



# EXPERIENCE JEFFERSON

## Jefferson Matters: A Main Street & Chamber Community

November 28, 2022

Dear Sir or Madam,

Jefferson is home to a unique union that is our combined Main Street and Chamber organization. We believe our efforts are unparalleled when it comes to promoting local businesses and creating a community in which people chose to spend their time and money. In 2022, our organization welcomed folks from across the country and beyond, as well as life-long residents to "Experience Jefferson!" As we look back on 2022, we see many extraordinary changes and growth in our community. In order to continue to be a major catalyst for growth in 2023, we are seeking contributions to back these efforts. You can see from the highlights below and the enclosed infographic that as a generous contributor, you can play an important part in another year of economic, community, and cultural growth in 2023. Thank you!

### 2022 Promotions & Community Improvements



Nine \$500 mini grants awarded to businesses to improve their façade, signage or expand products

70

Newcomer bags filled with brochures, business cards, & swag given to new households.



Received a grant and partnered with local resources to initiate "Jefferson Wants You", an incentive mini grant program for new businesses and remote workers.



Created [www.experiencejeffersoniowa.com](http://www.experiencejeffersoniowa.com) as a community resource and recruitment tool for visitors and to attract new residents.

### 2022 Achievements in Tourism, Events, and Attractions

BRAGC Event (Bike Ride Around Greene County)

Bell Tower Festival

Art on the Square

Cruisin' to the Square

Winter Festival: Celebration of Trees

Golf Tournament

New rooftop art

Sculptures on display at Bell Tower Plaza

### 2022 Local Business Partnerships

Invested over \$5,000 in advertising local businesses & attractions

Trick or Treat Around the Square

20+ Java & Juice and Ribbon Cutting Events

Seasonal planters around the square

Second Saturday promotions

We've set a goal of **\$125,000** in contributions to continue this growth and community improvement. These funds will not only perpetuate these projects but will also support our ongoing goal of promoting and creating experiences that showcase Jefferson as a culturally vibrant destination to shop, eat, play, and stay. We invite you to contribute by check, cash, credit card, considering us as a benefactor. Page two has more information.

Thank you,

Jamie Daubendiek  
President of Jefferson Matters: A Main Street & Chamber Community

Our organization's purpose is to support, promote, and preserve the historic downtown of Jefferson, Iowa, while contributing to the greater community's continued vitality.