



MOUNT JOY BOROUGH COUNCIL REPORT FOR AUGUST 2018 ACTIVITIES

DESIGN

- East MSMJ display window is now booked out **AUGUST 2019** with Mount Joy artists. First 4 Art Receptions have been funded. August's Artist of the Month sold 1 item within 1 hour of setting up his display. He sold 2 pieces during his show. Rosie's Tavola is sponsoring September's Art Reception.
- Sold 5 new Hometown Hero banners.
- Started investigation into grants to replace wooden flower planters.
- We added 3 new people from the community on the Design Committee.

PROMOTION

- 4th Fridays are back! If there is no scheduled pre-determined activity, they will be Art/Music Fridays. Local Art Displays and Music acts downtown. Looking for funding to pay musicians.
 - **August 24** = Impossible Scavenger Hunt
 - **September 28** = Blues, Brews & BBQs
 - **October 19** = Cosplay Invasion
 - **October 26** = Trick or Treat
- New MSMJ website is in place with more interaction/updated data.
- Front page in 08/08/18 Merchandiser featuring new Executive Director and new MSMJ programs.
- Partnered with Milanof-Schock Library to run a class "*Can You Trust The Internet.*"

ORGANIZATION

- Created new Sponsorship program (attached). Distributed to businesses and started one-on-one visits to explain program. Working on securing larger sponsorships in 2019. Looking for sponsorships outside Mount Joy area.
- Brought in Sponsorships including:
 - Art Receptions (2)
 - Winterfest \$500 sponsor ()
- Met with Rotary Club to help promote the Town Clock coming back as a community event (future).
- Regional DCED Director visited Mount Joy to discuss Façade grants, other potential funding opportunities and designation process, meaning, value.
- Met with Senator Aument and Representative Hickernell regarding state funding for Main Street programs and funding for DSAA and MSMJ through alternative funding options available at state level.
- Held class at Milanof-Schock Library on "*Can You Trust The Internet*" for local community & business.



ECONOMIC DEVELOPMENT

- Met with 1 businesses on improving their sales/marketing. Discussed business growth opportunities, social media, websites, print ads.
- Working with 1 business on Business Planning, Strategic Planning.
- Coordinated 2 businesses working together to create new product. Twisted Bine spent grains from brewing process turned into bread at Pies Galore. Looking for grant to assist with marketing money for both businesses to help establish new product.
- Coordinated 2 businesses with cross-promoting each other. One business is setting up a small display area in second business.
- Coordinated 1 business into changing opening hours to match businesses with similar hours who may have a similar target audience. Business is testing later hours on Fri & Sat in August & September to match Twisted Bine and Crafter Hours.
- Searched for retail space for 3 businesses wanting to come into Mount Joy.
 - One business could not afford available rent prices.
 - One business decided the spaces available were not right for them.
 - One business toured space & waiting for decision.
- Worked with 1 business on how to work with other Mount Joy businesses to provide incentives to their visitors to stay longer in Mount Joy ... through specials, free items, discounts.
- Working with 1 business on finding a larger retail/commercial space.
- Working with 1 business on purchasing property downtown to convert from residential to commercial/residential.
- Met with Northwest Regional President discussing UNCB purchase and stronger involvement with MSMJ in 2019. Briefly discussed shared parking lot scenario.
- Attending DCED Regional Manager's Meeting on September 25th to discuss more details on working with DCED.

BOROUGH RELATED WORK

- Posted Borough road closure/modifications to MSMJ Facebook page.
 - New Haven Street from W. Donegal Street to Marietta Avenue
 - New Haven repaving
- Sent letter of support for Borough DCED Multi-modal grant application
- Supplied Sam with information on training Boards for the new Community Foundation. Offered to do the Board training for the Borough.



FUNDING ACTIVITIES

- Finalized 2019 Sponsorship document. Delivered to email list and started making one-on-one meetings to explain document and answer questions regarding sponsorships. Met with 3 businesses on 2019 sponsorships.
- Applied (08/13/18) - Dell for new computer equipment. **Not successful. Dell does not donate to our type of non-profit.**
- 2019 Sponsorship details went out via Email & hand delivery. Had 5 meetings with interested potential sponsors.
- Applied (08/14/18) - \$5000 grant through WalMart for miscellaneous office supplies & general event support.
- Investigated “text to donate” options for MSMJ. Would like to start using for WinterFest.
- Applied (08/24/18) - \$2000 sponsorship from GIANT corporate office for 2019 Art Walk.

EVENT SPONSORS

- Winterfest
 - Members 1st Federal Credit Union = Major Sponsor
 - Union National Community Bank = Sponsor
 - Two potential sponsors – waiting for corporate approval
- 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