

MAIN STREET WADSWORTH

2021 ANNUAL REPORT



MAIN STREET

WADSWORTH

A Downtown Unmatched



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Founded in 2016, Main Street Wadsworth is a 501(c)(3) non-profit dedicated to the revitalization of downtown Wadsworth. Our volunteer-powered organization uses Main Street America's trademarked Four-Point Approach™ of Design, Economic Vitality, Promotion, and Organization to oversee and coordinate preservation-based economic development in the historic heart of Wadsworth, enhancing quality of life for residents and supporting the small business community.

- Main Street Membership is an elite designation requiring an external re-accreditation review every year.
- There are only 24 Main Streets in the State of Ohio.
- There are only 883 Main Streets in the United States.

MISSION:

To create an unmatched downtown experience

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.

TRANSFORMATION STRATEGY:

"Inviting" • Fun For All Ages • Family-Friendly
Business-Friendly • Arts and Entertainment
Healthy Living • Community-Centered

GOALS:

1. Advance historic preservation
2. Create a warm, fun, and inviting downtown destination where our community loves to be
3. Bring the community together

Main Street Wadsworth 2021 Board of Directors

President

Tom Stugmyer, Wadsworth City Council

Vice President

Ayten Anderson, City of Wadsworth

Secretary

Dr. Andy Hill, Wadsworth City Schools

Treasurer

Jon Yurchiak, Wadsworth City Council

Past President

Rod Loveless, Edward Jones

Adam Barton, Mosaic

Mayor Robin Laubaugh, City of
Wadsworth

Emily Little, Architect

Jeff Novak, AIDI, Inc.

Ron Palitto, Palitto Consulting

Johanna Perrino, WCTV

Stacey Renner, Resident

Jason Sanders, The University of Akron

Daniel Slife, Wadsworth Public Library

Randy Toddy, Clampco Products, Inc.

