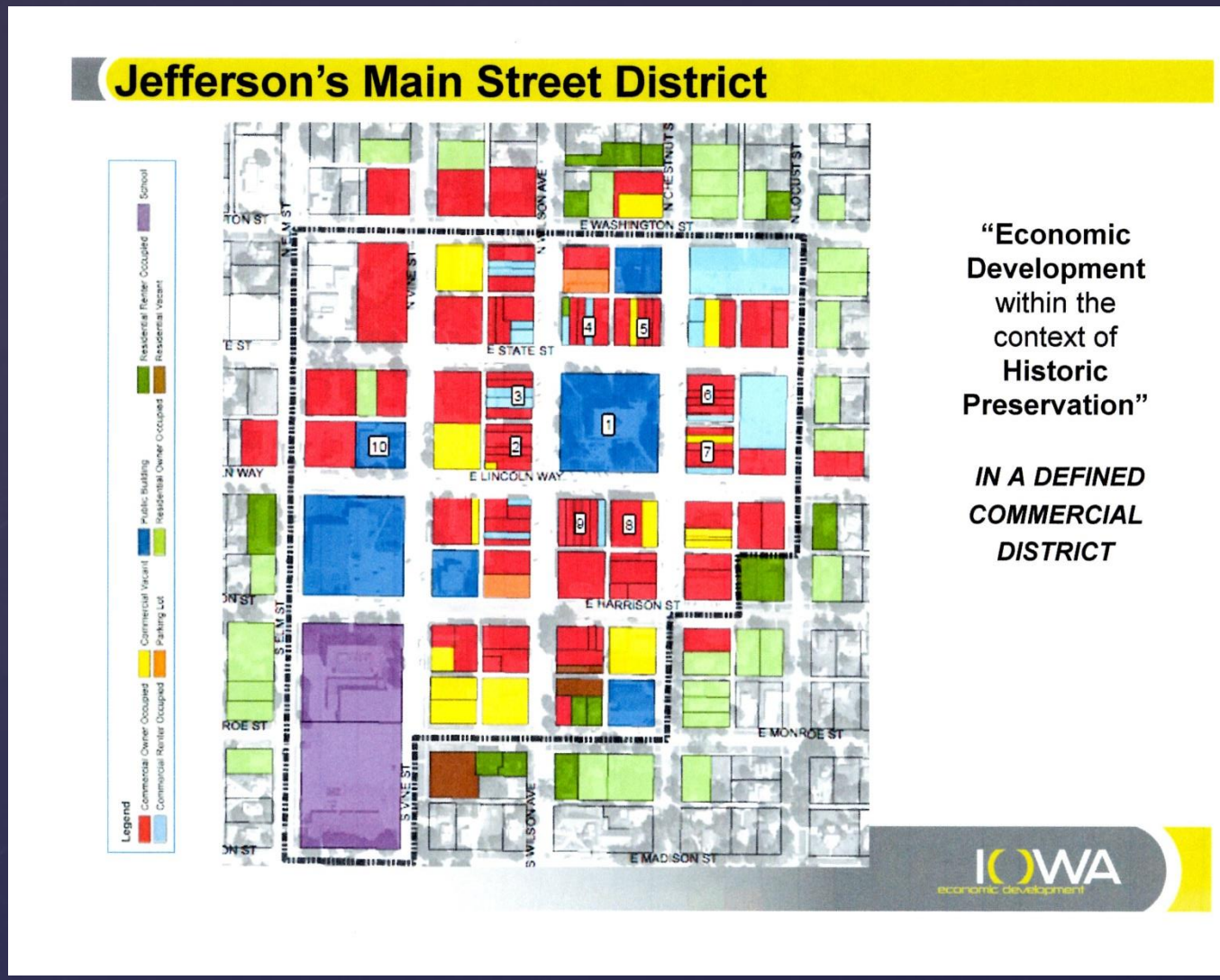
JEFFERSON MATTERS: MAIN STREET

2017 Project Review & Investor Visit



Main Street District Map

Jefferson Matters: Main Street Board of Directors

Priorities

- Positive momentum through collaboration.
- Culture of volunteerism.
- Business transition, expansion and entrepreneurial development.
- Expand funding opportunities.
- Attract people to the Main Street district.

Collaboration Projects!

