

MAIN STREET WADSWORTH

# 2020 ANNUAL REPORT

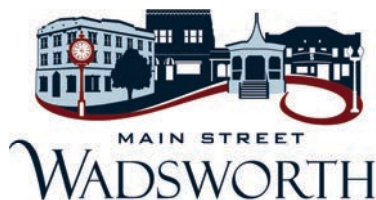


MAIN STREET

# WADSWORTH

#ADowntownUnmatched

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**102 Main Street, Suite 20  
Wadsworth, Ohio 44281  
(330) 331-4414**

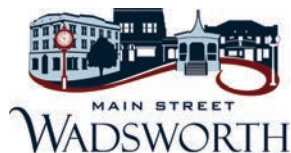
[www.mainstreetwadsworth.org](http://www.mainstreetwadsworth.org)

EIN: 57-1206447

An Accredited National Main Street Program

An Accredited Ohio Main Street Program





# MAIN STREET WADSWORTH 2020 ANNUAL REPORT

Main Street Wadsworth is a 501(c)(3) non-profit dedicated to the revitalization of downtown Wadsworth. It is a volunteer-driven organization that uses Main Street America's Four-Point Approach™ of DESIGN, ECONOMIC VITALITY, PROMOTION, and ORGANIZATION. The result is a vibrant downtown district created through *historic preservation-based economic development*.

Wadsworth became Ohio's 22nd Accredited Main Street Community in 2016.

**OUR MISSION:** To create an unmatched downtown experience.

**OUR VISION:** 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.

## 2020 Main Street Wadsworth Board of Directors & Staff



### President

Tom Stugmyer  
Wadsworth City Council



Adam Barton  
Mosaic



Jason Sanders  
The University of Akron



### Past President

Rod Loveless  
Edward Jones



Mayor Robin Laubaugh  
City of Wadsworth



Daniel Slife  
Wadsworth Public Library



### Vice President

Ayten Anderson  
City of Wadsworth



Emily Little  
Architect



Randy Toddy  
Clampco Products, Inc.



### Secretary

Dr. Andy Hill  
Wadsworth City Schools



Jeff Novak  
AIDI, Inc.



Amy Sanders  
Membership Chair



### Treasurer

Jon Yurchiak  
Wadsworth City Council



Ron Palitto  
Palitto Consulting



Johanna Perrino  
WCTV



Stacey Renner  
Resident



Adrienne Patrick  
Executive Director



Teri Peters  
Project Coordinator

## STAFF



# THE VOICE OF THE DOWNTOWN BUSINESS COMMUNITY

## DURING THE COVID-19 PANDEMIC

"Main Street Wadsworth has been a vital part of our community. It's been a tough year and they have done so much to help keep our businesses alive and well. Adrienne Patrick has helped tremendously in organizing and advertising events to keep foot traffic in our downtown shops. I appreciate everything they have done to help us succeed."

-Sarah Conrad, Barlett-Cook Floral Shoppe, 125 Main Street

"I am so proud of the work and creativity of our Main Street Wadsworth Team led by Adrienne. She embodies all that is good about our city and also has invested herself, literally, in the work we are doing to make Wadsworth a City Unmatched. Thank you Adrienne for all you do and for always making me personally feel more important than I really deserve. Please keep up the great work."

-Patrick O'Neill, CEO, O'Neill Insurance, 111 High Street

"It is with great pleasure that I am able to let you know how grateful I am for the work that the Main Street Wadsworth organization put forth last year. Their dedication to the small business community in Wadsworth was evident as they worked tirelessly to promote and help sustain our businesses during unprecedented times. I would also like to personally thank Adrienne for her leadership of the organization and her faithfulness in making sure whatever could be done to help the businesses in downtown was undertaken with a commitment and purpose to excel. The events were well thought out and well planned. Her team of workers went over and above the call of duty to make sure the events were operated efficiently and with a smile. Thank you again for everything, you made a challenging year better."

-Tom Koosed, Owner, Thurber's Jewelers, 115 High Street

"Dear Adrienne, Leslie and I are 41 year residents of Wadsworth, and also financial supporters of Main Street Wadsworth. We are very impressed with the work that you do, and certainly with your fine leadership! There are so many aspects that stand out about your efforts: The beautification of downtown, with the Bud and Bloom flowers, the Downtown Renovation Project, the murals by Paulette Grubb, and the beautiful Christmas decorations every year. Your proactive support of local businesses, to entice residents to shop locally thru coupons, promotions, etc. Creative measures like First Friday, with such a great variety of projects: Scare on the Square at Halloween, Christmas activities like Santa visits and buggy rides, encouraging local businesses to put up window displays about solidarity during the pandemic, etc. Informing business owners about the opportunity to participate in the Main Street America survey to communicate their needs to federal lawmakers. These are only a few of the great efforts made by you and Main Street Wadsworth; there are too many more to mention them all. Thank you for all your fine work to keep our downtown so healthy and vibrant!"

-Dave and Leslie Critchfield, SeibertKeck Insurance, 110 Main Street

"Hi Adrienne, Writing to thank you and Main Street Wadsworth for all the support you have provided Jazzercise in Wadsworth. Though we are on the edge of the downtown, you and your committee have continually made an effort to help move foot traffic in our direction. Grateful for all the effort put into keeping things fresh and interesting for our community. I especially appreciate that you're always so approachable and open to input and suggestions. Thanks for everything!"

