc.’s performance was evaluated through assessments conducted by the organization’s personnel and board of directors, and Main Street Maryland, which works in partnership with Main Street America to identify local programs that meet rigorous national community evaluation standards.



These standards provide the Main Street America network with a strong foundational framework to review progress, recognize strengths, understand trends, and identify strategies that move Main Street programs forward. To qualify for Affiliate status—Main Street America’s second designation tier—communities must demonstrate a strong commitment to the Main Street model and dedication to achieving outcomes in six areas: broad-based community commitment to revitalization; inclusive leadership and organizational capacity; diversified funding and sustainable program operations; strategy-driven programming; preservation-based economic development; and demonstrated impact and results.

In 2023, the Elkton Alliance, Inc. welcomed a new Executive Director. With over 25 years nonprofit experience, Alicia Calhoun brings her passion and her diverse background to support the skills and strengths of the board of directors. With an increase in grant outreach, the organization was able to increase funds received to assist with additional program initiatives. With an updated strategic plan and revised mission statement, the organization has an even stronger community focus. Celebrating their 25th anniversary in 2023, the Elkton Alliance, Inc. saw record breaking vendor participation in the signature Fall Fest event as well as record attendance, bringing even more awareness to Elkton, Maryland as a destination!

Between 2022-2023:

- 13 new businesses have come to town
- We have continued expansion of downtown street camera installation
- Implemented, through grant funds, construction renovations and revitalization of Elkton's Farmers Market
- By use of ARGOS grant money, enhanced focus on awareness and expansion of Arts & Entertainment initiatives.
- Over 30 community events held with total event attendees estimated at over 16,000

“I am so proud of this organization’s hard work, dedication and impact on our Town” said Danielle Carroll, Board President. We’re poised to see some exciting changes as we move into the future, and I can’t wait to see the community thrive with this organization driving the ship!”






About Elkton Alliance, Inc.

Elkton Alliance, Inc. serves as the Main Street Manager and works together with the local government and business community to restore, promote and maintain our diverse historic downtown area while attracting new enterprises for the benefit of our community's residents, businesses, and visitors to make our community an even better place than it is today.

Main Street America leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts. For more than 40 years, Main Street America has provided a practical, adaptable, and impactful framework for community-driven, comprehensive revitalization through the Main Street Approach™.

Our network of more than 1,600 neighborhoods and communities, rural and urban, share both a commitment to place and to building stronger communities through preservation-based economic development. Since 1980, communities participating in the program have generated more than \$107.62 billion in new public and private investment, generated 175,323 net new businesses and 782,059 net new jobs, rehabilitated more than 335,675 buildings, and levered over 35.3 million volunteer hours. Main Street America is a nonprofit subsidiary of the National Trust for Historic Preservation. For more information, visit mainstreet.org.

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