

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.

2018 Priorities:

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

Design Committee:

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

- City acquired properties support for City View on State, The Harness Shoppe, Arcade 1, 2 & 3
- Design Assistance from Main Street Iowa – 6 signage designs & 4 façade designs
- Building Facade Mini-Grant program for facades & initiated Signage Mini-Grant program- received Rotary grant & Wells Fargo grant to support both giving mini-grants to 5 projects to date.
- Promote Design Guidelines for Jefferson – attached to each mini-grant application
- Summer hanging baskets and pillar planters for each season – average of 10 volunteers at each
- Seasonal banners around the square – completed all 4 seasons of banners
- Painted silhouettes in downtown – High Wheeler Hello & encouraging other murals by students
- Business After Hours education (2) – Window Displays & Merchandise Displays
- Led the wayfinding signage project that was completed in August
- Jefferson Make-Over-Crew volunteer opportunities – painted Town & Farm Realty façade & volunteers helped with demo for Pillar Technology
- Creative empty window displays in Homestead & Drugtown throughout year
- City Hall interior improvements
- Begin working on recommendations for downtown Christmas decorations

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 – HomeTown Teams theme generated over \$56,000 from 61 individuals, 17 businesses, and City & County investments
- Monthly newsletters (52% open rate) & director newspaper column
- Website updates – www.jeffersonmatters.org
- Volunteer recruitment – 60 volunteers currently on committees that meet regularly
- Celebration and volunteer recognition – 3 Cheers for Our Main Street Team Party with 2017 Leadership Award to Roger Aegerter & individual committee awards
- Bell Tower Festival booth – coordinated for sculpture voting, Family Feud questions & HomeTown Team info.

- Coordinated an online sale of items in old Pizza Ranch building for fundraising
- Encourage participation in educational opportunities – sponsored Matt Wetrich, City Council to National Main Street Conference in Kansas City
- Family Feud fundraiser – raised over \$3,300 with 4 teams and a packed house at History Boy

Tower View Team:

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

- Alley with David Williamson – meeting regularly with David; portable foundry at Festival, meeting with P-C & Greene County students & community members, canopy removed in alley; received \$52,425 Grow Greene County grant for project; Home State Bank pledged \$6,500; raising more funds
- Party in Arch Alley – button campaign for Arch Alley kicked off at festival and continued at Party in the Alley with over 100 attending to hear David Williamson & Tony Sims
- Rooftop Art – new installation of Music Straight From the Heart from Lee & Sheri Sloan
- Sally's Alley – addition of hose & continued gardening & upkeep from committee members
- Ring Out for Art sculpture contest – 3 entries remained on plaza until Oct., co-sponsored with Home State Bank
- 4th public piano entitled Rockin' to RAGBRAI with faces of this event air-brushed by local artist Tony Sims brought many visitors for photo ops
- Brochures to promote public art are updated with new items
- Received 2018 Governor's Arts Award for a host of projects; a professional video was made of highlights

Economic Vitality Committee:

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

- Support for City's Façade Rehabilitation Phase 2 of 50/50 match for downtown owners
- CDBG Downtown Revitalization Grant completed – received award for Best Practices in working with the City of Jefferson at Rural Iowa Summit; Celebration Stroll in Nov. '17 was well-attended.
- Business After Hours events on Social Media and Marketing for Small Businesses
- Java & Juice events alternating months with the Chamber with average of 30 attending; received Main Street Iowa Award
- Wrote & awarded Challenge Grant of 2017 to Prairie Lakes AEA & Greene Co. Schools for upper story apartment and co-working space with students doing the renovation.
- City's Community Catalyst Grant application for Pillar Technology was awarded for \$100,000; JM:MS coordinated letters of support and narratives.
- Advanced Market Analysis for Jefferson completed. Top Prospect Survey had 473 responses. Recruitment Team of 11 completed training through Main Street Iowa for prospect visits and development of professional materials; Alliant Energy grant for marketing funding.
- Business Incentives brochure of incentives to locate in Main Street District.
- Business Visits in October for updated info, necessary stats for National Accreditation and questions on expansion and transition.
- RAGBRAI Impact Survey distributed to realize local impact; follow-up of housing contacts for future economic development
- Support for City's acquired buildings in Main Street district through volunteer work sessions

Promotion Committee:

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

- Smithsonian Institution HomeTown Teams exhibit at Greene County Historical Museum from Aug. 11 – Sept. 23; one of 6 Main Street communities; window displays of local sports in Mason's window from Jan. – August; 2,072 people attended exhibit including 844 students; 107 volunteers staffed exhibit for over 25 hrs./wk; received hotel/motel funds for advertising & marketing; Greene County communities' exhibits displayed along with Smithsonian exhibit; coloring contest with prizes for all grades.
- Main Street Minute Videos for businesses and 54 videos for RAGBRAI Facebook posts; This project received Main Street Iowa Award
- Amazing Race for Charity – raised \$ for BOOST on Sept. 29 with 16 teams with challenges throughout community; sponsored with Chamber
- Hit a Homerun promotion for retail businesses with winner receiving a Kevin Richards print.
- Facebook posts are constant and receive outstanding "people reached" status. Shared Main Street business posts and encourage to Shop Local.
- Trick or Treat Around the Square in Oct. to hand out treats in Sally's Alley for 600+
- Christmas Tree Lighting in 2017 was coldest night of the year; plans for 2018 coordinating with Thomas Jefferson Gardens and Chamber of Commerce with more activities planned
- Funds for 2 Historical Plaques to be installed in 2018 – Azor Mills and Yankee Robinson
- Jefferson IA app is updated with new Jefferson logo and events & changes in business info for Jefferson by Deb McGinn
- Hosted Party in Arch Alley on June 1 for 100+ people

Board of Directors & Director:

- Coordinated 75 volunteers for 4 RAGBRAI information booths & was fiscal sponsor for the overnight in Jefferson on July 23.
- National Accreditation for Main Street America was awarded for 2017 with a score of 91/100
- Board visibility with business & large investor visits
- Director attended Main Street trainings and 10 people went to National Main Street Conference in Kansas City with scholarships. Will host MSI training in fall of 2019.
- Submitted 7 nominations for Main Street Iowa awards and received 2 of the 13 categories.
- Attended Rural Iowa Summit receiving several state recognitions
- Main Street Iowa board & committee orientation held with 17 attending.
- Graduation card with invitation to make your home in Jefferson given to 2018 grads was signed by 30 millennials. Peg was graduation speaker.
- Supported passage of school bond referendum.
- Set goal of expanding funding resources by 20% for 2019
- Quarterly meetings held with Jefferson City Council
- Annual Meeting held with election of officers & review of by-laws
- Main Street Iowa Awards Ceremony in April with 21 locals in attendance
- Article in DM Register on Pillar Technology and article in C Magazine on rural leadership.
- Interviews & video with state and national news sources.