



## 2021 ANNUAL REPORT

## A Letter from our Executive Director

When Main Street Medina was formed in 2007 by community leaders and stakeholders, our country would soon face the biggest national recession experienced in decades. With a 30% vacancy rate, little event programming, and not much foot traffic, the organization didn't back down and walk away. We dug in, organized committees, drafted our first work plans, and started the slow and steady process of rebuilding the vibrancy of our beloved Square.

One of my favorite reflections is to consider the gift and the curse of a situation. 2020 was indeed a curse with a global pandemic. The gift, however, was that the pandemic forced us to be creative and rethink everything we do. We revisited special events and made huge organizational improvements. We strengthened business partnerships and found new and exciting ways to work together. We dismantled the Farmers Market and rebuilt it on a firm foundation with extensive planning and input.

In the spring of 2021, our Board of Directors created a strategic plan that will help us grow from a hyper-localized, community development program into a cohesive organization that will make meaningful investments and improvements in the district. We will continue to advocate for small businesses and historic preservation, but we will expand to include destination marketing and heritage tourism, to diversify funding, and to be more inclusive of the community we serve.

Our vision is to make Medina, "Ohio's premiere small-town destination". Looking back on all the hands, helpers, and partners that had a part of our fifteen-year history, I have no doubt that we will absolutely reach that goal.



Matt Wiederhold





# Main Street Medina 2021

## Executive Officers

Chairperson: Eric Stasiowski – The Timken Company  
Vice Chairperson: Brad Root – Root Candles  
Treasurer: Kevin Rych – Huntington Bank  
Secretary: Amy Busby – Medina City Schools

## Board of Directors

Bill Hutson – Medina County Commissioner  
Kelly Parks – Medina Centre for Dance Arts  
Matt Liegl – Sandridge Foods  
Amy Demlow – Critchfield, Critchfield, & Johnston  
Cheryl Murrin – Westfield Bank  
Becky Molnar – Cleveland Clinic Medina Hospital  
Michele Nichols – Medina Community Design Committee  
Tom O’Connell – Habitat for Humanity, Medina County  
Ed Wright – Miss Molly’s Tea Room & Gift Shop  
Jon Stahl – P.J. Marley’s/The Farmer’s Table  
Kimberly Marshall – City of Medina, economic development

## Ex-Officio Board Members

Andrew Dutton – City of Medina, community development  
Stefanie Richardson – Richardson Farms/Farmers Market Representative  
Leslie Traves – Labyrinth Management Group

## Committees

**Promotions** – Chair: Melissa Fox  
**Design** – Chair: Roger Smalley  
**Economic Vitality** – Chair: Eric Stasiowski  
**Organization** – Chair: Pam Miller  
**Membership** – Chair: Carole Kowell  
**Fundraising** – Co-Chairs: Kelly Parks and Tom O’Connell

A special thank you to Ed Wright, Pam Miller, Carole Kowell and Melissa Fox who will be ending their terms in 2021 with a combined 60+ years of contributions, commitment and leadership.

In 2022, we welcome Jason Morgan to the Main Street Medina board, Ali Burmeister as Promotions Committee chair, and Easton Saltsman as Organization Committee chair.

## Staff

Matt Wiederhold  
Executive Director  
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Angela Mansier  
Farmers Market Manager  
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George Sam  
Program Director  
events@mainstreetmedina.com  
Joe Zahn  
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## Volunteers

Thank you to our dedicated members, volunteer crew, and visitor ambassadors for contributing 2,464 hours of community service to Main Street Medina’s 2021 events and activities.





## What is Medina's Historic District?

From its early days as a New England-style town featuring a central greenspace to today's vibrant hub for business, entertainment, distinctive shops and fine dining, Medina's Historic District has long been a destination, which encompasses Public Square and surrounding eight-blocks, and was placed on the National Register of Historic Places in 1975.

