



MOUNT JOY BOROUGH COUNCIL REPORT FOR JULY 2018 ACTIVITIES

DESIGN

- Submitted DCED grant for Façade work in project area (\$50,000).
- Offered east MSMJ display window to local artist. Rotate one artist each month when windows are available. We are booked until **JULY 2019** with Mount Joy artists. Looking for sponsor money for Artist Receptions (\$50/month). First 3 Art Receptions are booked.
- Created a volunteer team (through Facebook) to help pull weeds in project area.
- Sold 10 new Hometown Hero banners.

PROMOTION

- Car Show update:
 - VERY Successful event!
 - 25+ volunteers. Estimated 300+ volunteer hours go into this event from planning to running to cleaning up.
 - 257 vehicles registered in 2018. **LARGEST EVENT EVER! Looking to expand in 2019.**
 - 15 food vendors / corporate vendors.
 - 49 Awards given out.
 - Members 1st Federal Credit Union was major sponsor of event.
- Started to build new MSMJ website. Scheduled to have it complete by mid-August.
- Met with Lancaster Newspapers on featuring Mount Joy as a targeted visitation area in November (before Winterfest) with MSMJ advertising discounts for businesses.
- Worked with Lancaster Newspapers for discounted advertising opportunities (print & digital) for local businesses if they advertise with Main Street Mount Joy. Working with Elizabethtown Chronicle and Merchandiser for same options.
- Front page ad in Merchandiser for Car Show.
- 40 radio spots on ESPN 92.7 for Car Show.

ORGANIZATION

- Attended 2 day training through PA Downtown Center (New Manager Training).
- Met with 3 potential partners/sponsors for 2018/2019.
 - 2 banks, 1 private business
- Brought in Sponsorships including:
 - \$95 Car Show Trophy sponsors (49), food vendors (15)
 - Movies in Park \$100 candy/popcorn sponsor (1)
 - Winterfest \$500 sponsor (1)



- MSMJ will be applying for a Small Games of Chance license for Raffles & 50/50 Raffles.
- MSMJ is now a regular “updater” at Mount Joy Chamber meetings
- Regional DCED Director visited Mount Joy to discuss Façade grants, other potential funding opportunities and designation process, meaning, value.
- MSMJ is working with PA Liquor Control Board (PLCB) on license requirements for alcohol at events to allow tastings and larger fest-type events.

ECONOMIC DEVELOPMENT

- Receiving current business data for record updating. Still waiting on some businesses to send back updated content.
- Updating Business Directory & printable map of businesses. Still waiting on some businesses to send back updated content.
- Started weekly MSMJ E-Newsletter to businesses and other interested parties.
- Meeting & phone conferences with 2 USDA offices on programs available to Mount Joy Borough/businesses/residents. Info will be shared in e-newsletters. USDA is available to larger geographic area of Mount Joy and not restricted to our project area. Main Street Mount Joy will be the contact organization to help spread information to the USDA target area.
- Met with 6 businesses on improving their sales/marketing. Discussed business growth opportunities, social media, websites, print ads.

BOROUGH RELATED WORK

- Posted Borough road closure/modifications to MSMJ Facebook page.
 - Twisted Bine water capping project
 - REYS road closure - Event
 - BR Kreider road closure
 - Wilkins Rogers Old Market Street – Railroad Tracks
 - Plum Street – Stormwater
 - North Angle Street - Stormwater
- Spent 6 hours researching financing options related to Street Light project. Passed information on to Borough Manager & Public Works Department Manager.
- Passed along USDA info regarding water/wastewater funding opportunities to Borough.



FUNDING ACTIVITIES

- APPLIED (07/10/18) - \$1,000 grant from The Awesome Foundation for Art Walk event.
- APPLIED (07/10/18) - \$10,000 grant from Williams Companies (pipeline) for train station business marketing kiosk, new holiday banners, new holiday lighting.
- APPLIED (07/12/18) – \$10,000 AMTRAK sponsorship for Music Fest program.
- APPLIED (07/16/18) – \$10,000 grant from Hershey Company for arts/music/humanities enhancement through downtown
- APPLIED (07/31/18) - \$50,000 – Façade grants through Department of Community & Economic Development. Private home improvements, Business improvements.
- Investigating funding through USDA to help DSAA with operating expenses & growth options.
- Put on 2019 distribution list for up to \$40,000 Grant from PA Liquor Control Board to fight underage drinking. Working with Chief Williams on this grant. Next grant application opportunity is early 2019.
- Discussed art/music projects with Pennsylvania Council on the Arts and put on 2019 distribution list for opportunities.

EVENT SPONSORS

- Car Show
 - Members 1st Federal Credit Union = Major Sponsor
 - Whitmoyer Motors = Sponsor
 - Bube's Brewery = Sponsor
 - 49 Trophy Sponsors
- Movies in the Park
 - Sprint = Major Sponsor
 - Trinity Lutheran Church = Candy/Popcorn Sponsor
- Winterfest
 - Members 1st Federal Credit Union = Major Sponsor
 - Union National Community Bank = Sponsor
- Chocolate Walk (2019)
 - Hershey Chocolate = Product donation
 - Weaver Nut & Candy = Product donation