



**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.*

**2019 Priorities:**

1. Create upper story housing visibility
2. Recruit traffic-generating businesses to downtown
3. Apply for Iowa Great Place and Great American Main Street designations
4. Involve youth and school in Main Street program
5. Attract people to the Main Street District

**Design Committee:**

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

- Volunteer support of city-acquired properties
- Free Design Assistance from Main Street Iowa – Habitat for Humanity, The Public House, Uptown Café, Harry & Vi's Arcade 1,2,3
- Building facade mini-grant program for facades – Jefferson Iowa Realty
- Storefront signage mini-grant program
- Summer hanging baskets and seasonal pillar planters
- Cluster planters – 8 sets of 3 in downtown purchased through Olson Ironworks
- Seasonal empty window displays
- Presented Christmas decoration proposal to City that was purchased for 2019.
- Coordinated volunteers for Available Building Tour in April 2019
- Support continuation of City's wayfinding project

**Economic Vitality Committee:**

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

- Support City's Phase 2 for continued façade improvements
- Organized Available Buildings Tour in April with 12 buildings over 2 days/packages/contacts
- Java & Juice events each Friday coordinated with Chamber
- Support SBDC & ICCC business workshops
- Challenge Grant 2017 completed for Prairie Lakes apartment
- Challenge Grant application for 2019 for The Public House was awarded for \$75,000.
- Recruitment Team involvement with prospects
- The Forge Grand Opening celebration community coordination
- Open 4 Business competition entry for The Center Door Speakeasy
- New Business Incentives brochure update for location in Main Street District
- Building & Business Inventory updates
- Support for City's acquired buildings in Main Street District

## **Promotion Committee:**

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

- Jeff from Jefferson videos are popular with t-shirts and microphones being sold
- Amazing Race for Charity for Animal Facility with over \$5,000 raised
- Staffed Iowa State Fair booth
- Trick or Treat Around the Square
- Christmas Tree Lighting event with coordination with retailers & Chamber
- Frequent Facebook posts & boosts for Shop Local
- Locable workshop on marketing ideas through Main Street Iowa
- Chews Jefferson on Wednesdays during June & July – coordinate with Tower Tunes Live concerts
- Everything's Ducky in Downtown during library's Toddler Fest
- Swag bags for Jefferson Matters: Main Street guests & work with Tourism committee
- Displays in Mason's window throughout year
- Historical Plaque for Spring Lake on downtown pillar
- Update Jefferson IA app with all Jefferson businesses

## **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.*

- Conduct annual Investment Drive – We Aim High was the theme reaching \$69,000 goal
- Volunteer reception with recognition awards in February
- Bell Tower Festival involvement – new Reunion Rendezvous event
- Family Feud~Jefferson Edition fundraising event
- Greene County High School graduation cards
- Communication -monthly newsletters, website updates, director news column & radio interviews
- Volunteer recruitment

## **Tower View Team:**

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

- Community & student participation on Arch Alley with artist David Williamson with grant awards from Grow Greene County for alley and Greene County Community Foundation for poetry plaque
- Rooftop Art installation of Spaceman with Tony Sims, artist
- Continue Sally's Alley upkeep
- Ring Out for Art sculpture contest with 4 entries receiving stipends; HSB sponsor
- Scarecrow Invasion~Movie Edition project during month of October
- Four Mini-Bell Towers installed in May; Art Stroll on May 30 with artists present
- Art on the Square event with 19 vendors on Oct. 12
- RAM Pride painted piano
- Brochures to promote public art

## **Board of Directors:**

- Hosted Main Street Iowa Fall workshop in Jefferson on Oct. 21- 23
- Main Street Community Exchange with Story City in May with feedback
- Applied for Great American Main Street nomination for 2020 & was received follow-up interview
- Applied for Iowa Great Place designation as Greene County –site visit on June 3 – not awarded
- Article on Jefferson Matters in C Magazine through CHS Rural Cooperative
- Continue visibility of projects for state and national recognition – Condition of the State address in January, press conference on June 5 & media coverage of Dec. 2018 & Sept. 2019 events for The Forge Grand Opening
- National Accreditation for Main Street America achieved for 2019
- Main Street training and professional development for board & directors
- Quarterly meetings with City Council