

# Jefferson, Iowa Welcomes You



## JEFFERSON MATTERS: MAIN STREET

**Jefferson Matters: Main Street** welcomes you to Greene County and historic downtown Jefferson situated in central Iowa. 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!

**Our mission** is to work together as a community to strengthen, support and energize Jefferson's downtown through historic preservation.

**Since becoming a Main Street community in 2012,** **Jefferson Matters: Main Street** has been leading efforts toward reinvestment and revitalization through collaboration, volunteerism, business expansion and entrepreneurial development, and attracting people to the Main Street District.



### Contact Us: Peg Raney, Director

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### Jefferson's Demographic Profile: ESRI 2017

Key Facts	2017 local	20 minutes
Population:	3,727	8,016
Daytime pop:	4,234	7,940
Households	1,622	3,439
Median Inc.	\$49,813	\$54,832

### Downtown Business Mix

Retail:	31
Service:	52
Food/Drink:	8



Invested in downtown since 2012: \$4,141,778



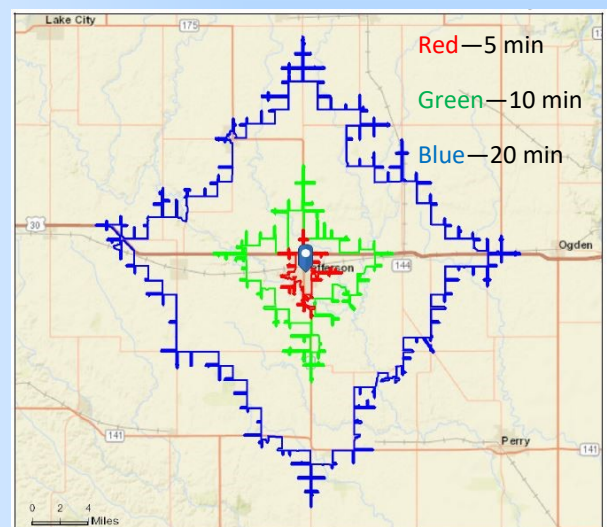
Volunteer hours since 2012: 25,258



2017 façade rehab: 13 buildings



New businesses downtown since 2012: 7



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Of more than 400 answering the “Top Prospects Survey”, participants selected...

## Full service restaurant/Brew pub

as their top choice for new or expanded business they would be most likely to frequent

### at 58%

## Downtown Business Testimonials:



### *Sensibly Chic—est. 2017*

Rosie & Ray Tucker— owners

Dream big! Jefferson is graced with some of the most creative and brilliant minds encountered. The resources available through our fine city as well as Jefferson Matters are unprecedented. Coming HOME and reinventing our “Downtown Eclectic Marketplace “ has been a dream come true!

### *ShineOn designs & More Time— est. 2017*

Jen Badger— owner

Moving to the downtown business district in Jefferson has given us opportunities to grow our business we never would have seen had we stayed a home-based business. Not only can our customers access us easier, we have formed wonderful friendships with other small business owners in the area.



### *Meythaler Photography—est. 2016*

Dan & Britt Meythaler—owners

Moving our family and business to the friendly and flourishing downtown district in Jefferson has been a dream come true. We couldn't be happier!



## In Demand: Top Brew Pub products or features:

Selection of pub food	59.3%
Selection of unique craft beers	52.3%
Beer sampling & tasting events	37.2%
Live music	36%
Outdoor seating	33.7%
Locally-owned establishment	30.2%

## Potential Market:

62% age 25-54

\$50,000—\$149,000 Median Income

**7 Great Reasons** to open or expand your business in downtown Jefferson.

- 1. Great school:** School bond passed with new high school, upgraded middle school & regional academy with Iowa Central Community College opening in 2019.
- 2. Business Recruitment:** We are attracting new businesses such as software developer Pillar Technology with 25 jobs.
- 3. Recreational opportunities:** Raccoon Valley Bike Trail, river access, local & state parks, & camping
- 4. Historic preservation:** intact downtown square & our location on the well-traveled Lincoln Highway.
- 5. Support of the arts—**music, visual, dance, theater—we love it all & is evident in our placemaking efforts.
- 6. Local business support** from City and economic development entities.
- 7. The community** wants you to call this home.