



## MOUNT JOY BOROUGH COUNCIL REPORT FOR JANUARY 2019 ACTIVITIES

### DESIGN

- East MSMJ display window is now booked out **NOVEMBER 2019** with Mount Joy artists.
- West MSMJ display window is rented 6 months in 2019. Kiwanis Club is in for February.
- All banners were removed to inspect hardware. Hometown Hero banners put back up in Spring over sidewalks instead of roads.

### PROMOTION

- **January 25/26 – 1<sup>st</sup> Annual Festival of the Arts (2 day event)**
  - 16 artists in 2019 - Have list of artists wanting to be in event for 2020
  - Approximately 200 people came downtown for this event
- **February 22/23, 2019 – Chocolate Walk & Wine Tasting (2 day event)**
  - Tickets on sale now. \$25/each.
  - 3 wineries participating in wine tasting event
- More live music in 2019! We received a sponsorship to allow for live music for events.

### ORGANIZATION

- 2019 budget set up, new financial accounting methods in place, new reports in place
- Building towards having small revolving loan fund by 2021.
- Completed National Historic Preservation Trust 2019 National Accreditation application. Will hear of status in few months.

### ECONOMIC DEVELOPMENT

- Urban Debris & Mystic Realm Artisans ready to open in February. Both had sneak peek days during Festival of the Arts. Urban Debris had open house 01/30.
- Obtained local press for Festival of Arts event. Lancaster Newspapers & Merchandiser.
- Completed draft of a Strategic Plan for a local non-profit. Met with their Board for presentation, suggestions and ideas.
- Looking for space for 3 new business wanting to come downtown.
- Working with downtown property owner on opening their current commercial space (used by them) to the public as a rentable space – or conversion to a retail shop run by the owner. Possibility of working with MSMJ as a business incubator and split of rent with MSMJ.
- 2019 goal is to bring more commercial/activity to 0-100 block of West Main Street and 200 block of East Main Street.



- Starting to plan & develop short video introductions for businesses in corridor (at no cost to business) for use in social media & websites.

## FUNDING ACTIVITIES

- Researching grant opportunities for 2019. Some larger projects:
  - \$5,000 to replace banner hardware and to increase # of banners for Hometown Hero program
  - \$2,000 for paid assistance with Holiday decorations
  - \$6,000 to replace flower planters with non-wooden options
  - \$3,000 for 2020 Festival of Arts promotion/enhancement
- Received these 2019 sponsorships to date:
  - \$10,000 from Lanco Federal Credit Union (DIAMOND SPONSOR)
  - \$3,500 from Member's 1<sup>st</sup> Credit Union
  - \$2,350 from Wellington Chase (received in 2018)
- Looking for funding for 2020 Memorial Day Parade, which is now a MSMJ event. Parade Committee is not running parade this year. Not enough money in the Parade Committee's bank account to hold parade in 2020 without additional funding. Parade costs approximately \$12,000/year to run. MSMJ will be looking at alternative ways to fund parade.

## 2019 EVENT SPONSORS

- **Chocolate Walk (2019)**
  - Hershey Chocolate = Product donation – (2) 5lb bars chocolate
  - Weaver Nut & Candy = Product donation – Choc. covered espresso beans
  - Wilbur Chocolate = Product donation – Peanut Butter Meltaways
  - LANCO Federal Credit Union = Major Sponsor
  - Members 1<sup>st</sup> Federal Credit Union = Major Sponsor
  - Wellington Chase Apartments = Sponsor
- **Cruisin' Cuisine Car Show (2019)**
  - LANCO Federal Credit Union = Major Sponsor
  - Members 1<sup>st</sup> Federal Credit Union = Major Sponsor
  - Wellington Chase Apartments = Sponsor
- **Winterfest (2019)**
  - LANCO Federal Credit Union = Major Sponsor
  - Members 1<sup>st</sup> Federal Credit Union = Major Sponsor
  - Wellington Chase Apartments = Sponsor
- **Display Window (2019)**
  - 2<sup>nd</sup> Display Window rented for 6 months in 2019