

MAIN STREET WADSWORTH

2022 ANNUAL REPORT



MAIN STREET

WADSWORTH

A Downtown Unmatched

Mission: to create an unmatched downtown experience



Welcome to Main Street!

Founded in 2016, Main Street Wadsworth is a state and nationally-accredited 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 of downtown Wadsworth's historic business district, enhancing quality of life for residents, preserving history, promoting local tourism, and supporting the downtown small business community. Main Street Membership is an elite designation requiring an external re-accreditation review every year. The Main Street Program was created in the 1970's to respond to the shuttering of downtowns across the country due to the rising popularity of malls, big box stores, and strip shopping centers. Today there is a growing societal interest in returning to historic "Main Streets" nationwide as multi-generational populations increasingly value a walkable lifestyle, supporting local small businesses, and a desire to connect and create a strong sense of community.

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

2022 Board of Directors

President
Ayten Anderson
City of Wadsworth



Vice President
Stacey Renner
Cleveland State University



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Adam Barton
Mosaic Wadsworth



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Jon Yurchiak
Wadsworth City Council



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Wadsworth City Council



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Inc. (AIDI)



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Rod Loveless
Edward Jones



Jason Sanders
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Leah Schrock
SeibertKeck Insurance
Partners



Randy Toddy
Clampco Products, Inc.



Dustin Zuravel
PNC Bank



Staff

Full-Time
Adrienne Patrick
Executive Director



Part-Time
Teri Peters
Project Coordinator
& Farmers Market



Farmers Market
Coordinator
Tom Stugmyer

Downtown Momentum: The Top 10 List

The biggest wins of 2022!

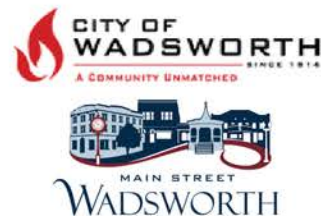


- 1. 100% STOREFRONT OCCUPANCY.** Downtown Wadsworth achieved 100% storefront occupancy in 2022 for the first time since becoming an accredited Main Street in 2016.
- 2. NEW BUSINESSES.** 11 businesses opened in the district: My Personal Trainer, The Corner, Uniquely Handmade for You, Guaranteed Rate, Brush Tips, Sweets on High, New World Spice and Tea Traders, Howard Hanna, eXp Realty, Mountain & Flame, and Smoke City and Vape.
- 3. ART MURALS.** The Design Team's Art Mural Program commissioned 2 large art murals titled "Music is the healing force of the universe" installed in October and November by artist "Anon." A Community Paint Event included 300+ residents in the process.
- 4. BETTER BUILDINGS.** Main Street Wadsworth's volunteer grant committee continued coordinating the City of Wadsworth's Downtown Improvement Grant (DIG) Round 2 rear facade grant projects, overseeing the completion of nine downtown historic building rear facade projects including new doors, windows, paint, patios, and other beautification improvements. This \$50,000 grant resulted in \$214,152 in total grantee reinvestment.
- 5. DOWNTOWN PRIDE.** MSW Board Member Johanna Perrino was nominated for Outstanding Corporate Community Advocate at the Medina County Business Awards. Downtown Wadsworth businesses also received award nominations: Ann's Pastry Shop, Water Main Grille, and Meru Maharaj of RE/MAX Oasis Dream Homes.
- 6. FEET ON THE STREET.** Main Street Wadsworth provided 15 free, fun, family-friendly downtown community events including Scare on the Square and Candlelight Walk, attracting over 20,000 visitors and \$200,000 in visitor spending to local small businesses.
- 7. MAIN STREET LIVE!** Main Street Wadsworth introduced LIVE! events in downtown Wadsworth in 2022: *In Cahoots, An Evening of Magic and Mentalism with the Alans* at O.J. Work Auditorium in April and *Rumble on Main Street*, Medina County's first professional wrestling match, in September.
- 8. FARMERS MARKET.** The MSW Farmers Market enjoyed a successful 7th season with 5,000+ visitors supporting 50+ vendors at 16 Saturday markets June-September. The market also unveiled a brand new logo! Main Street Wadsworth received a Clapper Award from WCTV for interviewing participants of its "Kid Market"-themed farmers market, which gave children the opportunity to be entrepreneurs at the market.
- 9. NATIONAL REGISTER.** Main Street Wadsworth worked to add downtown Wadsworth to the National Register of Historic Places through its partnership with Perspectus Architecture and the State Historic Preservation Office (SHPO). Being placed on the National Register will allow buildings within the downtown historic district to receive tax credits for preservation projects, which will attract investment and development that maintains and preserves the downtown's irreplaceable historic assets.
- 10. AWARD WINNER.** Main Street Wadsworth received the "Best Committee Project" Award in Ohio for Wadsworth's First Friday events at Heritage Ohio's Annual State Conference in Toledo. Wadsworth First Friday is now in its sixth year, launched in 2018.