-Wendy Becerra, Jazzercise, 134 College Street

"Adrienne Patrick is such a great asset to the downtown businesses!! During this past tough year she has been the only one reaching out to us as small business owners. About monthly I would hear from her about our needs and any ideas we had to help the downtown. We truly appreciate her and love her contributions to Main Street and Downtown!!"

-Matt and Shelli Reed, Owners, The Sub Station, 116 High Street

# THE VOICE OF THE DOWNTOWN BUSINESS COMMUNITY

## DURING THE COVID-19 PANDEMIC, CONTINUED

**"2020 was quite a year! We just wanted to take a moment and look at what we have all accomplished in 2020, in spite of all the challenges. We believe that the dedicated efforts of Adrienne Patrick and her merry group of assistants and volunteers at Main Street Wadsworth were instrumental in the success of the downtown merchants; in spite of these challenging times. Their success in maintaining events and promotions encouraged the great Wadsworth community to shop downtown and support the local businesses. As a result, we've lost no existing downtown businesses; and had some new ones open. Thanks for all of your efforts!"**

**-Todd Power, SONNETS Coffee & Whiskey Bar, 117 College Street**

**"I have been a resident of Wadsworth my whole life and a business owner in downtown for over 8 years. It's truly amazing to see what Main Street Wadsworth has been able to accomplish in the short time they've been around. They have taken a great historical downtown area and brought it back to life!!! Having them as a resource for a small business is a blessing, which has been more apparent than ever as we've seen this pandemic put many individuals out of business. I can honestly say that this program has been successful because of Adrienne. She is a passionate hard-worker, who genuinely wants to help this community. It is great to have her on our side and as an advocate for us small business owners downtown!!!!"**

**-Ben and Kaitlin Schrock, B.A. Schrock Financial Group, 131 College Street**

**"I would like to acknowledge the amazing work that Main Street Wadsworth has done over the last year. Adrienne Patrick is a real asset to this community and to Main Street Wadsworth. Her hard work on getting grants for downtown small businesses and promoting businesses downtown is second to none. Her commitment to small businesses and to this community has helped to drive business downtown. She is a real asset to small business and to this community."**

**-Bob Titus, Owner, Rise and Grind, 120 High Street**

**"We appreciate all of the help that Main Street Wadsworth is giving, it couldn't be any better, especially the help you gave us all summer. Thank you so much."**

**-Roula Sideris, Alexandris Restaurant, 146 Main Street**

**"Since becoming the Executive Director of Main Street Wadsworth, Adrienne has catapulted downtown small businesses into the spotlight. Her tireless energy is contagious and makes everyone want to join in! Main Street Wadsworth has been vital to the ongoing support that our Agency has received from this wonderful town and organization, especially during the pandemic."**

**-Kelly Graham, State Farm Insurance, 117 Broad Street**

**Adrienne, Rose and I wanted to thank you and Main Street Wadsworth for all the help you have given us in starting up our business at 129 Broad Street in Downtown Wadsworth. The work that Main Street Wadsworth provides is a huge asset to the downtown businesses. Any questions or struggles we have encountered, Main Street Wadsworth has been able to help or at least point us in the right direction. The effort being put into revitalizing the downtown area and driving more customers into the businesses really shows the loyalty and dedication Main Street Wadsworth has to the success of the downtown businesses. The compassion shown by Main Street Wadsworth to the downtown businesses has been nothing short of amazing. Keeping businesses informed and providing financial and informational resources through this recent pandemic, has helped us navigate and to keep our business afloat - I imagine other businesses as well. All the assistance has been greatly appreciated. You and Main Street Wadsworth have helped bring the Downtown Wadsworth businesses together as a team with one goal in mind - Making Wadsworth a downtown unmatched! Rose and I are so happy to be included in the downtown area. We are truly grateful to be a part of this community.**

**-Joe Sebe, Managing Director, Skyreach Management, LLC, 129 Broad Street**

# THE VOICE OF THE DOWNTOWN BUSINESS COMMUNITY

## DURING THE COVID-19 PANDEMIC, CONTINUED

"From their diligent efforts to quickly adapt to virtual events, continued updates on available grant offerings, and creative strategies to drive customers to downtown businesses, Adrienne and her staff are obviously dedicated to the success of our downtown businesses! I can always count on a prompt and detailed reply, chocked full of information and resources, anytime I reach out. We are beyond grateful to be part of Main Street Wadsworth! Thank you for all that you do!"

-Amanda Ondrey, The Amanda Ondrey Team, M.C. Real Estate, 102 Main Street

"It is hard to put into words the impact that Adrienne, Teri, the board of directors, and the volunteers of Main Street Wadsworth have had on the community. Main Street Wadsworth has been able to transform the downtown from one that was viewed out a car window as you drove by, to one that thousands of people get to enjoy through experiences that are unmatched anywhere else in Ohio. The best example of the impact Main Street Wadsworth has had is to look at the past year. During a pandemic, when much of the world was shutting down and closing, downtown Wadsworth saw growth. This growth is in no small part a result of the amazing work being done behind the scenes by those involved with Main Street Wadsworth. The only reason my wife and I took the risk of buying a building downtown is because of the immense faith we have in Adrienne, Teri, the board of directors, and all the volunteers of Main Street Wadsworth."

