

# 2022 ANNUAL REPORT

"Medina ... Chio's premier small-town destination!"



# A Letter from Our Executive Director

Main Street Medina had proudly reached a milestone in 2022, having served the Medina community for 15 years. In that time, the organization has grown into a solid program with many resources to help our city.

2022 was also a year of transition. Our Executive Director for nearly the entire 15 years, Matt Wiederhold, has moved on and is now the Executive Director of Heritage Ohio, our parent organization. I know I speak for everyone who has benefited from his leadership and talents ... thank you, Matt, for your service to the community, and congratulations!

I was humbled to be offered this job knowing that I would have big shoes to fill, yet excited that I could continue his legacy and put a little of my own skills and perspective into it, but I still have much to learn.

I also knew that 2022 would be a blur with all that was already underway, and so pleased to have Angela Mansier accept the position of Events Director since she has already taken the Farmer's Market to a whole new level. Thank you, Angela.

And finally, I thank the MSM Board of Directors, committees and chairs, volunteers, businesses, and the community for your patience, support and encouragement ..., we are truly all in this together!

George/Sam



## MAIN STREET MEDINA

#### Mission

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

### Vision

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

## 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.

 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.

 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.



Organized in December of 2007, Main Street Medina, Inc. (MSM) is a 501(c)(3) non-profit organization and nationally certified, Ohio Main Street Program. Our mission is to lead the effort for historic preservation, economic sustainability and continued evolution of Medina's Historic District as the heart of the community. Our vision is to be Ohio's premier small-town destination. The Main Street Approach uses fundamental components that include 1) Inputs-Community Engagement & Understanding the Market; 2) Transformation Strategies-Organization, Promotions, Design, Economic Vitality; and 3) Impact-Qualitative and Quantitative Outcomes.

## 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.

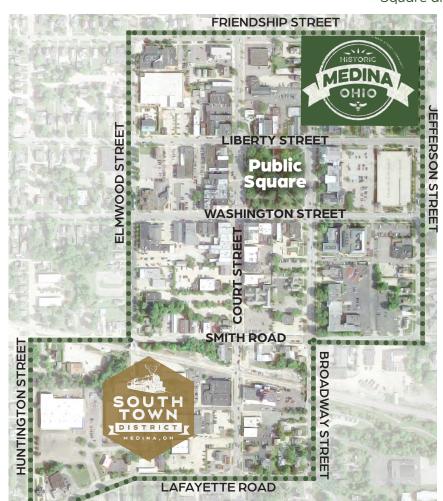
## What is an Historic District?

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.



Medina Candlelight Walk Weekend



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## 2022 YEAR IN REVIEW

Here are some of the numbers that show how Main Street Medina impacted the community:

## 55 Sponsored Event Days

Added new South Town Music Festival in South Town District

## 23 Farmers Markets

40 full– & 16 part–time vendors. Increased ... SNAP redemptions: \$13,260 (\$10,471 in 2021) Produce Perks: \$12,040 (\$9,224 in 2021)

## 176,700 Visitors

Increased from 155,000 visitors in 2021

## 79,722 Website Visits

136,482 Page Views

21,362 Facebook Visitors/330,249 Reach

## 2,510 Volunteer Hours

\$75,175 donated value at \$29.95 per workhour

## \$244,382 Donor Support

\$30,000 in support from the City of Medina 7:1 Return on Investment (ROI)

#### 134 Member Businesses

12 @ \$1,000, 16 @ \$500, 106 @ \$225 (111 in 2021) 26 non-profits, 66 non-business members

## \$1.8M Economic Impact

58:1 ROI based on \$10/person spent at local businesses

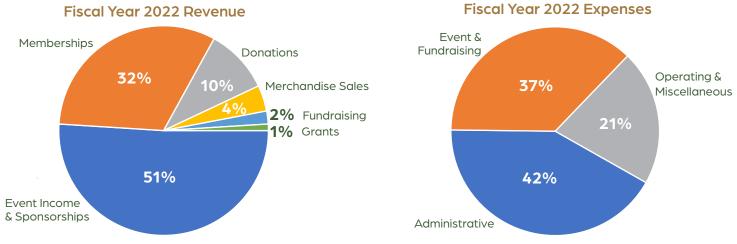
## 2022 Highlights

- ✓ Celebrated Main Street Medina's 15th
  Anniversary
- ✓ Board Managed Significant Staffing Changes
- √ Held Volunteer Training Workshop and Expo
- ✓ Provided feedback for City Comprehensive Plan, hotel proposal
- ✓ Assisted City with Architectural Review and Historic Preservation guidelines/brochure
- √ Hosted Heritage Ohio-Revitalization Workshop
- ✓ Attended Ohio Statehood Day, National and State Main Street Conferences
- Launched new website and test launched destination marketing microsite

