



# EXPERIENCE JEFFERSON

## Jefferson Matters

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 choose to spend their time and money. In 2023, our organization welcomed folks from across the country and beyond, as well as life-long residents to "Experience Jefferson!" As we look back on 2023, we see many extraordinary changes and growth in our community. In order to continue to be a major catalyst for growth in 2024, 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 2024. Thank you!

### 2023 Promotions & Community Improvement



Nine \$500 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.



Created [www.experiencejeffersoniowa.com](http://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, 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.



# 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](http://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](mailto: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*

Printed Name(s): \_\_\_\_\_

Street Address or P.O. Box: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email(s): \_\_\_\_\_

☐

I would like to be contacted about becoming a volunteer for Jefferson Matters.

Interests: \_\_\_\_\_

☐

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

*Jefferson Matters: is a 501(c)(3) non-profit organization. Your contribution is tax-deductible to the extent allowed by law.*

*No goods or services were provided in exchange for your generous donation.*