Dr. Alexander McIlvaine, Building Owner, 132 Main Street

"Dear Adrienne, We want to wish you a very Happy New Year and take this moment to express our appreciation for the hard work you do for our business and the entire downtown. This past year has been a real challenge for small business and we could not have made it without you. You kept us updated with all the necessary information on programs from local grants to national pandemic assistance. Wadsworth Music's lesson program was brought to a halt once the state shutdown began. The 2020 year started with a record-breaking January and February for sales; however, the numbers quickly turned 180 degrees the other way. Your communication was vital for us on grant deadlines and other assistance programs. You kept us on track to submit and resubmit for everything we qualified for. Ultimately, Wadsworth Music was awarded enough grant money to survive the worst of the pandemic. Immediately when you became the Director, we could see Wadsworth small businesses were in exceptional hands. You never cease to amaze us as you find innovative and creative ways to celebrate the downtown community with fun monthly events and holiday spectacles. Countless new faces have visited our store from those "First Friday" mini-golf, Star Wars, Thriller, etc. The media campaign that you have organized has been huge as well: local and regional news, social media, print ads, store props - and more. What really impressed us was the number of immediate new customers from Cleveland and other 'out-of-town' locations who viewed the Wadsworth Downtown news broadcasts. We can't thank you enough for the success our business experiences from all the activity and attention you bring to our small growing town. You really are a blessing to the Wadsworth downtown.

Please know that we truly appreciate the hard work you do for us. We really have benefited from your service in so many ways and cannot thank you enough for the care, concern, and action you have given to help us through the challenges of being a small business."

-John and Susan O'Leary, Wadsworth Music, 133 College Street

We just wanted to take a moment to tell you how Main Street Wadsworth has impacted our business as well as our entire downtown. We opened our business in 2017 and upon opening, we were visited by Adrienne who introduced herself and the Main Street organization - she and the entire team at Main Street have been such a blessing to our business by supporting us and providing so many wonderful events that bring members of our community downtown (these events are very creative and give us as business owners a chance to bring in customers that otherwise may not find our business). We love the partnership that we have with Adrienne and now Teri and the entire Main Street organization - we appreciate everything that all of you do for our entire downtown community - we look forward to many more years of partnership!

- Henry and Kathryn McDougal, Kathryn's Craft Closet, 185 Main Street



# DOWNTOWN MOMENTUM: THE TOP 10 LIST

1. Board Member **Emily Little** received the **2020 Young Preservationist of the Year Award** for the State of Ohio during the Heritage Ohio State Conference. Emily is an architect who has been instrumental in Wadsworth's efforts to join the National Register of Historic Districts.

2. **Six (6) new downtown small businesses opened in 2020:** Rise and Grind (120 High St.), Wrench Works (134 College St.), Perfect Match Decor (129 Broad St.), UnWined (132 Main St.), Edward Jones (121 College St.), and Wadsworth's Downtown Deli (153 Broad St.). Existing downtown business B.A. Schrock Financial expanded and moved from a second floor to 131 College Street, investing in a total interior and exterior renovation.

3. The Main Street Wadsworth Design Team's Art Mural Program coordinated the commissioning and installation of **two new downtown heritage murals generously donated by local artist Paulette Grubb**, bringing the number of downtown murals to eight (8). Three more art murals are projected for downtown installation in 2021 thanks to generous community donations received in 2020: Platinum Level: Max and Diane Miller Foundation (Wayne County Community Foundation); Bronze Level: Jim and Stacey Semancik, Progressive Foundation

4. Main Street Wadsworth, The City of Wadsworth, and Heritage Ohio collaborated to provide a **Downtown Improvement Grant (DIG)** to assist with the cost of facade renovations. **Ten (10) total projects** were awarded, resulting in a projected downtown economic impact of over **\$80,000**. These projects will create positive visible changes.

5. Thanks to Premier Sponsor **Clampco** and with support from the City of Wadsworth, MSW launched **Holiday Magic on Main Street**, eight (8) Christmas events to increase foot traffic to downtown businesses. With guidance from the Medina County Health Department (MCHD), the socially-distanced events featured luminaries, horse and carriage rides, Christmas music, a light show, and visits by Santa. The event reached 40,000 people on Facebook and was covered by Fox 8 News. Horse and Carriage Sponsors were: Thurber's Jewelers, American Legion Post 170, The Amanda Ondrey Team at M.C. Real Estate, Small Business Technologies, and Serpentine Chevrolet of Medina.

6. MSW's positivity campaign, the **#WadsworthPosterProject**, garnered national attention after over 100 encouraging and hopeful posters and messages went up in windows all over downtown Wadsworth during the COVID-19 pandemic.

7. Main Street Wadsworth was overwhelmed by a **record-breaking 237 Friends of Main Street Wadsworth in 2020**. This special group of Super Friends, businesses, non-profits, families, and individuals supported our mission to create an unmatched downtown experience during an unprecedented year in our history.

8. The **Main Street Wadsworth Farmers Market** enjoyed a successful season. Sponsors: The Fraternal Order of Eagles, The Amanda Ondrey Team at M.C. Real Estate, and The Village of St. Edward at Wadsworth. Over 5,000 visitors attended 16 Saturday markets.

9. The MSW Economic Vitality Team launched the **Bonus Gift Card Program** to assist small businesses during the pandemic, providing free \$10 gift cards to customers who purchased \$25 gift cards at downtown businesses and completed a short MSW form. All 100 bonus gift cards were given away, especially during the holidays, reflecting a total return on investment and economic impact of \$3,500 in downtown spending.

