



MOUNT JOY BOROUGH COUNCIL REPORT FOR OCTOBER 2018 ACTIVITIES

DESIGN

- East MSMJ display window is now booked out **SEPTEMBER 2019** with Mount Joy artists.
- Sold 5 new Hometown Hero banners.
- Holiday decorations are up. Looking to lower and change Hometown Hero banners to hang over sidewalk in 2019. *Special thanks to: Hertzler Electric, Mike Miller, Michael Reese, Ned Sterling.*
- Businesses took all but 4 flower planters for holiday season. MSMJ will decorate remaining ones.

PROMOTION

- **November 24** was Small Business Saturday
- **December 01 – Winterfest**
 - 31 vendors, 14 coupon vendors
 - 6 musical acts
- **January 25/26, 2019 – Festival for the Arts (NEW EVENT)**
- **February 22/23, 2019 – Chocolate Walk & Wine Tasting**

ORGANIZATION

- Spoke 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.
- Focused on Winterfest & 2019 planning.
- Started video seminars in weekly eNews. Our eNews has added 167 new people since July 18.

ECONOMIC DEVELOPMENT

- Worked with one business on finding new customers & obtaining potential customer lists.
- Worked with one business on coordination with another county non-profit on a project that can bring press to Mount Joy.
- Arranged special advertising rates for businesses with Lancaster Newspaper for ads week of Winterfest.
- Arranged Lancaster Newspapers to feature Mount Joy the week of Winterfest.
- Working with one person to start new business in Mount Joy.
- Working with a non-profit looking to purchase a property on Main Street.
- Good Prophets Vape Shop opened up in front of the movie theater.



BOROUGH RELATED WORK

- Worked with PPL on holiday star billing.

FUNDING ACTIVITIES

- Waiting for funding opportunities to open up for 2019.
- Working with DSAA on potential funding sources for a project.

SPONSORS

- **Winterfest (2018)**
 - Members 1st Federal Credit Union = Major Sponsor
 - Union National Community Bank = Sponsor
 - Wellington Chase Apartments = Sponsor
 - Freshen Up Cleaning = Kid Train Sponsor

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 1st Federal Credit Union = Major Sponsor
 - Wellington Chase Apartments = Sponsor
- **Cruisin' Cuisine Car Show (2019)**
 - Members 1st Federal Credit Union = Major Sponsor
 - Wellington Chase Apartments = Sponsor
- **Winterfest (2019)**
 - Members 1st 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.