

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

JDDA Financials

2022 Q2 Financials – Attachments Included

Starting Balance:	\$ 14,532.39
Cash In:	\$ (1) Monthly Quarterly Treasurer's Report
Expenditures:	\$ (2) Monthly Quarterly Treasurer's Report
Ending Balance:	\$ 8,103.59

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 hosted a Cinco de Mayo event downtown and the turnout was great, we estimate that we have a few thousand people throughout the time of the event.
2. Many of our JDDA Board members are also on the BBQ Day Committee and that event was a HUGE Success!
3. We also started planning for the upcoming Fall Fest!
4. We hosted a workshop that was Free to JDDA Members and cost \$40 for nonmembers. It was with Yellow Wagon Leadership and the focus of the workshop was to attract and retain quality employees as a small business.
 - o We had about 9 attendees and the workshop was 3 hours long and very beneficial and the attendees really liked what they learned!

Upcoming Events for 2022:

1. Field Trip to all downtown businesses – 3rd Tuesday in August – 8/16/2022
 - a. We invited all of our members as well as many other businesses to join us for a tour around Historic Downtown Johnstown. Only JDDA members will be able to show their businesses and non members are welcome to join us.
 - b. We also asked businesses outside of the downtown boundaries if they are interested in do business tours and we would love to set those up. For example out by Scheels! The intent for this event is to bring businesses together to meet on another and to see the inside of each others business.
2. Fall Festival – 3rd Sunday in September – 9/17/2022
3. Trick or Treat Street – the Saturday before Halloween – October 29, 2022

4. 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 continue to approach other business in the area about joining the DDA.

Community Give Back/Involvement

Social Media/Website

Downtown Businesses Update – Q4 2021

JDDA Members: 29 members at the end of 2021 and 34 paid at the end of Q2

New businesses/relocated businesses in Downtown Johnstown:

Businesses that have closed/moved out of Downtown Johnstown:

Employment opportunities available:

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

April - June, 2022

	TOTAL
Revenue	
Beer Garden Sales	1,652.50
Designated Contributions	1,545.41
Dues income	1,915.88
Event Income	2,413.95
Total Revenue	\$7,527.74
GROSS PROFIT	\$7,527.74
Expenditures	
Advertising	157.50
Website	76.34
Total Advertising	233.84
Bank Charges	28.37
Event Expenses	9,281.30
Insurance	3,530.00
Legal, Accounting and Professional	507.50
QuickBooks Payments Fees	18.63
Rent	158.37
Total Expenditures	\$13,758.01
NET OPERATING REVENUE	\$ -6,230.27
NET REVENUE	\$ -6,230.27

Johnstown Downtown Development Association

Statement of Financial Position

As of June 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BBQ Days acct 8128	50,582.88
General Fund	8,087.49
Petty Cash	16.10
Total Bank Accounts	\$58,686.47
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	\$58,686.47
TOTAL ASSETS	\$58,686.47
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BBQ Days holding account	50,713.53
Total Other Current Liabilities	\$50,713.53
Total Current Liabilities	\$50,713.53
Total Liabilities	\$50,713.53
Equity	
Retained Earnings	15,084.13
Net Revenue	-7,111.19
Total Equity	\$7,972.94
TOTAL LIABILITIES AND EQUITY	\$58,686.47