



MOUNT JOY BOROUGH COUNCIL REPORT FOR SEPTEMBER 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 11 new Hometown Hero banners.

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.
 - **September 28** = Blues, Brews & BBQs
 - **October 19** = Cosplay Invasion
 - **October 26** = Trick or Treat
 - **November 24 (Saturday)** = Small Business Saturday
- **December 01 – Winterfest** – starting to plan for the event.
- New MSMJ website went live. Business listing updated.

ORGANIZATION

- MSMJ is now an authorized Tech Soup associate. We are able to get available software/hardware at a discounted rate.
- Brought 2 new people onto Design committee.
- MSMJ is revamping financial reports, budgeting process and accounting practices. Looking to expand organization's resources and programs in 2019.
- Our eNews has increased with our distribution list 70% since July 2019.
- Dave is managing a new DCED Google group for Main Street Managers

ECONOMIC DEVELOPMENT

- Worked with 3 businesses on expansion ideas, new location plans, business enhancements.
- Met with DSAA to review Strategic Plan, offered advice on becoming solvent.
- Talked with property owner on East Main Street who has vacant buildings to sell the property or convert them to commercial. Waiting for family to decide on property usage. Will call MSMJ if selling property. MSMJ already has a buyer.
- Talked with one business who never worked with MSMJ before who is now going to participate in 4th Fridays and other MSMJ events.
- Talked with one business that stopped working with MSMJ five years ago who is now going to participate in 4th Fridays and other MSMJ events.



- Working with 1 downtown business to move/expand within downtown
- Met with members of Donegal HUB to consider a property purchase in Mount Joy. Donegal HUB is not on Main Street or in our corridor, but they asked for my expertise. This organization is crucial to long-term Mount Joy area growth. MSMJ will be working with Donegal HUB on their organizational efforts and long-term success. Attending Donegal HUB Leadership meetings.
- Met with one business looking to relocate from one area in Mount Joy to downtown. Worked with one landlord to re-open a commercial space they were renovating to bring them in.
- Met with two new potential property owners and discussed property purchases downtown and/or converting residential to commercial. Looking to add more commercial in 200 East Main block.
- Attended Regional DCED meeting 09/25 in Oxford, PA

BOROUGH RELATED WORK

- Communicated with community over numerous flood questions, trash removal, etc. Posted numerous Borough-related messages on Facebook page related to flood.
- Visited businesses after flood & discussed damage and encouraged them to complete the damage forms. Handed damage forms to 35 businesses with flood damage.
- Posted info about Paver Restoration along Main Street.
- Assisted with Borough document recovery on 09/14 for 2.5 hours.

FUNDING ACTIVITIES

- APPLIED (08/31) – \$6000 from SONY to fund Art/Music program (Art Walk, 4th Fridays)
- Distributed 2019 Sponsorship packets to 35 potential corporate sponsors in larger industrial parks surrounding Mount Joy.
- Met with 3 potential sponsors for 2019. Each one has not sponsored MSMJ before.
- Purchased trial week at grantwatch.com

EVENT SPONSORS

- Winterfest
 - Members 1st Federal Credit Union = Major Sponsor
 - Union National Community Bank = Sponsor
 - Three 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