

MAIN STREET WADSWORTH

2019 ANNUAL REPORT



MAIN STREET

WADSWORTH
#ADowntownUnmatched

102 Main Street, Suite 20
Wadsworth, Ohio 44281
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www.mainstreetwadsworth.org



An Accredited National Main Street Program
An Accredited Ohio Main Street Program

2019 MAIN STREET WADSWORTH ANNUAL REPORT

Main Street Wadsworth is a 501(c)(3) non-profit organization (EIN: 57-1206447) that uses Main Street America's Four-Point Approach™ for Revitalization to create a vibrant downtown district through historic preservation-based economic development. Wadsworth became the State of Ohio's 22nd Accredited Main Street Community in 2016.

MISSION STATEMENT: To create an unmatched downtown experience.

VISION STATEMENT: Main Street Wadsworth will continue on a momentum-building path to downtown revitalization through community and stakeholder support to create a fun and inviting downtown destination that is unmatched in Ohio.



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

President

Rod Loveless
Edward Jones

Ayten Anderson
City of Wadsworth

Dr. Alex McIlvaine
McIlvaine Dentistry

Past President

Daniel Slife
Wadsworth Public Library

Dr. Joseph Arpad
Retired

Ron Palitto
Palitto Consulting

Vice President

Tom Stugmyer
Wadsworth City Council

Adam Barton
Mosaic

Johanna Perrino
WCTV

Secretary

Mayor Robin Laubaugh
City of Wadsworth

Dr. Andy Hill
Wadsworth City Schools

Randy Toddy
Clamco Products, Inc.

Treasurer

Teri Nicholas
Resident

Emily Little
Architect

Jon Yurchiak
Martin Public Seating

STAFF

Adrienne Krauss
Executive Director

The Main Street Approach™

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



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>

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
Rolyn Investments LLC
Sherwin-Williams
Bud 'n' Bloom Garden Club
Gary and Sherry Loveless
Max and Diane Miller
Dr. Joe Arpad
Fraternal Order of Eagles #2117
Blue Tip Festival Committee

SILVER LEVEL (\$500+)

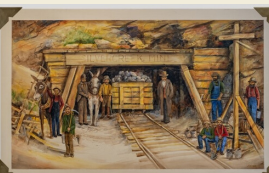
Luke Engineering Foundation
Randy and Jody Toddy
The Novak Family
Jon and Stephanie Yurchiak
The R. Havens Family
Franklin PTO
Edward Jones - Greg and
Ashley Wohlwend

BRONZE LEVEL (\$100+)

Susan Hanlon
Chris Rettger/Electrisound
James and Stacy Semancik
Sarah McIlvaine
Nancy Neville
Bill and Cecelia Bees
Ernie and Ericha Joy
Fran Wiedey
William and Sue Greenhalgh
Midge Hagenbaugh
Janet and Kelly Johnson

COMMUNITY DONORS

Adrienne Krauss Brad and Bette Starkey Catherine Fix Jennifer Neforos Lori Day Betty Law
Cheryl Powers George W. Parmelee Jill Brown The Renner Family Rod Loveless
Brian and Sommer Phlipot The Van Dyke Family Laurie Litten Johanna Perrino
Ayten Oyku Anderson The Ferry Family The Clarks The Sellers Family The Sardone Family
Maxine Cowfer Doris Whitt Brenda Gregory Joelyn Slifkin Marjorie Melton
David and Paula Nicholas Robert and Susan Henderson Frank and Gail Maimone
Robert and Margaret Haskins Andrew and Joyce Morton James Durkin
William and Patricia Thomas Elizabeth Gairing Philip and Jean Griesinger Ron and Linda Sabol
Christopher and Julie Adams David and Pamela Melton Stephen and Mary Krauss Beth Earle

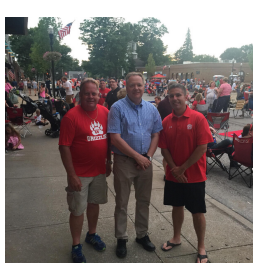
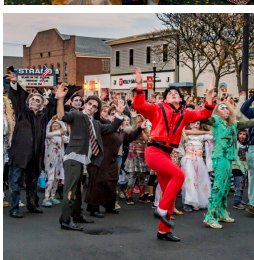


