



MAIN STREET WADSWORTH 2018 ANNUAL REPORT



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An Accredited National Main Street Program



The new downtown clock is unveiled during a special donor ceremony on May 4, 2018.

“Dollar for dollar, pound for pound, Main Street is one of the most effective economic development programs ever created.”

- Edward T. McMahon, Chairman of the National Main Street Center’s Board of Directors

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Main Street Wadsworth is a 501(c)(3) non-profit organization that uses the National Main Street Center’s Four-Point Approach™ for Revitalization to create a vibrant downtown district through historic preservation-based economic development to spur economic revitalization. Wadsworth became Ohio’s 22nd Main Street Community in 2016.

Our Mission: To create an unmatched downtown experience.

Our Vision: We strive to create a place where people gather and businesses thrive while preserving Wadsworth’s unique history.

2018 Main Street Wadsworth Board of Directors

President

Rod Loveless
Edward Jones

Ayten Anderson
City of Wadsworth

Ron Palitto
Palitto Consulting

Past President Daniel Slife

Wadsworth Public Library

Dr. Joseph Arpad
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Johanna Perrino
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Vice President

Tom Stugmyer
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Larry Douglas
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Mayor Robin Laubaugh
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Dr. Andy Hill
Wadsworth City Schools

Randy Toddy
Clampco Products, Inc.

Treasurer
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Resident

Dr. Alex McIlvaine
McIlvaine Dentistry

Jon Yurchiak
Martin Public Seating

STAFF

Adrienne Krauss
Executive Director

Kristy Doyle
Events and Marketing
Coordinator

The Main Street Approach™

The Main Street Four-Point Approach™ is a time-tested framework for community-driven, comprehensive revitalization.



Committee: Economic Vitality 2018 Chair: Ron Palitto

Description: focuses on capital, incentives and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators to drive the local economy; strengthen and diversify the local economy.

Projects: business visits (future: business seminars, upper floor tour and video, business competition).

Committee: Design 2018 Chair: Roger Havens

Description: involves improving the downtown's image by improving its physical appearance; supports a community's transformation by enhancing the physical and visual assets that set the district apart.

Projects (in partnership with the City of Wadsworth):

2-mile trail, clock, design guidelines, alley/tree/building lighting, information kiosk, historical lamp post banners, bike repair station, and bike racks (future: green space/park, speakers, art mural project).

Committee: Organization 2018 Chair: Dr. Andy Hill

Description: involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district; is the building of consensus and cooperation between the groups that play a role in the downtown.

Projects: Annual report, fundraising/sponsorship plan, operating policy manual, membership, internal calendar, volunteer recruitment and retention (future: member/volunteer appreciation events).

Committee: Promotion 2018 Chair: Jon Yurchiak

Description: involves promoting the downtown's unique characteristics to shoppers, investors, new businesses, and visitors; positions the downtown as the center of the community and economic hub.

Projects: 18 downtown events in 2018: First Friday, Craft and Herb Festival, Easter Eggstravaganza, July 3 Fireworks, Taste of Wadsworth, Scare on the Square/Thriller, and Candlelight Walk.

Committee: Marketing 2018 Chair: Ayten Öykü Anderson

Description: promotes and markets downtown Wadsworth and its events to attract visitors and investors; highlights the downtown's unique characteristics to stakeholders and tourists.

Projects: Network with organizations and newspapers to promote events, obtain strong social media presence, volunteer ID badges, tactical Google Map, Google Analytics, Distrx smartphone app.

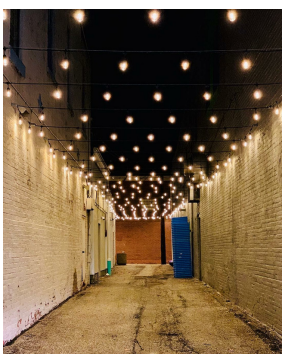
DOWNTOWN MOMENTUM

THE TOP 10 LIST



1. Wadsworth First Friday was launched thanks to the support of Premier Sponsor Clampco Products, Inc.

2. Over 10 new downtown businesses and organizations have opened downtown.



3. The Ohio Capital Budget awarded \$300,000 for a downtown green space and park, commencing in 2020.

4. A part-time Events and Marketing Coordinator was added to the Main Street Wadsworth staff.



5. The City of Wadsworth provided \$30,000 in support and downtown public improvements including a 2-mile trail, Edison lights in 4 alleys, bike racks, benches, and an information kiosk.