Amy Sanders, Membership Chair

Main Street Wadsworth Staff

Full-Time

Adrienne Patrick, Executive Director

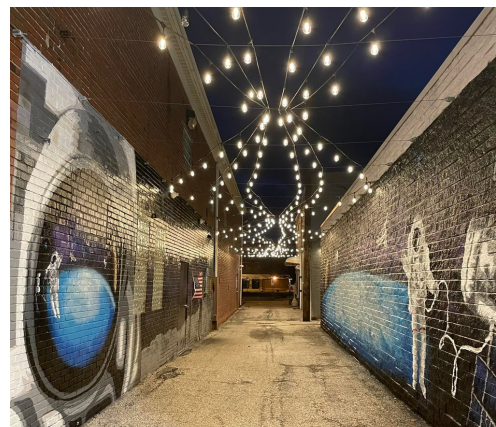
Part-Time

Teri Peters, Project Coordinator

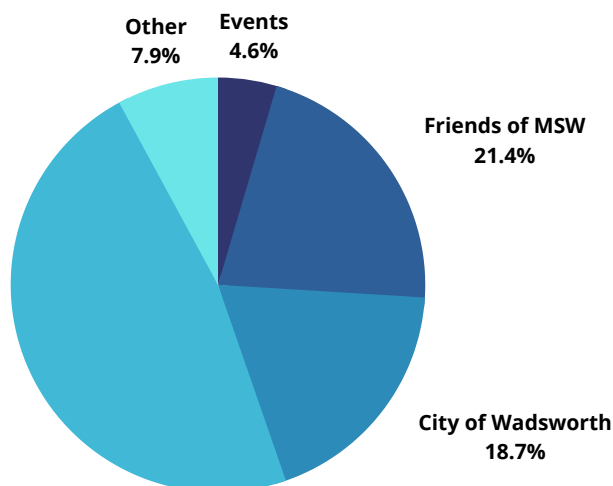
Downtown Momentum: The Top 10 List

Main Street Wadsworth Celebrates Five Years! 2016-2021

1. Ten (10) new businesses opened downtown: RAD Hair Salon, Sydequest Games, Mosaic, Berger Insurance, Main Street Mercantile, Road for Recovery, Blue Tip BBQ & Blue Tip Creamery, Anew Therapy Services, Summit Tax Services, and Lohcal.
2. Wadsworth received *Ohio Magazine's* Best Hometown Award 2021-2022.
3. The Design Team's Art Mural Program commissioned a two-sided alley art mural over 100 feet long dedicated to Wadsworth's connections to space.
4. The City of Wadsworth's Downtown Improvement Grant (Phase 2) was launched to assist building owners with rear facade improvements.
5. Main Street Wadsworth volunteer Dr. Caesar Carrino received Heritage Ohio's "Spirit of Main Street" Award, which is presented to one individual in the State of Ohio each year who has dedicated time, effort, and expertise over the long-term toward helping his or her Main Street program transform and thrive.
6. Main Street Wadsworth provided 14 downtown events and 16 farmers markets to over 20,000 residents and visitors. Main Street Wadsworth also marched in the Blue Tip Parade, winning 2nd place in the "Non-Profit Float" category.
7. Downtown Wadsworth was strongly represented at the 2021 Medina County Business Awards. The following Main Street Wadsworth businesses and individuals were nominated for awards and recognized:
 - RE/MAX Oasis Dream Homes
 - Dolce at The Strand
 - The Sub Station
 - Wrench Works Truck & Auto Care
 - Rise & Grind Wadsworth
 - SeibertKeck Insurance Partners (Winner, "Business Growth" Category)
 - B. A. Schrock Financial Group, Inc.
 - Teri Young Peters
 - Tom Stugmyer (Winner, "Outstanding Community Advocate")
8. Main Street Wadsworth had a record-breaking 248 "Friends of Main Street Wadsworth" in 2021. These Super Friends, businesses, non-profits, families, and individuals supported our mission during an unprecedented pandemic year.
9. The Main Street Wadsworth Farmers Market enjoyed a successful 6th season with over 5,000 visitors supporting 52 vendors at 16 Saturday farmers markets.
10. Main Street Wadsworth's fundraising campaign to place downtown Wadsworth on the National Register of Historic Places was successful thanks to the Wadsworth community and its supporters. The project is critically important to preserving the downtown's historic buildings by offering tax credits for their rehabilitation.



SOURCES of SUPPORT



FACTS & FIGURES

- \$450,726 total combined public & private investment
- 11 completed facade renovations & rehabilitation projects
- 9 new small businesses opened downtown in 2021 (5 closed)
- 3,660+ volunteer hours were donated, valued at \$104,456.40
- 60 new full-time and part-time jobs were created
- 6.1% first floor commercial vacancy rate
- 30 MSW events & promotions were held in 2021

FIVE-YEAR CUMULATIVE REVITALIZATION DATA (2017-2021)

- \$500,000+ in grants and matching dollars
- 125+ free downtown events for the community
- Art Murals, Downtown Clock, National Register (in progress)
- 15,000+ volunteer hours donated by community stakeholders
- 30+ new small businesses have opened
- 150+ new jobs have been created
- 60+ grant projects for historic buildings

MARKETING | AWARDS | PARTNERSHIPS

- 7,000+ Facebook Followers in 2021 (up from 1,715 Facebook Followers in 2017, a 75% increase)
- Provided monthly Main Street Wadsworth e-newsletter to community providing announcements and news
- Interviewed on 97.1 FM Wadsworth Community Radio monthly to promote downtown events and news
- News: Medina Gazette Articles, Akron Beacon Journal Highlight (Sep. 26), New Day Cleveland (Oct. 1)
- Main Street Wadsworth reached a national audience via its Instagram Takeover of Main Street America Aug. 17
- 2021 National Accredited Main Street Program & 2021 State (Heritage Ohio) Accredited Main Street Program
- Volunteer Dr. Caesar Carrino received Heritage Ohio's 2021 "Spirit of Main Street" Award
- WCTV Clapper Award: Best Talk Show (Honorable Mention) Dr. Caesar Carrino Interviews Adrienne Patrick
- Recipient, Ohio Magazine's "Best Hometown" Award 2021-2022
- Attended Wadsworth Area Chamber of Commerce ribbon cuttings and civic organization meetings
- Downtown landscaping provided by Bud-N-Bloom Garden Club, Zach Butdorf, City Parks Dept., Blooming Acres
- Main Street Wadsworth provided a Walking Tour of Downtown to Leadership Medina County on April 14
- Thanks to a Medina County Convention & Visitors Bureau grant, a downtown map was designed, printed, and distributed to stakeholders and every 44281 zip code mailing address via City utility bill (over 14,000 copies)



Mission: to create an unmatched downtown experience

Wadsworth Community Raises Over \$35,000 to Add Downtown Wadsworth to The National Register of Historic Places



Main Street Wadsworth is grateful to its donors for raising the needed funds to retain a historic preservation consultant to document Wadsworth's downtown district. The consultant will showcase the unique history, setting, and architecture of downtown Wadsworth and identify how its creation and evolution has impacted our shared history and culture. Once achieved, being listed as a National Register Historic District will provide recognition for these contributions, instigating community pride, stimulating economic vitality, and serving as a guide for the future of downtown Wadsworth.

