



MOUNT JOY BOROUGH COUNCIL REPORT FOR AUGUST 2019 ACTIVITIES

DESIGN

- East MSMJ display window is now booked out to **January 2020** with Mount Joy artists.
- 25 new Hometown Hero Banners were installed. Putting up 17 more the next week. Order of 25 more to be delivered in late October.
- Finalizing Street Tree replacement program to present to Public Works.
- Starting to work on proposed Flower Planter replacement program.

PROMOTION

- August 4th Friday was “Date Night” and was a hit.
- September 4th Friday is “Blues, Brews & BBQs.” OCTAVIA BLUES BAND will be downtown. Had interest from another band for this year’s event and 2020 booking.
- Starting to receive inquiries about Winterfest vendors.

ORGANIZATION

- MSMJ finalized 5 year Strategic Plan.
- Developed 2020 Sponsorship Program. Delivering to local businesses over next few weeks.

ECONOMIC DEVELOPMENT

- Bringing back Farmer’s Market in 2020 and turning it into a Farmer’s Market / Maker’s Market. Looking for potential spaces downtown. Gathering contracts from other markets as examples.
- Working with commercial realty company looking for space in Mount Joy (warehouse renovations).
- Working with business looking to open new business in Mount Joy along Main Street.
- Worked with businesses on writing responses to social media and online reviews.
- Worked with existing business who wants to develop second business along Main Street. Discussed property options, business options, rental rates, commercial space needs.
- Worked with landlords to recruit businesses into 2 spaces.
- Worked with one downtown business transitioning from physical location to mobile / remote locations and how to handle public perception of the move.



FUNDING ACTIVITIES

- Still investigating NAP/NPP funding options through DCED to see 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.
- APPLIED (08/13/19): \$1000 from the Awesome Foundation for Festival of the Arts

2019 EVENT SPONSORS

- **Chocolate Walk (2019)**
 - LANCO Federal Credit Union = Major Sponsor
 - Members 1st Federal Credit Union = Major Sponsor
 - Wellington Chase Apartments = Sponsor
 - Hershey Chocolate = Product donation – (2) 5lb bars chocolate
 - Weaver Nut & Candy = Product donation – Choc. covered espresso beans
 - Wilbur Chocolate = Product donation – Peanut Butter Meltaways
- **Cruisin' Cuisine Car Show (2019)**
 - LANCO Federal Credit Union = Major Sponsor
 - Members 1st Federal Credit Union = Major Sponsor
 - Wellington Chase Apartments = Sponsor
 - Whitmoyer Auto Group = 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