

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

JDDA Financials

2021 Q2 Financials – Attachments Included

Starting Balance:	\$5,905.98
Cash In:	\$15,750.00
Expenditures:	\$4,220.98
Ending Balance:	\$17,435.00

2021 Q1 Financials – Attachments Included

Starting Balance:	\$6,485.30
Cash In:	\$1,575.00 (1) Monthly Quarterly Treasurer's Report
Expenditures:	\$2,154.32 (2) Monthly Quarterly Treasurer's Report
Ending Balance:	\$5,905.98

Upcoming Expenses:

Financial Request from the Town of Johnstown:

Strategic plan to revitalize the Town's historic downtown

The JDDA would like to create a committee that would work alongside the Economic Development Manager to collaborate for future downtown projects.

Events

Previous Events including the Results/Outcome of the Event:

1. Cinco De Mayo Fiesta Downtown – Excellent event, ran well, very well attended (Several thousand in attendance). It was a huge success for the public, families, booths and businesses.
2. Johnstown BBQ Day – Many JDDA members joined the BBQ Day committee this year. This was an amazing event with an amazing turnout.
3. Pop-up Prom Formal Dresses at the JM Post – March 20th and April 10th and \$25 Donations was recommended. This event was put on by the JM Post with Fitness Avenue and Nu-Way Cleaners.

Upcoming Events for 2021 including how we plan to support and/or sponsor the event as well as how we plan to promote/market the upcoming event:

1. Trick or Treat Street the Saturday before Halloween
– We are planning to set up and market this event. We would like to talk with the town about closing down the streets for a couple of hours for safety reasons!
2. Johnstown Jingle including an annual Toy Drive in early December

Other Event Ideas we are considering

1. Farmers Market
2. Car Show
3. October Fest/Sugar beat Festival
4. Street Dance
5. Taste of Johnstown

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

1. Welcome Bags – We average roughly 40-45 welcome bags to new residents monthly with JDDA business information.
2. Mass Mailer – We reached 9,000 households during Q2

Social Media/Website

1. Facebook – As of March 31, 2021 we were at 1743 and as of June 30th we are at 1802.
2. Our website www.visitdowntownjohnstown.com is up and running.
3. Instagram – Increased by 31 followers

Downtown Businesses Update – Q1 2021

JDDA Members: 38 current members (unpaid)
Starting July 2021 we will start collecting a \$125 Membership Fee for Downtown Johnstown Businesses and \$250 Fee for Partnered Members (JDDA Membership Opportunities Sheet Attached Below)

New businesses/relocated businesses in Downtown Johnstown: The Original Heavenly Cakes, The Immortal Bar

Businesses that have closed/moved out of Downtown Johnstown:

Employment opportunities available:

JDDA Membership Opportunities

2021-2022

Downtown Members

- Businesses and organizations located in Downtown Johnstown (mapped area)
- \$125 Membership Fee January – December (\$60 for June 2021 – January 2022)
- Minimum One social media post or share per month
- Business listing on Visit Downtown Johnstown Website
- Events and Activities included on the Visit Downtown Johnstown Website
- Included on Community Mass Mailings – on the back (goal quarterly)
 - o First Opportunity for logo space on the front of the quarterly mass mailing
- Opportunity to include information in the community welcome bags
- Primary opportunity for event involvement and sponsorships
 - o Discount on sponsorships, booth space and promotional options
 - o Right of first refusal for sponsorships, booth space, event opportunities
 - o Primary consideration for sourcing goods and services
 - o Non-compete considerations – outside vendors and outside promotions

Partnered Members

- Businesses and organizations with a vested interest in Downtown Johnstown
- \$250 Membership Fee Yearly
- One social media post or share quarterly
- Business listing on Visit Downtown Johnstown Website
- Events and Activities included on the Visit Downtown Johnstown Website
 - o Given they physically take place in Downtown Johnstown
- Included on Community Mass Mailings – Included as associate member of downtown
 - o First Opportunity for additional space on the mass mailing after downtown members
- Opportunity to include information in the community welcome bags
- Primary opportunity for event involvement and sponsorships, after downtown
 - o Discount on Sponsorship, booth space and promotional options (After Downtown)
 - o Right of first refusal for sponsorships, booths, event opportunities (After Downtown)
 - o Primary consideration for sourcing goods and services

Non-profit Organizations Located in Downtown Johnstown – Board Reviewed Membership Fee