## What is South Town?

The roots of the South Town District dates back more than 150 years when the Industrial Age sparked construction of the railroad to serve emerging grain mills, lumber yards and a coal company. As the City expanded, the south end grew to accommodate public utilities, warehouses, and building supplies.

Today, the South Town community is reimagining its identity to be more pedestrian-friendly, with unique business opportunities and a new creative energy, while honoring its industrial roots. The vision is to enhance the shopper and visitor experience by making South Town more "walkable" and attracting arts and entertainment venues beyond what Public Square and the current Historic District offers.





## Main Street Medina Footprint

As an accredited National Main Street Program, under Heritage Ohio, Main Street Medina concentrates its work and vision on the nine block Medina Square Historic District, and the three-block South Town District. Each month, we report investment statistics, new jobs created, public improvements, new development, and numerous other statistics that are ultimately used to determine the annual return on investment.



## Main Street Medina's Mission

To lead the effort for historic preservation, economic sustainability and continued evolution of the District as the heart of the community.

## The Vision

"Be Ohio's premier small-town destination."

## Our Strategy

In March 2021, the Board of Directors, committee chairs and Main Street Medina staff convened to develop a multi-year strategic plan for Main Street Medina.

The strategy, approved by the Board in May 2021, has four areas of focus:

### 1. Diversify Sources of Funding

Grow revenue from a variety of new and existing sources to enable greater re-investment and impact in our community.

### 2. Raise Awareness for Main Street Medina; Position the Historic District and South Town as a Destination

Broaden community awareness of Main Street Medina's mission and impact locally while simultaneously attracting visitors from outside of Medina County to spend time in the District.

### 3. Connect & Engage Beyond our Boundaries; Be Inclusive of Diverse Audiences

Foster key relationships and drive collaboration with non-traditional Main Street Medina constituents to ensure diversity of thought is embedded in all organizational activities.

### 4. Develop Advocacy Voice to Advance Business Vitality, Historic Preservation & Community Spirit

Become recognized as a leading voice and contributor to positive change and historical preservation in and around the District.

# 2021: A Year in Review

## Public Improvements

- ✓ Facilitated \$30,000+ public funds/\$53,285 private investment for historic district building renovations
- ✓ Secured grant funding from the Medina Community Design Committee & 3M to install historic markers in South Town
- ✓ Produced McDowell-Phillips House docuseries with Medina County Historical Society & Armstrong to document restoration of this historic property
- ✓ Served on City of Medina Comprehensive Plan Committee & Archives Commission, Medina County Fair Housing Board & Medina County Arts Council.
- ✓ Coordinated Champion Creek and South Town Cleanups.



## 40 Sponsored Events

Added new Mill Street Makers Markets in South Town District

## 23 Farmers Markets

42 full- & 12 part-time vendors (50% increase from 2020). Increased SNAP, Produce Perks food assistance program recipients (\$6,000 in 2020 to \$10,000+ in 2021)

## 155,000 Visitors

Increased from 64,000 visitors in 2020  
Installed new "Welcome to Medina" signs at east entrance into Uptown

## 2,464 Volunteer Hours

\$70,323 donated at \$28.54 per workhour  
Launched Volunteer Recruiting & Training Program to develop visitor ambassadors

## \$180,937 Donor Support

7.38:1 Return on Investment (ROI)  
\$30,000 in support from City of Medina  
23 Businesses at \$500+ member level

## 111 Member Businesses

Hosted "Medina Ingenuity" business spotlight series with the Greater Medina Chamber of Commerce & Armstrong to highlight Medina-made products & innovations

