



MOUNT JOY BOROUGH COUNCIL REPORT FOR FEBRUARY 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 was in for February.
- Sold 5 more Hometown Hero banners.

PROMOTION

- **February 22/23, 2019 – Chocolate Walk & Wine Tasting (2 day event)**
 - Sold 120 tickets
 - 2 wineries participating in wine tasting event
 - Will be re-tooling event for 2020
- Planning March 4th Friday with the topic of “Makers” and “What makes your business famous”
- Starting to plan April 4th Friday/Saturday event “Icy and Spicy”

ORGANIZATION

- Board decided to not take on Memorial Day Parade for 2019.

ECONOMIC DEVELOPMENT

- Assisting local restaurant with efforts on re-branding themselves and with e-marketing efforts.
- A business outside our corridor changed their event dates and promotion of their events to match what MSMJ is doing. They are reformatting their events to happen the same time our events are to help boost attendance at their events because of the people already downtown for MSMJ events.
- Discussed 2 separate properties with several businesses looking to come into Mount Joy. Both spaces have potential tenants very interested.
- Working with a property owner to potentially start a new business incubator working through MSMJ.

FUNDING ACTIVITIES

- APPLIED (01/30/19) - \$3500 to UGI for program sponsorship.
- Investigating grants for flower planters & parking signage.
- Looking towards gearing up funding for Car Show.



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 1st Federal Credit Union = Major Sponsor
 - Wellington Chase Apartments = Sponsor

- ***Cruisin' Cuisine Car Show (2019)***
 - LANCO Federal Credit Union = Major Sponsor
 - Members 1st Federal Credit Union = Major Sponsor
 - Wellington Chase Apartments = Sponsor

- ***Winterfest (2019)***
 - LANCO Federal Credit Union = Major Sponsor
 - Members 1st Federal Credit Union = Major Sponsor
 - Wellington Chase Apartments = Sponsor

- ***Display Window (2019)***
 - 2nd Display Window rented for 6 months in 2019