

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

JDDA Financials

2020 Financials – Attachments Included

Starting Balance:	\$0
Cash In:	\$12,753.62
Expenditures:	\$6,268.32
Ending Balance:	\$6,485.30

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. Downtown Johnstown Small Business Saturday – November 2020
 - a. We had a very successful downtown Johnstown Small Business Saturday campaign with reports that many businesses posted excellent and above average sales on that day despite the recent move to red level restrictions for COVID.
2. Toy Drive – December 2020
 - a. In lieu of the Johnstown Jingle event for 2020 we opted to only do our Toy Drive. We collected toys at the YMCA, Black Sheep and Johnstown Barber Shop as well as monetary donations. 100% of the money donated went directly to purchasing additional toys and all of the toys collected went directly to children in our community. All in all we were able to donate approximately 100+ toys.
3. T-Shirt Fundraiser – May 2020
 - a. When COVID hit Johnstown the Downtown Development Association got together and created a shirt that had the state of Colorado on the front with Johnstown highlighted and said #strongertogether and on the back of the shirt it said Johnstown Strong. The idea behind this was to create a shirt

that was community focused/strong and to raise some initial funds for the JDDA during a pandemic without people coming out and about when things were still shut down. We sold 129 shirts that cost us 1046.51 and we brought in \$2465 so in total we raised \$1418.49 for the JDDA.

4. Fall in Love with Downtown Johnstown – February 2021
 - a. \$160 spent at local businesses to purchase gift cards that were given out to people who found hearts around town.
 - b. 3 Gift cards still remain for use at a later date/other event.
 - c. Total reach on our page was 1831 people and reached over 5000 with private posts and shares

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. Pop-up Prom Formal Dresses at the JM Post – March 20th and April 10th
 - \$25 Dollar Donations recommended
 - This event is being put on by the JM Post with Fitness Avenue and Nu-Way Cleaners.
2. Cinco de Mayo Event (Sunday, May 2nd 1-5pm) – Working on getting details finalized.
 - a. Tables and Chairs (possibly from TRPR)
 - b. Entertainment (Dancers, Band, DJ)
 - c. Road Closure (talk to Matt with the Town)
 - d. Food (Los Dos Garcia's, Santiago's, El Mex Kal, etc.)
 - e. Additional Vendors
3. BBQ Day Committee
 - Members of the JDDA are currently working alongside the current BBQ Day Committee and continue to meet every other week.
4. 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!
5. 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. Visit Downtown Johnstown Logo – We created a Visit Downtown Johnstown Logo to help promote and market downtown, as well as a Johnstown DDA logo. (Both Attached)
2. Welcome Bags – We began our monthly welcome bags to new residents in November, partnering with the RHS Interact Club, we have been delivering 40-45 welcome bags to new residents monthly.
3. Mass Mailer – We finalized the mass mailer which will highlight downtown businesses and it went out to households in Johnstown.

Social Media/Website

1. Facebook – We expanded our reach from 869 on October 1st to 1642 on January 1st. And as of March 31, 2021 we were at 1743. We are seeing daily posts about downtown businesses reaching audiences of 200-300 or more.
2. Our website www.visitdowntownjohnstown.com is up and running.
-We are talking about adding a Volunteer Opportunities tab to our website for community members to look for ways to volunteer around town.
3. Started an Instagram page in February

Downtown Businesses Update – Q1 2021

JDDA Members: 31 current members with an additional businesses that have contacted us about joining and being included

New businesses/relocated businesses in Downtown Johnstown: YMCA, Shine Bright, The Original Heavenly Cakes, Rocky Mountain Physical Therapy, Ryder Chiropractic, Dos Garcia's, J-Town Nutrition

Businesses that have closed/moved out of Downtown Johnstown: Nacho Y Kikas, TRPR, Ajuas

Employment opportunities available: YMCA, Connected Chiropractic is looking for a massage therapist, TDS is looking for Techs and Sales people, ACE Hardware, 21 North is looking for cooks

Every downtown business that received the grant is extremely grateful and appreciative for the town and its willingness to help the businesses in Johnstown. Thank you!

Johnstown Downtown Development Association

STATEMENT OF ACTIVITY

January - December 2020

	TOTAL
Revenue	
Designated Contributions	10,268.62
General Fund Contributions	20.00
Sales of Product Revenue	2,465.00
Total Revenue	\$12,753.62
GROSS PROFIT	\$12,753.62
Expenditures	
Advertising	400.00
Website	1,554.34
Total Advertising	1,954.34
Bank Charges	11.97
Fundraiser Expense	1,316.51
Legal, Accounting and Professional	2,385.50
Licenses, Fees and Filing Fees	600.00
Office Supplies	0.00
Total Expenditures	\$6,268.32
NET OPERATING REVENUE	\$6,485.30
NET REVENUE	\$6,485.30