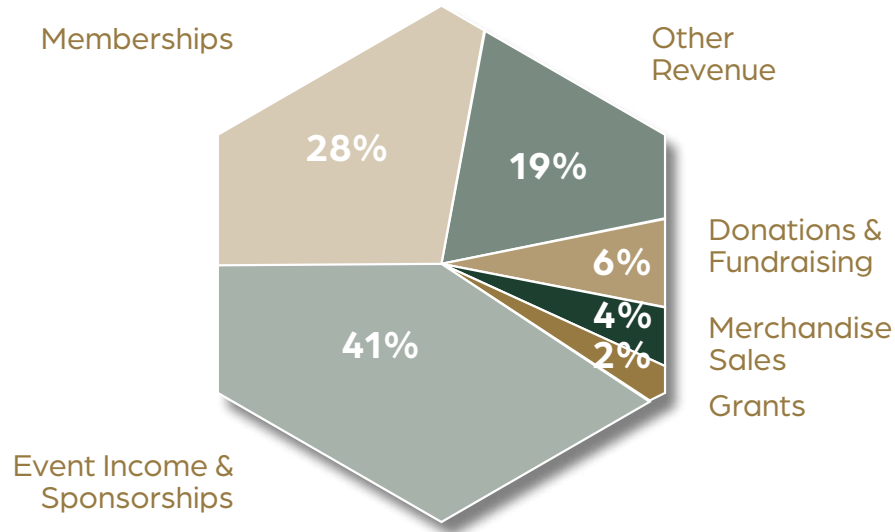
## \$1.5M Economic Impact

50:1 ROI based on \$10/person spent at local businesses

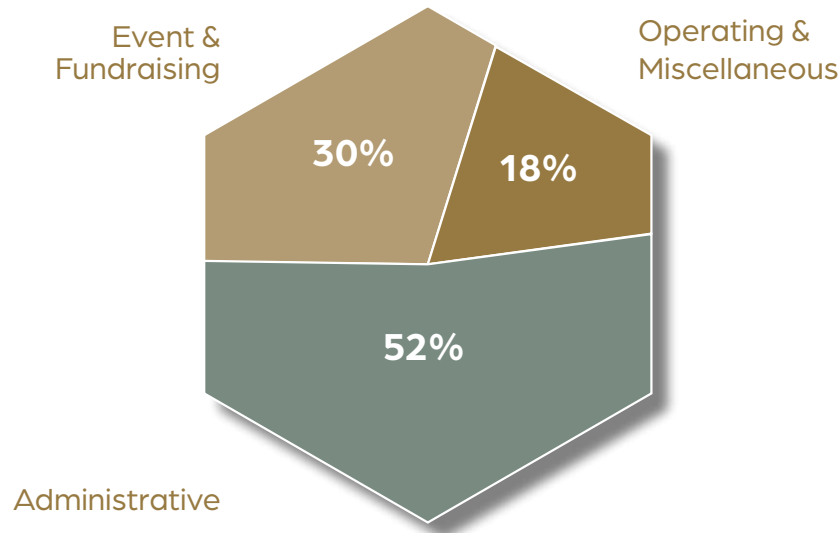


# 2021 Financials /Main Street Medina, LLC

## Fiscal Year 2021 Revenue



## Fiscal Year 2021 Expenses



# Make a Difference with Main Street Medina

There are five ways to support Main Street Medina while building community pride:

- 1. Donations** – Main Street Medina relies on your support to help us do important work in our community. Even the smallest level of support makes a difference and is valued.
- 2. Membership** – When you join Main Street Medina, either as an individual, family, or business, your partnership with the organization makes an impact on the community, and local businesses in the district.
- 3. Sponsorship** – Are you and your company passionate about community development and special events happening in the District? We offer many opportunities to build your company's brand and reach 150,000+ local and regional visitors that come to Medina each year for Main Street Medina produced events.
- 4. Planned Giving** – Will your legacy reflect your love for our community and its preservation? Let's make sure Main Street Medina and the Medina community are part of your estate and planned giving through: annual giving, a matching gift, bequests, endowed named funds, planned gifts or estate planning. Email Executive Director Matt Wiederhold at [info@mainstreetmedina.com](mailto:info@mainstreetmedina.com).
- 5. Volunteer** – Becoming a volunteer by working at events, serving on committees, or helping visitors for a few hours is another way by sharing your time and talent.