#### Medina Fest



## 2022 Financials\*



\*Excludes Medina Square Farmers Market financials since it is under it's own subsidiary (available upon request)



Ladies Night Out/Hocu Pocus Weekend





Pizza Palooz





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### Main Street Medina 2022

#### **Executive Officers**

Chairperson: Eric Stasiowski – 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
Jason Morgan – Kroger Corp.
Cheryl Murrin – Westfield Bank
Becky Molnar – Cleveland Clinic Medina Hospital
Michele Nichols – Community Design Committee
Tom O'Connell – Habitat for Humanity, Medina Co.
Jon Stahl – P.J. Marley's/The Farmer's Table
Kimberly Marshall – City of Medina

#### Ex-Officio Board Members

Promotions - Chair: Ali Burmeister

Andrew Dutton – City of Medina Stefanie Richardson – Richardson's Farm Leslie Traves – Labyrinth Management Group

#### Committees

Design – Chair: Roger Smalley
Economic Vitality – Chair: Eric Stasiowski
Organization – Chair: Easton Saltsman Membership –
Chair: Kerrie Bellar

Fundraising - Co-Chairs: Kelly Parks, Tom O'Connell

Special thanks to Kevin Rych, Bill Hutson, Cheryl Murrin, and Tom O'Connell – who have ended their terms in 2022 – for their years of contribution, commitment and leadership. Kevin will continue as Ex Officio.

In 2023, we welcome Dr. Chris Beiling, Ali Burmeister, Steve Hambley, and Andrew Schuler to the Main Street Medina Board, Becky Molnar as Treasurer, and Lisa Reau as Economic Vitality Committee Chair. Andrew Dutton will replace Kimberly Marshall as City representative. Kimberly will continue as Ex Officio.

#### Staff

George Sam, Executive Director (May-Dec.) Program Director (Jan.-April) george@mainstreetmedina.com

Matt Wiederhold Executive Director (Jan.-April)

Angela Mansier, Events Director (April-Dec.) Farmers Market Manager (Jan.-April) angela@mainstreetmedina.com

#### 2022 Events Volunteers

Thank you to our dedicated members, board, committees, and volunteer crew for contributing 2,510 hours of community service to Main Street Medina's 2022 events and activities.

Volunteers\*: Eileen Pizzino, Aaron Page, Abby Morgan, Amy Demlow, Amy Wallace, Andrew Dutton, Barbara Hasselbusch, Barbara Dzur, Barbara Lee, Becky Molnar, Bill Hutson, Brad Root, Caleb Parker, Carol Odom, Cathy Frey, Cheryl Murrin, Christine Beiling, Christine Walters, Coleen Mahoney, Colin Kemp, Colleen Bennett, Connie Laettner, Dan Arz, Dawnita Milici, Dawson Andrews, Debbie Jedreski, Denise Domonkos, Don Miksch, Doug McClure, Eric Stasiowski, Estella Hutchinson, Francine Nosse, Heidi Senokozlieff, Jaclyn Ringstmeier, Jason Morgan, Jean Mannarino, John Stepowoy, Kathy Williamson, Kelly Parks, Kerry Talmon, Kevin Rych, Kyle Funk, Laura Lee, Lance Traves, Larry Walters, Leslie Traves, Lori Fetter, Lynda Hansen, Bill Hansen, Michelle Nichols, Matt Liegl, Melissa Fox, Melissa Ziogas, Mike Goldie, Paul Wood, Rebekah Knaggs, Rich Bublitz, Rob Henwood, Robert Thompson, Roger Smalley, Sal Ruggeri, Sherri Patterson, Sheryl Boyer, Skip Baran, Stephanie Mueller, Susan Russell, Tom O'Connell, Tyra Mone, Valerie Lehman, Wanda Wheelock, Amy Busby, Jon Stahl, Natalia Jamison, and Stefanie Richardson

