

# A Year in Review



Support these important initiatives  
by supporting Main Street Medina!

## 2020 Highlights

 **22**  
Main Street Medina-  
sponsored Events


**\$174,327**  
 Funds Raised  
City Invested  
\$30,000 w/5.8:1 ROI

- Shifted focus to Covid-19 crisis business support with weekly updates and insights, resources and funding, and targeted promotions

**20**   
Weekly Farmers  
Markets

**109**   
Member Businesses  
(27 over \$500 level)

- Secured sponsors for MSM events (some subsequently cancelled due to COVID-19); expanded evening events to all-day or two-day events

**64,000**  
 Visitors

 **12,944**  
Facebook Friends

- Raised \$12,000 for new District holiday decorations; expanded into South Town with pole décor and architectural lighting

**1,327**  
Volunteer  
Hours 

**\$650K**  
Economic Impact  
on our Community!

- Maintained membership financial support; secured PPP loan and CARES funds to sustain the organization

**\$36,094**  
Value of donated  
time at \$27.20/hr.

 **22:1**  
ROI or \$10/person  
@ local merchants

- Restructured Medina Farmers Market to meet COVID-19 guidelines; hired new manager; increased SNAP/Produce Perks use from \$1,200 in 2019 to \$6,000

- Sponsored new Saturdays Around the Square activities during Farmers Markets to help businesses/restaurants

- Assisted Historical Society with Capital Campaign for McDowell-Phillips House; documented restoration on Armstrong TV series

- Secured \$20,000 in grant money for district façade renovations/signage

- Partner with Nagel Advertising to promote Medina marketing co-op