

# 2024 Q3 Report for the Town of Johnstown

## From the Johnstown Downtown Development Association

### JDDA Financials

#### 2024 Q2 Financials – Attachments Included

Starting Balance:	\$ 7,531.19
Cash In:	\$ 32,308.79 (1) Monthly Quarterly Treasurer's Report
Expenditures:	\$ 14,338.29 (2) Monthly Quarterly Treasurer's Report
Ending Balance:	\$ 25,501.69

### Strategic plan to revitalize the Town's historic downtown.

1. We are continuing to work with Sarah. Additionally we are 100% supportive and behind the Downtown Master Plan.

### Events

1. 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.
  - a. Fall Fest was a huge success and we continue to have more attendance on each event we host.
  - b. WE CAN'T THANK THE TOWN ENOUGH FOR THE SUPPORT FROM PUBLIC WORKS, THAT HAS BEEN A HUGE GAME CHANGER FOR ALL THE EVENTS WE HOST. THEY HAVE BEEN SO SUPPORTIVE WITH SETTING UP AND TEAR DOWN OF THE BARRICADES AND ALSO THROUGHOUT THE EVENT. THEY ALL HAVE BEEN EXTREEMLY SUPPORTIVE AND AGAIN, THANK YOU!!

### Upcoming Events for 2024:

1. We have locked in the same events as previous years.
  - a. Trick or Treat Street will be on October 26<sup>th</sup> from 10am-1pm.
  - b. Johnstown Jingle will be on December 1<sup>st</sup> from 2-5pm.

### 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 now delivering more than 60 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 are continuing to gain membership and we are putting more efforts and energies towards networking events as well as workshops. Both are things that our members are wanting and asking for!
3. We created a sub committee called the HOA Community Outreach Committee and that smaller group of JDDA Members are working with some of the individual neighborhoods/HOA's to build relationships. We hope to offer smaller neighborhood events that are more specific to individual neighborhoods with a goal of letting those folks know that we exist and that we are located downtown and have things to offer our community members!
4. We have a Marketing firm that is working to promote all of our members, promote our events, create our downtown marketing for our events that align with the downtown brand!
5. Mountain Wave Marketing put on an amazing social media workshop that was free to all and provided invaluable information for our small businesses! From that event we gained new members and even new board members!

## Community Give Back/Involvement

1. It is important to us as a board that we support our community and especially our youth.

## Social Media/Website

1. We continue to work with Tiffany from Mountain Wave Marketing and she is amazing and really has grown our social media presence significantly!