



Mission Statement: To secure downtown Jewell as a premier destination and place to call home through innovative and strategic promotion, events and business planning, for the purpose of preserving the historic landscape as well as sustaining a healthy economic stage of our community's economic growth.

Vision Statement: To cultivate a fully revitalized Downtown; one that incorporates walkability, cultural activity, recreation, rest, relaxation, and entertainment, while supporting a thriving business, restaurant and retail environment which is essential in preserving our buildings and community.

THANK YOU to all who supported Jewell...A Main Street Community during an unprecedented year. Support was given and may continue in many ways: shopping locally, participating in events and fundraisers, volunteering in the community and financially sustaining community groups. Jewell truly stands out in the State of Iowa with the reopening of a grocery store and establishing a new retail space downtown. The Jewell... A Main Street Community Board of Directors and the Executive Director sincerely thank those who supported the organization in 2020 and invite everyone to support in 2021 by becoming a partner, volunteering time and talents, or both!

1,440
Volunteer Hours

37
Partners

Funding

\$20,000 given in matching funds to help open Jewell Market

\$7,000+ granted to Partner Businesses by JADE

\$51,000+ Awarded to Jewell Main Street for project improvements

2020 COVID-19 Cancellations

Easter Egg Hunt, Spring Garage Sales, **Jewell Jubilee**, Fundraisers, Lighted Parade, Trivia Night

2020 Accomplishments

Jewell Market Jump Start, Annual Meeting, Casserole Festival, Main Street Drive Through BBQ, Main Street District Map, Golf Outing, Fall Garage Sales, Challenge Grant Award for SHRN Building Improvements, Down Town Trick or Treat, Yule in Jewell, Downtown Planters, Vendor's Village, **\$33,120 Volunteer Hours Value**

2021 Goals

Annual Meeting, Easter Egg Hunt, Spring/Fall Garage Sales, **Jewell Jubilee**, Main Street BBQ, Down Town Trick or Treat, Winter Gala, Yule in Jewell, Down Town Planters, Vendor's Village Completion, Interstate Signage, Waterworks Park Update, Open 4 Business Competition, Challenge Grant, Increase Opportunities with SH School, Fundraisers