Johnstown Downtown Development Association

STATEMENT OF FINANCIAL POSITION

As of December 31, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
General Fund	6,485.30
Total Bank Accounts	\$6,485.30
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$6,485.30
TOTAL ASSETS	\$6,485.30
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
Total Accounts Payable	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Retained Earnings	
Net Revenue	6,485.30
Total Equity	\$6,485.30
TOTAL LIABILITIES AND EQUITY	\$6,485.30

Johnstown Downtown Development Association
Annual Treasurer's Report
For Year ending 12/31/2020

Beginning Cash	\$	-
Cash In	\$	12,753.62 (1)
Cash Out	\$	6,268.32 (2)
Ending Cash	\$	6,485.30

(1)

Cash In :

designated contributions directly from Town Of Johnstown \$10,268.62

Contributions of \$20

Sales of Johnstown Tshirts \$2465

(2)

Cash out :

Marketing activities, bank charges, costs for Tshirt fundraiser, and organizational costs

Johnstown Downtown Development Association
Monthly Treasurer's Report
For Period Ending 1/31/21

Beginning Cash	\$ 6,485.30
Cash In	\$ - (1)
Cash Out	\$ 1,320.00 (2)
Ending Cash	\$ 5,165.30

(1)
Cash In :

(2)
Cash out :
Insurance Premium

Johnstown Downtown Development Association
Monthly Treasurer's Report
For Period Ending 2/28/21

Beginning Cash	\$ 5,165.30
Cash In	\$ 350.00 (1)
Cash Out	\$ 804.32 (2)
Ending Cash	\$ 4,710.98

(1)	160
Cash In :	10
\$350 of the \$2000 billed for mailers was collected in Feb	20

(2)
Cash out :
\$130 out on gift cards for fall in love w johnstown and \$674.32 reimbursement to BlackSheep for marketing

Fall in Love with Johnstown marketing notes:

***total of \$200 we had out in g.c.'s the Fudochi Jiu-Jitsu doesn't have gift cards and never got one from wellsprings

\$20 for bakery and \$10 for 21N hit in March

****We still have gift cards - \$10 for 21N which someone had won but never picked up. Still have Jiu Jitsu, WellSprings, Santiagos, and Johnstown Embroidery

Johnstown Downtown Development Association
Monthly Treasurer's Report
For period Ending 3/31/21

Beginning Cash	\$ 4,710.98
Cash In	\$ 1,225.00 (1)
Cash Out	\$ 30.00 (2)
Ending Cash	\$ 5,905.98

(1)	160
Cash In :	10
\$1225 of the \$2000 billed for mailers was collected in Mar	20

(2)
Cash out :
\$30 for valentines gift cards came out in March

Fall in Love with Johnstown marketing notes:

***total of \$200 we had out in g.c.'s the Fudochi Jiu-Jitsu doesn't have gift cards and never got one from wellsprings

\$20 for bakery and \$10 for 21N hit in March

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Johnstown Downtown Development Association
Monthly Treasurer's Report
For 1st quarter Ending 3/31/21

Beginning Cash	\$ 6,485.30
Cash In	\$ 1,575.00 (1)
Cash Out	\$ 2,154.32 (2)
Ending Cash	\$ 5,905.98

(1)

Cash In :

\$1225 of the \$2000 billed for mailers was collected in Mar

\$350 of the \$2000 billed for mailers was collected in Feb

(2)

Cash out :

\$30 for valentines gift cards came out in March

\$130 out on gift cards for fall in love w johnstown and \$674.32 reimbursement to BlackSheep for marketing

\$1320 Insurance Premium

***BBQ Days Acct 8128 - The BBQ days is not an actual entity so JDDA is holding the money and will spend only upon direction and approval directly from the BBQ days committee

Fall in Love with Johnstown marketing notes:

***total of \$200 we had out in g.c.'s the Fudochi Jiu-Jitsu doesn't have gift cards and never got one from wellsprings

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Johnstown Downtown Development Association

Statement of Activity

January - March, 2021

	TOTAL
Revenue	
Services	1,575.00
Total Revenue	\$1,575.00
GROSS PROFIT	\$1,575.00
Expenditures	
Advertising	
Marketing	834.32
Total Advertising	834.32
Insurance	
Property/Liability Insurance	1,320.00
Total Insurance	1,320.00
Total Expenditures	\$2,154.32
NET OPERATING REVENUE	\$ -579.32
NET REVENUE	\$ -579.32

Johnstown Downtown Development Association

Statement of Financial Position

As of March 31, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BBQ Days acct 8128	32,934.49
General Fund	5,905.98
Total Bank Accounts	\$38,840.47
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$38,840.47
TOTAL ASSETS	\$38,840.47
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BBQ Days holding account	32,934.49
Total Other Current Liabilities	\$32,934.49
Total Current Liabilities	\$32,934.49
Total Liabilities	\$32,934.49
Equity	
Retained Earnings	6,485.30
Net Revenue	-579.32
Total Equity	\$5,905.98
TOTAL LIABILITIES AND EQUITY	\$38,840.47