- Smithsonian Institution Traveling Exhibit of Hometown Teams through Main Street Iowa
- City of Jefferson & 13 building owners for Façade Rehabilitation $1 million project
- Brand/Wayfinding Signage proposal for Jefferson
- Challenge Grant for Prairie Lakes AEA with high school construction class.
- Volunteer hours over 3,800 for past year.

- Partnering with Greene County Historical Museum to bring exhibit

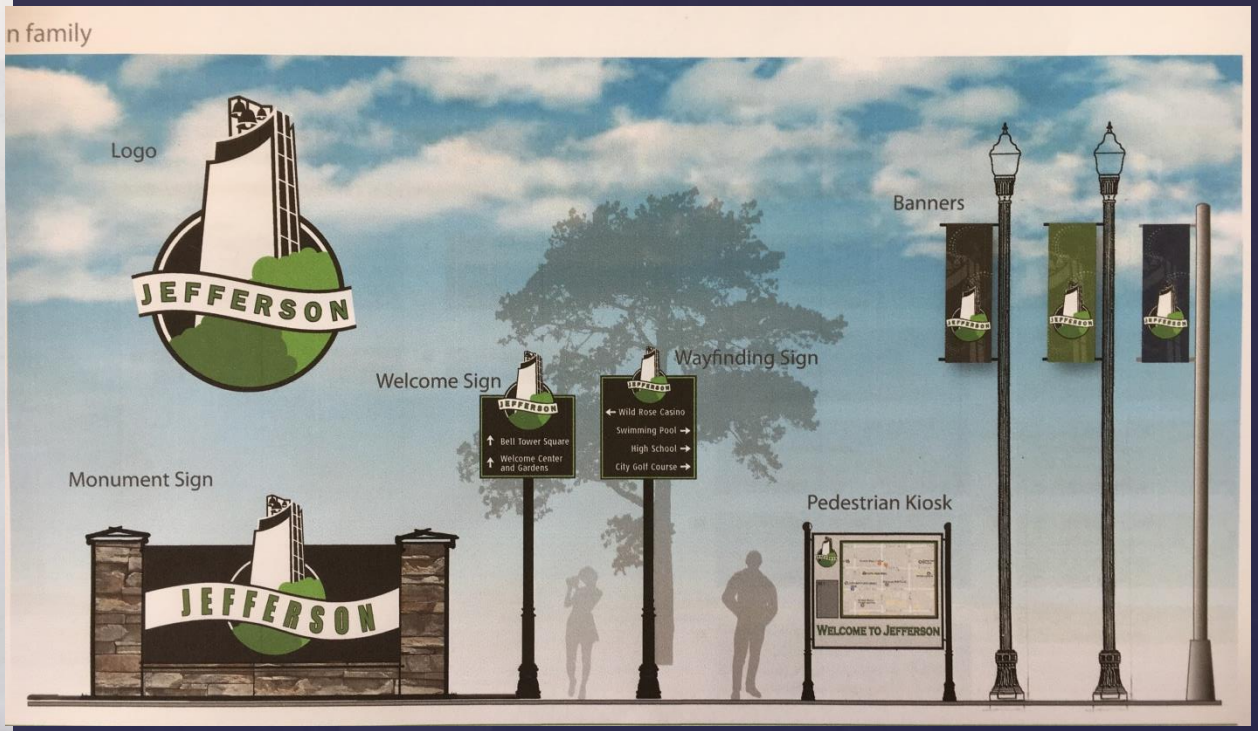
August 11 – September 23, 2018

Smithsonian Exhibit of Hometown Teams

Hometown Teams exhibit

1873

Celebration Stroll to celebrate the 13 facades!



Brand/Wayfinding Signage with $5,000 grant from Main Street Iowa with $10,000 match from City

Main Street supports economic development within the context of historic preservation with five committees.

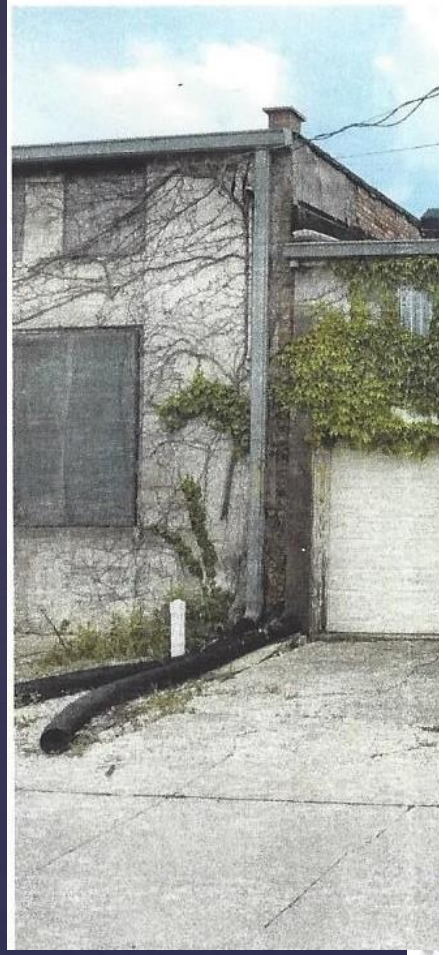
- Organization
- Promotion
- Design
- Tower View Team
- Economic Vitality

