



ANNUAL REPORT 2023

JACKSON DOWNTOWN DEVELOPMENT CORPORATION





JDDC

Mission:

The soul of Jackson lives in our Downtown District. The Jackson Downtown Development Corporation (JDDC) works to enhance the quality of life in Jackson and the economic prospects of Jackson through the purposeful design, promotion and facilitation of strategic investment in its Downtown District. Our efforts drive economic development leading to the creation of a unique and vibrant Community which encourages people to live, work and visit Downtown Jackson.

Values:

- Passion for Downtown
- Community
- Diversity
- Vision
- Positive Change
- Partnerships
- Sustainability



Beth Ann Simpson
Director

Board of Directors

- Paul Taylor
- Ben Harris
- Ben Ferguson
- Debbie Dunaway
- Lisa Garner
- Ryan Porter
- Regina Richmond
- Keli McAlister
- Terica Smith
- Lauren Kirk
- Kyle Barron
- Logan McCoy

Main Street Standards:

- Broad-Based Community Commitment to Revitalization
- Inclusive Leadership and Organizational Capacity
- Diversified Funding and Sustainable Program Operations
- Strategy-Driven Programming
- Preservation-Based Economic Development
- Demonstrated Impact and Results



*Awarded Tennessee and National
Main Street Accreditation*

Design

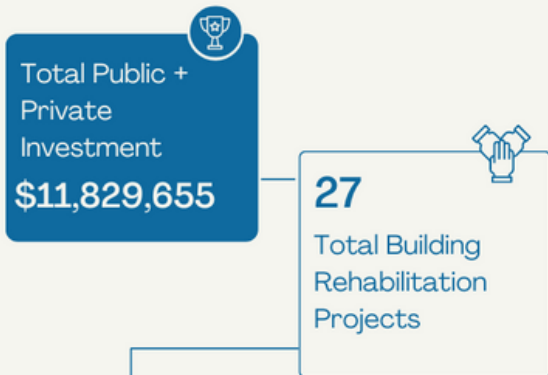
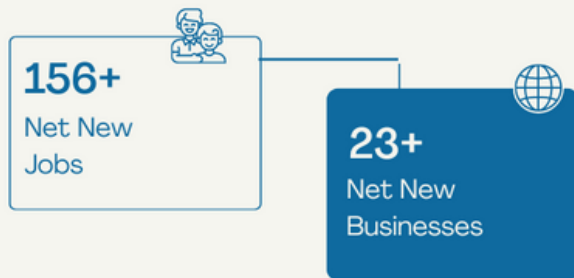
- Sammy West
- Mark Cancia
- Hannah Mathis
- Lizzie Emmons



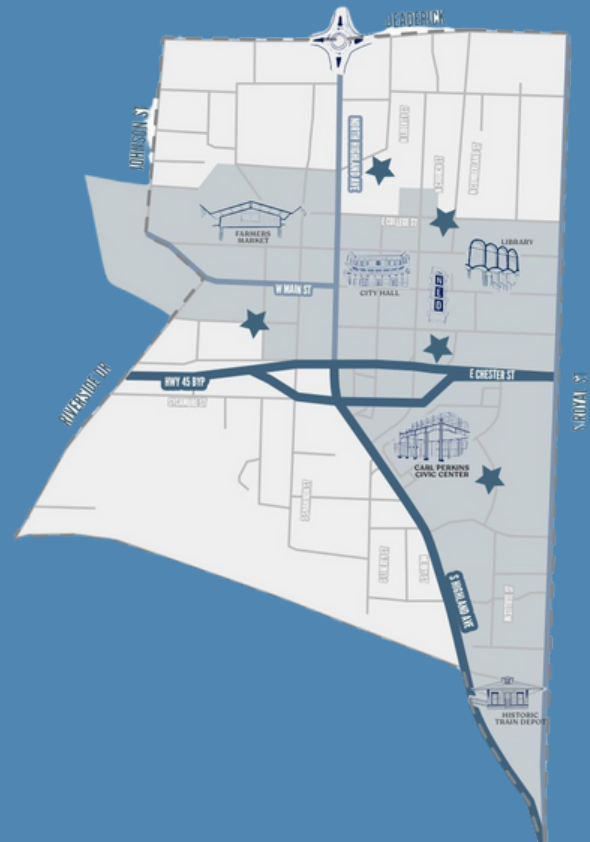
DOWNTOWN DATA



2023: Main Street Annual Report Recap



follow our progress at downtownjacksontn.com



Downtown Arts District

373,000+ come Downtown to be entertained

In 2022, Jackson's Arts & Culture Industry generated \$7.2 million in economic activity, supporting 423 jobs and generating \$1.2 million in local, state, and federal government revenue.* This activity largely takes place in the Downtown Arts District.

*Arts & Economic Prosperity 6 (AEP6) Study



Grants Awarded

\$100,000

TNECD Downtown Facade Improvement Grant, TN Arts Commission ABC Arts Grant, Love Your Block Neighborhood Improvement Grant

Economic Driven Programs

1,500+ participants

Walkability Campaign, Food Truck Friday, Lavender Trail, Holiday Passport Program, Downtown in December, Yoga in the Park

Small Business Support

Monthly Downtown Business Roundtables, an average of 20 businesses represented, online resources and expanded directory

theLOCAL Incubator since 2018: 12 tenants with 3 pop up tenants, 7 of those have graduated to larger space Downtown

Downtown
JACKSON

2023: Main Street Annual Report Recap

120+
Businesses
Promoted

250+
Events
Promoted

382
Volunteer
Hours

30K
Website Visits,
25K Unique,
49K Page views

164.7K
Facebook Reach
17,249 Visits

23.6K
Instagram Reach
6,569 visits



follow our progress at downtownjacksontn.com

THANK YOU

In 2023, the City hired LRK to update the City of Jackson's master plan and develop design guidelines for subareas including Downtown. After months of community engagement and committee feedback, we are excited to allow the final drafts to guide future work and assist in implementing next steps with local partners in 2024.





We began our facade improvement work with the first crosswalk art installation in Jackson to slow traffic at the busy intersection of Church and Main and look forward to completing this grant project in the Spring of 2024 with five buildings and five businesses directly impacted by improvements.

We implemented programs like Food Truck Friday, the Walkability Campaign, Lavender Trail, and Downtown in December to support community needs and stimulate economic activity for our small businesses. We advocated for resources for the Downtown community, establishing ourselves as a connecting piece for recruiting new growth and opportunities. We further expanded our online resources and directory to equitably market and promote our diverse ecosystem.

We hope to continue to demonstrate the value added to Downtown Jackson through an economic and community development organization like JDDC. We could not do this work without the collaboration and support of our partners across the community: theCO, especially the Communications Team, Our Jackson Home, Visit Jackson, Jackson Arts Council, LIFT Wellness Center, Jackson Energy Authority, the City of Jackson (Planning, Engineering, Public Works, Parks and Recreation, JPD, and Mayor's Office Staff), the Greater Jackson Chamber, Downtown non-profit agencies, and our dedicated volunteer Board of Directors and Design Committee. Thank you!

Beth Ann Simpson
Director, JDDC

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