

## Johnstown Downtown Development Association Report for the Town of Johnstown

*Created August 2020.*

### Accomplishments:

- **Formation & Financial:**
  - Completed the formation of the organization with the State of Colorado & the IRS in currently pending.
  - Identified executive positions.
  - Opened a bank account and Quickbooks.
  - Created mission statement: **The Johnstown Downtown Development is creating a vibrant, prosperous, distinguished, accessible, and successful network for businesses and residents to connect with one another.**
- **Events:**
  - Created Leap Into Johnstown for Leap Day. This advertised one day specials all over downtown and we had great feedback from the businesses on it.
  - Created Small Business Weekend for holiday shopping in the downtown area. Product based businesses had specials and many service-based businesses opened their doors to at home businesses.
  - Began discussions with the Johnstown BBQ Day Committee to potentially take over this event. This was placed on hold due to COVID-19.
  - Met with the Greeley Downtown Association to learn more about entertainment districts & a potential farmers market contact.
- **Marketing:**
  - Created new website of [www.visitdowntownjohnstown.com](http://www.visitdowntownjohnstown.com).
  - Created Visit Downtown Johnstown Facebook page and consistently promote and share business posts to those pages.
  - During COVID-19, a social graphic was created providing phone numbers and takeout availability to all downtown restaurants.
  - Completed news release including the Johnstown Women in Business that was published in multiple publications.
  - Created Johnstown Strong campaign which not only brought citizens and businesses together, but it also became a small fundraiser for the organization through selling shirts.
- **Misc.**
  - Applied for Home Town Takeover. Unfortunately, we were not selected but this helped create video footage for downtown.