Each committee plans projects and carries out with volunteers.

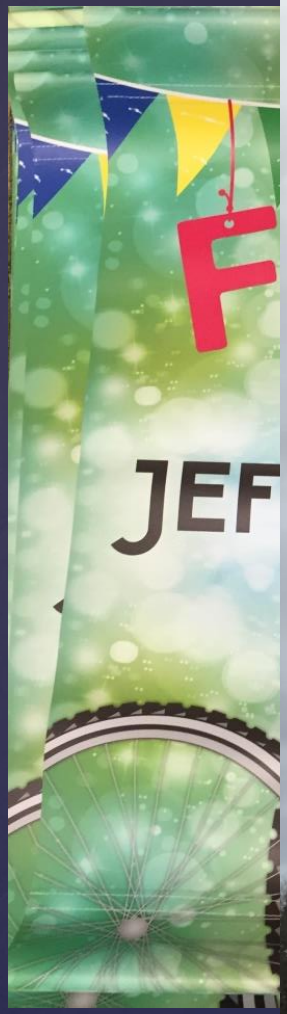
Design Committee

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

Downtown Beautification Efforts



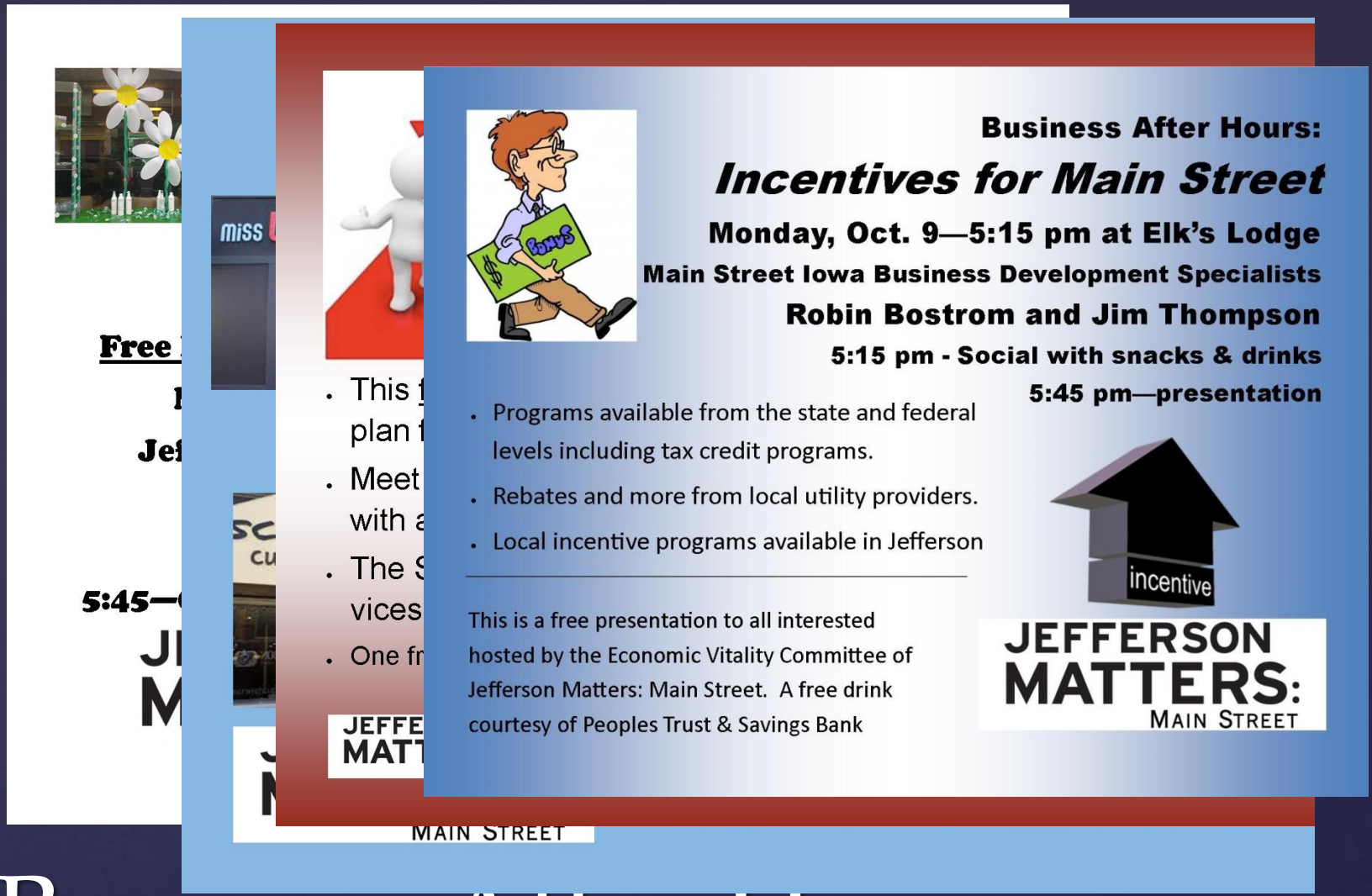
Mini-grants of up to $500



Seasonal Banners- 12 more!

Empty Window Displays

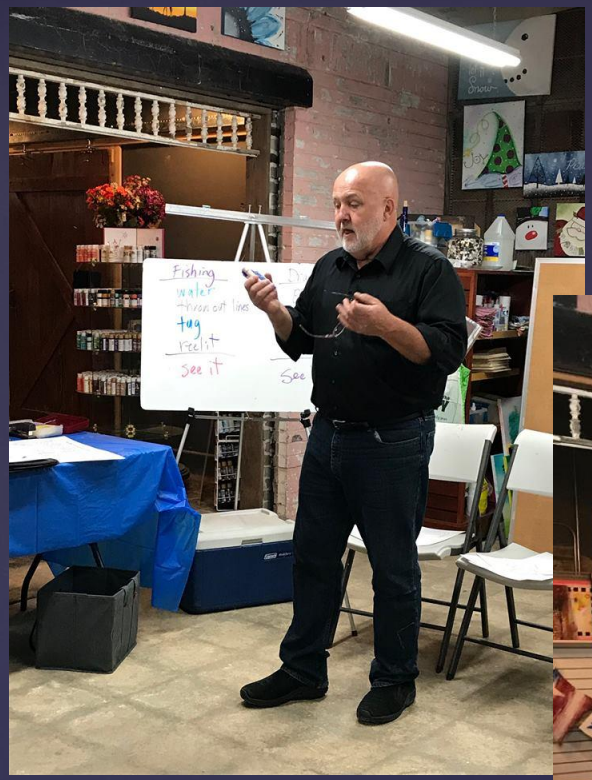
Silhouette "High Wheeler Hello"



