

Hello!

*As the Executive Director for Jewell~ A Main Street Community I would like to take a moment to tell you a little about our program and say how excited I am to be working for you. Main Street is a program that uses historical preservation for economic revitalization. While Jewell has been a part of the Main Street program since 1991, before June of 2019, we were part of a county-wide program. Now, we are a stand alone Main Street and have accepted the full weight and responsibility of living up to the Main Street 4-Point® Approach and 8 Guiding Principles.*

*The four points correspond to committees:*

*Promotions- create events and activities downtown*

*Design- the physical look and feel of downtown*

*Business Improvement- retaining and recruiting businesses downtown*

*Organization- marketing the program, volunteer recruitment, and fundraising.*

*The 8 guiding principles: Comprehensive, Incremental, Self-Help, Partnerships Assets, Quality, Change, & Implementation.*

*We use volunteers to do the work of the program and partnerships for the financial stability of our organization. I look forward to hearing from and working for all residents, businesses, and building owners!*

*Sincerely,*

*Sarah Thompson*

*Executive Director*

*Greetings!*

*We are so excited to be a Main Street Community. Things are changing a little and as President of Jewell ~ A Main Street Community and JADE Foundation, I wanted to explain how our new "Partnerships" work. By becoming a Partner, you will be financially helping our organization get work done. It doesn't mean you will be volunteering, although, we would love to have anyone who would like, also volunteer! Becoming a partner helps us with events, activities, and projects to improve downtown Jewell and our community. Everyone is busy, and we know volunteering might not work for you right now. Please consider becoming a "partner" to ensure our events and activities continue to grow.*

*We look forward to input from residents, business, and building owners as we tackle the work of Main Street. Thank you for your support!*

*Sincerely,*

*Mischelle Hardy*

*Board President*