Student Volunteers: Addison Alspach, Katie Anello, Leah Andrews, Ariana Barbosa, Johnny Bernard, Haley Black, Mia Buca, Autumn Campbell, Maggie Canfield, Addy Casper, Alex Condit, Olivia Czarnomski, Jaclyn Dacey, Morgan Deeringer, Ella DiCola, Kendall Doran, Max Dudley, Julia Eaton, Meadow Firem, Bryanna Freed, Lauren Grandstaff, Brooke Guarnera, Calista Harden, Anna Holthouse, Maya Hoover, Jordan Jendrisak, Amrita Kaur, Pavan Kaur, Logan Kolar, Ashley Kollar, Tommy Komar, Olivia Korn, Anslie Krogh, Jacob Lemon, Sarah Lin, Kelsey Linard, Chandler Loomis, Chase Martineau, Maddie McKelvy, Mikala Merrill, Kali Minute, Nora Morgan, Jessica Nicholson, Jack O'Keefe, Annika Pfeister, Payton Phillips, Ava Radesic, Chloe Ramunni, Genesis Rebollar, Mylie Roberts, Drew Rohlen, Jillian Ruppel, Sophie Schoock, Heidi Sebaugh, Lucas Sharpe, Ella Silvis, Addyson Slaw, Gio Stabile, Mia Stabile, Tony Stabile, Kaitlyn Suliks, Gabi Sunday, Emma Swanson, Kori Swihart, Mackenzie Thomas, Zach Tondra, Abigail Wagner, Rosalie White, Leah Wilmer, Lillie Wodek, and Lucy Yao

\*MSM committee or board members are in italics.

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#### 2022 Members/Donors

Main Street Medina could not operate successfully without the financial support of our community and business members. Thank you!

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

City of Medina Medina Co. Convention & Visitors Bureau Greater Medina Chamber of Commerce Medina Community Design Committee United Way of Summit Medina Cutler Real Estate Medina Fiber **Huntington National Bank** Miss Molly's Tea Room and Gift Shop Owens Corning **Root Candles** Slicker Trucking Trillium Creek Dermatology Serpentini Chevrolet of Medina Westfield Insurance Foundation Wichert Insurance

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

Buehler's Fresh Foods Critchfield, Critchfield & Johnston Crossroads Loans Cutler Real Estate - Jim Hinton Eric & Emily Fargo/EQT Corp. F. Ben Gilbert - eXp Realty Inspired Designs by Elizabeth Anne Medina Weekly News Ohio Valley Pizza Roto-Rooter Sandridge Food Corporation Serpentini Chevrolet of Medina Smith Bros. Inc South Town Creative Shop The Rose Company Waite & Son Funeral Home

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

17 Public Square/North Rose
Management Group, LLC
620 Corporation
Alan Parkhurst Rentals
All Fired Up! Medina
Armbruster Moving & Storage
Armstrong
Bee Well Physical Therapy
Bella Moxie
Bellar Events
Birch Family Limited Partnership

Bonezzi Switzer Polito & Hupp LPA Boyert's Greenhouse Brown, Amodio, & Chandler Buckeye Super Wash **Buffalo Wild Wings** Candyapple & Co. Castle Noel Circles on the Square Cleveland Clinic Medina Hospital Cool Beans Café Corkscrew Saloon Corrigan Krause CPA Courthouse Pizzeria Creative Show Promotions, LLC Dominic's & JoJo's **Eastwood Furniture** Firestorm Gear Friends of the Cemetery Founders Way North Gardener's Cottage Gerspacher Real Estate Group Gypsy Moon Boutique H2 Wine Merchants Habitat for Humanity Medina **Heart & Soul Gift Boutique** 

**Heartland Church** HHL Group Hot Air Ohio Ballooning **Hutch Nutrition** Hunter Insurance Agency, Inc. InCare Ohio Independent Order of Odd Fellows Interior Design Studio James B. Palmquist III, LPA JMS952LLC Jazzercise Medina Fitness Center Keller Meats & Exchange Market King Real Estate Labyrinth Management Group LaPlaca Jewelers Lemonberry Frozen Yogurt LoPresti Financial Group 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 Community Fund

Medina County Historical Society

Medina County District Library

Medina County Visitor's Bureau

Medina County Arts Council

Medina County Board of

**Developmental Disabilities** 

Medina Gem Company Medina Glass Medina Massage & Skin Care Medina Sportscards & Collectibles Minuteman Press Operation Fandom/Blackbird Records Orange Theory Fitness Medina Pawsitive Lifestyle Dog Training Polish Pottery Project:LEARN of Medina County Pure Cryo Revelry Creative Workshops Sam Custer State Farm Second Sole Shale Creek Golf Club Shine Acupuncture Social 330 Society for Handicapped Citizens Somethings Popping/M.W. Wolf Enterprises Sperry CGA--The Masica Company Sportsworld CIA Suburban Septic Service Sully's Irish Pub Sweets & Geeks Swine BBQ The Biz-Hive The Busy Witch The Gardener's Cottage The Little Fox Cafe and Bakery The Raspberry and The Rose Thyme 2 Tom O'Connell Transfer Title Agency Tru Barre Studio United Labor Agency United Church of Christ Congregational VCS Salon & Spa

