



## MOUNT JOY BOROUGH COUNCIL REPORT FOR MAY 2019 ACTIVITIES

### DESIGN

- East MSMJ display window is now booked out to **January 2020** with Mount Joy artists.
- Waiting for delivery of 10 new Hometown Hero Banners.
- Placed order for 15 new Hometown Hero banners.
- Hometown Hero Banners will now be going up Marietta Avenue to War Memorial Park, New Haven Street and Market Street. Looking for another road to use next.

### PROMOTION

- May 4<sup>th</sup> Friday was a “Downtown Party” and was well attended.
- June 4<sup>th</sup> Friday is a “Geocaching” event.
- Car Show on July 27. Registration is online & paper. Sponsorship packets went out.

### ORGANIZATION

- MSMJ is working on a new 5 year Strategic Plan.
- Developing a “large business/industry” roundtable group. Looking to connect with large business / industries that impact our downtown area.
- Dave is traveling to Erie on June 04 to participate in the statewide PA Downtown Center Annual Conference.

### ECONOMIC DEVELOPMENT

- Held a Hiring Fair with 17 employers. Was lightly attended by potential employees, but employers want it to continue, so we will hold another one – potentially March 2020.
- Worked with St. Mark’s United Methodist Church to convert the Aspire Community Center (45 East Main Street) to a new commercial space. Recruited Time After Time Clocks and Ladybug Scrubs and Soaps to take the new commercial space.
- Working with a business to effectively use email marketing.
- Met with USDA officials in Allentown to discuss available USDA programs and funding to our area.
- Worked with Mount Joy Parade Committee on continuing the Parade. Helped organize the Parade the day of and get the participants in order and on time.



## FUNDING ACTIVITIES

- Looking into DCED funding window opening up in June. Considering what to apply for if we decide to apply for something other than Façade grants.
- Researching funding opportunities for lighting downtown.
- Researching funding opportunities for new wayfaring signage, flower planters & other potential beautification efforts.
- Starting to develop plan for 2020 Sponsorship opportunities. Information will be going out to businesses in August, allowing them to plan for 2020.

## 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