6. The volunteer-run Main Street Wadsworth Farmers Market enjoyed its third season.

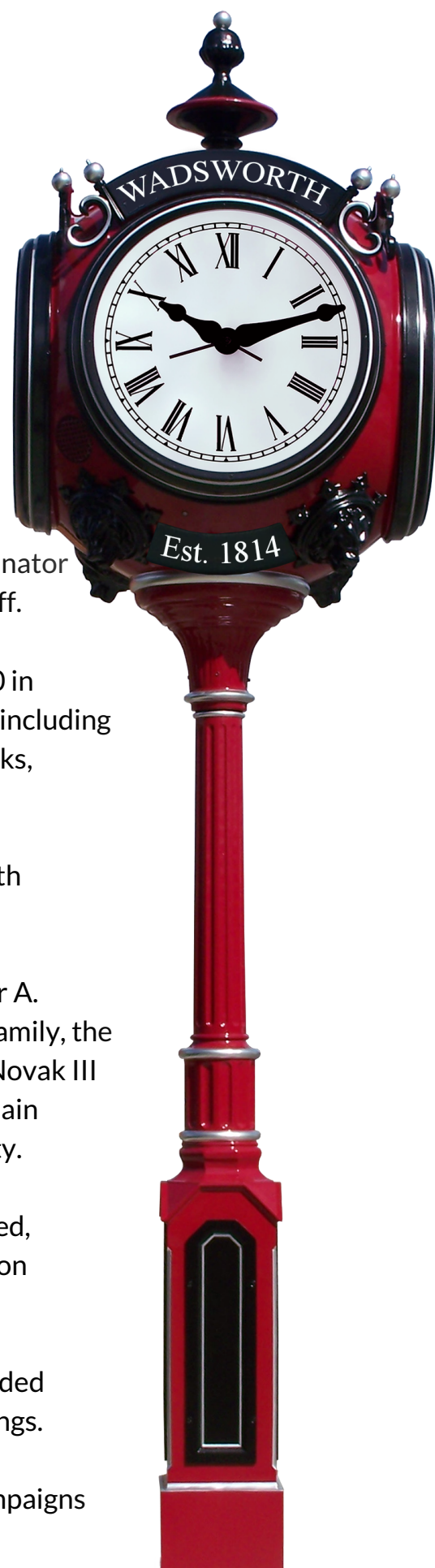


7. A Verdin clock was donated by the Walter A. Gairing Family, the Rod and Cathy Loveless Family, the Jeffrey H. Novak Family, and the Zigmond J. Novak III Family. The project was coordinated by the Main Street Wadsworth Design Committee and City.

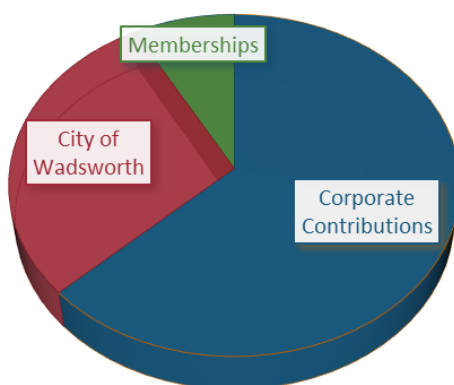
8. A \$300,000 CDBG program was completed, funding 24 facade improvement and renovation projects on 16 historic downtown buildings.

9. Two additional downtown restaurants added fenced outdoor seating in front of their buildings.

10. Downtown branding and way finding campaigns were completed in conjunction with the City.



SOURCES OF SUPPORT



FACTS AND FIGURES

- An estimated 2,191.5 volunteer hours were given in support of Main Street Wadsworth, reflecting \$51,127 in donated time, valued at \$23.33/hour
- Main Street Wadsworth events brought an estimated 26,800+ visitors to the downtown district (estimating 1,000 attendees per First Friday (12,000), 2,000 attendees per traditional event (12,000), and 200 attendees per farmers market (14 markets x 200 = 2,800))
 - Conservative estimate of \$240,000 in economic impact on the community (purchases at events and at downtown merchants calculated at \$10 per person cap)
- Additional financial and in-kind support came via the following entities, including but not limited to: Medina County Convention & Visitors Bureau (MCCVB), Sonnets, Nothing But Kids, Grapevines and Burlap, Higher Orbits, Advanced Insurance Designs, Banner Printing, 97.1 Wadsworth Community Radio, The Village of St. Edward at Wadsworth, McIlvaine Dentistry, American Legion Post 170, Edward Jones, J.C. Whitlam, Luke Manufacturing, Hilliard-Rospert Funeral Home, The Strand, and WCTV
 - 11 new downtown businesses and organizations have opened downtown since 2017
 - 18 downtown buildings have changed ownership since Wadsworth became a Main Street in 2016
 - Total public and private investment in downtown: \$379,180 (Public: \$175,496; Private: \$203,684)
 - First floor commercial vacancy rate: 9.33% (75 total first floor commercial spaces)
- Downtown business mix: 41 services; 22 retail; 11 restaurants; 6 government/education; 3 churches

