



ANNUAL REPORT



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101 W Main St Suite 410
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2023 EDITION

OUR MISSION

Main Street El Dorado engages community involvement to promote economic growth and historic preservation in Downtown El Dorado.

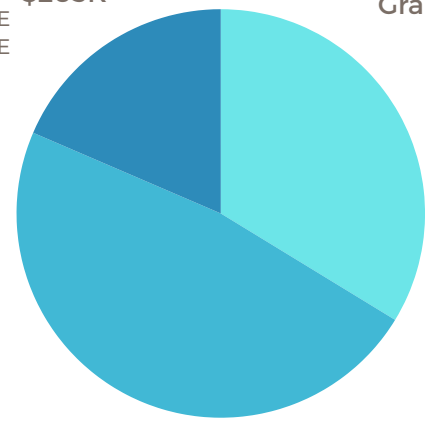
OUR VISION

Maintain a stimulating atmosphere to attract local and out of town guests to promote economic development, entertainment, and tourism.

THE FIGURES

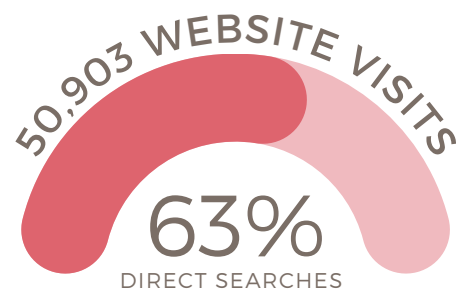
Volunteerism

VOLUNTEER HOURS **\$205K**
PERFORMANCE VALUE



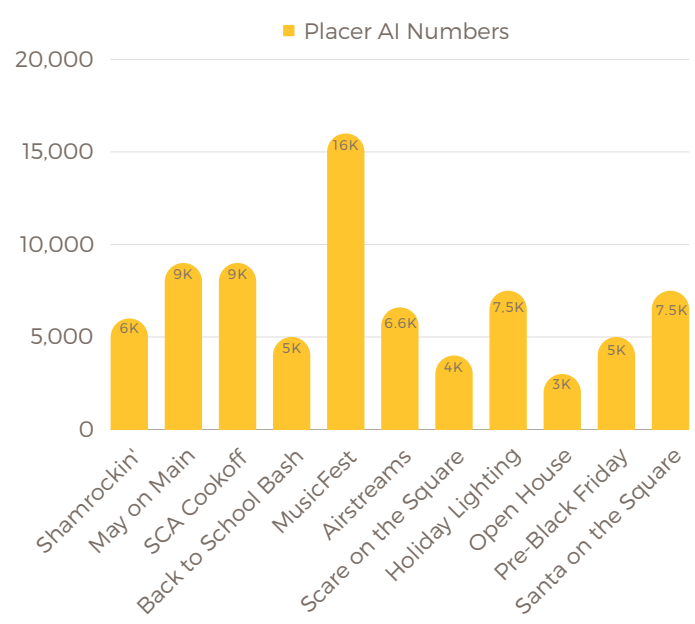
Grants, Funding, Initiatives

\$373K CONTRIBUTIONS, ARKANSAS HERITAGE, EVENT SPONSORSHIPS



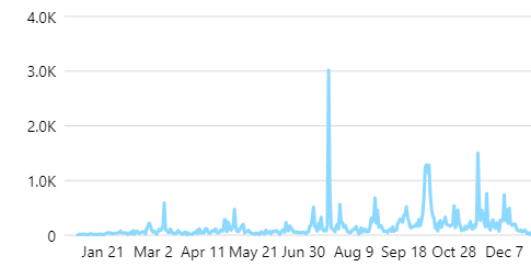
Downtown Reinvestment

\$528K PUBLIC & PRIVATE INVESTMENTS



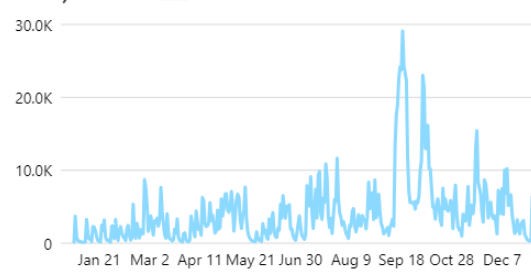
FACEBOOK VISITS

57,753 ↑ 266%



FACEBOOK REACH

311,578 ↑ 69%





AWARDS & RECOGNITION

3x City of Distinction
4x Henry Award
7x AFEA Festival of the Year
Great American Main Street Award
Main Street Arkansas Award
& other distinguished achievements

