



EXPERIENCE JEFFERSON

Jefferson Matters

Dear Local Business Owner,

Since merging with the chamber in 2020, Jefferson's Main Street program - now simply known as "Jefferson Matters" - has relied on support from local businesses and private contributions to support our mission of building a strong community through economic development, historic preservation, event planning, and more.

Our positive impact on the community takes resources to execute. We would greatly appreciate the financial support of your business to help us keep the momentum going strong in 2024. We cannot do it without your partnership and support. Below and on the included infographic, you'll see a sampling of the ways we have directly and indirectly supported your business.

2023 Promotions & Community Improvements



Nine \$750 mini grants awarded to businesses to improve their façade, signage or expand products

120

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.



Grew www.experiencejeffersoniowa.com as a community resource and recruitment tool for visitors and to attract new residents.

2023 Achievements in Tourism, Events, and Attractions

BRAG (Bike Ride Around Greene County)
Bell Tower Festival; RAGBRAI 50 pass-through
Art on the Garden; Porchfest; RVTV visit
Cruisin' to the Square; The Starting Block Party
Winter Festival: Celebration of Trees
Golf Tournament; New rooftop art
"Ring Out For Art" Sculptures on display at Bell Tower Plaza

2023 Local Business Partnerships

Invested over \$10,000 in advertising local businesses & attractions locally and across the Midwest
Trick or Treat Around the Square
20+ Java & Juice and Ribbon Cutting Events
Seasonal planters around the square
Second Saturday shop local promotions

We've set a goal of **\$130,000** 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, and/or considering us as a benefactor. Page two has more information.

Thank you,

Amy Milligan
President of Jefferson Matters

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.

Jefferson Matters is a 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your generous financial donation.



How to Contribute

As a reminder, we are a 501(c)(3) organization and your contributions are tax deductible. Contributing is now **simpler** than ever! Choose one of four options:

Option 1: Check

Make check payable to:
Jefferson Matters

Mail to:
201 E. Lincoln Way,
Jefferson IA 50129

Option 2: Automatic debit

Please contact your bank for auto
bill-pay information.

Option 3: Pay online

Follow the QR code below or go to
www.jeffersonmatters.org.

On the home page, click on the red button
"Experience Jefferson" to use credit card or
PayPal option



Option 4: Make JMMSCC a beneficiary

- Bequest by will
- Charitable gift annuity
- Gifts of farmland
- Gifts of appreciated stock
- IRA rollover/qualified charitable distributions
- Beneficiary designation on a retirement plan asset such as an IRA

If interested, please reach out to
director@jeffersonmatter.org or
call (515) 386-2155

*Please return this form and your contribution option.
We would appreciate your contribution by **January 31, 2024** for budget purposes.*

Please drop this form off or mail to the Welcome Center - 201 E. Lincoln Way, Jefferson, IA 50129

Business: _____ Contact person: _____

Street Address or P.O. Box: _____

City, State, Zip: _____

Phone: _____ Email(s): _____

Contribution Level: ☐ \$250 ☐ \$500 ☐ \$1000 ☐ other _____

☐ We have employees who are interested in getting involved. Please email names, area of interest & emails to director@jeffersonmatters.org with that info.

☐ Add me to the weekly email news blast to stay up-to-date on activities and information.

Jefferson Matters
201 E. Lincoln Way
Jefferson, IA 50129

☐ Please send me a receipt for my tax records