



MOUNT JOY BOROUGH COUNCIL REPORT FOR SEPTEMBER 2019 ACTIVITIES

DESIGN

- East MSMJ display window is now booked out to **MARCH 2020** with Mount Joy artists.
- 30 Hometown Hero banners are on order.
- Finalized Street Tree replacement program. Met with Public Works Dept.
- Starting to work on proposed Flower Planter replacement program.

PROMOTION

- September 4th Friday was “Blues, Brews & BBQs.” OCTAVIA BLUES BAND was downtown.
- October 25th is Downtown Trick or Treat. Expecting 450 kids.
- Planning Winterfest. Vendors are already signing up.
- Starting to plan Festival of the Arts in January 2020. Looking to expand that event from 16 artists to ~ 25 artists and more locations downtown.

ORGANIZATION

- Finalized 2020 Sponsorship Program. Delivered to local businesses.
- Starting to implement MSMJ Strategic Plan.

ECONOMIC DEVELOPMENT

- Working with new business wanting to come downtown. Coordinating meetings with landlord and potential tenant. Worked with landlord on lease agreements, building upgrades, cosmetic upgrades, and setting monthly lease rates. Working with business on lease agreements, business concept and local analysis of business potential.
- Working with local company who is changing their business model with copyrighting of communication statement on the change.
- Working with local landlord to lease 1 South Market for commercial usage. Discussed usage with 3 potential businesses.
- Working with landlord on lease agreements and recruitment of new business. Found business to rent property within 48 hours of notice to help look for a new tenant.



- Working with potential business from Kentucky looking for space in Mount Joy. They have specific requirements we cannot meet with current property availability, but working with potential spaces about their concept and potential building upgrades.

FUNDING ACTIVITIES

- Met with DCED rep to discuss NAP funding. Data will be submitted to DCED the first week of October for review and further discussion. *NAP = Neighborhood Assistance Program and is a tax credit program to encourage businesses to invest in projects which improve distressed areas.*
- Distributed our 2020 Sponsorship Package through eNews and in-person. Continuing to meet with potential sponsors.

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
 - Sheetz Funeral Home = Santa Sponsor
- **Display Window (2019)**
 - 2nd Display Window rented for 7 months in 2019