Five new Wadsworth heritage art murals created and generously donated by Paulette Grubb were unveiled in High Street’s "Bicksler Alley" on July 5, 2019.

2019 Main Street Wadsworth Board of Directors

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#ADowntownUnmatched
The Main Street Approach™

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

ECONOMIC
VITALITY

TEAM: Economic Vitality
2019 Chair: Bob Thurber
Description: involves focusing on economic and financial tools to assist new and existing businesses, catalyze property development, and strengthen and diversify the local economy.

Projects: Small Business Seminar on Social Media Marketing; Video: A Business Community Unmatched; Secret City Tour and Downtown Ghost Tour.

TEAM: Design
2019 Chair: Roger Havens
Description: involves improving the downtown’s image by improving its appearance; supports a community’s transformation by enhancing the physical assets that set the district apart.

Projects (in partnership with the City of Wadsworth): Art mural project, National Register.

TEAM: Organization
2019 Chair: Maureen Mizerak
Description: involves creating a strong foundation for sustainability, including membership, fundraising, volunteers, and creating policies and processes that drive the organization.

Projects: Annual report, fundraising, membership, internal calendar, policies and procedures.

TEAM: Promotion
2019 Chair: Jon Yurchiak
Description: involves promoting the downtown to stakeholders through events and marketing.

Projects: 16 downtown events in 2019: First Friday, Craft and Herb Festival, Food Truck Festival, Scare on the Square featuring Wadsworth Thriller, and Shop Small Saturday.

TEAM: Marketing
2019 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 to promote events, establish a strong social media presence.

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

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Main Street Wadsworth Art Mural Project
2019 Donors

PLATINUM LEVEL ($5,000+)
The Haslinger Family Foundation

GOLD LEVEL ($1,000+)
Jim and Linda Venner
Wal-Mart
Akron Community Foundation
Trillium Creek Dermatology
Relyn Investments LLC
Sherwin-Williams
Bud ‘n’ Bloom Garden Club
Gary and Sherry Loveless
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Dr. Joe Arpad
Fraternal Order of Eagles #2117
Blue Tip Festival Committee

SILVER LEVEL ($500+)
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Jon and Stephanie Yurchiak
The R. Havens Family
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COMMUNITY DONORS
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Christopher and Julie Adams  David and Pamela Melton  Stephen and Mary Krauss  Beth Earle

#ADowntownUnmatched
1. Wadsworth First Friday enjoyed its second successful year thanks to Premier Sponsor Clampco Products, Inc. and with support from the City of Wadsworth.

2. Four new downtown businesses opened in 2019: BrittFit Family Fitness (147 College St.), Dolce at the Strand (123 Broad St.), Manic on Main (136 Main St.), and Pillar to Post (134 College St., Suite B).

3. The Main Street Wadsworth Design Committee Art Mural Project Team coordinated the commissioning and installation of six new downtown murals.

4. The City of Wadsworth launched its downtown utility replacement and streetscape improvement plan, "A Streetscape Unmatched," collaborating with Main Street Wadsworth as a community partner.

5. The MSW Economic Vitality Team held a business seminar for stakeholders about increasing social media presence and also created a video titled "A Business Community Unmatched," sharing the stories of four downtown Wadsworth entrepreneurs.

6. Judges from nationwide community beautification competition "America in Bloom" visited Wadsworth, coordinated by the Bud 'n' Bloom Garden Club, City, and MSW. Wadsworth won two awards: "Best Use of Social Media" and "Community Vitality," which resulted in recognition on the "Better Homes and Gardens" blog.

7. The MSW Economic Vitality Team hosted a downtown "Secret City Tour" and "Ghost Tour," showcasing rarely-seen downtown spaces to visitors and promoting the development and renovation of unique and underutilized downtown spaces.

8. Wadsworth Thriller, a favorite community tradition, had a record-breaking 300 dancing zombies participate in Scare on the Square.

9. Wadsworth hosted a Heritage Ohio Quarterly Revitalization Training on "Promotion," welcoming and training Main Street stakeholders from all over Ohio.

10. Main Street Wadsworth compiled downtown economic development data:
    - Completed Facade Renovations: 3
    - Building Rehabilitation Projects: 7
    - New Housing Units Completed: 3
    - Public Improvements Completed: 2

#ADowntownUnmatched
FACTS and FIGURES

- 15 new downtown businesses and organizations have opened downtown since Wadsworth became Ohio’s 22nd Main Street Community in 2016
- Total combined public and private investment in downtown: $575,000
- First floor commercial vacancy rate: 6.25%
- An estimated 5,300 volunteer hours were given in support of Main Street Wadsworth, reflecting $134,779 in donated time, valued at $25.43/hour (source: www.independentsector.org)
- Main Street Wadsworth events brought an estimated 27,200 visitors to the downtown district (estimating 1,000 attendees per First Friday (12,000), 3,000 attendees per traditional event (12,000), and 200 attendees per farmers market (16 markets x 200 = 3,200))
- Conservative estimate of $272,000 in economic impact on the community (purchases at events and at downtown merchants calculated at $10 per person cap)
- Downtown mix: 35 services; 21 retailers; 10 food; 6 non-profits; 3 churches; 6 government/education

