

# 2023 End of Year Report for the Town of Johnstown From the Johnstown Downtown Development Association

## JDDA Financials

### 2023 Q4 Financials – Attachments Included

Starting Balance:	\$ 27,921.62
Cash In:	\$ 14,106.33 (1) Monthly Quarterly Treasurer's Report
Expenditures:	\$ 18,720.61 (2) Monthly Quarterly Treasurer's Report
Ending Balance:	\$ 23,307.34

Strategic plan to revitalize the Town's historic downtown.

## 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. Trick or treat Street was great this year and we liked having the streets closed for safety!
  - b. Johnstown Jingle was amazing and a lot of fun! It was a huge success again!

## Upcoming Events for 2024:

1. We have locked in the same 4 events as previous years.
  - a. Cinco de Mayo
  - b. Fall Fest
  - c. Trick or Treat Street
  - d. Johnstown Jingle
2. We are also putting together workshops and after hours events.
  - a. Happy Hour at High Country Beverage, Thursday, February 22, 2024 from 4-6 pm

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!

## Community Give Back/Involvement

## Social Media/Website

1. We have started working with Mountain Wave Marketing for our social media and our website. Tiffany has been amazing to work with and is doing a great job for us.

## Downtown Businesses Update –

New businesses/relocated businesses in Downtown Johnstown:

- 1.

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](http://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. Voting for Board Positions will take place in October 2023 for a term starting in January of 2024 for 2 years

## 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?)