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**Johnstown Downtown Development Association**

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Johnstown, CO 80534  
johnstowndda@gmail.com

26th July, 2023

**Mayor and Town Council**

Town of Johnstown  
450 S Parish Ave  
Johnstown, CO 80534

Dear Mayor and Town Council,

We greatly appreciate your continued support throughout the years. Our partnership with the Town has been a great benefit in the ability to offer more to local businesses and community members.

While going through our 2024 budget, we would like to increase our request to \$20,000 from the Town. As an organization we want to continue offering the benefits we have been and grow upon those. In the following year, we would like to add quarterly networking events, additional workshops and streamline our marketing and social media presence. We are also wanting to help brand the JDDA through banners, giveaway items and signs at events.

We have found the cost for marketing is greater than anticipated. However, it is important to us to hire the right company for our marketing needs. While we roll out the new brand and have a cohesiveness with the Town, we want to hire a company to oversee this process. While we are growing and hope to offset some of these costs, we want the ability to show value before increasing our annual dues.

We appreciate your consideration in additional funding. Thank you again for the continued support!

Sincerely,

**The Johnstown Downtown Development Association Board**