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.

2020 Priorities:

1. Create upper story housing visibility
2. Recruit traffic-generating businesses to downtown
3. Involve youth and school in Main Street program
4. Attract people to the Main Street District
5. Explore community development partnerships

Design Team:
Purpose: To encourage improvement of the Main Street district’s physical appearance.
- Volunteer support of city-acquired properties
- Encourage free Design Assistance from Main Street Iowa especially for upper stories
- Building facade mini-grant program for facades
- Storefront signage mini-grant program
- Summer hanging baskets and seasonal pillar planters & cluster planters
- Explore art deco for planters
- Present City parking lot plantings to City
- Attract interest in bldgs. through empty window displays
- Present Christmas decoration Phase 2 proposal to City
- Support continuation of City’s wayfinding project
- Trash receptacles for next blocks of downtown

Economic Vitality Team:
Purpose: To strengthen and broaden the economic base of the Main Street district.
- Support City’s Phase 2 for continued façade improvements
- Java & Juice in Jefferson events/add available buildings
- Support SBDC & ICC business workshops offered in Jefferson
- Pursue Challenge Grant for 2020 & support 2019 recipient -The Public House
- Recruitment Team contacts for location in Main Street District
- Open 4 Business competition entry
- Business Incentives brochure for location in Main Street district
- Building & Business Inventory updates through Business Visits in summer
- Support for City’s acquired buildings in Main Street district
- Pursue Existing Business Growth Mini-Grants
- Support and organize community development & special events
**Promotion Team:**

*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 video to promote businesses and events
- Amazing Race for Charity in Sept. for Children’s Center on Vine
- Trick or Treat Around the Square
- Continue to enhance Christmas Tree Lighting event & Shop Small Saturday
- Frequent Facebook posts & boosts for Shop Local
- Chews Jefferson lunches in June
- Entry in Bell Tower Festival and Homecoming parades
- Monthly promotional displays in Masonic Lodge window
- Pursue historical plaques funding for contributing buildings of Jefferson’s Historic District.
- Update Jefferson IA app with all Jefferson businesses
- Plan statewide advertising campaign

**Organization Team:**

*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 with early incentive basket
- Organize Main Street volunteer appreciation with recognition awards
- Reunion Rendezvous during Bell Tower Festival
- Family Feud ~ Iowa Edition fundraising event in April
- Scholarships for attending Main Street events
- GCHS graduation cards in May
- Communication - monthly newsletters, website updates, director news column & interviews
- Volunteer recruitment

**Tower View Team:**

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

- Complete Arch Alley with artist David Williamson
- Host Arch Alley Party when completed
- Pursue more Rooftop Art installations
- Continue Sally’s Alley upkeep by volunteers, add new bird photo & large metal wings for photo op
- Call for 4 Ring Out for Art sculptures with Home State Bank partnership
- Organize Scarecrow Invasion project for October with new theme
- Coordinate 4 Mini-Bell Towers art project for summer display
- Plan Art on the Square event with booths, music & food
- Paint Lincoln Highway Sidewalk art from Locust to Chestnut

**Board of Directors:**

- Participate in Main Street Iowa Partnership Visits in 2020
- Send local contingency to National Main Street NOW Conference in Dallas in May, 2020.
- Continue visibility of projects for state and national recognition through award nominations
- Attain National Accreditation for Main Street America 2020
- Attend Main Street Iowa training and professional development for director, board & volunteers
- Pursue grant funding opportunities & expand funding resources for local program
- Quarterly meetings with City Council