



## 2024 Impact Report

Main Street Chestertown works to foster an inviting, diverse, and prosperous downtown. We partner with the Town and mission-similar organizations to enhance the Chestertown experience for residents and visitors alike.

**The past year** has been a transformative one for Main Street Chestertown, marked by significant developments, strategic initiatives, and strengthened community partnerships. Our efforts have been focused on enhancing the appeal of Chestertown as a tourist destination while ensuring smart and sustainable downtown growth.

**None of this work** is possible without the contribution of time and talent from our dedicated Board of Directors. Their leadership and commitment to the future of downtown Chestertown is unmatched and is showcased in this impact report.

### *President*

**Kristen Owen**, Chesapeake Investment Advisors

### *Vice President*

**Renee Bench**, Benchworks

### *Secretary*

**Amy Meade**, United Way of Kent County

### *Treasurer*

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### *Past President*

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**Rebecca Clark**, Queen Anne's County Econ. Dev.

**John Hutchison**, John Hutchison Architecture

**Meghan Livie**, The Peoples Bank

**Mike Smith**, Streetsense

**Amanda Williams**, BSA Seafood

**Sarah Wright**, 3-GIS

### *Staff*

**Sonia Huntzinger**, Executive Director

**Kelly Cuff Reed**, Assistant Director



Main Street Chestertown is a 501(c)3 non-profit and we accept tax-deductible contributions. Donations are an investment in the future of downtown Chestertown and in some cases can be eligible for Maryland state tax credits.

Special thanks to all our partners and donors for making 2024 a success. We look forward to another year of growth and positive impact!

### **Main Street Chestertown**

PO Box 427, Chestertown, MD 21620

410-778-2991

[MainStreetChestertown.org](http://MainStreetChestertown.org)

# Highlights

## Infrastructure & Community Enhancement

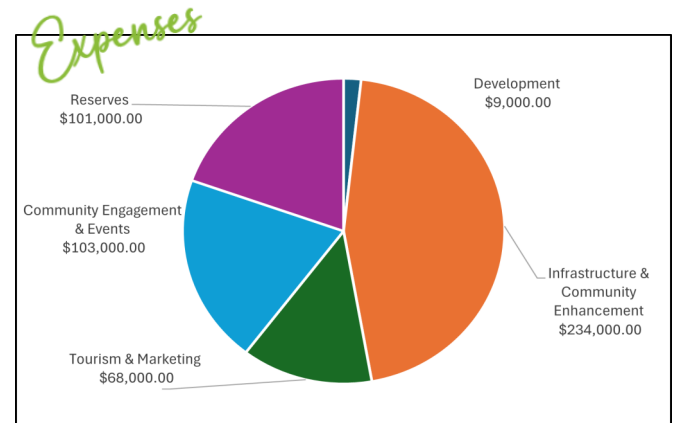
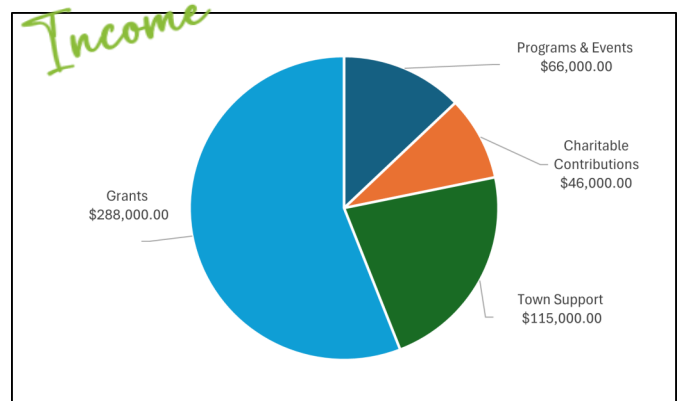
- Relocated Main Street Chestertown offices and staff to the Visitors Center at 122 N. Cross Street to better assist the Town with visitor services and tourism marketing.
- Contracted with renowned consultants Design Collective Inc. of Baltimore to lead us through the development of a comprehensive downtown master plan ensuring a smart and methodical approach to growth.
- Created pocket parks near Chesapeake Bank and Vincent and Leslie Prince Raimond Cultural Center to expand downtown green spaces.
- Awarded \$82,000 in Façade Improvement grants, leveraging an additional \$235,000 in building enhancements and preservation.
- Funded the acquisition and installation of security cameras and storefront lighting, safeguarding a secure and welcoming downtown environment.
- Added seasonal plantings and holiday lighting to further beautify the downtown area and enhance aesthetic appeal.

## Tourism & Marketing Initiatives

- Undertook responsibilities for marketing Chestertown as a premier tourist destination through a new arrangement with the Town.
- Upgraded and updated the Main Street Chestertown website to better promote the town to visitors.
- Expanded informational and merchandise offerings at the Visitors Center to include Main Street collectibles and Washington College-branded items.
- Developed, printed, and distributed over 15,000 Visitors Map & Event and dining guides to local and regional outlets.
- Promoted all downtown special events and attractions, including First Fridays, the weekly Farmers and Artisans Market, and the Arts & Entertainment District's Seasonal Art Walks.

## Community Engagement & Events

- Helped launch the annual Tea Party Festival by hosting a community block party on the Friday before one of the biggest weekends in Chestertown's event calendar.
- Hosted the annual Dickens of a Christmas Festival bringing thousands into downtown over the first weekend in December.
- Partnered with local organizations like the Downtown Chestertown Association, Kent Cultural Alliance, and Garden Club to host major community events, including the 125th Anniversary of the Hebe Fountain.
- Joined Downtown Chestertown Association and Washington College to Welcome Back Students on the First Friday in September.



**Looking Ahead to 2025** and building on success, we will continue to foster economic growth, community engagement, and tourism development in the coming year. Stay tuned as we...

- Advance the priority projects in the Master Plan.
- Expand our marketing reach to showcase Chestertown and attract more visitors.
- Continue to enhance downtown green spaces and infrastructure.
- Strengthen partnerships with local businesses and organizations to support a vibrant and thriving Chestertown.