#### Individual and Family

World Truck Towing & Recovery

Walker & Jocke

Westfield Bank

Aaron Costic; Amy Busby; Andrea Spickler; Andrew Dutton; Barbara Dzur; Barbara Mulcahy; Bijan Jayaswal; Bill & Lynda Hansen; Bill Hutson/Hutson Law Office; Bob Smith & Ann Cole; Brian & Carole Feron; Brian & Susan Harr; Brad Root; Carrie Park; Carole Kowell; Catherine Posner; Char Klimko; Charles Gibson; Cheryl Riegger-Krugh; Chet & Jan Simmons; Corinne Hadley; Debbie & Robert Jedreski; Denise Jeffery; Denise Wilson; Dennis & Christine Hanwell; Diana Miller; Donald Kammer; Elaine Lamb/Mud Mothers

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Pottery; Elegant Ice Creations; Ellen Nolan: Eric Stasiowski: Frank & Spring Festi; George Meindl; George Sam; Gretchen Long; Holly Potere; James Aylsworth; Jane Saettel; Jarrod Brown; Jason Morgan; Jim & Pat Fordosi; Jim Shields; Jonathan Mendel; Joyce & Randolph Fuerst; Judy Scaife; Julie McNabb; Julie Sedgwick; Kathy Breitenbucher; Kathy Williamson; Kevin Rych; Kimberly Marshall; Kristine Quallich: Lawrence & Deborah Wentz; Leadership Medina County; Marcus Neiman; Mari Halkovich; Maria Stunek; Matthew & Joshua Wiederhold: Maureen Stuchal: Michael Kovack & Soehnke Hasselhof; Michelle Nichols; Mike Morse; Murrray & Sue Van Epp; Pamela B. Miller; Paul & Cathy Bican; Paul Roszak; Rhonda Wurgler; Rob Henwood; Robert & Lisa Yund; Robert & Pamela Molnar: Robert T. Hyde; Robert Thompson; Roger & Linda Smalley; Russ and Anna Leach; Sally & Bernard Willoughby; Medina County Career Center; Sandy & Ramond Tomazic; Sarah Jane & Roger Ingraham; Shannon Just; Sharon Morris; Sharon Ray; Stan Sever; Stephanie Mueller; Sue Schuld; Susan Russell; Teresa Rodgers; Theresa Laffey; Tim & Christine Sheerer; Tom O'Connell; Ty Brooke; Will & Kathy Koran

## 2022 Event Sponsors

These generous sponsors help to offset the costs for our 55 event days held in 2022 so they can be fully funded and FREE to the public!

#### **Candlelight Walk**

**Root Candles** The Dress Bridal Shop Trillium Creek Dermatology Armstrong Medina Fiber 17 Public Square Cool Beans Dominic's Pizzeria Waite & Son Funeral Homes World Truck Towing & Recovery Summa Health Hospice of Medina Co. Corrigan Krause Creston Auto Recycling Farmer's Table JK Gift Shop

Leaf Pro Gutter Protection LeafFilter Gutter Protection Nibble PJ Marley's

Redwood Apartments Rose Company

Plastipak

Medina Supply All Fired Up! Medina Buehler's Fine Foods

Coffee Colony

Eastwood Furniture Gardener's Cottage

Gypsy Moon InCare Ohio

Mark's Cleaning Service

Medina Co. District Library Medina Co. Historical Society

Medina Co. Safe Communities Medina Sports Cards

Minuteman Press Miss Molly's Tea Room

The Olive Tap Shine Acupuncture Something's Popping

Sportsworld CIA This & That Antique Shop

United Church of Christ Congregational

VCS Salon & Spa Wichert Insurance

Pat & James Fordosi

#### **Ladies Nights Out**

Summa Health System VCS Salon & Spa Skin Care Solutions The Raspberry & The Rose Women's Journal Trillium Creek Dermatology

#### Cars & Coffee/ **South Town Car Cruises**

Gerber Collision Armstrong

#### **South Town Music Festival**

Armstrong Habitat for Humanity of Medina Co. Medicare Advisors of Ohi Hospice of the Western Reserve Medina Community Church Sam Custer-State Farm JK Gift Shop Marks Cleaning Williams on the Lake