Business After Hours presentations

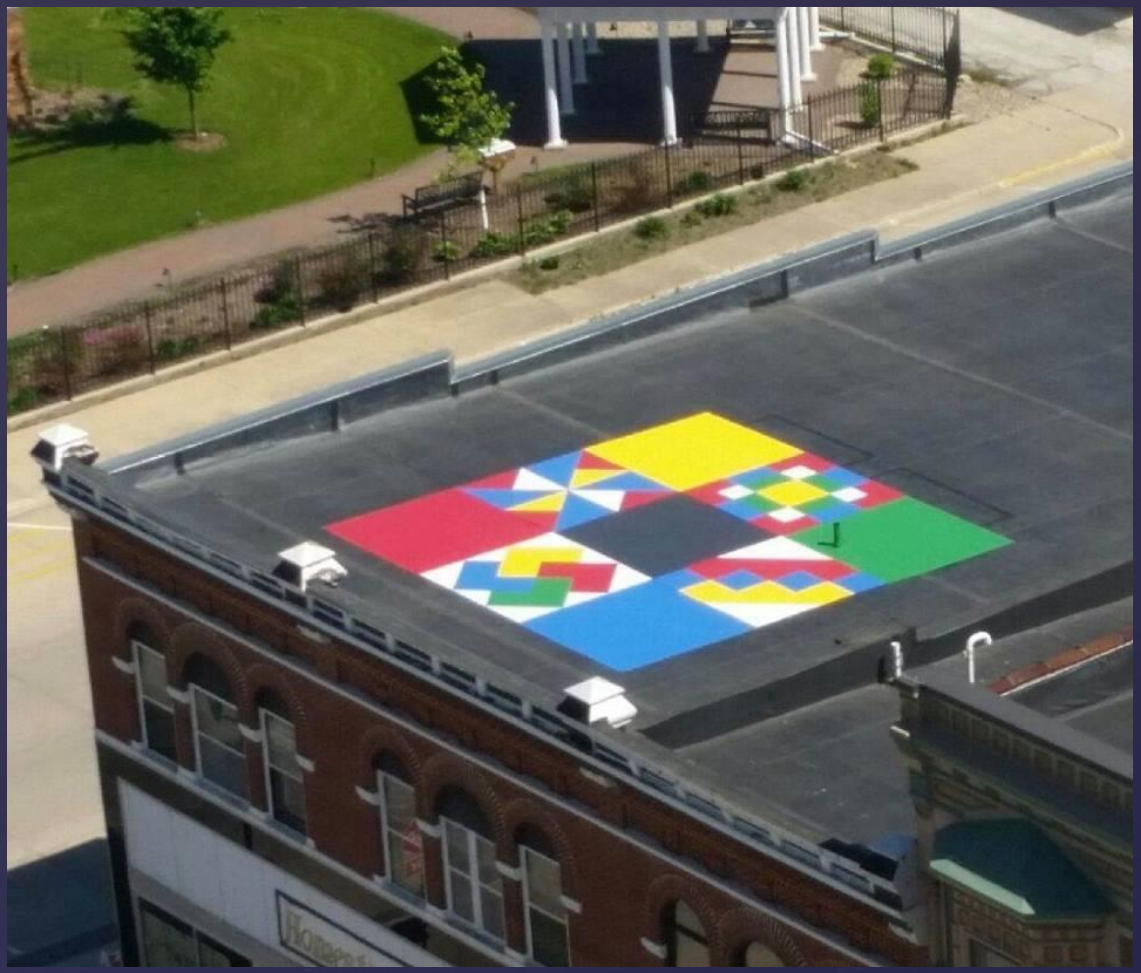
Tower View Team

To promote and provide artwork in surprising places in Jefferson's Main Street District.