SUPPORT SERVICES, MARKETING OUTREACH, AND INITIATIVES

- Grew Facebook social media fan base from 1,715 followers in June 2017 to 4,195 followers in December 2018
 - Provided Main Street Wadsworth monthly e-newsletter to community
 - Promoted member events and activities through social media and regular marketing
 - Attended Wadsworth Area Chamber of Commerce ribbon cuttings

AWARDS AND RECOGNITIONS

National Blog : Main Street America - Community Spotlight: Main Street Wadsworth
 2018 Main Street America Accreditation Program: Main Street Wadsworth
 Heritage Ohio Volunteer of the Year Award for the State of Ohio: Tom Stugmyer
 2018 Clapper Award (Runner-Up) - Best Public Awareness: The Vision & Future of
 Main Street Wadsworth, produced by Adrienne Krauss
 Fox 8 New Day Cleveland: Wadsworth Road Trip Episode
 WKYC Channel 3 "Best Breakfast in Northeast Ohio" (Valley Cafe)
 Over 30 articles in The Wadsworth Post, Medina Gazette, and Akron Beacon Journal

A Year in Review: 2018 Events

January 5	January First Friday: Hot Cocoa Crawl
February 2	February First Friday: Soup-er Bowl
March 2	March First Friday: Downtown Mini Golf
March 24	Easter Eggstravaganza
April 6	April First Friday: Once Upon a Time
May 4	May First Friday: May the Fourth Be With You
May 19	Craft and Herb Festival
June 1	June First Friday: Wine, Cheese & Jazz Stroll
Jul-Sep	Saturday Farmers Markets
July 3	Wadsworth Fireworks and Classic Car Cruise-In
July 6	July First Friday: Wadsworth Art Walk
August 3	August First Friday: Hot Air Balloons & American Legion BBQ
August 29	Taste of Wadsworth
September 7	September First Friday: Pirate Palooza
October 5	October First Friday: Oktoberfest
October 25	Scare on the Square and Wadsworth Thriller
November 2	November First Friday: Chocolate Walk
November 16	Candlelight Walk
December 7	December First Friday: A Victorian Christmas & Win the Window!



Thank You to Our 2018 Members of Main Street Wadsworth!

Adrienne Krauss	Jay's Auto Sales Inc.	Reimer Road Baptist Church
Akers Properties LLC	Jazzercise Wadsworth	Ritzman Pharmacy
All Creatures Veterinary Clinic & Lodge	Jennifer Tenney	Robert Patrick
Altercare Wadsworth	Jo Simmons	Roots Yoga & Barre
Aric Stano, Attorney at Law	Johanna Perrino / WCTV	Roth's Auto Service
Attorney Alexander L. Pal and Wadsworth Personal Injury	Jon Yurchiak	Sandra Beaver
Attorney James and Carol McIlvaine	Josh and Kristy Doyle and Family	SeibertKeck Insurance Agency
Ayten and Anthony Anderson	Judge Stephen and Sarah McIlvaine	Soprema Cafe
Banner Printing Company	Kate Smith and Family	St. Mark's Episcopal Church
Barlett-Cook Flower Shop	Kathryn's Craft Closet	Sub and Pizza Station
Beth Earle	Kimmel Heating and Air Conditioning	Tammy Craig / What'SUP
Bob and Katie Titus	Larry and Pam Douglas	Teri Nicholas
Bud 'n' Bloom Garden Club	Leadership Medina County	The Amanda Ondrey Team, M.C. Real Estate
Buehler's Fresh Foods	Lee R. Potts, Attorney at Law	The Bard Family
Business Communication Specialists	Legacy Hair Studio	The Chapel Wadsworth Campus
C.G. Relaxing Massage	Luke Engineering & Manufacturing Co.	The O'Neill Group
Catherine Fix	M.C. Real Estate	The Rod Loveless Family
Cathy Geary Plumbing Co.	Main Headquarters Salon	The Village of Saint Edward at Wadsworth
Clampco Products, Inc.	Marc C. Miller	Thurber's Jewelers
Computer Surgeon, Inc.	Marian's Closet	Todd Baughman, CPA
Crossroads Community Church	Marta Moore Photography Restoration & Design (formerly The Downtown Photo Shop)	Tom Stugmyer
Daniel and Natalie Slife	Mayor Robin and Bryan Laubaugh	Trinity UCC
Dawn and Andy Hill and Family	McIlvaine Dentistry	Ty and Judy Powers
Dr. Alex and Lori McIlvaine	Medina County Convention & Visitors Bureau	Valley Cafe
Dr. Caesar and Lynda Carrino	Meru Maharaj/REMAX Oasis Dream Homes	VFW Auxiliary Post 1089
Dr. Joseph J. Arpad	Mosaic NEO	VFW Post 1089
Edward Jones	Northeast Ohio Dance	Wadsworth American Legion Post #170
Expert T's	Ohio's Hospice LifeCare	Wadsworth Area Chamber of Commerce
Eyedeal Graphics	Palacek, McIlvaine, Hoffmann & Morse Co., L.P.A.	Wadsworth Area Historical Society
Family Practice Center of Wadsworth	Palitto Consulting Services, Inc.	Wadsworth Brewing Company
Fraternal Order of Eagles (F.O.E.) #2117	Randy and Jody Toddy	Wadsworth Brewing Company
Gemma Properties	Really Recovered	Wadsworth High School Alumni Association
Grace Lutheran Church		Wadsworth Music
Huntington National Bank		Wadsworth Older Adults Foundation
J.C. Whitlam Manufacturing Company		Wadsworth Public Library
		Wadsworth Veterinary Hospital
		Wadsworth YMCA
		WS Bicksler Electric, Inc.