Mission: to create an unmatched downtown experience

The City of Wadsworth Downtown Improvement Grant Before & After Photos Grant Process Coordinated by Main Street Wadsworth



112 Main Street - Byrd & Co.

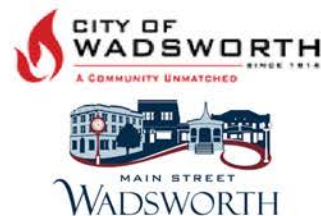


121 College Street - Edward Jones



Mission: to create an unmatched downtown experience

The City of Wadsworth Downtown Improvement Grant Before & After Photos Grant Process Coordinated by Main Street Wadsworth



121 Main Street - Veterans of Foreign Wars (VFW) Auxiliary Post 1089



126 Main Street - Wadsworth Brewing Company



Mission: to create an unmatched downtown experience

The City of Wadsworth Downtown Improvement Grant Before & After Photos Grant Process Coordinated by Main Street Wadsworth



131 College Street - B.A. Schrock Financial Group

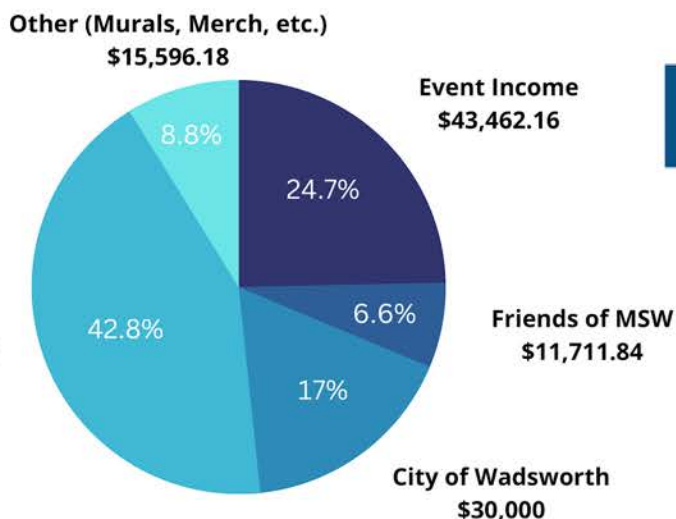


136 Main Street - Uniquely Handmade For You



Mission: to create an unmatched downtown experience

SOURCES of SUPPORT



Premier Sponsor:



Supported by:



FACTS & FIGURES: 2022 DATA

- \$646,038 in total combined public & private investment
- 16 historic building facade & renovation projects
- 11 new small businesses opened downtown
- 3,450 volunteer hours were donated, valued at \$98,040
- 65 full-time and part-time jobs were added
- 100% first floor storefront occupancy rate
- 35 MSW events & promotions were held
- \$4,200 of in-kind donations were received

SIX-YEAR CUMULATIVE REVITALIZATION DATA (2017-2022)

- \$500,000 in grants for historic building improvements
- Over 160 community events have been held downtown
- 11 Art Murals, Verdin Clock, National Register (in progress)
- 19,016 volunteer hours donated by community stakeholders
- 40 new small businesses have opened
- 227 jobs have been added downtown
- 83 total historic building renovations
- \$3,076,217 in total public & private investment

