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2021-2022

# Annual Snapshot

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

## HIGHLIGHTS

- ✓ Approved by the IRS as a 501(c)3 non-profit
- ✓ Organization recruited and is now being led by a strong board of directors including leaders of the industry in Small Business, Law, Financial Institution, Education, Community Leaders
- ✓ Celebrated/welcome 19 new businesses to town
- ✓ Launched new Community Contributor/Partner model for fundraising outreach
- ✓ Implementing through grant funds, extension of the camera monitoring system throughout town
- ✓ Implementing through grant funds, 10 pole-mounted speakers to provide music and atmosphere to attract new businesses and people

## BY THE NUMBERS

**\$100K**

Community Legacy Safety Grant/Additional Cameras

**\$23,500**

Operating Assistance Grant

**\$17,089**

Maryland State Arts Council Operating Grant

**\$7,535**

Maryland State Arts Council Technical Assistance Grant/Artist Registry

**\$100K**

Town of Elkton

**\$2,000**

Digital Marketing Grant

**\$1,125**

Winter Lights Cecil Nights

**\$288,994.67**

**TOTAL OPERATING BUDGET**





## DIGITAL MARKETING

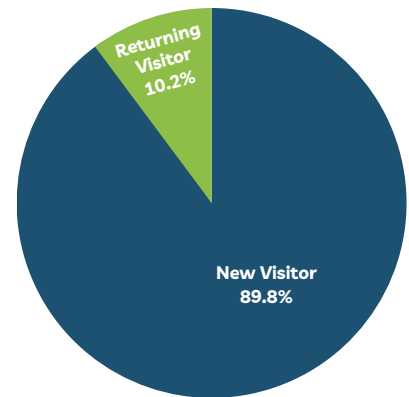
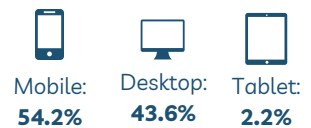
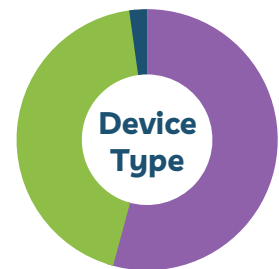
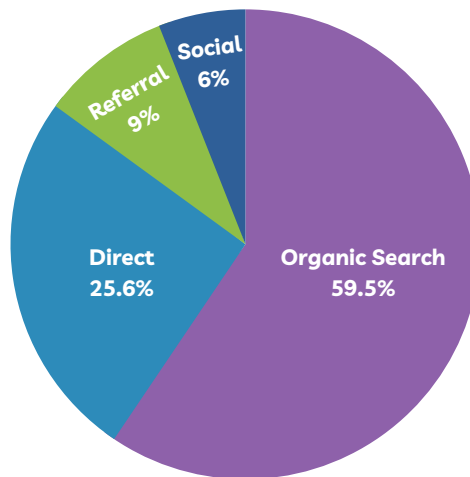
### Social Media:

Total Posts published: **1,512**  
 Total Impressions: **416,248**  
 Total Engagements: **7,680**  
 Total Reach: **298,411**



### Website:

Users: **8.8K**  
 Sessions: **11K**



## EVENTS

- ✓ Raised \$56,585.04 in funding to organize & carry out **40** community-centric events
- ✓ Total event attendees estimated **over 10,000**
- ✓ Total Volunteer Hours: **2,431**  
 Value of a Volunteer Hour: **\$29.95**  
 Amount contributed by our volunteers through their time, talent, and effort: **\$73K**
- ✓ Total Funds raised internally: **\$129,500**

## PARTNERSHIPS

