

2024-2025



Annual Snapshot

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

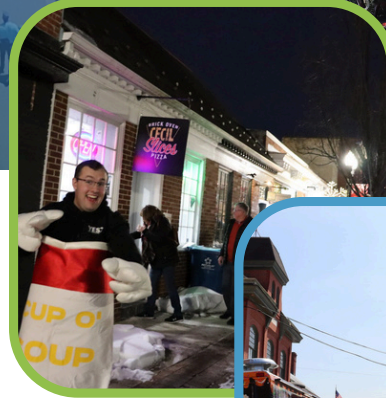
HIGHLIGHTS

- Our organization is led by a dedicated and diverse Board of Directors representing law, education, small business, government, finance, arts and entertainment, real estate, and retail. Their collective expertise, perspective, and deep commitment to our mission provide strong governance, thoughtful strategy, and forward momentum, ensuring continued growth and meaningful impact in our downtown and community.
- Welcomed 15 new businesses to Elkton. Assisted with ribbon cuttings.
- Through strategic grant funding deployment, advanced downtown revitalization in Elkton by supporting façade improvements, beautification initiatives, seasonal décor, and targeted vacancy reduction efforts. These investments enhanced curb appeal, stimulated private reinvestment, and strengthened the overall visitor and business environment.
- Achieved redesignation as an Accredited Main Street America™ program, affirming our adherence to rigorous national standards in economic vitality, design, promotion, and organization. This distinction reflects the strength of our leadership, partnerships, and revitalization efforts in downtown Elkton.
- As part of the countywide Cecil Cares initiative, we brought together volunteers and staff to invest directly in the cleanliness, safety, and pride of downtown Elkton, demonstrating that community pride and economic development go hand in hand.



Every event, improvement, and milestone has been made possible by the people who believe in Elkton. Our shared commitment to this town fuels meaningful progress, and I'm proud of the positive, lasting impact we continue to create together.

Alicia Calhoun, Executive Director



SMALL TOWN, BIG INVESTMENT

\$2,000

Cecil County Tourism Grant

\$13,000

Video Lottery Terminal Grant

\$17,847

MSAC Arts & Entertainment Operating Grant

\$25,000

Operating Assistance Grant

\$45,000

Elkton Building Improvement (Facade) Program

\$100,000

Town of Elkton

\$282,100

Project Restore

\$335,546

TOTAL OPERATING BUDGET



410-398-5076



101 E. Main St. Elkton, MD 21921



www.elktonalliance.org



office@elktonalliance.org



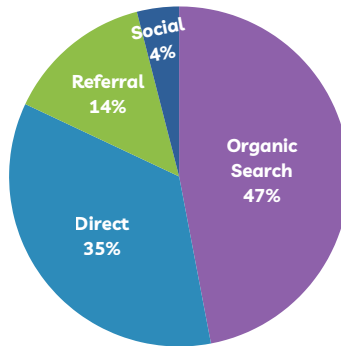
EVENTS

- ✓ Over **25** community events held with a total event attendees estimated at over **15,000**.
- ✓ Total volunteer hours: **1,027**
- ✓ Value of a volunteer hour: **\$34.79**
- ✓ Raised over **\$40,000** to organize and carry out 28th 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: **\$103,000**.

DIGITAL MARKETING

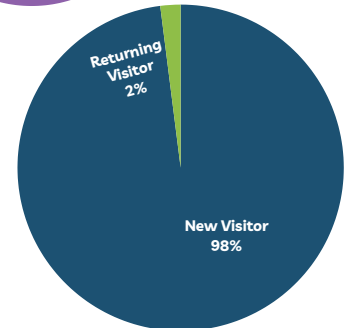
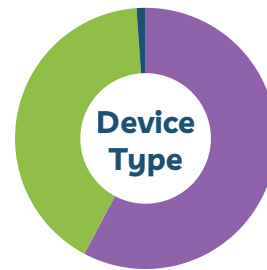
Social Media:

Total Posts Published: **795**
 Total Impressions: **371.7K**
 Total Likes: **5.1K**
 Total Comments: **347**
 Total Shares: **1.3K**
 Total Followers: **11,508**



Website:

Site Sessions: **11,567**
 Unique Visitors: **8,244**



BOARD OF DIRECTORS

Kelly Walla Albanese, *President*
 Candy Bathon, *Vice President*
 Gladys Ramirez-Wrease, *Secretary*
 Danielle Carroll, *Immediate Past President*

Dan Combs, *Officer*
 Sandra Edwards, *Officer*
 Rae Frederique, *Officer*
 Donald Hicks, *Officer*
 Scott Hines, *Officer*

Jason Lim, *Officer*
 Jeff Sellers, *Officer*
 Jeff Martindale, *Officer*
 Katie Salisbury, *Officer*
 Anthony Vlamis II, *Officer*

PARTNERS AND COMMUNITY CONTRIBUTORS