The State of Ohio has already approved Wadsworth for the first step, which determines whether a building or district qualifies for a formal nomination. The nomination is the next step to receive the honor, which can open the door to tax credits and grants to incentivize preservation of downtown Wadsworth's buildings.

“The National Register of Historic Places is the official list of the Nation's historic places worthy of preservation” and “is part of a national program to coordinate and support public and private efforts to identify, evaluate, & protect America's historic and archeological resources”

(nps.gov/subjects/nationalregister/index.htm).



Thank You to Our National Register Donors!

97.1 FM Wadsworth Community Radio

Adam Barton

Akron Community Foundation & ACF Center for Family Philanthropy

Ayten Anderson

Berger Insurance Agency

Bob and Kim Thurber

Christa Schmidt

Connie Krauss

Crossfit Legacy

Dr. Bruce and Joanne Manning

Dr. Caesar and Lynda Carrino

Dr. Gary and Gladys Barnard

Elaine Walker

Emily Little

Felicity Wilson

Gemma Properties

James and Gail Doerr

James and Karen Wilson

Janet Johnston

Jason and Amy Sanders

Jeff Novak

Jim and Sally Little

Joe Sebe

Johanna Perrino

Judge Stephen and Sarah McIlvaine

Kathy Ott

Kay Bowman

Kelly Graham, State Farm Insurance

Kristin Cole

Max and Diane Miller

Mayor Robin Laubaugh

Ohio Historic Preservation Pipeline Initiative

Ralph Copley

Randy and Jody Toddy

Representative Sharon A. Ray

Rhonda Johnson

Robert and Adrienne Patrick

Rod Loveless

Roger Havens

Sherry Sigmond

Stacey Renner

Stephanie Mayercik

Stephen and Mary Krauss

The H.E. Graves, Jr. Family Foundation

Tom Stugmyer

Wadsworth Area Historical Society

William Warner

2021 MSW Downtown Event Overview and Impact Data

January: Thank You Saturday!

This give-back event was an opportunity for the downtown small businesses to thank the community for their support throughout the COVID-19 pandemic. MSW hid five painted rocks in the downtown businesses for visitors to find and return to receive MSW Swag Bags. Visitors were given "Unlock the New Year" MSW postcards that entitled them to receive a free donut from Rise and Grind and a free cookie from Ann's Pastry Shop. MSW awarded \$500 in downtown gift cards to one winner for participating in 2020's shopping and dining challenge.



February First Friday:

Destination Downtown Micro-Adventures

Downtown visitors picked up a postcard in the businesses and completed at least 4 of 10 possible micro-adventures in the downtown businesses for a chance to win a \$100 downtown gift card package. Impact: Postcards returned represented 85 interactions in the downtown businesses.



March First Friday: Mystery on Main Street

14 downtown businesses each posted a mystery question. Downtown visitors picked up a mystery card and visited businesses to answer the questions. 46 visitors interacted with Caesar's History Mystery (Wadsworth Trivia). Impact: Mystery Cards returned to MSW represented 412 interactions with the downtown businesses.



April First Friday: Bunny Hop

MSW hosted over 20 "Easter Bunnies" downtown. Visitors enjoyed a bunny invasion with fun photo opportunities. Downtown businesses participated in a Marshmallow Peep decorating contest. 91 kids participated in a bunny hop contest. 36 visitors interacted with Caesar's History Mystery (Wadsworth Trivia). Impact: 126 Peep Contest votes cast, each representing an engagement with a business.



May First Friday: Wadsworth Loves the 80s

An 80s-themed trivia contest was held in the businesses, as well as a Rubik's Cube Contest, an 80s Outfit Contest, and a Flash Mob. 21 businesses participated. 33 kids participated in the Rubik's Cube Contest. Impact: 735 online votes cast for 14 unique 80s Costume Contest participants.



June First Friday: Celebrate Our Safety Forces

The Wadsworth Area Historical Society reported 75 visitors to the museum. The library reported distributing 125 kid kits. MSW provided a shopping and dining challenge for a chance to win downtown gift cards.

2021 MSW Downtown Event Overview and Impact Data

6th Annual Main Street Wadsworth Farmers Market

16 markets were held on Saturdays 9-12 in the Central Intermediate School (151 Main Street) parking lot; brought around 5,000 visitors June-September, supporting 50+ vendors.

July First Friday: Celebrate Freedom in Downtown Wadsworth!

As many as 10,000 attendees estimated, a record crowd! 18 food vendor registrations raised \$3,400 in event income.

