



*Building on the past  
for a brighter future*

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101 East Main Street  
Elkton, MD 21921  
410-398-5076  
Fax 410-398-4971  
[www.elktonalliance.org](http://www.elktonalliance.org)

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Dwight E. Hair  
Frances H. Whitaker  
*Honorary Lifetime Members*

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**Board of Directors:**

**Officers:**

Brad Carrillo  
President  
Danielle Carroll  
Vice-President  
Marjorie Blystone  
Treasurer  
Cindy E. Fetterolf  
Secretary

**Directors:**

Candy Bathon  
Wendy Burkley-Barry  
John P. Downs  
Sandra Edwards  
Jon Esser  
Donald S. Hicks  
John Palmer Jr.  
Richard C. Szumel, MD

**Ex-Officio**

Robert J. Alt, Mayor

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Greetings,

Wow we made it through 2020!

Who would have thought the Alliance and our businesses would have had to change business as usual in such drastic ways. We are very happy to have been able to pivot from an events driven networking resource, to a collaborative information generating, grant offering, economic preservation organization.

We supported and lobbied for restaurant establishments to use town property for outdoor dining, and secured and distributed COVID relief grant money to local business owners. We also were able to innovate new community events to drive business and promote proper socially distanced gatherings for the community such as our Boo Bash, Tree Lighting, Holidays around the World, and Santa's workshop. Each of these events let the public know that the Town of Elkton was embracing the "new normal" and our businesses and community were rallying to promote health, safety, and most importantly a vibrant community with a lot to offer!

As we look to enter 2021, we are very hopeful about the prospect of our businesses being able to thrive as our government, healthcare, and community continue to adapt to the burdens the pandemic has caused. We cannot thank the business owners of the Town of Elkton enough for their positivity and tenacity, both of which we know have not been easy tasks!

This year, everyone has had to change their way of doing business and life in general. The Elkton Alliance is no different. Since early 2020 we have been planning and taking the necessary steps to transfer from our current status as a 501c6 to a 501 c3. We will be unveiling a new logo and are dropping the "Chamber" affiliation. Moving forward we will be known as the "Elkton Alliance, Inc.". This is an exciting change and will allow us to obtain and offer more grant funds and expand our capabilities from Downtown, to the greater Town of Elkton. While our name will change, our dedication to our members will not. We will continue to provide the support and offerings you have come to know our organization for. This designation will simply allow us to further our reach and make a greater impact in our overall business community.

To our current members, we are so thankful for your continued support and for those of you just joining, we welcome you and look forward to growing together.

Kind Regards,

*Jessica Price*

Jessica Price  
Executive Director

*A Maryland Main Street Community*



Building on the past for a brighter future.

# Elkton Chamber & Alliance

"Building on the past for a brighter future"

101 East Main Street  
Elkton, MD 21921

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## Background

In the year 2000, The Greater Elkton Chamber of Commerce merged with the Elkton Alliance, Inc. to become one organization working together with local government and the business community to restore, promote, and maintain our diverse historic district, while attracting new enterprises for the benefit of the community.

## Mission Statement

Blending our rich history with a compelling future by fostering a spirit of community teamwork to strengthen, revitalize, and broaden the economic base of Elkton, while improving the appearance of our downtown by promoting and marketing Elkton as a vibrant community to visit, work, shop, play, and live.

## Achievements

Due to our ongoing efforts, we have been the recipient of several awards including:

- 2020 Accredited National Main Street Program
- Elkton Fall Fest Event recognition award from Main Street Maryland
- Re-Designated an Arts & Entertainment District in 2016
- Economic Impact Award 2014/2015
- Promotional Excellence Award for the Downtown Elk Project.

## Partnerships

The Elkton Chamber & Alliance is proud to partner with state and local organizations to better our community.



## Benefits

- Meeting space is available to all **members** during our hours of operation. Please call in advance for availability (seats 18).
- Display racks for **member** brochures, business cards, and flyers are available for all members.
- **Members** receive a copy of our weekly email blast that keeps you informed about what is happening in Elkton and the surrounding areas.
- On average our website has over 27,000 hits a month. Each **member** of the Chamber receives a listings on our website.
- **Members** are invited to all Networking Opportunities such as our Award Banquets and card exchanges.
- **Members** receive free assistance with creating flyers, brochures, etc. As well as discount small run copies.