10. Main Street Wadsworth compiled positive 2020 **economic development data:**

- \$529,073 in public and private investment
- 12 full time jobs created downtown
- 25 part-time jobs created downtown
- 6 building rehabilitation projects
- 1,985 volunteer hours donated
- 6.2% first floor vacancy rate



Mission: to create an unmatched downtown experience



## ORGANIZATION TEAM

**Jason Sanders, Chair**

The Main Street Wadsworth Organization Committee creates a strong foundation for the organization's long-term sustainability, including the Friends of Main Street Wadsworth, fundraising, volunteers, and creating policies and processes that drive the organization.

### Committee Members:

Jason Sanders (Chair), Stacey Renner (Co-Chair), Mayor Robin Laubaugh, Dr. Andy Hill, Daniel Slife, Rod Loveless, Amy Sanders (Membership Chair)

### Friends of Main Street Wadsworth:

The Friends of Main Street Wadsworth set a record in 2020, registering an amazing 237 Friends and generating \$20,120 in support! Main Street Wadsworth relies on the community to support our mission to create an unmatched downtown experience in Wadsworth.

For a full list of Friends, please visit our website:  
<https://mainstreetwadsworth.org/our-members/>

### Volunteers:

Volunteers are the heartbeat of Main Street Wadsworth. The organization is always recruiting new people who are passionate about Downtown Wadsworth and making a difference in their community. This includes our Board of Directors, committee members, event staff, and everyone who contributes their time, energy, and ideas toward our mission.

Want to get involved?

E-mail Executive Director Adrienne Patrick:  
[adrienne@mainstreetwadsworth.org](mailto:adrienne@mainstreetwadsworth.org)



## PROMOTION TEAM

**Adam Barton, Chair**



Downtown events looked different this year, with First Fridays eventually going "virtual" due to the pandemic. Events transitioned from one-day events to week or month-long promotions to support downtown businesses. We created a virtual First Friday scrapbook that aired on WCTV. The Craft and Herb Festival, July 3 Fireworks, and Scare on the Square/Thriller were all canceled due to COVID-19. We unveiled the #WadsworthPosterProject with over 100 posters hung in downtown windows spreading positivity, hope, and encouragement.

### 2020 Events:

- January First Friday: Aloha! Winter Tropical Luau**
- February First Friday: Downtown Date Night & the Candyland Scavenger Hunt**
- March First Friday: "Donut" Miss First Friday!**
- April Virtual First Friday: Home Edition**
- May Virtual First Friday: Drive Thru Edition**
- June Virtual First Friday: Celebrate Wadsworth Local Main Street Wadsworth Farmers Market, held every Saturday 9-12, June 13 - September 26**
- July First Friday: "I Spy Fourth of July" patriotic scavenger hunt in downtown businesses**
- August First Friday: Month-long "Dog Days of Summer" Photo Contest with 75 dogs entered**
- September First Friday: Spend Time Downtown**
- October First Friday: Downtown Scarecrow Contest**
- November and December: Shop Small Saturday, Holiday Magic on Main Street Events**

We launched Holiday Magic on Main Street in November, a series of 8 separate Thursday, Friday, and Saturday holiday events featuring horse and carriage rides, luminaries, Christmas music, a light show, and visits from Santa. With the guidance of the Medina County Health Department, we split our traditional big holiday event into smaller events to keep visitors and businesses safe. The events were successful and feedback indicates that we may continue this format in the future.



# THANK YOU TO OUR SUPPORTERS IN 2020!

## Super Friends

97.1 FM Wadsworth Community Radio  
 Advanced Insurance Designs, Inc. (AIDI)  
 Bill Hoerger  
 Bryon Palitto  
 Cathy Geary Plumbing Co.  
 Chris and Tricia Easton  
 Clampco Products, Inc.  
 Cox-McNulty Funeral Home  
 Custom Sportswear  
 Daniel F. Gigiano Co. LPA  
 David and Anita Monroe  
 Dr. Alex and Lori McIlvaine  
 Dr. Joseph J. Arpad  
 Emily Little  
 Fraternal Order of Eagles #2117  
 Friends of Wadsworth Trails  
 Gary and Sherry Loveless  
 H&R Block  
 Haslinger Family Foundation  
 J.C. Whitlam  
 James and Stacey Semancik  
 Janet and Kelly Johnson  
 Jeff Warner  
 Jim and Linda Venner  
 John and Lynn Martin  
 Luke Manufacturing Foundation  
 Marc C. Miller  
 Max and Diane Miller  
 Mayor Robin and Bryan Laubaugh  
 McIlvaine Dentistry  
 MCCVB  
 Mosaic NEO  
 Paulette and Jim Grubb  
 Prelude Financial  
 Progressive Insurance Foundation  
 Randy and Jody Toddy  
 Remington Products  
 Rod and Cathy Loveless  
 Roni Leatherman, Piper, and Mr. Finn  
 Russ Price  
 Serpentine Orrville  
 Sunoco, A1 Convenient Food Mart  
 The Andy Little Family  
 The City of Wadsworth  
 The Ryan Family Foundation  
 The Sub and Pizza Station  
 The Village of St. Edward at Wadsworth  
 Thurber's Jewelers  
 Town Money Saver  
 Virginia L. Shaffer Family  
 Wadsworth Brewing Company (WBC)  
 Wadsworth CityLink