MARKETING | AWARDS | PARTNERSHIPS

- 9,367 Facebook Followers in 2022 (up from 1,715 Facebook Followers in 2017, an 82% increase)
- Provided Main Street Wadsworth e-newsletter to community providing announcements and news
- Interviewed monthly on 97.1 FM Wadsworth Community Radio to promote downtown events and news
- News coverage: Medina Gazette, Akron Beacon Journal Highlight, The Wadsworth Post, New Day Cleveland
- 2022 National Accredited Main Street Program & 2022 State Accredited Main Street Program
- Wadsworth First Friday received Heritage Ohio's 2022 "Best Main Street Committee Project" Award
- WCTV Clapper Award: Best Promotional (Runner-Up): 2022 MSW Farmers Market Kids Day
- Recipient, Ohio Magazine's "Best Hometown" Award 2021-2022
- Main Street Wadsworth appeared in the 2022 Wadsworth Community Guide with a full article and photos
- Main Street Wadsworth made presentations about downtown's progress at the local Lions Club and Rotary Club
- 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
- MSW gave presentation and downtown tour to Leadership Medina County class for History Day September 28
- Wadsworth Area Historical Society & historians Dr. Caesar Carrino & Roger Havens helped with National Register
- Local non-profits attended First Fridays, including the Salvation Army, Friends of Wadsworth Trails, Wadsworth FISH, Wadsworth Area Chamber, Wadsworth Area Historical Society, and Friends of Woodlawn Cemetery

THE MAIN STREET WADSWORTH DESIGN TEAM 2022 ART MURAL PROJECT



Murals #10 & #11
Title: "Music is the healing force of the universe"
Artists: Jhonattan and Samantha Arango ("Anón")
October-November 2022



131 College Street:
"Music is..."



"I am excited to see a different genre of murals relative to the subject matter. Past murals depict historical scenes of Wadsworth. These two murals will be more interpretable in nature with vivid colors that will exude excitement and interest in the viewers."
-Roger L. Havens,
MSW Design Team



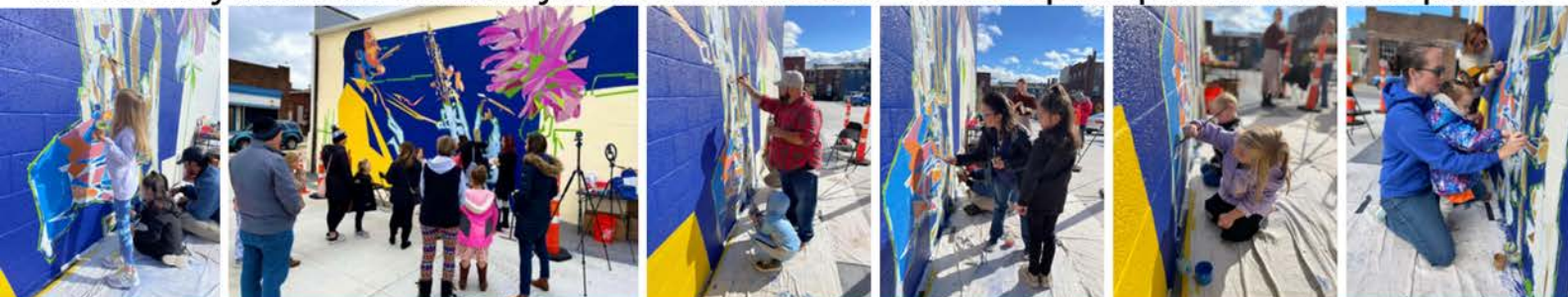
124 N. Lyman Street:
"the healing force"

Thank You to Our 2022 Mural Donors

- Max and Diane Miller
- Randy and Jody Toddy
- Doug and Myriam Haslinger
- The Home Depot
- Frontier Communications
- Delaware Building Systems
- Roger Havens



The residency included a Community Paint Event where 300+ residents participated in the artistic process.



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MAIN STREET WADSWORTH LIVE!

In 2022 Main Street Wadsworth decided to invite large-scale live family-friendly entertainment to downtown Wadsworth to (1) showcase the downtown's historic O.J. Work Auditorium as a cherished community gathering space, and (2) invite the community to envision downtown Wadsworth as a future entertainment district and destination for live entertainment. The initiative by volunteer Tom Strong was met with great success as over 1,000 ticketholders enjoyed a nationally-acclaimed magic show in April and Medina County's first professional wrestling match in September!

MAIN STREET WADSWORTH PRESENTS

In Cahoots...An Evening of Magic and Mentalism with **THE ALANS** MAGIC & MENTALISM



ONE NIGHT ONLY!

Family-friendly entertainment!

FRI 22 APR | **OJ WORK AUDITORIUM** 151 MAIN ST, WADSWORTH | **07 PM**

DOORS OPEN 6:15PM

OPENING ACT THE WADSWORTH HIGH SCHOOL JAZZ BAND



MAIN STREET WADSWORTH Live!