DOWNTOWN MOMENTUM

THE TOP 10 LIST

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

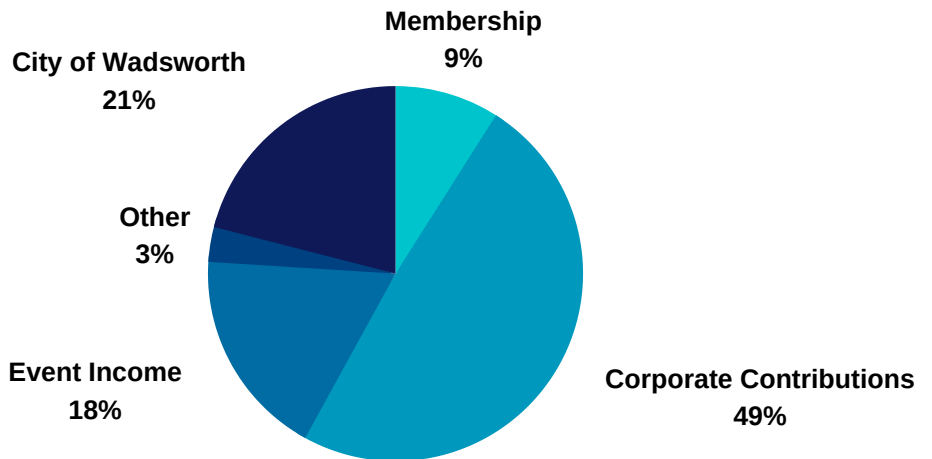


SOURCES of SUPPORT

Premier Sponsor



Supported by



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

Clampco Products, Inc., The City of Wadsworth, Wadsworth CityLink, Premier Family Dental, Kohl's, AT&T FirstNet, Music Pebble, Medina County Convention & Visitors Bureau, American Legion Post 170, American Hospitality Group, Asian Sun Martial Arts, Luke Community Foundation, Akron Community Foundation, Sherwin Williams, The Village of Saint Edward at Wadsworth, Trillium Creek Dermatology, Fraternal Order of Eagles #2117, Wal-Mart, Blue Tip Festival Committee, Matchstick Race Committee, YMCA



A Year in Review: 2019 Events

January 4	First Friday: Winter "Bites"	July 5	First Friday: Art in the Alleys featuring Non-Profit Night
February 1	First Friday: Sweets Stroll	August 2	First Friday: Around the World - Featuring Hot Air Balloons & The American Legion BBQ
March 1	First Friday: Mardi Gras on Main Street	August 28	Wadsworth Food Truck Festival
April 5	First Friday: Superheroes Unite!	September 6	First Friday: Sports Night - Wear Your Favorite Team!
May 3	First Friday: Downtown Game Night	October 4	First Friday: Pumpkin Spice Shop Hop
May 18	Craft and Herb Festival	October 24	Scare on the Square featuring Wadsworth Thriller
June 7	First Friday: First Responder Friday	November 1	First Friday: Wadsworth History and Hauntings - Featuring the Wadsworth Ghost Walk & Upper Floor Tour
Jun-Sep	Main Street Wadsworth Farmers Market Saturdays from 9:00 to 12:00 Parking Lot of Central Intermediate School	November 30	Small Business Saturday presented by American Express
July 3	Wadsworth July 3 Fireworks	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
Clampco Products, Inc.
David Little and Family
Dr. Alex and Lori McIlvaine
Emily Little and Family
J.C. Whitlam Manufacturing Co.
Jim and Linda Venner
Dr. Joseph Arpad
M.C. Real Estate - Amanda Ondrey Team
Marc Miller
Mayor Robin and Bryan Laubaugh
McIlvaine Dentistry
Pajevic Chiropractic & Natural Health
Randy and Jody Toddy
Roger Havens
The Village of St. Edward at Wadsworth

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

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
Edward Jones - Greg Wohlwend
Eyedeal Graphics
Gemma Properties
Kelly Graham, State Farm Insurance
Klish LLC
Main Headquarters Salon - Beth Kavanagh
Marta Moore Photography, Restoration & Design
Nature's Skin Spa
Palecek, McIlvaine, Hoffmann & Morse Co. L.P.A.
Palitto Consulting Services
Premier Family Dental
Primerica - 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

INDIVIDUALS AND FAMILIES

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

Corey and Jill Schell
Cory and Jessica Stevenson
Craig and Suzie Hassinger
Damaris Pell
Daniel and Natalie Slife
David Grutzmacher
Debbie Bard and My Little OMies
Dr. Andy Hill
Dr. Caesar and Lynda Carrino
Elizabeth Swickley
Frank and Laura Figliomeni
Glenda and John Freeman
Jason and Amy Sanders
Jim and Carol McIlvaine
Jim Dull
Johanna Perrino
John and Jennifer Neforos and Family
Jon Yurchiak
Josh and Kristy Doyle and Family
Judge Stephen and Sarah McIlvaine
Kasey Furlan
Kate Smith and Family
Kevin and Jennifer Denee
Kristin Cavicchi
Laurel and Steve Tatar
Lindsey Kuster
Marc C. Miller
Matt and Teri Nicholas
Mike and Ellen Burg
Nicole Moore
Pam and Larry Douglas
Paulette and Jim Grubb
Rhonda Brill
Robert Patrick
Rod and Cathy Loveless
Sandra Beaver
Sharon A. Ray
Shawn Van Dyke
Stephen and Mary Krauss
Tammy Craig and What'SUP
Terri and Jeff Kleider
The Derek and Kelly Glover Family
Tom Stugmyer
Ty and Judy Powers