## Businesses

A to Z Self Storage  
 AAA Wadsworth  
 Adcon Engineering  
 Akers Properties LLC  
 Alexandris Restaurant  
 Attorney Alexander L. Pal, Wadsworth Personal Injury  
 Auto Oasis Car Wash  
 Barberton Veterinary Clinic  
 Barlett-Cook Flower Shop  
 Buehler's Fresh Foods  
 Coffee and Code  
 Computer Surgeon Inc.  
 Drs. Benninger, Schween & Schmidt  
 Edward Jones - Greg Wohlwend  
 ETE Heating and Air Conditioning Inc.  
 Eyedeal Graphics  
 Family Practice Center of Wadsworth  
 Five Star Printing  
 Flight Services of Wadsworth LLC  
 Gemma Properties  
 Hilliard Rospert  
 Hummel Group Inc.  
 Jay's Auto Sales Inc.  
 Jazzercise Wadsworth  
 Kathryn's Craft Closet  
 Kelly Graham, State Farm Insurance  
 Kimmel Heating & A/C  
 M.C. Real Estate  
 Momentum Business Development  
 O'Neill Insurance  
 OHMAT Enterprises Inc.  
 Palitto Consulting Services  
 PAS Properties, LLC  
 Peak Medical Technologies, LLC  
 Petit's Auto Wash  
 Pillar to Post - Paul Ferguson  
 Premier GMC  
 RE/MAX Oasis Dream Homes  
 Rexroad Insurance Agency  
 RK Beef  
 Robert Titus  
 Rolyn Investments, LLC  
 SeibertKeck Insurance Partners  
 She Did It Videography - Jenny Young  
 Small Business Technologies  
 Sonnets Coffee  
 Structure Personnel  
 Subway  
 The Inn at Coalridge  
 Todd T. Baughman CPA Inc.  
 Wadsworth Music

Lifecare Hospice  
 Marian's Closet  
 Medina County Board of DD  
 Medina County Commissioners  
 Medina County SPCA  
 Northeast Ohio Dance  
 Northside Christian Church  
 Radiant Life Church  
 Reimer Road Baptist Church  
 Sacred Heart of Jesus School  
 The Chapel Wadsworth  
 The Salvation Army  
 Trinity United Church of Christ  
 VFW Post 1089  
 Wadsworth Area Chamber of Commerce  
 Wadsworth Area Historical Society  
 Wadsworth Area Historical Society  
 Wadsworth City Schools  
 Wadsworth Community Band  
 Wadsworth FISH Organization  
 Wadsworth Footlighters  
 Wadsworth Kiwanis Club  
 Wadsworth Lions Club  
 Wadsworth Moose 2070  
 Wadsworth Older Adults Foundation  
 Wadsworth Public Library  
 Wadsworth United Methodist Church  
 Wadsworth YMCA

## Individuals & Families

Adrienne Patrick  
 Alexia Lishnevski  
 Angelina M. Saporita  
 Arlene Kay Bowman  
 Ayten Anderson  
 Beth Earle  
 Betty Law  
 Beverly Yurchiak  
 Bill Hutson  
 Bob and Marge Haskins  
 Bob and Sue Henderson  
 Bradley J. Proudfoot  
 Brenda Gregory  
 Bruce Darlington  
 Bryan Echols  
 Carrie Myers  
 Catherine Fix  
 Cathy Brescilli  
 Cecilia Bees  
 Clarke and Shawn Van Dyke  
 Cris Wachter  
 Dan and Cathi Pifer  
 Dave and Carla Aufferberg  
 Dave and Paula Nicholas  
 David and Leslie Critchfield  
 David and Nancy Brewster  
 David and Pam Melton  
 David and Susan Williams  
 Debbie Bard & My Little OMies  
 Doris Whitt  
 Dr. Bruce and Joanne Manning  
 Dr. Caesar and Lynda Carrino  
 Dr. Cheryl Thomas  
 Elianna and Jeff Witschey  
 Elizabeth Gairing  
 Elizabeth Swickley  
 Fran Wiedey

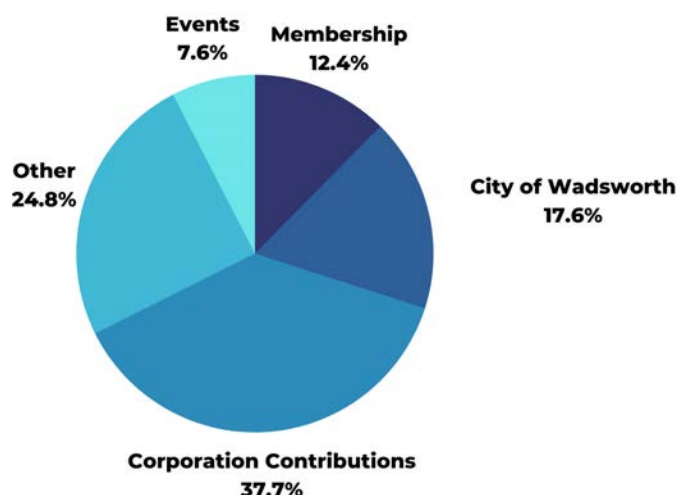
Frank and Gail Maimone  
 Frank Fodor  
 Gail Williams  
 Gerald Biagini  
 Gina Brescilli  
 Jane Dailey  
 Janice Nadeau  
 Jason and Amy Sanders  
 Jim and Carol McIlvaine  
 Jim Dull  
 JoElyn and Philip Slifkin  
 Johanna Perrino  
 Judge Stephen and Sarah McIlvaine  
 Julie Saunders  
 Kristin Cavicchi  
 Kristy Gorsuch  
 Landra Zaleha  
 Larry and Pam Douglas  
 Laura Figliomeni  
 Linda and Don Warner  
 Lindsey Stine  
 Lisa Helbert  
 Lisa Heltsley  
 Mark and Judy Welday  
 Mary and Stephen Krauss  
 Matthew and Kristin Cole  
 Matthew Ray  
 Maxine Cowfer  
 Melissa Myers  
 Michelle Yanke  
 Mike and Ellen Burg  
 Mike and Pepper Bates  
 Patrick Martin  
 Ralph J. Copley  
 Rhonda Abbott  
 Rich and Dana Berlin  
 Rich and Michelle Boni  
 Robert and Barb Leatherman  
 Robert Patrick  
 Roger Havens  
 Russ Mackiewicz  
 Sandra Beaver  
 Sean and Hilary Mika  
 Sharon Ray  
 Sherry Sigmond  
 Stacey Renner  
 Steve Anshutz  
 Sue Rasor-Greenhalgh  
 Susan and Kyle Thorp  
 Tammy Craig  
 Tana Fligor  
 Terri and Jeff Kreider  
 Terry Greenhalgh  
 The Ashby Family  
 Tim and Lori Wilkinson  
 Wendy Pallija  
 Yurchiak Family