SUPPORT SERVICES, MARKETING OUTREACH, and INITIATIVES

- Grew Facebook followers from 1,715 followers in June 2017 to 5,600 followers in December 2019
- Provided monthly Main Street Wadsworth e-newsletter to community
- Spoke to community groups to educate stakeholders about the Main Street program and projects
- Promoted member events and announcements through social media and marketing efforts
- Interviewed on 97.1 FM Wadsworth Community Radio to promote downtown events and news
- Attended Wadsworth Area Chamber of Commerce ribbon cuttings

AWARDS and RECOGNITIONS

2019 Main Street America Accredited Program | 2019 Heritage Ohio Accredited Program
America in Bloom: “Best Use of Social Media,” Special Recognition for “Community Vitality”
ABC Channel News 5 Interview: “How small local communities are keeping holiday traditions alive”
News articles in The Wadsworth Post, Medina Gazette, and Akron Beacon Journal

SPONSORS


#ADowntownUnmatched
A Year in Review: 2019 Events

January 4  First Friday: Winter "Bites"
February 1  First Friday: Sweets Stroll
March 1    First Friday: Mardi Gras on Main Street
April 5    First Friday: Superheroes Unite!
May 3      First Friday: Downtown Game Night
May 18     Craft and Herb Festival
June 7     First Friday: First Responder Friday
Jun-Sep    Main Street Wadsworth Farmers Market
            Saturdays from 9:00 to 12:00
            Parking Lot of Central Intermediate School
July 3     Wadsworth July 3 Fireworks
July 5     First Friday: Art in the Alleys featuring Non-Profit Night
August 2   First Friday: Around the World - Featuring Hot Air Balloons &
            The American Legion BBQ
August 28   Wadsworth Food Truck Festival
September 6 First Friday: Sports Night - Wear Your Favorite Team!
October 4   First Friday: Pumpkin Spice Shop Hop
October 24  Scare on the Square featuring Wadsworth Thriller
November 1  First Friday: Wadsworth History and Hauntings - Featuring the
            Wadsworth Ghost Walk & Upper Floor Tour
November 30 Small Business Saturday presented by American Express
December 6  First Friday: Candlelight Walk - Gingerbread Village

Thank You to Our 2019 Friends of Main Street Wadsworth!

SUPER FRIENDS

Cathy Geary Plumbing Co.
Chris and Leslie King
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David Little and Family
Dr. Alex and Lori McIlvaine
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Mayor Robin and Bryan Laubbaugh
McIlvaine Dentistry
Pajevic Chiropractic & Natural Health
Randy and Jody Toddy
Roger Havens
The Village of St. Edward at Wadsworth

BUSINESSES

AAA Wadsworth Barberton
AweBee Designs
Barlett-Cook Flower Shoppe
Buehler's Fresh Foods
CS Watchworks
Daniel F. Gigiano Co., L.P.A Attorney at Law
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Palecek, McIlvaine, Hoffmann & Morse Co. L.P.A.
Palitto Consulting Services
Premier Family Dental
Primeresa - Mark Williams
Roots Yoga
Roth's Auto Service
She Did It Videography - Jenny Young
Sparton Enterprises, Inc.
The O'Neill Group
The Strand
Thurber's Jewelers
Trillium Creek Dermatology
Valley Cafe
Wadsworth Brewing Company (WBC)
Town Money Saver

NON-PROFITS

Bud 'n' Bloom Garden Club
First Christian Church
Jammin' Jumpers
Medina County Visitors Bureau
Medina Creative Housing
Medina Swarm Agility
Mosaic NEO
Music Pebble
Ohio's Hospice LifeCare
Really Recovered
Reimer Road Baptist Church
Running2bWell
Trinity UCC
VFW Auxiliary Post 189
Wadsworth American Legion Post 170
Wadsworth Area Chamber of Commerce
Wadsworth Community Band
Wadsworth Older Adults Foundation
Wadsworth United Methodist Church
Wadsworth YMCA
Wadsworth Community Dog Park

INDIVIDUALS AND FAMILIES

Adrienne Krauss
AI and Lauren Pal
Amy Engelhardt
Ayten Anderson
Beth Earle
Bill Hoeger
Bob and Kim Thurber
Cathy Fix
(continued in next column)

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Cory and Jessica Stevenson
Craig and Suzie Hassinger
damasi Pell
Daniel and Natalie Silfe
David Grutzmacher
Debbie Bard and My Little OMies
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Kristin Cavicchi
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