



## MOUNT JOY BOROUGH COUNCIL REPORT FOR JULY 2019 ACTIVITIES

### DESIGN

- East MSMJ display window is now booked out to **January 2020** with Mount Joy artists.
- 14 new Hometown Hero Banners were installed.
- 25 new Hometown Hero Banners will be installed in the next 2 weeks.
- Hometown Hero Banners will now be going up Marietta Avenue to War Memorial Park, New Haven Street and Market Street, Donegal Spring Road and Barbara Street.
- Developing Street Tree replacement program to present to Public Works.
- Starting to work on proposed Flower Planter replacement program.

### PROMOTION

- July 4<sup>th</sup> Friday was “Geocaching” and was a hit with people searching for the caches. We also had a local ukulele band downtown.
- Car Show was July 27. Event was fantastic. Had live music downtown and a great crowd. Estimated at 1700 – 2000 people downtown (photo estimates).
- August 4<sup>th</sup> Friday is “Date Night.”

### ORGANIZATION

- MSMJ is working on a new 5 year Strategic Plan.
- Starting to develop 2020 Sponsorship Program with new options.

### ECONOMIC DEVELOPMENT

- Working with 2 businesses on business expansion within their space limitations.
- Met with 2 potential businesses regarding the Nissley Funeral Home property.
- Met with 1 potential business regarding the Scott Albert Law property.
- Met with Economic Development Corporation of Lancaster regarding a revolving loan program that would be administered through MSMJ for the purpose of micro-loans.
- Met with commercial realty company looking for space in Mount Joy (warehouse style).



## FUNDING ACTIVITIES

- Applied for \$50,000 Façade grant through DCED.
- Investigating NAP/NPP funding options through DCED and if the MSMJ area would qualify. NAP = Neighborhood Assistance Program and is a tax credit program to encourage businesses to invest in projects which improve distressed areas. NPP = Neighborhood Partnership Program, a 5-year financial partnership program with a tax credit.

## 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
  - Whitmoyer Auto Group = 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