



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

2023 Heart of Jasper/Jasper, Indiana Phone : 812-482-4255 info@heartofjasper.org

## Community Profile

### Jasper 2023



Population  
**16,703**



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



Median Age  
**38.5**



Providing the Best Small Town Experience For All

## State of DOWNTOWN

**38** blocks

**110** acres

**154** businesses

**150** residential units

**25** Retail Merchants

**11** Restaurants/Bars

**13** Attractions

**5** Entertainment Venues

## 2023 Recap

- Two downtown alleys were activated- the Astra Alley and the Piano Alley. The Piano Alley was a collaborative project with the Dubois County Community Foundation.
- Eleven vacant buildings were featured in an Open House event. One space was rented that night!
- Coordinated 6 Downtown Chowdown events with 14 food trucks, live music, and games.
- 250 guests attended the Celebrate the Square annual fundraiser event held in October on the Downtown Square.
- A new event called the Shop and Sip was created in partnership with the Downtown Merchants. This is a monthly event on Wednesday evenings to promote shopping and socializing on the Square.

## Social Connection



**3,000**  
Facebook Followers



**770**  
Instagram Followers

## Volunteer Connection



**11 Board Members**  
**5 Advisors**  
**20 Committee Members**  
**1 Part-Time Director**

## Reinvestment Stats 2023



Facade Improvements=  
**7** \$177,000 in private investments



**10** Business Opened



**12** Businesses Relocated to Downtown

## The Alley Projects



The Astra Alley-designed by IU student, Hannah Jones and painted by Blondebrush



The Piano Alley-designed and painted by a team of IU students