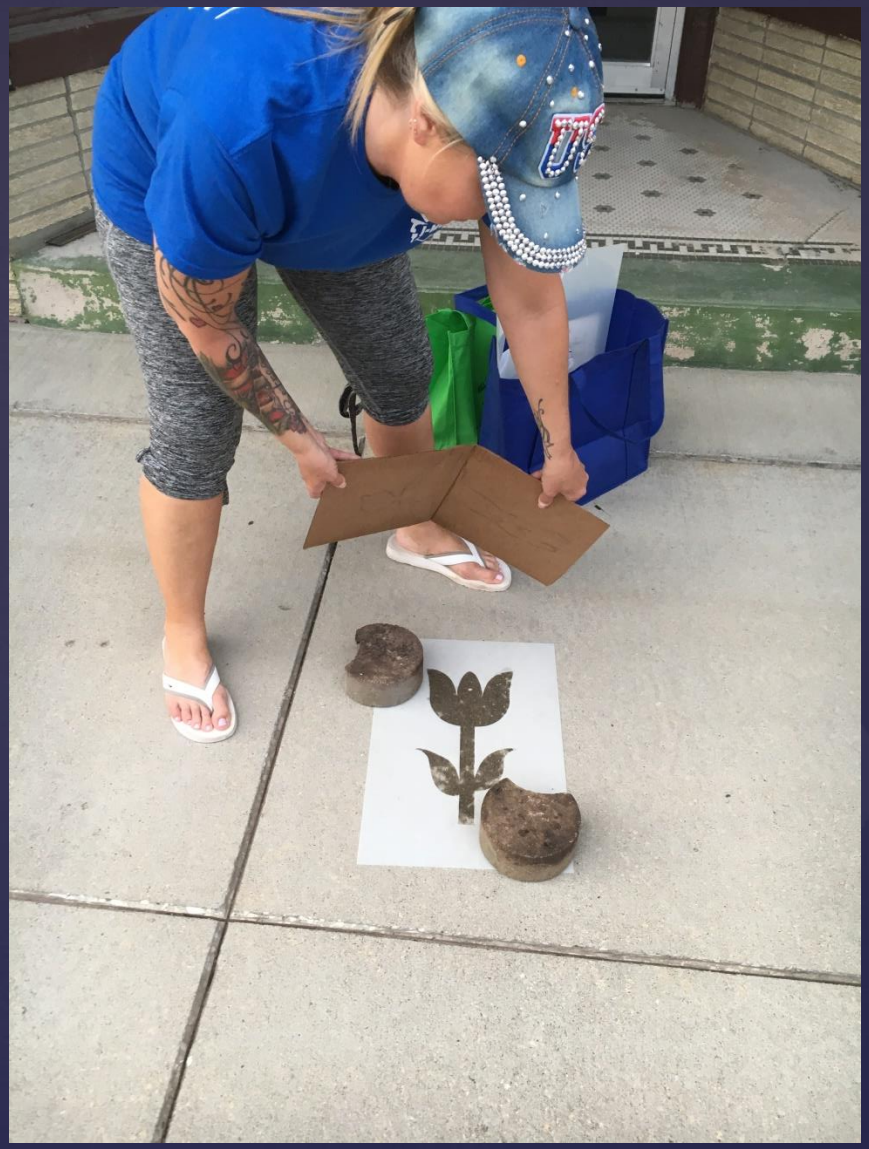


Another Alley Project

Ring Out for Art



3rd Rooftop Art Installation & another planned!



When it rains, it pours art

Party in the Alley

Play Me Pleez Piano
"Tuned In"

Promotion Committee

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

Jefferson, IA app

More historical plaques

Main Street Minute pics & videos

Summer Selfie Safari

Cash Mobs!

Annual Christmas Tree Lighting at Thomas Jefferson Gardens

Economic Vitality

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

Community Development Block Grant construction June – Dec, 2017

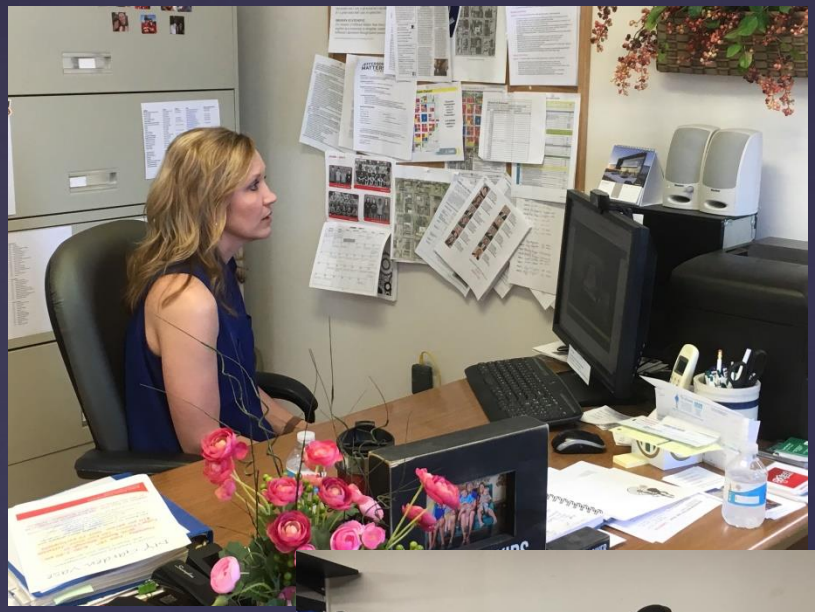
Community Development Block Grant for 13 properties

MacDonald Insurance

Meythaler Photography

Business After Hours –
*Business Transition
*Incentives for Main Street

Java & Juice – 32 events



Open 4 Business Competition

Challenge Grant Award of $74,500 for Sensibly Chic

Cost of an empty building

Cost of an Empty Building

In Main Street communities of every size, an annual priority is to fill empty storefronts. This is not just doing the current building owner a favor. A building sitting empty for one year has a significant negative impact on the local economy.

As an example, let's look at an empty building that could hold a midsize business. Let's say a potential business tenant sells $250,000 in goods annually, pays typical rents in a Main Street Iowa community and has typical local expenditures. For every year the building does not hold that business or a similar-sized enterprise, it costs the community $222,340. Buildings that stand empty lose money — not just for the building owner, but for local and state governments, utility companies, banks, suppliers and services, media and workers.