RUMBLE ON MAIN STREET

Unmatched Family-Friendly Live Professional Wrestling

Presented by: **National DESIGN MART** FLOORING • COUNTERTOPS • CABINETS

DOWNTOWN WADSWORTH BEHIND MOSAIC
SATURDAY, SEPTEMBER 10TH | 4 - 7 PM
PURCHASE AT SHOWPASS.COM

SCAN FOR TIX & INFO




MAIN STREET WADSWORTH LIVE!

Bringing the family-friendly entertainment to downtown Wadsworth's historic O.J. Work Auditorium

Thank you to our Sponsors!



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2022 MSW Downtown Event Economic Impact Data

January First Friday: January Jam

Seven downtown locations hosted live music: Blue Tip BBQ, Dolce at the Strand, Mosaic, Rise and Grind (hosting Radiant Life Church), Sonnets, The Sub Station, and the Wadsworth Public Library.

February First Friday:

February Sweethearts & Kick-off to Food Week

MSW offered a Food Passport and invited the community to visit at least 4 downtown eateries during the week. The MSW table was located at the newest downtown business My Personal Trainer where guests could stop in and fill out a Valentine's Day postcard for a local nursing home resident. MSW distributed 200 shopping and dining passports and 12 downtown restaurants participated.

March First Friday: March for Art

Downtown businesses hosted approximately 270 pieces of student artwork displayed in 24 downtown locations. Businesses distributed "art supplies" for an art scavenger hunt. Downtown visitors filled their bags with art supplies to create their own masterpieces.

April First Friday: All Things British

MSW distributed 250 British Trivia sheets. A British Costume Contest was held which received a total of 214 online votes. Live music was provided by Blue Evolution Band to standing room crowds and sponsored by five downtown businesses: Gearhart Insurance, Todd Baughman CPA, Kelly Graham, State Farm Insurance, Rexroad Insurance, and Thurber's Jewelers. A ribbon cutting was held for the new downtown space mural with Wadsworth's hometown astronaut Mike Foreman cutting the ribbon and signing autographed photos for lines of visitors. Volunteer Roni Leatherman dressed up as the Queen of England complete with her Corgi pup for photo ops.

May First Friday: Out of This World

A portable planetarium from the Wadsworth City Schools was set up downtown and volunteer Tom Stugmyer used this awesome technology to give 14 space presentations to approximately 200 visitors. 15 businesses participated in a Willow Tree space-themed cupcake raffle with 145 raffle entries received.

June First Friday: Safety Forces Unite!

We support and appreciate our safety forces: Police, Fire, and EMS! Safety vehicle displays on College Street delighted all ages. The Safety Forces partnered with the Wadsworth Salvation Army to "Fill-a-Cruiser" and collect school supplies. Zorro the K-9 made a special appearance.

7th Annual Main Street Wadsworth Downtown Farmers Market

MSW unveiled a new logo for the farmers market this year! Over 5,000 visitors attended 16 markets on Saturdays 9:00-12:00 June through September in the parking lot of Central Intermediate School (151 Main Street). Over 50 vendors participated. Downtown small businesses shared that the markets brought the downtown alive with additional foot traffic to their storefronts every Saturday.



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2022 MSW Downtown Event Economic Impact Data

July First Friday: Fireworks and Food Trucks

Downtown's largest annual event welcomed more than 10,000 visitors and 23 food trucks to enjoy a tremendous fireworks spectacle.

August First Friday: Up, Up, and Away! Featuring the American Legion Pig Roast

MSW hosted the 338th Army Band at the downtown gazebo.

September First Friday: Pickle Palooza

Over 250 Pickle Passports were distributed for this event. The Wadsworth Public Library hosted the Pickleball Club in their parking lot. The Sub Station sold out of 55 pickle pizzas. One merchant shared that they did about \$500 in sales that night, and that this was typical for their First Friday nights. The Euclid Beach Rocket Car gave over 180 guests an exciting ride through downtown during the event.

October First Friday: Fall Fest

MSW held a "Pumpkin Walk" in over 20 downtown businesses.

Visitors to each business read a fun pumpkin fact and entered a raffle to win each business' unique variety of pumpkin. MSW collected 246 raffle tickets. The Wayne Tomsic Polka Band performed at the Library. MSW held a "guess the weight" of a pumpkin at the MSW table and the closest guess won the 21-pound pumpkin. To celebrate MSW's newest art mural, MSW held a community paint event at 131 College Street where 300 visitors of all ages were invited to pick up a brush and paint a section of the art mural.