To learn more about supporting and giving to Main Street Medina, click on this QR code using your smartphone.



Excludes Medina Square Farmers Market financials (available upon request)



# Medina Square Farmers Market

Founded in 2005, and under the management of Main Street Medina since 2011, the Medina Square Farmers Market is one of the largest, seasonal farmers markets in Northeast Ohio. The Saturday morning Market offers a wide variety of consumable products that are fresh, locally grown or sourced, and made within 35 miles of Medina. The Market generally features 45–50 full time vendors offering products from fresh meats and cheeses, modern and heirloom fruits and vegetables, a diverse selection of bakery treats, and health and wellness products.

Roughly 60% of our guests come from the Medina area, whereas 40% are from outside the area. The Market also serves an economically diverse audience, and it is the only market in Medina County that accepts Supplemental Nutrition Assistance Program (SNAP) and Produce Perks food assistance token programs, making fresh and healthy food available to our low-to-moderate income and senior communities. **In 2021, the Market facilitated over \$10,000 in token sales, an impressive 70% increase over 2020. In addition ...**

- ✓ The Market saw a 100% increase in the number of baked goods, prepared foods, and meat vendors, along with a 60% increase in produce vendors over 2020.
- ✓ The Market grew from 22 full time and 18 part time vendors in 2020 to 42 full time and 12 part time in 2021.
- ✓ The Market saw a 94% growth in customer attendance, increasing from 26,958 in 2020 to 52,374 in 2021.
- ✓ The Market produced a cookbook featuring recipes from vendors and volunteers, a “Meet Me at the Market” t-shirt, and reusable canvas shopping bags, underwritten by title sponsor, Amy Hoes.





# 2022 MSM Calendar of Events

Here is a list of Main Street Medina-sponsored annual events.

