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.

“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

2018 Main Street Wadsworth Board of Directors

President
Rod Loveless
Edward Jones

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Daniel Slife
Wadsworth Public Library

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Mellvaine Dentistry

Ron Palitto
Palitto Consulting

Johanna Perrino
WCTV

Judy Powers
O’Neil Insurance Agency

Bob Thurber
Retired

Randy Toddy
Clampco Products, Inc.

Jon Yurchiak
Martin Public Seating

STAFF

Adrienne Krauss
Executive Director

Kristy Doyle
Events and Marketing Coordinator

A DOWNTOWN UNMATCHED
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.

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 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.

From Main Street America: https://www.mainstreet.org/mainstreetamerica/theapproach

A DOWNTOWN UNMATCHED
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 wayfinding 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 Adrianne 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 DOWNTOWN UNMATCHED
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
June 1  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!

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