

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

JDDA Financials

2022 Q1 Financials – Attachments Included

Starting Balance:	\$ 15,506.78
Cash In:	\$ (1) Monthly Quarterly Treasurer's Report
Expenditures:	\$ (2) Monthly Quarterly Treasurer's Report
Ending Balance:	\$ 14,532.39

Strategic plan to revitalize the Town's historic downtown

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. We sponsored the Teen Character Awards on March 10 that was hosted by the Johnstown Community YMCA and Johnstown/Milliken Rotary
 - a. There were 22 nominees and 6 awardees and the RHS Jazz Band performed
2. We were spending our time this quarter planning the Cinco de Mayo event!

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 also a part of 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!
 - b.
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.
2. We had 2 work sessions as a board to talk about the organization of the JDDA. We created sub committees and what those roles will be. I have attached the committees list with this report.
3. We also are wanting to push membership this year. We created a new Brochure to give out to businesses about who we are, what we do and how to join. We started handing those out to historic downtown businesses first and plan to hand those out to businesses outside our downtown boundaries and in Milliken (our Community Partners). I have attached our brochure for you to review.

Community Give Back/Involvement

1. Job Fair/Internships
 - a. Jennifer Boresen, the Roosevelt High School work-based learning coordinator discussed options to use high school students in the work force in Johnstown
 - b. There are 80 students currently in the program and more students wanting employment
 - c. She also is putting together a job fair that many downtown businesses are signed up to participate in on April 15th

Social Media/Website

1. We received quotes from 3 different companies to help us manage and do our social media and website. Ultimately, we decided to work with Jennifer Boreson at RHS to work with a student for a paid internship. We are currently working with a high school student named Hayden and she is doing a fantastic job.
2. The following is a description of thing we have her doing for her paid internship:

- a. Posting 2, maybe 3 members per week, tagging their Facebook pages, posting their website and including something about checking them out or leaving a review.
- b. For the posting it can be shared content and original content. We would like at least 1 original content per week and then the other two posts can be shared content, with added description in the post regarding a link to their website, or the link for a review if people have experienced that business.
- c. In addition to the posts for the members we have her posting for the events we have coming up.
 - i. **Posting Guidelines, we are looking for, for events:**
 1. Two months prior to event: 1 post about the event every other week (week 8 and 6)
 2. One month prior to event: 1 post about the event every week (week 4 and 3)
 3. 2 weeks prior to event: 2 posts for the week (week2)
 4. 1 week prior to the event: daily posts

3. Website

- a. We added a Volunteer Page to our website. Our goal here is for any and all organizations/people around the community to share with us any Volunteer opportunities they have or know of so that people in our community can come to this resource any time and find things to plug in to and different ways to help our community.
- b. We are also talking about adding a Deals and Sales page.

Downtown Businesses Update – Q4 2021

JDDA Members: 29 members at the end of 2021 and 25 paid at the end of Q1, we are receiving several emails a day with questions about membership

New businesses/relocated businesses in Downtown Johnstown: N/A

Businesses that have closed/moved out of Downtown Johnstown: N/A

Employment opportunities available: N/A

What the JDDA Members want from this organization

These are things that the business owners shared with us that they would like to see!

Community/common goals/events

Networking events?

Learning platform/classes (info on social media)/business topics

Johnstown/Milliken Connect (info to share third Thursday am) Contact Betsy to get involved.

Add an event in March? Easter? Mardi Gras? St. Patrick's Day? Beer crawl? Weather an issue indoor space? How can we get other businesses involved? Taste of Johnstown / Events near Hays

Beer garden? Scavenger hunt? Kids near beer garden backyard? Adults only area Shaded area

Sponsorship opportunities

Entertainment District

JDDA Home show (10 businesses?)

Johnstown Downtown Development Association

Statement of Activity

January - March, 2022

	TOTAL
Revenue	
Dues income	2,565.00
Event Income	2,784.08
Total Revenue	\$5,349.08
GROSS PROFIT	\$5,349.08
Expenditures	
Advertising	1,000.00
Marketing	1,275.00
Printing	120.00
Website	36.00
Total Advertising	2,431.00
Event Expenses	1,830.00
Insurance	
Property/Liability Insurance	1,320.00
Total Insurance	1,320.00
Legal, Accounting and Professional	265.00
Meals	90.80
Office Supplies	88.54
QuickBooks Payments Fees	52.06
Total Expenditures	\$6,077.40
NET OPERATING REVENUE	\$ -728.32
NET REVENUE	\$ -728.32

Johnstown Downtown Development Association

Statement of Financial Position

As of March 31, 2022

	TOTAL	
	AS OF MAR 31, 2022	AS OF DEC 31, 2021 (PP)
ASSETS		
Current Assets		
Bank Accounts		
BBQ Days acct 8128	62,601.54	32,576.84
General Fund	14,516.29	15,490.68
Petty Cash	16.10	16.10
Total Bank Accounts	\$77,133.93	\$48,083.62
Accounts Receivable		
Accounts Receivable (A/R)	0.00	0.00
Total Accounts Receivable	\$0.00	\$0.00
Other Current Assets		
Undeposited Funds	181.07	-65.00
Total Other Current Assets	\$181.07	\$ -65.00
Total Current Assets	\$77,315.00	\$48,018.62
TOTAL ASSETS	\$77,315.00	\$48,018.62
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
BBQ Days holding account	62,601.54	32,576.84
Total Other Current Liabilities	\$62,601.54	\$32,576.84
Total Current Liabilities	\$62,601.54	\$32,576.84
Total Liabilities	\$62,601.54	\$32,576.84
Equity		
Retained Earnings	15,441.78	15,441.78
Net Revenue	-728.32	
Total Equity	\$14,713.46	\$15,441.78
TOTAL LIABILITIES AND EQUITY	\$77,315.00	\$48,018.62