Costs to the Community

Building Owner	$8,400 in rents $5,040 in property value
Local Government	$100 in property tax $5,000 in sales tax
State Government	$15,000 in sales tax
Utility Companies	$4,700 for utilities, telephone and internet
Banks	$39,500 in loan demand $2,200 in bank fees and interest $17,000 in deposits
Suppliers	$1,300 in maintenance and repairs $500 in printing and copying $900 in supplies
Professional Services	$2,700 in insurance premiums $900 in legal and accounting fees $500 in property management fees
Media	$6,200 in advertising, marketing and PR expenditures
Workers	$56,800 as employees of that business $31,500 in business owner's compensation and profit $24,100 workers elsewhere in the community

SOURCE: Estimates of the cost of an empty building were based, in part, on RMA® Annual Statement Studies.

Challenge Grant for $35,500 for Prairie Lakes AEA

- New business incentives–
- Building & Business spring visits

Main Street Stats

Since 2012:

Net gain in business starts/relocation/expansion	14
Net gain in new jobs	30
Main Street volunteer hours	22,360
Total projects redeveloped or renovated in Main Street District	56
Private dollars invested	$633,551
Total dollars invested in district	$4,472,637

Current stats:

Properties in Main Street District	96
Size of district	42 acres
Total value of District	$14,615,500
Taxable value of Main Street District – excluding exemptions	**$8,137,400**

Organization Committee

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

Conducts annual Investment Drive

SUPPORT YOUR HOMETOWN MAIN STREET TEAM! #1 FAN

JEFFERSON MATTERS: MAIN STREET

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October 25, 2017

Dear (Name of Contributor): (new investors contact)

There are big things to cheer about in downtown Jefferson!

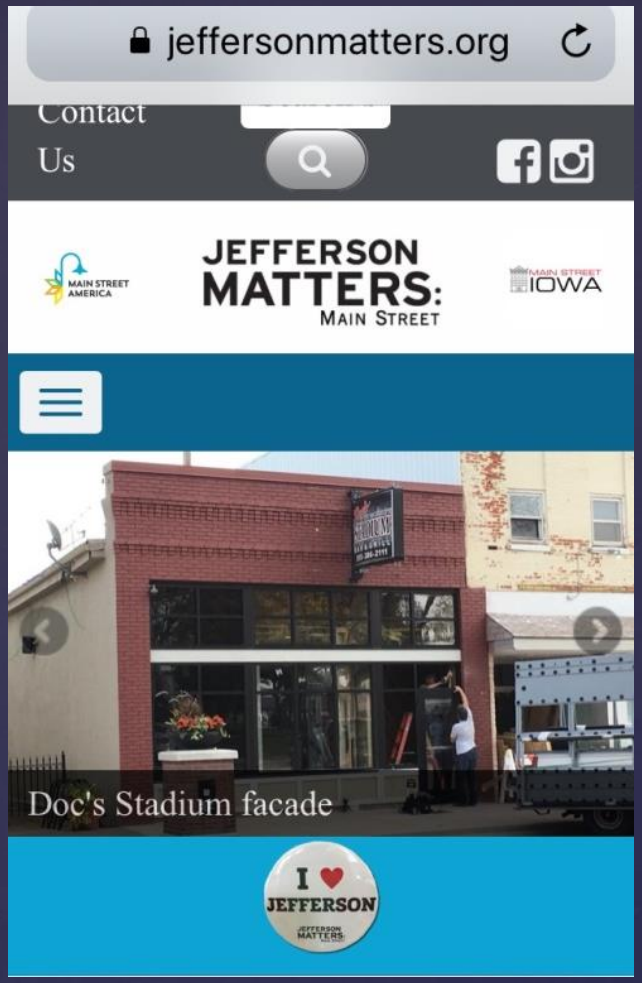
- ✓ Have you noticed our home field advantage with Ring Out for Art sculptures, banners around the Square, pillar planters, rooftop art installations, & hanging baskets to beautify our downtown and attract visitors and new businesses?
- ✓ Did you know Jefferson had a slam dunk to complete 13 façade rehabilitations with the $1 million Community Development Block Grant, a $75,000 Challenge Grant for the Kendall Bldg., and 4 Mini-grant recipients for up to $500 of improvements?
- ✓ Have you huddled up at the Java & Juice events, Christmas Tree Lighting, Family Feud~Jefferson Edition, Bell Tower booth, or Business after Hours educational presentations?
- ✓ Are you rooting for new businesses locating in Jefferson? Do you want to see a full-court press of more incentives for businesses renovating or locating to Jefferson's Main Street District?

