

# **Jefferson Matters: Main Street**

## **Annual Report for 2017**

**Vision:** Downtown Jefferson is a colorful, modernized historic district brimming with art, shopping, dining and activities that people can't wait to get to and can't stop talking about. It's a great space that's part of a great place.

**Mission:** The mission of Jefferson Matters: Main Street is to work together as a community to strengthen, support and energize Jefferson's downtown through historic preservation.

### **2017 Priorities:**

- Continue the momentum through positive collaboration.
- Create opportunities for volunteer leadership.
- Lay the groundwork for business transition and entrepreneurial development.

### **Collaborations**

- Selected as one of six Iowa Main Street communities to host Smithsonian Institution traveling exhibit of Hometown Teams on Aug. 11 – Sept. 23, 2018 housed at Greene County Historical Museum.
- Partnered with City of Jefferson and 13 building owners for façade improvements with \$1 million CDBG grant.
- Completed brand and wayfinding signage proposal for Jefferson through a matching Main Street Iowa grant.
- Logged over 3,800 volunteer hours in past year.

### **Design Committee:**

*Purpose: To encourage improvement of the Main Street district's physical appearance.*

- City Acquired Properties Support – coordinated work sessions for Pizza Ranch & Kendall buildings.
- Design Assistance from Main Street Iowa – offered to all Main Street building owners.
- Building Improvement Mini-Grant program – increased to \$500 with 4 grants awarded to Skeeter Creek, VFW, Town & Farm Realty & Select Office Systems. Improvements to Main Street office.
- Promote Design Guidelines for Jefferson – guidelines given by City for every renovation.
- Flower Power - 32 hanging baskets & 12 pillar planters for each season – planted by volunteers.
- 12 Seasonal banners– all four seasons on Lincoln Way & now a total of 24 banners around Square.
- Business After Hours (3) – hosted events on Window Design, Signage, & CDBG celebration.
- City brand development and wayfinding signage project – participated in mtgs. Jan. – July with final recommendation to City Council.
- Jefferson Make Over Crew volunteer opportunities – painted facades & High Wheeler Hello silhouette.
- Empty Window Displays – decorated windows of Homestead and former HyVee.

### **Organization Committee:**

*Purpose: To establish a strong Main Street organization that utilizes a growing number of participants in the implementation and funding of the program.*

- Investment Drive – coordinates annual drive to finance Main Street program.
- Communications - monthly emailed newsletter has 480 subscribers, director column in The Herald, interviews on KGRA, active Facebook & Instagram pages, & regular website updates.
- Volunteer Recruitment – over 50 regular volunteers involved on committees.
- Celebration and Volunteer Recognition –annual volunteer recognition in February & named Nick Sorensen as Leadership Award recipient.
- Family Feud~Jefferson Edition – planned fundraiser for Main Street program.
- Pizza Ranch – coordinated sale of interior décor with receipts towards Main Street program.
- Bell Tower Booth – organized Main Street booth with volunteers & activities during festival.

## **Tower View Team:**

*Purpose: To promote and provide artwork in surprising places in Jefferson's Main Street district.*

- Alley Renovation – collaborating with artist David Williamson on north alley project.
- Sally's Alley – continued gardening and maintenance of this beautiful alley on the south side.
- Rooftop Art – installment of Patches of Greene quilt, plans for another art project in Spring.
- Ring Out for Art sculpture contest – excellent entries with 3 remaining on the Plaza for the year.
- Party in the Alley – 100+ attended party in Sally's Alley in June.
- When it rains, it pours art – created sidewalk art that is only visible when it rains.
- Doily Art – Sweetheart Tree on the Square in February.
- Portrait Studio Artists – professional artists drew portraits during Bell Tower Festival.
- Play Me Pleez – Tuned In painted piano in memory of Kathy Hankel located near Bell Tower for summer.

## **Economic Vitality Committee:**

*Purpose: To strengthen and broaden the economic base of the Main Street district.*

- Community Development Block Grant support – 13 building facades renovated from June – Nov. 2017.
- Business After Hours presentations on Business Transition, Incentives for Main Street, and a Celebration Stroll to celebrate completion of CDBG Downtown Rehabilitation project.
- Challenge Grant recipient of \$74,500 for 2016s Kendall Bldg. for Sensibly Chic, and 2017 application of \$35,500 for Prairie Lakes AEA 3<sup>rd</sup> floor apartment and shared workspace.
- Java & Juice at 35 Main Street District locations every Friday from March – October.
- Open 4 Business competition – Jen Badger of ShineOn designs entered competition.
- Business Incentives for location in Main Street district available through brochure program.
- Building & Business Inventory – 8 volunteers collected info on 92 businesses in Main Street District.
- Recruitment Team – discussion of a team to recruit new businesses to district.
- Support for City's acquired buildings in Main Street district – volunteer work sessions held as needed.

## **Promotion Committee:**

*Purpose: To market the Main Street district by establishing a unified image and encouraging an exciting variety of activities for the community.*

- Cash Mob – Derby Cash Mob in May, Stitchin' Up Cash Mob in September.
- Merchant Minute Videos – 16 businesses taped and posted on Facebook & website.
- Trick or Treat Around the Square – handed out treats at Sally's Alley.
- Christmas Tree Lighting – coordinated with Thomas Jefferson Gardens with over 250 in attendance.
- Summer Selfie Safari – list of 40 places to take selfies and post.
- Historical Plaques – 3 more added to the pillars for a total of 13.
- Jefferson IA app – over 750 downloads with constant updates of events & business info.
- Smithsonian Institution Hometown Team exhibit to be in Jefferson from Aug. 11 – Sept. 23, 2018.
- Wayfinding Signage collaboration with other Jefferson entities.
- Collaboration of tourism efforts with brochures, posters, swag bags & participation.

## **Board of Directors:**

- Quarterly meetings with City Council & Greene County Supervisors.
- Reviewed and directed National Main Street Accreditation standards.
- Participated in annual partnership visit with Main Street Iowa staff, reviewing each committee's responsibilities.
- Collaborated with community organizations and Jefferson City Council
- Annual Investment Drive presentations to investors.
- Annual meeting with election of officers.