Want to support  
 downtown  
 Wadsworth?

Visit:

[www.mainstreetwadsworth.org/donate](http://www.mainstreetwadsworth.org/donate)

## SOURCES of SUPPORT



## FACTS & FIGURES

- \$529,073 total combined public and private investment in downtown
- 16 total completed facade renovations and building rehabilitation projects downtown
- 6 new small businesses opened downtown
- 37 new part-time and full-time jobs were created downtown
- 6.2% first floor commercial vacancy rate
- 28 promotions and events were held downtown, including 16 farmers markets and 8 holiday events
- An estimated 1,986 volunteer hours were given in support of Main Street Wadsworth, reflecting \$54,019 in donated time, valued at \$27.20/hour (source: www.independentsector.org)
- Main Street Wadsworth events brought an estimated 10,000 visitors to the downtown district in 2020
- Estimated \$100,000 economic impact of events on downtown business community (\$10 per person)
- Downtown mix: 36 services; 13 retailers; 15 food establishments; 6 non-profits; 3 churches; 6 gov't/education

## SUPPORT SERVICES, MARKETING OUTREACH, & INITIATIVES

- 6,000+ Facebook followers in 2020 (up from 1,715 Facebook Followers in June 2017)
- Collaborated with Medina County Economic Development Corp. on "Vocal for Local" pro-business initiative
- Provided monthly Main Street Wadsworth e-newsletter to community providing announcements and news
- Made in-person and virtual presentations to community groups to educate stakeholders about MSW's work
- 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 & RECOGNITIONS

- 2020 Main Street America Accredited Program & 2020 Heritage Ohio Accredited Program
- Board Member Emily Little received Heritage Ohio's "Young Preservationist of the Year" Award
- Executive Director Adrienne Patrick was nominated for Leadership Medina's Excellence in Public Service Leadership Award
- National: The #WadsworthPosterProject, Main Street America COVID-19 Community Response Roundup
- WCTV Clapper Award Nomination: "Best Promotional" for MSW First Friday Virtual Scrapbook
- Fox 8 News Coverage: August First Friday "Dog Days of Summer" Promotion, Holiday Magic on Main Street Event Series, and the Design Team's Art Mural Project
- Ohio.org and PreservationDirectory.com list Main Street Wadsworth as a destination for tourists and visitors
- News articles: Wadsworth Post, Medina Gazette, Akron Life Magazine, and Akron Beacon Journal
- Grants: MCCVB, Wal-Mart, Heritage Ohio, the City of Wadsworth, Medina County CARES



# DOWNTOWN EVENTS DURING THE COVID-19 PANDEMIC



**January First Friday:  
"Aloha! Winter Tropical Luau"**



**February First Friday:  
"Downtown Date Night &  
the Candyland Scavenger Hunt"**

**March First Friday:  
"'Donut' Miss First Friday!"**

**[ COVID - 19 SHUTDOWN ]**



**April Virtual First Friday:  
"Home Edition"  
#WadsworthPosterProject**

**May Virtual First Friday:  
"Drive-Thru Edition"**



**June Virtual First Friday:  
"Celebrate Wadsworth Local"  
Receipt Rewards Economic Impact: \$747.68**

**Main Street Wadsworth Farmers Market  
Saturdays 9-12  
June 13-September 26, 2020  
16 markets, \$900 in daily average vendor sales  
300 visitors per Saturday  
Estimated 5,000 total visitors for season**



Mission: to create an unmatched downtown experience



# DOWNTOWN EVENTS DURING THE COVID-19 PANDEMIC



**July First Friday:**  
**"I Spy" Fourth of July Scavenger Hunt**  
**"The Patio Challenge"**

**August First Friday:**  
**"Dog Days of Summer Photo Contest"**

**September Friday:**  
**"\$pend Time Downtown"**  
**\$250 downtown gift card giveaway**  
**"Clock Selfie T-Shirt Contest"**

**October First Friday:**  
**"Downtown Scarecrow Contest"**

**November & December:**  
**"Shop Small Saturday"**  
**"Holiday Magic on Main Street"**  
**"Support Small Business Challenge"**  
**Economic Impact: \$7,977.14**



MAIN STREET WADSWORTH PRESENTS

## Holiday Magic ON MAIN STREET

Shop, Dine, and Stroll Downtown Wadsworth this Holiday Season!

