

# Quarterly/Annual Report for the Town of Johnstown From the Johnstown Downtown Development Association

## JDDA Financials

2022 Q4 Financials – Attachments Included

Starting Balance:	\$ 20,992.93
Cash In:	\$ (1) Monthly Quarterly Treasurer's Report
Expenditures:	\$ (2) Monthly Quarterly Treasurer's Report
Ending Balance:	\$ 21,950.64

2023 Budget Approved by JDDA Board in July 2022 – Attachment Included

## Strategic plan to revitalize the Town's historic downtown

### Events

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.

1. Trick or Treat Street was the biggest one yet. Closing Charlotte Street was great and all the participants raved about the turn out. It was estimated that we had around 5,000 participants in throughout the 2 hour event.
  - o Ghostbusters and Star Wars Characters Volunteered their time!
  - o Members would like us to consider closing Parish next year, add more activities near Hays and advertise parking near Town Hall/YMCA
2. Johnstown Jingle was also the best one yet and the weather cooperated this year which helped! In addition to the Jingle, the 2<sup>nd</sup> annual tree lighting was amazing! We had so many community members and the best addition was the nomination of an exceptional youth in our community that was able to be recognized by Mayor Lebsack!
3. We advertised for members for Small Business Saturday through Social Media Campaign.

### Upcoming Events for 2023:

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

**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 continue to approach other business in the area about joining the DDA.

## Community Give Back/Involvement

1. To piggyback on the welcome bags, we work with Jennifer Boreson and the RHS Interact Club for ALL of our events for Volunteers. Recently RHS added 8 community service hours for EVERY RHS graduate for each year they are in school (32 hours minimum for every graduate). We are excited to be able to partner with them to help provide many, many volunteer hours/opportunities for the students!

## Social Media/Website

1. We have an intern, MaLeah Calderon, she is working on many things for us but primarily our Website updates. In addition she takes care of Social Media posts for our events. She is doing a fantastic job and we were able to present her with a \$500 check for all of her hard work as our intern just before the holidays!
2. We have also hired Flourish, a Social Media company that is focusing on our posts about our members!

## Downtown Businesses Update –

New businesses/relocated businesses in Downtown Johnstown: Mary's Mountain Cookies, Stitches, TRPR moved back to Downtown Johnstown,

Businesses that have closed/moved out of Downtown Johnstown:

Employment opportunities available:

## JDDA Members

JDDA Members:

1. We wrapped up 2022 with 44 paid Members

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. We announced that we had a board position opening in January 2023 and started accepting applications.

## What the Members want from the JDDA

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

Community/common goals/events

We are doing these regularly

Networking events?

We are planning to start networking socials in 2023

Johnstown/Milliken Connect (info to share third Thursday am) Contact Betsy to get involved.

Learning platform/classes (info on social media)/business topics

We have had 2 very successful Workshops this year and have built a great relationship with the HR Company that came to present in October. We will continue to offer workshops and we have decided to have the HR Company every year during 4<sup>th</sup> Quarter to inform our members of the upcoming changes in the New Year! That class was EXTREMELY beneficial for all of our members.

Ideas we have thrown around...

Add an event in March? Easter? Mardi gras? St. Patrick's Day? Beer crawl?  
Weather an issue indoor space? How can we get other businesses involved?  
Taste of Johnstown / Events near Hays? Scavenger hunt? Kids near beer garden backyard?

Entertainment District

JDDA Home show (10 businesses?)