2023 IMPACT

REVITALIZATION, DESIGN, AND ECONOMIC DEVELOPMENT

Chamber of Commerce Small Business Award Sponsor
Downtown Planters & Hanging Baskets
Hand Sanitization Stations
Small Business Mini Grant Funding
Free Wifi & Downtown Ambient Sound

PARTNERSHIPS & COLLABORATIONS

AR Department of Health * AR Parks, Heritage, and Tourism * Boy Scouts * Bravo Dance Company * Campfire * City of Camden * City of El Dorado * City of Magnolia * Civitan Club * County Judge Mike Loftin * Dance Connection * Downtown Business Association * EFD * EHS Athletics * El Dorado A&P Commission * El Dorado Boys & Girls Club * El Dorado Choir/Band * El Dorado Festivals and Events/MAD * El Dorado-Union County Chamber of Commerce * EPD * Executive Dance * First Baptist Church * First Presbyterian Church * First United Methodist Church * Healthworks * Historic District Commission * ICS * "Juneteenth" * Keep Arkansas Beautiful * Keep El Dorado Beautiful * LifeShare Blood * MacFarlane Company USA * "Mi Tierra Fest" * Murphy Foundation * Salvation Army * SCA * South Arkansas Arts Center * South Arkansas College * SouthArk Stars * South Arkansas Historical Preservation Society * South Arkansas Regional Airport * South Arkansas Research Hospital * South Arkansas Symphony Orchestra * SouthArk Foundation * The Call * The Mahony Corporation * UAMS * UCA Center for Community & Economic Development * UCAPS * Union County 4H * UCSO * Union County Sports Complex Foundation * United Way * Young Artist Studio * 194+ Downtown Merchants

PROGRAM & EVENT SPONSORS

Access Arkla * Albemarle * A.L Franks Engineering * All About Flowers * APEX * Barrow, Inc. * Block R Barnyard * Brookshires * Cadence Bank * Candlewood * Canfor Southern Pine * Code3 Services * Cole's Jewelers * Continental Carbonic * Delek Logistics * Delek US * Diamond Nutrition * Diversified C&D * El Dorado Federal Center * El Dorado Metals * El Dorado News Times * El Dorado Printing * Entergy * First Financial Bank * Foley RV * GenWealth * Glenn Mechanical * Greg Harrison-Financial Management * Hampton Inn * Hays Rental * Haywood Hotel * H&E Equipment Services * Healthy Women Board * Hepco-Budweiser * HogWild Motorsports * J Richard Morgan CPA * KATV CH 7 * KO Realty * KTBS CH 3 * KTVE CH 10 * Lapis * Lawrence Electric * LSB * Mac's Tree Service * Mahony Corporation * Main Street Pizza * Masonic Temple Lodge * Mike & Phena Loftin * Murphy Pitard Jewelers * Murphy USA * Mustard Seed Wealth Management * Nexans AmerCable * Noalmark * O'Conner Distributing/3 Rivers Miller * PJ's Coffee * Pure Bliss Salon * Radio Works * Red River Credit Union * Roseburg MDF * Sewell Oil * South Arkansas Arts Center * South Arkansas Regional Hospital * Southern Airways * Southern Bancorp * Southern Realty Group * Sports Alley * Standard Lithium * STP Machine * The Creamery * The Olde Towne Store * The Systems Group * Union County Master Gardeners * United Insurance * Union Square Guest Quarters * Withrow Family

FESTIVAL & HOLIDAY EVENTS

- Shamrockin' on the Square
- May on Main
- Back to School Bash
- MusicFest 35
- Main Street Grill Wars (x5)
- Airstreams on the Square
- Holiday Lighting
- Pre-Black Friday Pajama Party
- Shop Small Saturday
- Santa on the Square

COMMUNITY OUTREACH

Camp Haven Kids World vendor at MusicFest
Juneteenth Activity Sponsor and Participant
LifeShare Blood Drives during events
Library booths set up at no charge during multiple events
Mi Tierra Festival with Centro Cristiano Hispano AG
Partnership with Downtown Churches for Scare on the Square, Airstreams, and Summer events
Promoted Breast Cancer Awareness
Promotion of health and wellness with SARH 5/10K during MusicFest
Salvation Army Food Canteen at Holiday Event
Salvation Army Food Drive during Airstream on the Square
UCAPS and The Call benefits during Scare on the Square
Volunteer opportunities for SouthArk students, Wildcat athletics, Campfire, and Boy Scouts of America
Women's Breakfast for Women's History Month