



## MOUNT JOY BOROUGH COUNCIL REPORT FOR OCTOBER 2018 ACTIVITIES

### DESIGN

- East MSMJ display window is now booked out **SEPTEMBER 2019** with Mount Joy artists. First 4 Art Receptions have been funded. Rosie's Tavola is sponsoring September's Art Reception.
- Sold 12 new Hometown Hero banners.
- Putting up the Holiday banners & decorations late-November.
- Offered the Flower Planters to businesses and local residents to decorate. Businesses can advertise in them if they decorate them. Over 1/2 have been taken so far & can decorate as they wish. MSMJ will decorate any remaining flower planters.

### PROMOTION

- **October 19** = Cosplay Invasion
  - ~ 45 Cosplayers came out. Businesses were busy with other people coming out.
  - Will run this event again in late Spring/early Summer.
- **October 26** = Trick or Treat
  - ~ 400 kids came out. Very busy night and many vendors participating on Main Street.
  - MSMJ provided crossing guard for first time.
- **November 24 (Saturday)** = Small Business Saturday
- **December 01 – Winterfest**
  - Will be unveiling the refurbished Rotary clock right before tree lighting.
  - Local business has offered to be Santa's home and arranged Santa.
  - Live musicians already asking about availability.
  - Vendors already asking about vendor space.
- **January 25/26, 2019 – Festival for the Arts (NEW EVENT)**
  - Sheri Bare is leading the committee on developing this event. Local artists invited to display art on a walk around Main Street. Artists asked to stay with art both days and meet the community.

### ORGANIZATION

- Now Authorized to Administer our GuideStar account. Everything has been updated as of 10-18.
- Working on reconfiguring Quickbooks and accounting program.
- Speaking at Kiwanis Club in November.
- Approved by PA State Bureau of Liquor Control Enforcement to allow wine tasting at 2019 Chocolate Walk. No event permit required. Discusses rules to follow regarding wine tastings and events, tickets, advertising.



## ECONOMIC DEVELOPMENT

- Worked with Andy Haines on narratives and potential funding sources for “shoe factory” project. Interviewed by a media company to help build packet for potential funding.
- Worked with Norlanco/Rheems Kiwanis Club to give advice on building websites & gaining new members. Invited them to participate in 4<sup>th</sup> Fridays & Winterfest.
- Met with potential property investor from Lancaster, PA who wants to own property on Main Street because of what he’s heard about the town. Discusses apartments vs commercial space. Encouraging them to purchase property and convert bottom to commercial.
- Provided potential grant opportunities to 1 business for historic restoration.
- Provided potential grant opportunities to Historical Society for electronic equipment purchases.
- Recruited retail business into 15 Marietta Avenue (pending approval). They participated as a Pop Up Retail Vendor for Cosplay Invasion.
- A retail business is opening in the front of the Theater building in November (pending approval).
- Several retail businesses have walked through 87 East Main.
- I visited several local towns visiting businesses to entice them into moving into Mount Joy. Will continue recruitment for that spot. Looking for retail.
- Worked with 2 businesses on reviewing their online reputations and how to remedy any concerns.
- Flower Planter decorations allow businesses FREE advertising for 2+ months.

## BOROUGH RELATED WORK

- Posted numerous road closures on Facebook.
- APPLIED – 10/08/18 for a \$5000 grant for document restoration from flooded documents. Grant provided through the Lawrence Foundation.
- Discussed generator purchase with contacts at USDA to see if it would qualify for grants and/or low-interest loans through the Community Facilities program and Rural Development programs.
- Connected Mount Joy Borough to my contact at USDA to discuss any potential financing/grants regarding new generator.

## FUNDING ACTIVITIES

- APPLIED (10-03-18) - \$10,000 grant from Nordstrom to fund musicians for events.
- APPLIED (10-08-18) - \$10,000 grant from Wells Fargo for community beautification projects (new flower planters, holiday banners). Funds may also be used to purchase video equipment to create educational videos for business owners.



## SPONSORS

- **Winterfest (2018)**
  - Members 1<sup>st</sup> Federal Credit Union = Major Sponsor
  - Union National Community Bank = Sponsor
  - Wellington Chase Apartments = Sponsor
  - One potential sponsor – waiting for corporate approval

## ANTICIPATED 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
  - Members 1<sup>st</sup> Federal Credit Union = Major Sponsor
  - Wellington Chase Apartments = Sponsor
- **Cruisin' Cuisine Car Show (2019)**
  - Members 1<sup>st</sup> Federal Credit Union = Major Sponsor
  - Wellington Chase Apartments = Sponsor
- **Winterfest (2019)**
  - Members 1<sup>st</sup> Federal Credit Union = Major Sponsor
  - Wellington Chase Apartments = Sponsor
- **Display Window (2018/2019)**
  - Rotary Club of Mount Joy to rent Display window for 3 months to display Students of the Month information.