<p>Horse and Carriage Rides Luminaries Christmas Music North Pole Mailbox ...And So Much More!</p>	Thursday, 11/19, 5:30-8:30 pm
	Friday, 11/20, 5:30-8:30 pm
	Saturday, 11/21, 10:00-4:00 pm
	Thursday, 12/3, 5:30-8:30 pm
	Thursday, 12/10, 5:30-8:30 pm
	Friday, 12/11, 5:30-8:30 pm
	Saturday, 12/12, 10:00-4:00 pm
	Thursday, 12/17, 5:30-8:30 pm

Visit Santa at Wadsworth Community Center  
 Dec. 10, 6-8 • Dec. 12, 12-2 • Dec. 17, 6-8

Follow Main Street Wadsworth on Facebook for Weekly Activities and Event Announcements!

Premier Sponsor: CLAMP CO. WADSWORTH COMMUNITY CENTER 97.1 FM CITY OF WADSWORTH

Event plan developed in consultation with the Medina County Health Dept. Please wear a mask and maintain social distancing. Events subject to change based on Medina County Health Department recommendations.

Mission: to create an unmatched downtown experience



# The Main Street Approach™

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



## ECONOMIC VITALITY TEAM

Chair: Ayten Anderson



## DESIGN TEAM

Chair: Emily Little



## Art Mural Project

The Main Street Wadsworth Economic Vitality Committee, which focuses on strengthening the downtown's existing economic base, launched the Bonus Gift Card Program to provide much-needed cash flow to downtown businesses that were impacted by the COVID-19 pandemic.

Customers who bought a minimum \$25 gift card from downtown businesses received a \$10 bonus gift card from the same business as a "Thank You for Supporting Local" in the mail. With \$1,000 in funding, the initiative's total economic impact on the downtown business community was at least \$3,500.

The Economic Vitality Committee is currently seeking additional funding to continue this program.

### Members:

Ayten Anderson (Chair), Bob Thurber (Co-Chair), Colleen Swedyk, Heather McMaster, Matthew Ray, Patrick O'Neill, Ron Palitto, Tom Stugmyer

## Downtown Improvement Grant

Main Street Wadsworth's Design Committee and Economic Vitality Committee teamed up in 2020 to help administer a grant program made possible by Heritage Ohio, with funds matched by the City of Wadsworth for a total of \$40,000. The program offered grants to property and business owners on a 1-1 matching basis for the façade projects such as signage, paint, and awnings, up to \$10,000. The goal was to encourage economic development and enhance the physical appearance and commercial viability of downtown businesses. With additional funding provided by Main Street Wadsworth, 10 Downtown Improvement Grant (DIG) projects were awarded in 2020. The projected total investment in downtown façade improvements is more than \$80,000.

The Main Street Wadsworth mural program, launched in 2019, continued successfully despite the 2020 pandemic. Two additional murals by Paulette Grubb were installed at the alley wall at Sub Station in the fall, completing the 7-mural compilation along the alley. The Murals Program was awarded a Promotional Assistance Grant from the Medina County Convention & Visitor's Bureau. We are very grateful for this gift and are excited about the opportunity to further our contribution to making Medina County a special place to visit and live! The Murals Program is coordinating with the Wadsworth High School Art program for student work to be installed downtown later this year. Additionally, thanks to a significant donation in 2020 from the Wayne County Community Foundation, the Murals Committee aims for three more commissioned murals to be installed in 2021.

## National Register of Historic Places

Main Street Wadsworth's Design Committee has been working to nominate Wadsworth's historic downtown to the National Register of Historic Places, a significant honor for historic buildings and downtown districts across the United States. Listing on the National Register would not only be a great honor for our historic district, but it would also provide downtown building owners with opportunities for financial incentives like historic tax credits and additional grant opportunities. In June 2020, Main Street Wadsworth received acknowledgment from the State Historic Preservation Office that our historic district is certainly eligible for nomination. The Design Committee is actively seeking grant funding to proceed with the complete nomination.

# THE 2020 DOWNTOWN IMPROVEMENT GRANT

## 10 FACADE PROJECTS | \$80,000 IN DOWNTOWN ECONOMIC IMPACT

Many thanks to Heritage Ohio, the City of Wadsworth, and the DIG Committee comprised of Design & EVC Teams:  
Randy Toddy, Colleen Swedyk, Emily Little, Tom Stugymer, and Ayten Anderson



**Before**



**After**



**Before**



**BUNGALOW**

**After**



**Before**



**After**



**Before**



**After**



**Before**



**After**



Mission: to create an unmatched downtown experience



# Have you visited our art murals in downtown Wadsworth?

## NEW IN 2020!

### Mural #1 | Artist: Paulette Grubb, 2020 | Location: 116 High Street | "KREIDER HOTEL"

Once located just north of Rise and Grind on High Street, the hotel was a wood structure built in 1894 that burned down 10 years later and was replaced with a brick structure in 1904. It was once the location of a Ben Franklin Store. Mr. Kreider and his wife are pictured on the front porch. Presidents William McKinley and Warren G. Harding were registered guests of the hotel. President Warren G. Harding and his wife can be found in the front left of the mural. President William McKinley and his wife can be found sitting on the bench. The hotel had 4 owners and was renamed the Park Hotel before being demolished in the 1960's.