In Their Words...

"The First Friday program that Adrienne has implemented has been an integral part of my business' steady growth. I've seen a 63% increase in sales since the 1st installment back in January. I believe that it's Adrienne's infectious passion along with her continual encouragement and support that is helping Downtown Wadsworth become a destination for people in our and other neighboring communities."

- Downtown Business Owner

"We are so excited to be a part of downtown Wadsworth! We appreciate all of the support main Street has given us and we look forward to working closely with you!" - Downtown Business Owner

"We are so pumped to be moving our offices downtown. And honestly part of the reason is the work you are doing. . .super grateful for your work and allowing us to be a part of it." - Downtown Organization

"Thought you might like to know that our First Fridays are running 65-70% better than our normal Fridays. Keep up the good work!" - Downtown Business Owner

"You have made a tremendous difference in our little town!" - Downtown Business Owner

"I am the new Downtown Director for the City of Jesup, Georgia. I recently came across your Facebook page while researching Main Street programs and was very impressed. I have never visited Wadsworth but it looks like an amazing place. Kudos to you!"

"Love your special events and vitality, energy, positivity, and people you are bringing Downtown!!!" - Downtown Building Owner

"I don't know if anybody ever says it, but thanks for being such a great leader for Main Street Wadsworth. It's wonderful seeing people come downtown and it's impossible to ignore all the good vibes your programming generates. How lucky are we that you ended up with us??" - Main Street Wadsworth Volunteer

"I have a buyer that is looking at a 'for sale by owner' she saw on Zillow. I just read the description and in the seller's comments about the house, she talks about Wadsworth and mentions the First Friday events downtown. Just thought I would pass [that] along to let you know people are noticing all of your hard work!" - Wadsworth Realtor

"Please let me know how I can help you keep Wadsworth the nicest little city on Earth. I am so proud of what you are doing." - Former Wadsworth Resident

"We don't know how you got New Day Cleveland to come to Wadsworth...but THANK YOU!!! Everyone who was interviewed did a great job. We already have had out-of-town customers in our store as a result of seeing the show! You are a gem for our downtown." - Downtown Business Owner

"Hi, my name is ---- and I am a student at The University of Dayton. We are looking into the events of communities across the country and I have taken an interest in Wadsworth."

"Just read an article in the Springfield News Sun about your wonderful community. My husband and I are planning a lot of weekend trips this summer to discover places in Ohio that we have not visited and we just added Wadsworth to our list. Your First Friday events sound like a lot of fun. . .Looking forward to our visit to Wadsworth. Love your new slogan."

"We are super happy with all you are doing for the downtown. Your commitment is evident and we are grateful that you are in the position." - Downtown Business Owner

"Thank you so much for all of the events that you host, we are getting quite a bit of foot traffic because of your efforts!" - Downtown Business Owner