August First Friday: Take Flight, Wadsworth

MSW hosted a "Take Flight Ticket Challenge" to support downtown businesses for a chance to win one of 10 airplane flights over Wadsworth, compliments of Wadsworth Municipal Airport and AeroTrek Flight Academy. A paper airplane contest was held downtown and 45+ children participated.

September First Friday: Shop Local, Y'all

23 businesses participated. 51 postcards were filled out by visitors to be delivered to a local nursing home. Impact: 125 Oregon Trail cards were passed out, with each returned card (78) representing an engagement with the businesses.

October First Friday: Downtown Fall Fest

A weekend event. A pumpkin decorating challenge was held in the businesses. Impact: 400 ballot cards distributed.

November First Friday: Community Collection Challenge

Businesses chose a charity to partner with and to accept donations for from the community. Impact: 195 raffle tickets collected = 195 donations made to various local charities.

December First Friday: Holiday Magic on Main Street

MSW hosted two holiday events. Approximately 500 horse and carriage rides. A Pop-Up Holiday Magic Vendors Market hosted 18 vendors over two nights. A "Holiday Lights" Scavenger Hunt invited downtown visitors to search for different Christmas lights in downtown businesses.



Mission: to create an unmatched downtown experience

Thank You to Our 2021 Sponsors!

Premier Sponsor



Supported By



The Amanda Ondrey Team



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2021 Friends of Main Street Wadsworth

♥♥♥♥♥♥♥♥ Super Friends ♥♥♥♥♥♥♥♥

Advanced Insurance Designs,
Inc. (AIDI)

Attorney Alexander Pal and
Obral, Silk & Pal, LLC

Barlett-Cook Flower Shoppe

Berger Insurance Agency

Bill Hoerger, In Memoriam

Bob and Kim Thurber

Cathy Geary Plumbing Co.

Chris and Tricia Easton

Christopher Varner

Clampco Products, Inc.

Dave and Leslie Critchfield

Dr. Alex McIlvaine

Emily Little

Five Star Printing

Gary and Sherry Loveless

Gemma Properties

Hilliard-Rospert Funeral Home

Hummel Group Inc.

J.C. Whitlam Manufacturing

Company

Jason and Amy Sanders

Jeff and Tawnia Novak

Jim and Linda Venner

Jon Yurchiak

Judge Stephen and Sarah McIlvaine

Kay Bowman

Luke Manufacturing Foundation

Marc Miller

Matthew and Kristin Cole

Max & Diane Miller

Mayor Robin and Bryan Laubaugh

McIlvaine Dentistry

McNeill's Cabinetry & Floors

Medina County Board of DD

Medina County Convention &

Visitors Bureau

O'Neill Insurance, Inc

Palacek, McIlvaine, Hoffmann &

Morse Co., L.P.A.

Palitto Consulting Services, Inc.

Randy and Jody Toddy

Rod Loveless

Roger L. Havens

Rolyn Investments, LLC

Ron Palitto

RW Corwin & Co.

SeibertKeck Insurance Partners

Terry Greenhalgh & Sue Raser-

Greenhalgh

The Akron Community

Foundation

The Amanda Ondrey Team, M.C.

Real Estate

The Akron Community

Foundation & Center for Family

Philanthropy

The City of Wadsworth

The H.E. Graves, Jr. Family

Foundation

The Village of St. Edward at

Wadsworth

Thurber's Jewelers

Wadsworth CityLink

Wadsworth Family Dentistry

Wadsworth Pointe Assisted

Living

Wadsworth Veterinary Hospital

2021 Friends of Main Street Wadsworth

Businesses

Alexandris Restaurant
 Auto Oasis Car Wash
 AweBee Designs
 B.A. Schrock Financial Services
 Bungalow
 Computer Surgeon, Inc.
 Daniel Gigiano, Attorney at Law
 Dolce at the Strand
 ETE/Lowry Heating and Cooling
 Eyedeal Graphics
 Family Practice of Wadsworth
 H&R Block
 Jay's Auto Sales, Inc.
 Jazzercise Wadsworth
 Kasai Japanese Restaurant
 Kathryn's Craft Closet
 Kelly Graham, State Farm Insurance
 M. C. Real Estate
 Main & College, LLC
 Memory Lane Photography
 Palitto Consulting Services, Inc.
 Peak Medical Technologies, LLC
 Petit's Auto Wash
 Pillar to Post Home Inspectors
 Progressive Casualty Insurance Co.
 RE/MAX Oasis Dream Homes
 Rexroad Insurance Agency, LLC
 Rise and Grind
 RK Beef
 Ruby Moon
 SHE Did It Videography
 Skyreach Management
 Small Business Technologies, Inc.
 Sonnets + Zydeco Bistro
 Sparton Enterprises
 Structure Personnel
 The Sub Station
 Todd T. Baughman, CPA, Inc.
 UnWined
 Valley Cafe
 Wadsworth Brewing Company
 Wadsworth Music
 Wrench Works

