



Explore Heart of Jasper and see  
what makes us so unique.

2022 Heart of Jasper/Jasper, Indiana Phone : 812-482-4255 info@heartofjasper.org

## Community Profile

### Jasper 2022



Population  
**16,703**



Median HH Income  
**\$57,062**



Median Age  
**38.5**

## State of DOWNTOWN

**38** blocks

**110** acres

**140** businesses

**150** residential units

**13%** salon/wellness

**4%** arts/entertainment

**11%** food/beverage

**18%** retail stores



Providing the Best Small Town Experience For All

## 2022 Recap

- Façade Grant Program: \$59,000 matched \$223,000 in private investment to seven recipients.
- New Business Incentive: \$125,000 to eight businesses to start up or relocate to the downtown.
- Love Your Community Cleanup: planted flowers in the Spring and pulled weeds during the summer.
- Downtown Chowdown: food truck event from April-October
- Wall Mural on Finishing Touches Building in partnership with Jasper Community Arts
- Farm 2 Fiesta Event on North Main Street with participation from local restaurants and food from local farms.
- Open House of vacant buildings.
- Two Pop up Markets with 10 vendors held in vacant building space.
- Promoted businesses through construction as the City transforms the downtown.

## Social Connection



**2,168**  
Facebook Followers



**717**  
Instagram Followers

## Volunteer Connection



**710**  
Volunteer hours



**\$18,999**  
Volunteer value

## Reinvestment Stats 2022



**7** Facade  
Improvements



**11** Businesses Opened



**9** Businesses Relocated  
to Downtown

## Celebrating Our Volunteers

Every year our Main St volunteers work tirelessly to guide downtown efforts. Most cleanup and decorating within the district is developed and coordinated by Main Street volunteers. People make downtown better. It is our volunteers that galvanize our revitalization efforts.