Scare on the Square featuring Wadsworth Thriller

Thousands showed up for downtown trick-or-treating and the popular Wadsworth Thriller music video reenactment performed in the streets by 200+ dancing zombies. The 2022 performance garnered a Facebook Post Reach of over 1.2 million views.

November First Friday: Made in Wadsworth

Visitors enjoyed shopping locally-made products. MSW hosted a "Warm in Wadsworth" collection and collected 268 gloves, hats, scarves, and socks from the community for the Salvation Army and Wadsworth FISH. 150 raffle tickets were turned in for a chance to win a Thanksgiving turkey gift card donated by Buehler's

Candlelight Walk

The beloved community tradition returned with 4 horse and carriages providing over 252 rides to the community thanks to sponsors Thurber's Jewelers, the Wadsworth Area Historical Society, MCCVB, and Blue Tip Festival. The Library hosted Santa and Mrs. Claus. The Salvation Army Band kicked off their Red Kettle Campaign while Mayor Laubaugh conducted the Tree Lighting Ceremony.

December First Friday: A Main Street Christmas

Santa arrived downtown on the Little Roaming Railroad Christmas Train and visited with children while the Wadsworth High School Band played Christmas carols. Throughout the evening the train gave rides around downtown and the Wadsworth Community Band played carols. 24 businesses participated in the Christmas Carol Crawl.



Downtown Revitalization by the Numbers: Main Street Wadsworth Cumulative Data 2017-2022

40 NEW SMALL BUSINESSES

100% STOREFRONT OCCUPANCY

227 NEW DOWNTOWN JOBS

\$3,076,217 IN PUBLIC/PRIVATE INVESTMENT

51 HISTORIC BUILDING FACADE RENOVATIONS

32 HISTORIC BUILDING REHABILITATION PROJECTS

DOWNTOWN CLOCK

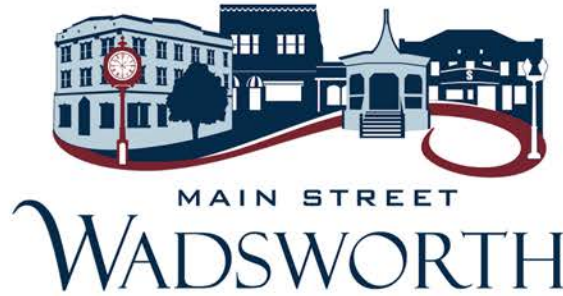
11 PUBLIC ART MURALS

160 EVENTS INCLUDING THE MSW FARMERS MARKET

19,016 VOLUNTEER HOURS DONATED BY OUR COMMUNITY

	2017	2018	2019	2020	2021	2022	6 YEAR IMPACT
Completed Facade Renovations	6	17	3	10	3	12	51
Building Rehabilitation Projects	4	3	7	6	8	4	32
Total Historic Building Improvements	10	20	10	16	11	16	83
Total Public & Private Investment	\$496,200	\$379,180	\$575,000	\$529,073	\$450,726	\$646,038	\$3,076,217
New Businesses Opened	5	7	3	6	9	10	40
New Full-Time Employed	11	21	2	12	7	33	86
New Part-Time Employed	9	10	12	25	53	32	141
Total Jobs Added in Downtown	20	31	14	37	60	65	227
Downtown Promotions/Events	30	20	21	28	30	31	160
Value of In-Kind Donations	\$8,440	\$4,087	\$10,050	\$3,450	\$5,325	\$4,200	\$35,552
Volunteer Hours Donated	2,369	2,252	5,300	1,985	3,660	3,450	19,016
Value of Volunteer Hours Downtown	\$58,491	\$57,268	\$144,160	\$56,652	\$104,456	\$98,040	\$519,067
1st Floor Commercial Vacancy Rate	3.90%	9.00%	6.25%	6.20%	6.1%	0%	5.24%

Mission: to create an unmatched downtown experience



Thank you to our 2022 SPONSORS!

