

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

## JDDA Financials

### 2023 Q1 Financials – Attachments Included

Starting Balance:	\$ 22,177.64
Cash In:	\$ (1) Monthly Quarterly Treasurer's Report
Expenditures:	\$ (2) Monthly Quarterly Treasurer's Report
Ending Balance:	\$ 26,619.13

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

1. Members of the board have worked alongside Sarah and Kristen throughout the downtown wayfinding/branding project and we are continuing to work closely with them to have the JDDA Branding look very similar to the towns branding specifically for the downtown project!

## 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. We did not have any events this quarter.

## Upcoming Events for 2023:

1. We have locked in the same 4 events as previous years.
  - a. Cinco de Mayo on May 6th from 1-5
  - b. Fall Fest
  - c. Trick or Treat Street
  - d. Johnstown Jingle

## 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 continue to approach other businesses in the area about joining the DDA.
3. We created a sub committee called the HOA Community Outreach Committee

## Community Give Back/Involvement

### Social Media/Website

1. MaLeah Calderone is still working with us as an intern through the work based learning program at RHS.
2. Flourish continues to do our Social Media and we are currently working with them on redoing our website to be more branded with the Town of Johnstown

### Downtown Businesses Update –

New businesses/relocated businesses in Downtown Johnstown:

Businesses that have closed/moved out of Downtown Johnstown:

Employment opportunities available:

### JDDA Members

JDDA Members:

- 1.

Member Pricing:

1. \$125 Downtown Members – Brick and Mortar Businesses located in our JDDA Boundaries
2. \$250 Community Partners – Businesses outside the JDDA Boundaries with a vested interest in Downtown Johnstown
3. \$65 Non-Profit Members – Must submit a 501-C3

Member Benefits:

1. Business listing on our website VisitDowntownJohnstown.com
2. Opportunity to include information in the Community Welcome Bags
3. Social Media Networking and Marketing each month
4. Event Discounts for the JDDA Hosted Downtown Events and
5. Workshop Benefits
6. Group Marketing Opportunities
7. Sponsorship opportunities

JDDA Board Position:

### What the Members want from the JDDA

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

1. Community/common goals/events

We are doing these regularly

2. Networking events?

We hosted a networking event on March 7th from 12-2 at the YMCA. It was focused on HR and the new rules and regulation for business in the state of Colorado as well as federal!

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

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

4. Ideas we have thrown around...

5. Entertainment District

6. JDDA Home show (10 businesses?)