



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

2025 Heart of Jasper

Jasper, Indiana

Phone : 812-482-4255

info@heartofjasper.org

## Reinvestment Stats

(since 2020)



**\$3 million**

In Private  
Investment  
Improvements



**37**

Building  
Revitalizations



**60+**

Businesses  
Started or Relocated  
to Downtown



**4,000+**

Volunteer Hours  
(meetings, events,  
projects)



**\$350,000**

of New Business  
Incentive funds  
awarded to  
27 businesses



Providing the Best Small Town Experience For All

## State of DOWNTOWN

**38** Blocks

**110** Acres

**183** Businesses

**150** Residential Units

**27** Retail Merchants

**17** Restaurants/Bars

**13** Attractions

**5** Entertainment Venues



## Social Connection



**4,500**

Facebook Followers



**871**

Instagram Followers

## Our Numbers

**13** Board Members

**7** Advisors

**20** Committee Members

**1** Part-Time Director

## OUR 2026 EVENTS



**Downtown Chowdown**  
June 4th & September 3rd  
Jasper Riverwalk 4-8pm



**Patriotic Park Picnic**  
July 2nd  
Jaycee Park and Jasper Pool  
5-10:30pm



**Music on Main**  
Friday Evenings  
May-July 6-8pm  
Saturday Mornings  
October-November  
11am-1pm  
Courthouse Square



**Mingle on Main**  
October 2nd 6-9pm



**First Fridays**  
May-December  
Courthouse Square



# Celebrating 6 Years of Success! 2020-2025

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## 2025 PROMOTIONS



**Movies on Main**  
Free Movies at the Astra during Winter months.



**Pamper My Princess**  
February event providing over 500 attendees with "Royal Treatment".



**Shop & Sip**  
Monthly extended shopping hours with adult beverage options and Merchant specials.



**Downtown Chowdown**  
May - October monthly event with 10 Food Trucks, live music & a bounce house.



**Music on Main**  
April - June and October-November live music on Saturdays around the Square.



**Mingle on Main**  
October fundraising event for Downtown Lighting. 200 in attendance, raising \$10,000.

Seasonal Community Calendars help share these Events & other happenings.

## ORGANIZATION

- Completed a two day Transformation Strategy Workshop. **NEW** focus areas for 2026:



- Opened "Heart of Jasper Endowment" at the Dubois County Community Foundation. Over \$15,000 raised!

## DESIGN

Light Up Downtown Jasper project completed in August.



## ECONOMIC VITALITY

- 12 Facade Projects completed, and 3 new signs installed totaling \$ 551,998 in private investment.
- 8 businesses opened and 3 relocated into downtown.