Premier Sponsor



• Jeffrey Hanna • Todd Ferguson • Lindsay Dean • Jordynn Pozzuto
1374 Reimer Road Wadsworth, OH 44281 • 330-335-2525
Family owned and operated since 1988



2022 Friends of Main Street Wadsworth

Super Friends

\$175+

97.1 FM Wadsworth
Community Radio
Advance Performance
CrossFit
Advanced Insurance
Designs, Inc. (AIDI)
AeroTrek Flight Academy
Alex McIlvaine
B.A. Schrock Financial
Group
Barlett-Cook Flower
Shoppe
Berger Insurance Agency
Bill Hoerger, In Memoriam
Blue Tip BBQ
Clampco Products, Inc.
Computer Surgeon
Cox McNulty Funeral Home
Dan Rospert
Dana and Matthew
Mountjoy
Douglas Whitlam
Dr. Alex McIlvaine
Dr. Caesar and Lynda
Carrino
Eyedeal Graphics
Five Star Printing
Footer to Ridge Property
Inspectors
Gary and Sherry Loveless
Gearhart Insurance
Hilliard-Rospert Funeral
Home
J.C. Whitlam Mfg. Co.
Jason and Amy Sanders
Jeff and Tawnia Novak
Jim and Linda Venner
Jim and Sally Little
Joe McNeill
Judge Stephen and Sarah
McIlvaine
Kelly Graham, State Farm
Insurance
Lohcal
Matthew Cole
Max and Diane Miller
McIlvaine Dentistry
McNeill's Cabinetry &
Floors

Medina County Auditor
Medina County Convention
and Visitors Bureau (MCCVB)
Mike Kovack
My Personal Trainer
National Design Mart
New World Spice and Tea
Traders
O'Neill Insurance, Inc.
Palacek, McIlvaine, Hoffmann
& Morse Co., L.P.A.
Palitto Consulting Services,
Inc.
Pepsi
Randy and Jody Toddy
Rexroad Insurance
Roddy Loveless
Roger Havens
Rolyn Investments, LLC
SeibertKeck Insurance
Serpentini Medina
The Akron Community
Foundation
The Amanda Ondrey Team,
M.C. Real Estate
The Center for Family
Philanthropy, Akron
Community Foundation
The City of Wadsworth
The Halstead Team - Howard
Hanna
The Ryan Family Foundation
The Village of St. Edward
at Wadsworth
Thurber's Jewelers
Todd T. Baughman CPA
Tom and Carol Strong
Tom Strong
Tom Stugmyer
Trillium Creek Dermatology
Wadsworth CityLink
Wadsworth Family Dentistry
Wadsworth Music
Wadsworth Pointe Assisted
Living
Westfield Bank
Wrenchworks Truck and
Auto Care

Individual/Family \$25+

Angie Kerley
Annette Cannone
Augie the Doggie
Ayten Anderson
Bradley Virgin
Bruce and Colleen Farley
Cathy Fix
Char and David Lisle
Christa Schmidt
Connie Krauss
Councilman Ralph Copley
Dave and Bethany Wenger
Doris Whitt
Dr. Andy Hill
Dr. Gary and Gladys Barnard
Dr. Joe Arpad
Dustin Zuravel
E.J. Stadden
Edward and Marianne Factor
Else Little
Emily Davis
Felicity Wilson
Gary and Gladys Barnard
George Erwin
Greg and Christi Lalli
Jaclyn Lewis
James and Gail Doerr
James and Karen Wilson
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Janet and Kelly Johnson
Janet Johnston
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Sherri Becker
Sherry Sigmond
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Stephanie Koontz
Stephen and Mary Krauss
Susan Henderson
The H.E. Graves, Jr. Family
Foundation
Tim and Sam Formaz
Valerie McKenzie
William Crowley
William and Carolyn Warner
William and Cecilia Bees
William B. Elliott

Businesses \$125+

Big Sky Park Apartments
Dolce at The Strand
H&R Block
Jeffery Protects Insurance
Kasai Japanese Restaurant
Kathryn's Craft Closet
Luke Manufacturing Foundation
Memory Lane Photography
Progressive Insurance
Skyreach Management
Sonnets Coffee
The Sub Station
Uniquely Handmade For You
US Bank
Valley Cafe

Non-Profits \$75+

American Legion Post 170
Bud 'N Bloom Garden Club
First Christian Church
Friends of Wadsworth Trails
NEO Dance
Soprema Senior Center
The Wadsworth Area
Chamber of Commerce
VFW Auxiliary Post 1089
WCTV