## Medina Ice Festival

Friday-Monday, February 18-21

## Ladies Night Out

Thursdays, 5-8:30pm, March 10, May 5, July 14, October 13

## Medina Square Farmers Market

Saturdays, 9am-1pm, May 14 – Oct 15

## South Town Cruise-Ins

Wednesdays, 4-8pm, May 14 – Oct 12

## Medina Cars & Coffee

Sundays, 8-11am, May 29, July 24, Sept 18

## Kids Day of Safety & Play

Saturday, 9am-2pm, June 4

## Medina County Pizza Palooza

Saturday, 9am-2pm, June 18

## Medina Fest

Saturday, 9am-4pm, July 16

## Medina Restaurant Week

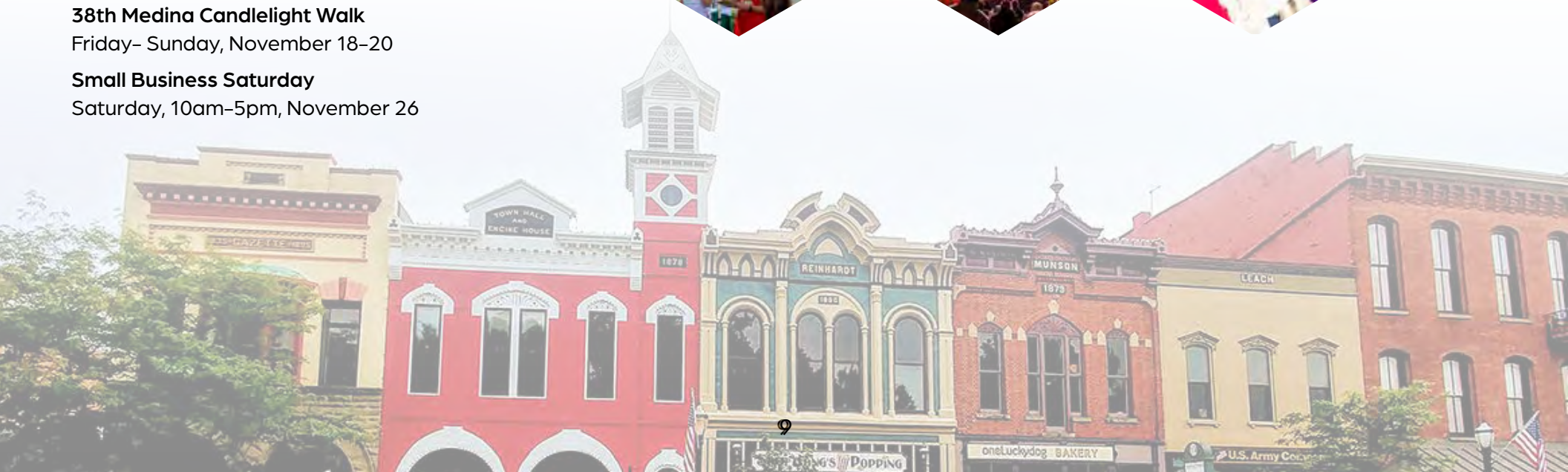
Sunday-Sunday, October 3-15

## 38th Medina Candlelight Walk

Friday- Sunday, November 18-20

## Small Business Saturday

Saturday, 10am-5pm, November 26



## Donors & Sponsors

Our funders, donors and sponsors help us continue our work in Medina. We could not do it without their support.

### Champion Level Supporters (\$1,000+)

City of Medina  
Critchfield, Critchfield & Johnston  
Discount Drug Mart  
Huntington National Bank  
Medina Community Design Committee  
Miss Molly's Tea Room and Gift Shop  
Owens Corning  
Root Candles  
Serpentini Chevrolet of Medina  
Summa Health  
Westfield Insurance Foundation  
Wichert Insurance

### Partner Level Supporters (\$500-\$999)

Buehlers Fresh Foods  
Cutler Real Estate  
Greater Medina Chamber of Commerce  
High Voltage Karting/Foundry Social  
Medina Weekly News  
Oberholtzer & Filous, LPA  
Ohio Valley Pizza Co.  
Roto-Rooter  
Sandridge Food Corporation  
Smith Bros. Inc.  
Waite & Son Funeral Home  
World Truck Towing & Recovery

### Small Business Level Supporters (\$225-\$499)

620 Corp  
Alan Parkhurst Rentals  
All Fired Up!  
Alpaca Boutique  
Amuse Euro Bistro  
Armbruster Moving & Storage  
Armstrong  
Bella Moxie  
BKCD, Inc.  
Bonezzi Switzer Polito & Hupp LPA  
Boyerts Greenhouse & Farm  
Brown, Amodio & Chandler  
Buckeye Super Wash  
Buffalo Wild Wings  
Building Blocks Adoption Service, Inc  
Candyapple & Co.  
Castle Noel  
Circles on the Square  
Cleveland Clinic Medina Hospital  
Cool Beans Café  
Corkscrew Saloon  
Corrigan Kraus CPA  
Courthouse Pizzeria  
Creative Show Promotions, LLC  
Dan's Dogs  
Dominic's & JoJo's  
Eastwood Furniture  
Eppolito Signs  
Event Ops Team  
Firestorm Gear  
Founders Way North  
Friends of the Cemetery  
Gerspacher Real Estate Group  
H2 Wine Merchants  
Habitat for Humanity Medina  
Heart & Soul Gift Boutique

