

JOHNSTOWN DDA

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johnstowndda@gmail.com

Town of Johnstown
450 S Parish Avenue
Johnstown, CO 80534

TOWN OF JOHNSTOWN,

Thank you for your support of the Johnstown Downtown Development Association.

The Johnstown DDA is requesting \$15,000 to support and further our organization's operations for 2022. The funding will first be used for operations such as insurance, accounting and website management. Next, it will aid in marketing campaigns for downtown, as well as hosting community events.

The past few years have brought many challenges to small businesses. However, the JDDA has worked tirelessly to be an organization that supports the businesses of downtown Johnstown. Over the past year, we launched two new exciting events to downtown - Cinco De Mayo Fiesta and Fall Fest. Both events were very well attended and well received by the community and businesses. We also worked to both support and grow Johnstown BBQ Day by being involved in planning committees and day-of volunteer roles.

We started with nine non-dues paying members and have quickly grown to twenty-four paying members. We have received numerous inquiries about membership recently and know this number will continue to grow. We launched our first large direct to every door marketing campaign for downtown, reaching over 10,000 households. We are seeing great success with our social media presence, especially with event marketing. Additionally, our monthly new resident welcome bags are much appreciated by Johnstown newcomers.

To finish off the year, we are bringing back the town favorites - Trick or Treat Street and the Johnstown Jingle, plus our Johnstown Small Business Saturday campaign. We are excited to partner with the town for an amazing Christmas festival and tree lighting in downtown.

For 2022, we have an ambitious plan to grow the organization and offer significantly more to our members. We plan to greatly increase our membership and marketing reach. On the 2022 Events Calendar, we are bringing back Cinco De May Fiesta, Fall Fest, Trick or Treat Street and Johnstown Jingle, while continuing to support BBQ Day. We are also in discussion with the Johnstown YMCA to partner together on a town Easter Egg Hunt.

We are grateful for your continued support. Thank you again.

Sincerely,
Jake Bachman
JDDA President