## Exciting Events

Our organization hosts and partners in many events during the year for the community and members to participate in, such as:

- |   |                                       |
|---|---------------------------------------|
| First Friday's<br>(1st Friday of Every Month) | Chalk the Walks                       |
| Winter Lights/Wonderland                      | Fall Fest Kick-Off Party              |
| Comedy Roast                                  | Fall Festival                         |
| Citizen of the Year Banquet                   | Halloween Parade                      |
| Downtown Elkton<br>Classic Car Shows          | Cash for Christmas<br>Promotion       |
| Memorial Day Parade                           | Small Business of the Year<br>Banquet |
| Dinner Theatre Under the Stars                | Tree Lighting Ceremony                |
| Dog's Day of Summer                           | Cookie Throwdown                      |
| Music on Main                                 | Old Fashioned Christmas               |
|   | SANTACON                              |

*Events subject to change due to COVID-19*

## Referral Service

The Elkton Chamber & Alliance receives numerous inquiries regarding area businesses. It is our policy to refer members before non-members.

## Elkton - An Accredited National Main Street Program

Main Street Maryland (MSM) is a comprehensive downtown revitalization program created in 1998 by the Maryland Department of Housing and Community Development.

The program strives to strengthen the economic potential of Maryland's traditional main streets and neighborhoods. Using a competitive process, Main Street Maryland selects communities who have made a commitment to succeed and helps them improve the economy, appearance and image of their traditional downtown business districts. To accomplish Main Street goals, DHCD has partnered with the National Trust for Historic Preservation's National Main Street Center, which developed the Main Street Four Point Approach for commercial revitalization. Beginning in 2008, Main Street Maryland programs will also incorporate a Fifth Point: Clean, Safe, and Green. This approach emphasizes the importance of working simultaneously in the following areas:

- **Design:** Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.
- **Organization:** Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process. (The Elkton Chamber & Alliance Board serves this function).
- **Promotion:** Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors through events and promotional materials.
- **Economic Vitality:** Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development.
- **Clean, Safe, and Green:** Enhancing the perception of a neighborhood through the principles of Smart Growth and sustainability. (The Clean, Safe, and Green Committee & the Economic Vitality Committee are merged together as one).

### Volunteers Needed

The Elkton Chamber & Alliance is pleased to be the Main Street Managers for this very exciting program. Volunteers are an important part of the success of this program. If you are interested in being on one of the committees listed above please let us know. Meeting schedules will be determined after the new committees are formed. Clearly, Main Street needs an ally, an advocate, a leader ... and that's where you come in. Choose a committee that interests you and be a part of the excitement.

Please send your completed form to **Elkton Alliance Inc.,** fax: 410-398-5076  
**101 East Main Street** email: info@elktonalliance.org  
**Elkton, MD 21921**

Name:

Business:

Phone Number:

Email:

Check the Committees you would like to join:  Design  Promotion  Economic Vitality/Clean, Safe, & Green

# 2021 Membership Form

Please take the time to complete the information below so we may keep our files current.

**Your information will be listed on our website so please fill in all areas**

Business Name:			
Contact Person:			
Address:			
City:	State:	Zip:	
Phone:	Fax:		
Business Email: <small>(Placed on website)</small>	Alt. Email: <small>(Used for correspondence)</small>		
Website:			
Type of Business/Description:			
Join a Committee? <small>(Circle Any You Prefer)</small>	Promotions	Economic Vitality	Design      Clean, Safe, Green

## Membership Levels

Please check the appropriate category and forward your payment with the information above.

<input type="checkbox"/>	<b>Downtown Stakeholder*</b>	<b>\$500.00</b>	<b>*In addition to membership your business will receive a sidebar ad on our website <a href="http://www.elktonalliance.org">www.elktonalliance.org</a>.</b>
<input type="checkbox"/>	<b>151+ Employees</b>	<b>\$250.00</b>	
<input type="checkbox"/>	<b>51 - 150 Employees</b>	<b>\$200.00</b>	
<input type="checkbox"/>	<b>11 - 50 Employees</b>	<b>\$150.00</b>	
<input type="checkbox"/>	<b>4 - 10 Employees</b>	<b>\$125.00</b>	
<input type="checkbox"/>	<b>1 - 3 Employees</b>	<b>\$100.00</b>	
<input type="checkbox"/>	<b>Family</b>	<b>\$25.00</b>	

Please check the appropriate category and forward your payment with the information above to:

**Elkton Alliance, Inc.  
101 East Main Street  
Elkton, MD 21921**

### PAYMENT INFORMATION

Check    Visa    MC    AMEX    DISC   Name on Credit Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_      Expiration Date: \_\_\_\_\_

CID # (3 Digits on Back) \_\_\_\_\_ Billing Zipcode: \_\_\_\_\_ Signature: \_\_\_\_\_

### Office Use Only

Received: \_\_\_\_\_ Website: \_\_\_\_\_ Email: \_\_\_\_\_ Mailchimp: \_\_\_\_\_ Mailed Packet: \_\_\_\_\_ Mailing List: \_\_\_\_\_