



2023-2024

Annual Snapshot

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

HIGHLIGHTS

- ✓ Organization is governed by a dedicated and diverse Board of Directors, comprising respected community leaders from financial institutions, law, education, small business, arts and entertainment, and retail. Their collective experience and commitment to our mission ensure effective leadership and strategic direction, driving our impact and growth within the community.
- ✓ Our updated strategic plan reinforces our commitment to community impact and aligns our goals with the evolving needs of the community, ensuring that our initiatives remain relevant, effective, and focused on creating lasting positive change.
- ✓ Welcomed **12** new businesses to town. Assisted with ribbon cuttings/grand openings of the businesses.
- ✓ Expanded our Community Contributor/Partner model for fundraising outreach, fostering deeper partnerships and creating more opportunities for local individuals and organizations to support our mission.
- ✓ Launched a series of updates to our website, enhancing its user experience and accessibility. The redesigned site offers a more streamlined navigation, improved mobile compatibility, and updated content, making it easier for supporters, volunteers, and contributors to engage with our mission. These changes help us better connect with our community and provide valuable resources at their fingertips.
- ✓ By use of grant funds, beautification of downtown Elkton.
- ✓ Played a key role in ThinkBig Network's introduction of fiber optic technology to Elkton, MD.

BY THE NUMBERS

\$18,000

Video Lottery Terminal Grant

\$25,000

Operating Assistance Grant

\$50,000

Elkton Building Improvement
(Facade) Program

\$100,000

Town of Elkton

\$353,204

TOTAL OPERATING BUDGET

As we reflect on this year, we are reminded of the incredible impact we've made together with our community contributors, partners and volunteers. As we continue to grow and innovate, we remain deeply committed to our mission, ensuring that we create lasting, positive change for the town of Elkton.

Alicia Calhoun, Executive Director



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DIGITAL MARKETING

Social Media:

Total Posts Published: **947**

Total Impressions: **662.5K**

Total Likes: **10.3K**

Total Comments: **720**

Total Shares: **1.4K**

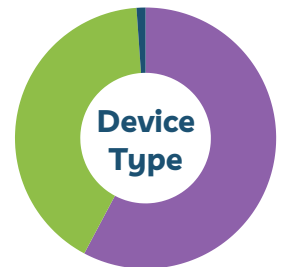
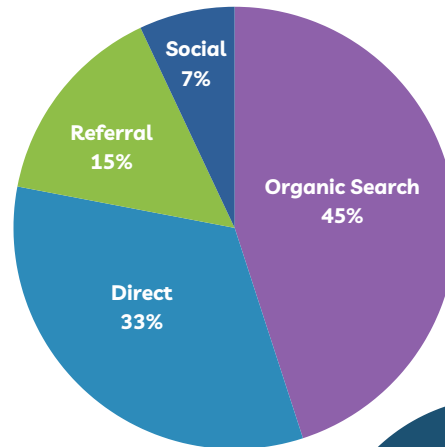
Total Clicks: **47.2K**



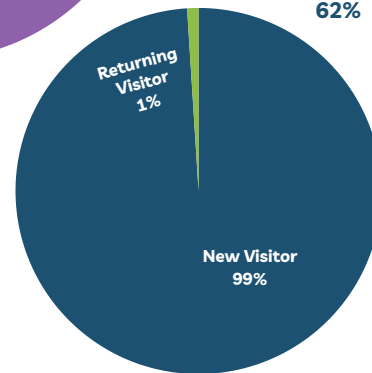
Website:

Site Sessions: **10,647**

Unique Visitors: **7,374**



Mobile: **62%** Desktop: **37%** Tablet: **1%**



EVENTS

- ✓ Over **30** community events held with a total event attendees estimated at over **16,000**.
- ✓ Total volunteer hours: **1,126**
- ✓ Value of a volunteer hour: **\$37.71**
- ✓ Raised close to **\$50,000** to organize and carry out 27th 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: **\$110,000**.

BOARD OF DIRECTORS

Danielle Carroll, *President*
 Kelly Walla Albanese, *Vice President*
 Lee Lewis, *Treasurer*
 Gladys Ramirez-Wrease, *Secretary*
 Candy Bathon, *Officer*

Michael Browne, *Officer*
 Sandra Edwards, *Officer*
 Rae Frederique, *Officer*
 Donald Hicks, *Officer*
 Scott Hines, *Officer*

Jason Lim, *Officer*
 Edward Lineaweaver, *Officer*
 Jim Mullikin, *Officer*
 Katie Salsbury, *Officer*
 Anthony Vlamis II, *Officer*

PARTNERSHIPS

