

2023 Q2 Report for the Town of Johnstown From the Johnstown Downtown Development Association

JDDA Financials

2023 Q2 Financials – Attachments Included

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|-------------------|---|
| Starting Balance: | \$ 26,619.13 |
| Cash In: | \$ 7,463.12 (1) Monthly Quarterly Treasurer's Report |
| Expenditures: | \$ 15,659.04 (2) Monthly Quarterly Treasurer's Report |
| Ending Balance: | \$ 18,423.21 |

Strategic plan to revitalize the Town's historic downtown.

1. We are continuing to work with Sarah to align the JDDA brand with the new brand created by Kristen and her Team!

Events

1. Previous Events including the Results/Outcome of the Event: These events continue to keep people engaged and emotionally invested in our town rather than traveling outside for the same services.
 - a. Cinco de Mayo turned out great again. We had a lot of vendor participation and people really liked that it was on a Saturday vs a Sunday.

Upcoming Events for 2023:

1. We have locked in the same 4 events as previous years.
 - a. Fall Fest will be on September 16th from 1-5pm.
 - b. Trick or Treat Street will be on October 28th from 10am-1pm.
 - c. Johnstown Jingle will be on December 3rd from 2-5pm.

Other than events, things we are doing to position downtown as the focal point of Johnstown:

1. Welcome Bags – This program is still very successful, and we are now delivering more than 60 welcome bags to new residents monthly. The RHS Interact Club works with us to help pack the bags and deliver them to the new residents.
2. We are continuing to gain membership and we are putting more efforts and energies towards networking events as well as workshops. Both are things that our members are wanting and asking for!

3. We created a sub committee called the HOA Community Outreach Committee and that smaller group of JDDA Members are working with some of the individual neighborhoods/HOA's to build relationships. We hope to offer smaller neighborhood events that are more specific to individual neighborhoods with a goal of letting those folks know that we exist and that we are located downtown and have things to offer our community members!
4. As stated above, we are really working hard with our marketing to brand the JDDA to represent the New Downtown Branding as well as getting the word out there more that we have a great downtown with things to offer the community! In addition, we always want to be promoting our members!

Community Give Back/Involvement

1. We are continuing to work with RHS's work based learning program and have a couple of interns helping us with our Social Media.

Social Media/Website

1. MaLeah Calderone is still working with us as an intern through the work based learning program at RHS and this summer we now have Alexa Tovar.
2. Flourish has changed their business model and their prices have increased significantly so we are currently in the process of finding another firm to represent us through social media.

Downtown Businesses Update –

New businesses/relocated businesses in Downtown Johnstown:

1. Renovations at Fitness Avenue and new ownership of J-Town Nutrition
2. Precision Family Eye Care moved to a newly renovated building and joined the JDDA
3. New Smoke Shop
4. New Massage Place, Attitude Adjustment

Businesses that have closed/moved out of Downtown Johnstown:

1. Johnstown Clothing and Embroidery

Employment opportunities available:

JDDA Members

JDDA Members:

1. We currently have 71 members for 2023

Member Pricing:

1. \$125 Downtown Members – Brick and Mortar Businesses located in our JDDA Boundaries
2. \$250 Community Partners – Businesses outside the JDDA Boundaries with a vested interest in Downtown Johnstown
3. \$65 Non-Profit Members – Must submit a 501-C3

Member Benefits:

1. Business listing on our website VisitDowntownJohnstown.com
2. Opportunity to include information in the Community Welcome Bags
3. Social Media Networking and Marketing each month
4. Event Discounts for the JDDA Hosted Downtown Events and
5. Workshop Benefits
6. Group Marketing Opportunities
7. Sponsorship opportunities

JDDA Board Position:

1. Our board members will all be able to rerun for board positions in September with voting taking place in October. We have also opened this up to all JDDA Members to run for a Board position!

What the Members want from the JDDA

These are things that the business owners shared with us that they would like to see!

1. Community/common goals/events
2. Networking events?
3. Learning platform/classes (info on social media)/business topics
4. Entertainment District
5. JDDA Home show (10 businesses?)