#### **Medina Sauare Farmers Markets**

Amy Hoes-eXp Realty Cleveland Clinic Medina Hospital Serpentini Chevrolet of Medina Bubble & Bows

#### **Medina Fest**

Armstrona Discount Drug Mart Serpentini Chevrolet of Medina, Sandridge Food Corp. BilJac Corp Buckeye Super Wash Cleveland Clinic Childrens Hospital Summa Health Winkelmann Insurance Agency-State Farm

#### Medina Co. Pizza Palooza

United Way of Summit Medina Feeding Medina Co. (partner)

#### Kid's Day of Safety & Play

Serpentini Chevrolet of Medina Akron Children's Hospital Discount Drug Mart Armstrona Cleveland Clinic Children's Girls Scouts of Northeast Ohio Hospice of the Western Reserve Ohio Guidestone

Plastipak

**Hope Recovery Community** Sweets & Geeks

Medina County Auditor's Office Medina Co. Board of Developmental

Disabilities Meding Centre for Dance Art i9 Sports

St. Francis Xavier School Greg Zolton-State Farm Kim's College of Martial Arts Riztech

#### **Meding Beer Fest**

Sandridge Food Corp. Habitat for Humanity Medina Co., Hawkins Heights Tap Room Brooklyn Medina Photography Wall-EE Family Holdings (Erik Fargo) Vine n Hop Labyrinth Management Group Pure Cryo Nibble Simply Charlotte The Raspberry & The Ros Rivalry Brews

## Medina Square Farmers Market

Founded in 2005, and under the management of Main Street Medina since 2011, the Medina Sauare 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 40 miles of Medina County. The Market has grown each year featuring 45-60 full- and parttime vendors offering products ranging from fresh meats and cheeses, fruits, herbs, and vegetables, a diverse selection of baked and cottage goods, home culinary needs, and health and wellness products.

Roughly 60% of our guests come from the Medina area and 40% are from other cities. 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. For information about the Farmer's Market, contact Angela at angela@mainstreetmedina.com

- ✓ In 2022, the Market facilitated over \$13,000 in token sales, exceeding \$10,000 in 2021.
- ✓ The Market also facilitated over \$12,000 in matching Produce Perks exceeding \$9,000 in 2021.
- ✓ The Market customer attendance increased 60% in 2022 to 84,257 from 52,374 in 2021\*
- The Market produced and sold merchandise, provided musical entertainment, and offered special theme days to attract more visitors
- ✓ The Medina Square Farmers Market was generously supported in 2022 by title sponsor, Amy Hoes – eXp Realty, Cleveland Clinic Medina Hospital, Serpentini Chevrolet of Medina, and **Bubbles & Bows**

\* Customer counts include MSM events held on Farmer's Market days.











## 2023 Calendar of Events

Here is a full list of Main Street Medina-sponsored events upcoming:

**Medina Ice Festival** Friday-Monday, February 17-20

Ladies Nights Out
Thursdays, 5–8:30pm, March 9, May 11, July 13, Oct. 12

Medina Square Farmers Markets Saturdays, 9am–1pm, May 20 – Oct 7

Medina Cars & Coffee

Sundays, 8-12pm, April 16, June 18, August 6

Medina Beer Fest

Saturday, 4–10pm, April 22

Kids Day of Safety & Play Saturday, 2–6pm, June 3

Christmas in July Week

July 16-23

Wizarding Weekend July 28–30

South Town Music Festival Saturday, 9am–4pm, August 19

Medina Fall Festival (new)
Saturday, 9am-4pm, September 16

Medina Restaurant Week Sunday-Sunday, October 1–13

**39th Medina Candlelight Walk** Friday- Sunday, November 17-19

Small Business Saturday Saturday, 10am–5pm, November 25



# Make a Difference: Give to Main Street Medina

There are five ways to support Main Street Medina to help us serve the community:

- 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. Scan the QR code on the back of this report to donate.
- 2. Membership When you join Main Street Medina, either as an individual, family, or business, your partnership with us makes an impact on the community, and local businesses in the district. Scan the QR code on the back of this report to become a member.
- 3. Sponsorship If you or your company want to sponsor a specific event or events, we offer a variety of levels to fit your budget and to help promote you. Our events draw thousands of local and regional visitors that come to Medina each year to shop, dine and unwind. If you want to sponsor or participate in events, contact Angela at angela@mainstreetmedina.com
- 4. Planned Giving Will your legacy reflect your love for our community and its preservation? Main Street Medina can be 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 George Sam at george@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. Scan the QR code on the back of this report to sign up!







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