Get in the game as an investor for Jefferson Matters: Main Street!

Jefferson Matters: Main Street has more great plans for the fall of 2017 and beyond. As we prepare for the Smithsonian Institution exhibit of Hometown Teams, take a look at the enclosed Annual Report and see how Main Street works, what we have accomplished, and how it impacts you.

We need your support to keep the streak alive. The Board is asking that you consider a tax deductible investment to Jefferson Matters: Main Street in support of our mission "to work together as a community to strengthen, support, and energize Jefferson's downtown through historic preservation." As a #1 FAN, you are investing in our community.

Volunteers make up the roster of this non-profit organization. Come join our team!



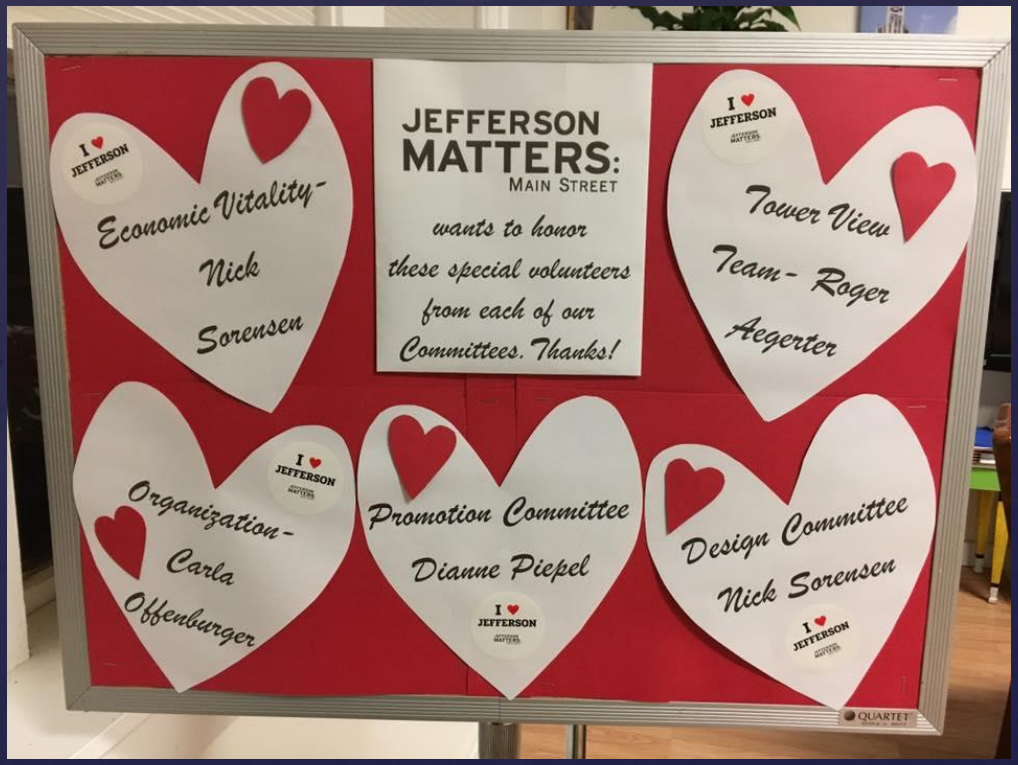
Constant Communication

Strong Facebook presence with 1,500 Likes but 8,000 following some posts

Bell Tower Festival booth!

Pizza Ranch help & fundraiser

Volunteer Recognition & Recruitment



2018 New Projects

- Advanced Market Analysis program leading to a Recruitment Team
- Better Block Grant for creative placemaking
- Arch Alley project with David Williamson
- Hometown Teams Exhibit
- Additional grants available for façade improvements & signage

Main Street Board

The mission is to work together as a community to strengthen, support and energize Jefferson's downtown through historic preservation.

Annually

- Quarterly Mtgs with City Council & Supervisors
- National Main Street Accreditation
- Partnership Visit with Main Street Iowa
- Attend Main Street conferences & workshops

Developing Partnerships!

Chamber of Commerce
Greene Co. Development Corp.
City of Jefferson
Greene Co. Historical Society
Cyclists of Greene
Small Business Development Center
Prairie Lakes AEA
Greene County Community Schools
Local Businesses

Funding for Main Street comes from Investors like you.

GO TEAM!

#1
Fan

We appreciate your continued support!
Thank you!