



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
- 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
- Expand locations for more planters in downtown
- Attract interest in bldgs. through empty window displays
- Present Christmas decoration proposal to City & County
- Tour of Possibilities (empty bldgs. with focus on upper story)
- 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
- Tour of Possibilities – available buildings & upper stories
- Java & Juice events to include upper stories
- Support SBDC & ICCC business workshops
- Challenge Grant 2017 celebration for Prairie Lakes and application for 2019
- Recruitment Team contacts for location in Main Street District
- Community Catalyst Grant celebration when Pillar Technology opens
- Open 4 Business competition entry
- Communication with HS Construction class for additional upper story housing projects
- Business Incentives for location in Main Street district
- Building & Business Inventory updates through Business Visits
- 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.

- Main Street Minute Videos with Jeff from Jefferson
- Amazing Race for Charity in Sept.
- Scarecrow Invasion in Oct. with TVT
- Trick or Treat Around the Square
- Enhance Christmas Tree Lighting event
- Frequent Facebook posts & boosts for Shop Local
- Swag bags for Jefferson Matters: Main Street guests
- Displays in Mason's window
- Pursue another Historical Plaque in downtown
- 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
- Organize volunteer reception with recognition awards
- Bell Tower Festival involvement
- Family Feud~Jefferson Edition fundraising event
- Scholarships for attending Main Street events
- GCHS graduation cards
- 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
- Pursue another Rooftop Art installation
- Continue Sally's Alley upkeep
- Revamp Ring Out for Art sculpture contest
- Pursue a year-round sculpture park
- Organize Scarecrow Invasion project
- Coordinate Mini-Bell Towers art project
- Public Painted Piano
- Brochures to promote public art

Board of Directors:

- Host Main Street Iowa Fall mtg. Oct. 22 & 23 in Jefferson
- Main Street Community Exchange with another Story City in summer
- Pursue Great American Main Street nomination for 2020 & Iowa Great Place designation
- Continue visibility of projects for state and national recognition
- National Accreditation for Main Street America 2019
- Main Street training and professional development for board & director
- Pursue grant funding opportunities & expand funding resources
- Quarterly meetings with city