Heartland Church  
HHL Group  
Hospice of Medina County/Life's Treasures  
Hunter Insurance Agency, Inc.  
Independent Order of Odd Fellows  
IDEA Boutique  
Interior Design Studio  
James B. Palmquist III, LPA  
Jazzercise Medina  
JMS952LLC  
Keller Meats & Market  
Kerrie Bellar Events  
King Real Estate  
Labyrinth Management Group  
Lager Heads Brewing Company  
LaPlaca Jewelers  
Lemonberry Frozen Yogurt  
Lyle's Jewelry & Coin  
M.C. Real Estate  
Marco & Marco  
Mark's Cleaning Service  
McJak Candy  
Medina Auto Parts  
Medina Breakfast Kiwanis  
Medina Brewing Company  
Medina Centre for Dance Art  
Medina Community Band  
Medina County Agricultural Society  
Medina County Board of Developmental Disabilities  
Medina County District Library  
Medina County Historical Society  
Medina County Visitor's Bureau  
Medina Funtastic Toyz  
Medina Gem Company  
Medina Lodge 647 Order of Moose  
Medina Sportscards & Collectibles  
Minuteman Press



NEO Extreme Games  
North Rose Management Group, LLC  
Orange Theory Fitness Medina  
P. J. Marley's  
Polish Pottery  
Project:LEARN of Medina County  
Ravine's Edge  
Rea & Associates  
Recovery Center of Medina County/Serenite  
RizTech  
Rose Company  
Sand & Lace Fine Art & Gift Gallery  
Second Sole  
Shine Acupuncture  
Social 330  
Society for Handicapped Citizens  
Somethings Popping/M.W. Wolf Enterprises  
Sperry CGA-The Masica Company  
Sportsworld CIA  
Square 42 Salon & Spa  
Suburban Septic Service  
Sully's Irish Pub  
Sweets & Geeks  
Swine BBQ  
The Exchange Market  
The Gardener's Cottage  
The Olive Tap  
The Raspberry and The Rose  
The Western Reserve Preservation Co, LLC  
Thyme 2  
Transfer Title Agency  
Tru Barre Studio  
United Church of Christ, Congregational  
United Labor Agency, Inc  
VCS Salon & Spa  
Walker & Jocke  
Westfield Bank  
Williams on the Lake

**Individual and Family,  
Non-Business Supporters**

Paul & Cathy Bican  
Kathy Breitenbucher  
Amy Busby  
Aaron Costic  
Brian & Carole Feron  
Frank & Spring Festi  
Jim & Pat Fordosi  
Sandy Frommeyer  
Joyce & Randolph Fuerst  
Corinne Hadley  
Mari Halkovich  
Lynda Hansen  
Dennis & Christine Hanwell  
Brian & Susan Harr  
Bill Hutson  
Sarah Jane & Roger Ingraham  
Debbie & Robert Jedreski  
Denise Jeffery  
Shannon Just  
Char Klimko  
Michael Kovack  
Carole Kowell  
Theresa Laffey  
Elaine Wells Lamb  
Russ and Anna Leach  
Kimberly Marshall  
Julie McNabb  
Medina County Arts Council  
George Meindl  
Jonathan Mendel  
Diana Miller  
Pamela B. Miller  
Robert & Pamela Molnar  
Jason Morgan  
Sharon Morris  
Barbara Mulcahy

Stephanie Mueller  
Marcus Neiman  
Dottie Nemec  
Ellen Nolan  
Carrie Park  
Catherine Posner  
Kristine Quallich  
Valerie Rapp  
Sharon Ray  
Colleen Rice  
Cheryl Riegger-Krugh  
Teresa Rodgers  
Susan Russell  
Kevin Rych  
Jane Saettel  
George Sam  
Judy Scaife  
Sue Schuld  
Julie Sedgwick  
Stan Sever  
Tim & Christine Sheerer  
Jim Shields  
Roger & Linda Smalley  
Bob Smith & Ann Cole  
Eric Stasiowski  
Laura Stoltz  
Maria Stunek  
Robert Thompson  
Sandy & Raymond Tomazic  
Lawrence & Deborah Wentz  
Matthew & Joshua Wiederhold  
Kathy Williamson  
Sally & Bernard Willoughby  
Denise Wilson  
Rhonda Wurgler



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