



MOUNT JOY BOROUGH COUNCIL REPORT FOR APRIL 2019 ACTIVITIES

DESIGN

- East MSMJ display window is now booked out to **January 2020** with Mount Joy artists.
- Hometown Hero banners are all displayed. We switched sides of the pole to display over the sidewalks and lowered them. They are more visible and have generated more interest. We are placing the last order for Hometown Hero banners the first week in May (10 more).
- Looking into replacing some street trees in the MSMJ area.
- Looking for funding for new fiberglass/concrete flower planters. Wooden ones are too high maintenance and starting to fall apart.

PROMOTION

- Won 101.3 radio station contest on “Best Small Town in Lancaster County” and worked with them to bring radio show downtown at Pies Galore & More. Worked with 101.3 to interview 6 businesses on air and get free advertising.
- April 4th Friday/Saturday event was “Icy and Spicy” featuring iced drinks and spicy foods. Restaurants were busy both days.
- May 4th Friday is a “Downtown Party” and will feature more outside-oriented activity and live music.
- June 4th Friday is a “Geocaching” event.
- Preparing for Car Show on July 27.

ORGANIZATION

- MSMJ is starting to develop a new 5 year Strategic Plan.
- We were awarded 2019 National Accreditation by Main Street America, the organization that runs the Main Street program, and is a subsidiary of the National Historic Preservation Trust.

ECONOMIC DEVELOPMENT

- Helped landlord show his space and recruit Kelli’s Oil Room into 51 East Main Street. She will retail essential oils, related products, hold classes.
- Worked with St. Mark’s United Methodist Church to convert the Aspire Community Center (45 East Main Street) to a new commercial space. Helped show the space to 6 potential businesses. Looking to have a new retail business in there in next month.
- Developed a new “Downtown Passport” program (attached) to encourage people to spend \$ downtown. Free for businesses and public to participate, and chance for public to win a basket of items from participating businesses. Will run program 2x/year for 3 months at a time. Several businesses started working with MSMJ for the first time because of this program.



FUNDING ACTIVITIES

- Investigating funding for 2020 “Festival of the Arts” event through Pennsylvania Partners in the Arts (PPA) Project Stream grant opportunity.
- APPLIED – (03/27/19) - \$4000 from Lancaster County Community Fund for Festival of the Arts.
- APPLIED – (03/28/19) - \$4000 from WalMart for retail signage.
- APPLIED – (03/28/19) - \$1000 from Home Depot for tools, ladder to start a tool bank for retail to borrow.
- APPLIED – (04/04/19) - \$1000 from Harbor Freight Tools for tools, ladder to start a tool bank for retail to borrow.

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