



FOR IMMEDIATE RELEASE

New Executive Director Appointed with the Golden Mile Alliance

Frederick, MD May 16, 2024 – The Golden Mile Alliance is pleased to announce the appointment of Christopher McDonald as its first fully dedicated and full-time Executive Director effective April 15, 2024. Christopher McDonald brings a wealth of experience and expertise to The Golden Mile Alliance and the board of directors is excited to see him advance its mission and initiatives.

Christopher has a proven track record in business and community advocacy, business development and strategic planning. His previous background includes a twenty plus year career in the hospitality industry, including as a restaurateur as the Managing Partner at a highly successful restaurant in Grand Rapids, MI. Besides being adept in understanding the challenges of owning a small business, he has held business advocacy and municipally appointed positions in several areas of the country, including Local First of West Michigan, Local First of Arizona, President of the Eastown Business Association and Marketing Committee Chair for the Uptown Business Improvement District. Christopher's accomplishments with organizations such as these include leading events and promotions to highlight businesses in the local community, working alongside relevant stakeholders and municipalities to improve and increase visibility of the business community and bringing together local businesses and the area community to advance common interests including advocacy for traffic and pedestrian safety and business and community promotional events.

Shantay Demar, the Golden Mile Board President affirms, “The board of directors are thrilled that Christopher has decided to join the Golden Mile Alliance as its first Executive Director. His passion as an advocate for businesses and surrounding communities along with his vision and ability to strategically plan to meet objectives made him the perfect match to lead and grow this organization.”

“The Golden Mile Alliance has done phenomenal work over the years and I’m even more excited with Executive Director Christopher McDonald at the leadership helm. I look forward to working with him as he and the GMA continue to chart the bright path forward”, cites City of Frederick Alderman Derek Shackleford who is the liaison with the Golden Mile Alliance.

Christopher McDonald expressed his enthusiasm about this new role stating, “In my brief, three years as a Frederick resident, I have seen first-hand how the business and residential communities are valued and appreciated. I am inspired by what has already been accomplished with the Golden Mile Alliance and plan to integrate my past experiences and background to continue to highlight the Golden Mile businesses and residential communities and be a another of what Frederick has to offer.”



For media inquiries or further information, please contact Christopher McDonald at cmcdonald@goldenmilealliance.org or 240.367.3588.



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<http://goldenmilealliance.org/>

The Golden Mile Alliance (GMA) has the honor of being a gateway into the City of Frederick located along the Route 40 corridor. The Golden Mile Alliance Organizing Committee was established and appointed by then Frederick Mayor Randy McClement and was officially incorporated with the State of Maryland as a non-profit organization in February 2012. Its rich history is emboldened to reach its potential through reinvestment and revitalization through entrepreneurship and caring and engaged community members.

The Golden Mile Alliance's primary mission is to be a welcoming, economically strong and desirable commercial and residential community. This is achieved through economic development activities that support the businesses and communities within the district as well as support efforts in Frederick citywide. The vision of GMA is to be a vibrant, diverse and accessible premier destination for shopping, dining, recreation and commerce in the City of Frederick.