

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

JDDA Financials

2021 Q3 Financials – Attachments Included

Starting Balance:	\$17,435.00
Cash In:	\$6,870.70
Expenditures:	\$8,465.28
Ending Balance:	\$15,840.42

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: \$15,000 for 2022 financial support

Strategic plan to revitalize the Town's historic downtown

The JDDA would still like to have a committee that would work alongside the Economic Development Manager to collaborate for future downtown projects. Currently we have a great working relationship with Sarah and appreciate her involvement with the JDDA as well as the communication between the businesses in Johnstown and the town!

Events

Previous Events including the Results/Outcome of the Event:

1. Fall Festival was a great success, we believe we had over 4000 people in attendance. This was also our first time doing the beer garden which was another source of income for the event. After all of our expenses and with the money we brought in from vendors and the beer garden the total cost for the event was \$1,324.67.

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 – Saturday, October 30th – 10am-12pm
– This event is available to all downtown businesses and our partnered members to participate in. We will be creating a map of who all will be participating and where they will be located during the event.
2. Small Business Saturday – November 27, 2021 – We will market and promote all Small Business Saturday promotions/specials that all of our members are offering.
3. Johnstown Jingle including an annual Toy Drive in early December

Other Event Ideas we are considering

1. Car Show
2. Street Dance
3. 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 40-50 welcome bags to new residents monthly with JDDA business information.
2. We purchased General Liability Insurance for our special events. This policy will also cover the Homecoming Parade and our Liability Limits are 1,000,000 per occurrence and 3,000,000 aggregate.

Social Media/Website

1. We currently have 2072 Facebook followers.
2. Our website www.visitdowntownjohnstown.com is up and running. All members are updated on the website and all known events are posted.

Downtown Businesses Update – Q1 2021

JDDA Members: 25 paid members with 10-20 interested in joining in 2022
Membership Dues are \$125 for Downtown Johnstown Businesses and Partnered Member Dues will be \$250

New businesses/relocated businesses in Downtown Johnstown: Wing Shack is moving in to the old 21 North, Los Rudos opened up at the old Nacho Y Kikas.

Businesses that have closed/moved out of Downtown Johnstown: 21 North Sold and temporarily closed

Employment opportunities available: Johnstown Barber Shop is looking for more Barbers,
Johnstown Nails is looking for more Nail Technicians