## NEW IN 2020!

### Mural #2 | Artist: Paulette Grubb, 2020 | Location: 116 High Street "FIRST CHRISTIAN - DISCIPLE CHURCH"

First Christian Church still stands on High Street just a few blocks north of City Hall. James A. Garfield, a field pastor (and later President of the United States) preached and recruited soldiers for the Civil War from the front steps as shown. He was friends with the Pardee and Hinsdale families of Wadsworth. Burke Hinsdale, a lifelong friend, was the third president of Hiram College. Don Pardee was commissioned as a Lt. Colonel during the Civil War. Hinsdale and Pardee are pictured in the front center of the mural.



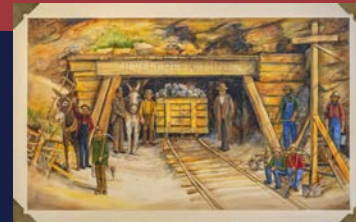
### Mural #3 | Artist: Paulette Grubb, 2019 | Location: 116 High Street | "CRACKER BARREL CROWD"

A group of businessmen and politicians who met each morning to discuss news and politics in an alley downtown (today it can be found on the east side of Main Street between Domino's Pizza and Family Dentistry on the Square). E.J. Young, seated in the front center, grew up on a farm near Wadsworth in Loyal Oak and was a self-made millionaire who founded the Ohio Match Co. (Blue Tip Matches), the Ohio Injector Co., the Ohio Salt Co., and the Ohio Boxboard Co.



### Mural #4 | Artist: Paulette Grubb, 2019 | Location: 116 High Street | "SILVERCREEK MINE"

Coal was mined initially for heating houses and businesses but with the railway system in 1863 the coal market opened up and became a big business in town. This era lasted for over 50 years and became a way of life for several generations. At one point in history, Wadsworth was one of the largest mining operations in Ohio!



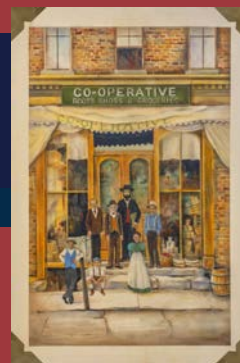
### Mural #5 | Artist: Paulette Grubb, 2019 | Location: 116 High Street | "TROLLEY CAR"

In the 1890's the electric interurban passenger rail lines connected different cities including Wadsworth, Barberton, and Akron. Pictured in the mural are John D. Rockefeller, founder of Standard Oil and once the world's wealthiest man, and his wife Laura Spelman Rockefeller, who was born in downtown Wadsworth in a house that was once located on the east side of Main Street near the square.



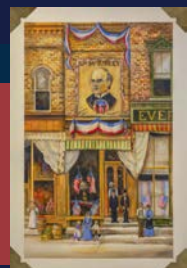
### Mural #6 | Artist: Paulette Grubb, 2019 | Location: 116 High Street "CO-OPERATIVE BUILDING"

A general goods store in downtown Wadsworth in the late 1800's which sold boots, clothing, groceries. The mural depicts workers, businessmen and customers of that era. It was located on the east side of Main St. and is currently occupied by Domino's Pizza.



### Mural #7 | Artist: Paulette Grubb, 2019 | Location: 116 High Street | "MCKINLEY BANNER"

A narrow building built in an alley at 120 Main Street, previously Central Repair (a shoe and boot repair shop), is Chuck's Coin and Gold Exchange today. In this painting the building was decorated for the 1896 Presidential race between William McKinley and William Jennings Bryan. William McKinley was friends with several families in Wadsworth.



### Mural #8 | Artist: Ben Schuh, 2019 | Location: 141 Main Street | "Iconic Wadsworth"

"Iconic Wadsworth" was developed to capture the city's factories that built Wadsworth and to share the history of the City of Wadsworth. It features a unique design celebrating the iconic Ohio Match Company's Blue Tip Matches. Each of the factories was captured based on historic postcards and designed to tie into the matchbox theme. This mural contains images representing the Ohio Match Company, the Ohio Injector Company and the Wadsworth Salt Company. The two Ohio factories were located just south of this mural on Main Street and buildings have been repurposed to house many different small businesses. The Wadsworth Salt Company was located just west of Main Street along State Street. The wooden structure burned down in a spectacular fire in the fall of 1938. The salt that was once mined and processed there was known as "The Saltiest Salt."



Thank You to our 2020 Sponsors: **Platinum Level - Max and Diane Miller Foundation | Bronze Level - Jim and Stacey Semancik**

Mission: to create an unmatched downtown experience

# **The Main Street Approach *WORKS!***

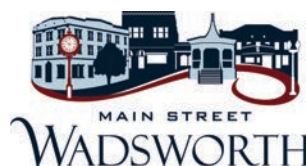
*The strength of a community is reflected in its downtown.  
We are so proud of what we have accomplished with your  
support along with the guidance of the nationwide  
Main Street America Four-Point™ Approach.*



## ***PROGRESS IN DOWNTOWN WADSWORTH SINCE 2017:***

- 36 building facade improvements
- 20 building rehabilitation projects
- \$1,979,453 in total public and private investment
- 6% average first floor commercial vacancy rate
- 21 new small businesses have opened
- 46 new full-time jobs
- 56 new part-time jobs
- 12,000 volunteer hours donated by the community
- 99 downtown events and promotions

***...now THAT'S downtown revitalization!***



Mission: to create an unmatched downtown experience



