



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

Social Connection

f 4,500
Facebook Followers

871 Instagram Followers

Our Numbers

13 Board Members
7 Advisors
20 Committee Members
1 Part-Time Director



State of DOWNTOWN

38 Blocks
110 Acres
183 Businesses
150 Residential Units
27 Retail Merchants
17 Restaurants/Bars
13 Attractions
5 Entertainment Venues



OUR 2026 EVENTS



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



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



First Fridays
May-December
Courthouse Square



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



Mingle on Main
October 2nd 6-9pm



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.