Non-Profits

American Legion Wadsworth Post 170
 Bud 'N Bloom Garden Club
 First Christian Church
 Fraternal Order of Eagles #2117
 Friends of Wadsworth Trails
 Grace Lutheran Church
 Jammin' Jumpers

Leadership Medina County
 Marian's Closet
 Northeast Ohio Dance, Inc.
 Radiant Life Church
 Reimer Road Baptist Church
 Sacred Heart of Jesus School
 Team OMie
 The Chapel
 The Medina County Arts Council
 VFW 1089 Ladies Auxiliary
 Wadsworth Area Chamber of
 Commerce
 Wadsworth Area Historical
 Society
 Wadsworth City Schools
 Wadsworth Community Band
 Wadsworth FISH
 Wadsworth High School Alumni
 Association
 Wadsworth Lions Club
 Wadsworth Moose 2070
 Wadsworth Older Adults
 Foundation
 Wadsworth Public Library
 Wadsworth United Methodist
 Church
 Wadsworth YMCA

Individuals & Families

Adam and Melissa Virgei
 Adam Barton
 Al, Lauren, Alaina, and Lucy Pal
 Alexia Lishnevski
 Aliesa Guinter
 Angie Kerley
 Annette Cannone
 Auditor Mike Kovack
 Augie the Doggie
 Ayten Anderson
 Benjamin Smith
 Bethany and David Wenger
 Betty Gairing
 Betty R. Law
 Bill and Cecilia Bees
 Bill and Lorena Hutson
 Bill and Michele Kellner
 Bob and Kim Thurber
 Bradley Proudfoot
 Brandon Cobb & family
 Bruce Darlington
 Byrne Moy
 Carol LaFerre
 Cathy Fix
 Char and David Lisle
 Christa Schmidt
 Clark Van Dyke
 Connie Krauss
 Craig Hassinger
 Daniel Slife
 Dave & Carla Auffenberg
 Dave Nicholas Family
 David and Pam Melton
 David P and Tamzon L
 Barnhart
 Deanna Lyren
 Denise Flanagan
 Denise Jeffery
 Don & Linda Warner
 Dr. Andy Hill
 Dr. Bruce and Joanne
 Manning
 Dr. Caesar and Lynda
 Carrino
 Dr. Gary and Gladys
 Barnard
 Dr. Joe Arpad
 Elaine E. Walker
 Elizabeth Swickley
 Else Little
 Felicity Wilson
 Fran Wiedey
 Frank and Laura
 Figliomeni
 Gary Hansel
 Greg and Christi Lalli
 Greg and Connie
 Lallathin
 Jaclyn Lewis
 James and Gail Doerr
 James and Karen Wilson
 James Dull
 James Muhl
 Janet Johnston
 Jason Mays
 Jenifer Crowe
 Jerry Biagini
 Jim and Carol McIlvaine
 Johanna Perrino
 John & Juliee Saunders
 Justin Terrill
 Kathy Ott
 Kayla Ray
 Kimberly Haic
 Kristen Ashby
 Landra Zaleha

Larry & Pam Douglas
 Lisa Helbert
 Lynne and Ben Erjavec
 Marc Ewald
 Marijane Yurchiak
 Mary and Stephen Krauss
 Michael & Kristin Brubaker
 Family
 Michael Wagner
 Mike and Ellen Burg
 Mike Erb
 Patrick Martin
 Paula J. Cramer
 Paulette and Jim Grubb
 Philip and JoElyn Slifkin
 Ralph Copley
 Rhonda Abbott
 Rhonda Johnson
 Rich and Dana Berlin
 Rob & Barb Leatherman
 Robert & Adrienne Patrick
 Robert & Marge Haskins
 Robert Haskins Jr.
 Rusty and Christine
 Riggerbach
 Sandra Beaver
 Sara Evanich
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 Sherry Sigmond
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 Steve Crowley
 Susan Henderson
 Tammy L. Craig
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 Tara McCulloch
 Teri and Bob Peters
 Terri and Jeff Kreider
 The Cavicchi Family
 The Klett Family
 The Rickenbacker Family
 The Whitaker Family
 Thomas Brill
 Tim & "Sam" Formaz
 Tom and Linda Hegarty
 Tom Stugmyer
 William Crowley
 William and Carolyn Warner

