

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

JDDA Financials

2021 Q4 Financials – Attachments Included

Starting Balance:	\$15,840.42
Cash In:	\$7,756.49 (1) Monthly Quarterly Treasurer's Report
Expenditures:	\$8,025.23 (2) Monthly Quarterly Treasurer's Report
Ending Balance:	\$5,905.98

2021 Annual Financials – Attachments Included

Strategic plan to revitalize the Town's historic downtown

The JDDA has been working closely with Sarah Crosthwaite throughout the year. She is a member of our board and attends our monthly meetings. This is a great working relationship between business owners in town and the town of Johnstown! More specifically we have worked along side her to give our feedback and input on the façade grant as well as signage around town.

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 October 30th and we had roughly 1300 kids come through downtown to Trick or Treat!
2. Downtown Johnstown Small Business Saturday – November 28, 2021
 - a. This event was individually driven by each business with the JDDA Supporting the marketing of the event.
3. Johnstown Jingle with a Toy Drive – December 2021
 - a. The Johnstown Jingle was not what we had hoped due to the weather. When planning this event for the month of December we had considered that there could possibly be bad weather. However, we thought if it was cold and/or snowing people would dress accordingly and still come out even briefly to attend some of the event. What we NEVER imagined was what we received, extremely high winds. We do live in Colorado and that is always possible, so we are planning to adjust/change up the event next year so that we do not run into the same situation again. Despite all the issues the weather caused for us, the hand full of people that stuck it out were able to participate in all of the things still going on without waiting. There were significantly smaller crowds than there would have been under better circumstances.

- b. We raised money and collected toys that we were able to donate directly to children in our community. We donated multiple toys to a total of 39 families with a total of 111 kids!
4. Following the Johnstown Jingle, the JDDA along with Mayor Lebsack and some of the Council Members participated in the 1st Annual Tree Lighting Ceremony! Despite the weather conditions we believe that went very well and the community really enjoyed it! We look forward to doing this every year with the town of Johnstown if you would like us to participate!

Upcoming Events for 2022: These 6 events are what we have decided that the JDDA will continue to host (support in the case of BBQ Day) annually.

1. Cinco de Mayo – 1st Sunday in May – 5/2/2022 from 1-5pm – Working on getting details finalized.
2. BBQ Day – 1st Saturday in June – 6/4/2022
 - a. Members of the JDDA are currently working alongside the BBQ Day Committee and meet regularly. We did this last year for the 1st time and thought it worked out very well for both groups to come together and work towards an amazing community event!
3. Field Trip to all downtown businesses – 3rd Tuesday in July – 7/19/2022
 - a. The intent for this event is to bring businesses together to meet on another. We are also talking about inviting businesses from 2534 and Milliken to join us and then try to set up a future date to go and walk through the businesses in those areas!
4. Fall Festival – 3rd Sunday in September – 9/17/2022
5. Trick or Treat Street – the Saturday before Halloween – October 29, 2022
6. Johnstown Jingle – 1st Sunday in December – 12/3/2022

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 delivering, on average, 40-45 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.

Community Give Back

1. We voted in October to donate \$1000 to the Rotary Club of Johnstown/Milliken and the YMCA's Teen Character Awards Banquet in the spring.
2. With our toy drive and monetary donations collect through the Johnstown Jingle we were able to donate toys to 111 students and that was for 39 families in our community.
 - a. We also partnered with Roosevelt and took all the toys up to the high school and had about 40 student volunteers help us wrap the gifts that were all given to students in our community!
3. The JDDA sponsored the RHS Homecoming Parade in the fall of 2021.
4. We have a Volunteer Page up on our website and we would like to create a central location for all ages to be able to find volunteer opportunities for many different organizations around town.

Social Media/Website

1. Facebook – We are up to 2400 followers on this platform and are looking to increase our other social media platforms with possible outside hired help in the upcoming year.
 - a. We are posting/sharing content for our members
2. Website
 - a. We have information and content on our website for all our members to “Meet our Businesses”
 - b. We have an “Events” page where we share info about our upcoming Downtown Events as well as Downtown Events that our members are having!
 - c. We also have a volunteer page where we will share different volunteer opportunities with the community!

Downtown Businesses Update – Q4 2021

JDDA Members: 29 current members at the end of 2021 with additional businesses that have contacted us about joining and being included

New businesses/relocated businesses in Downtown Johnstown: Imprint Chiropractic, Immortal, Wing Shack, Rocky Mountain Physical Therapy relocated and expanded

Businesses that have closed/moved out of Downtown Johnstown:

Employment opportunities available: