



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
info@mainstreetmedina.com

Angela Mansier
Farmers Market Manager
farmmarket@mainstreetmedina.com

George Sam
Program Director
events@mainstreetmedina.com

Joe Zahn
Program Assistant
asst@mainstreetmedina.com

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

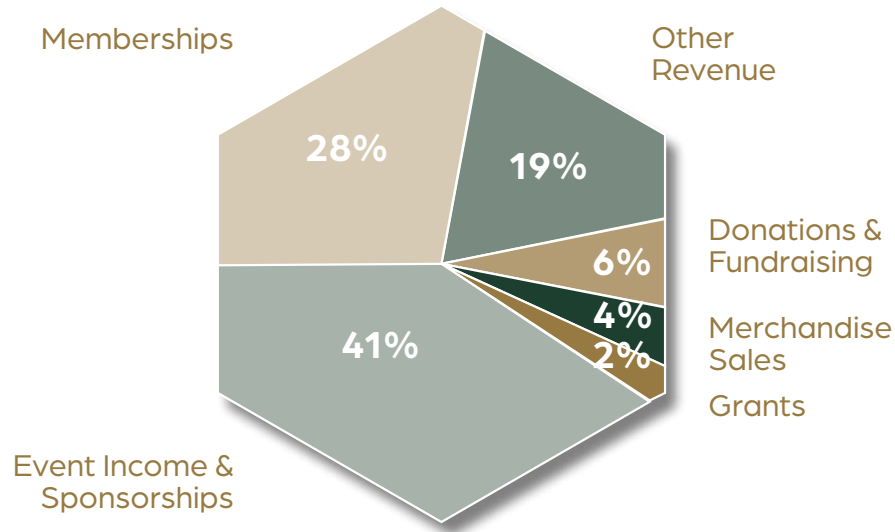
\$1.5M Economic Impact

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

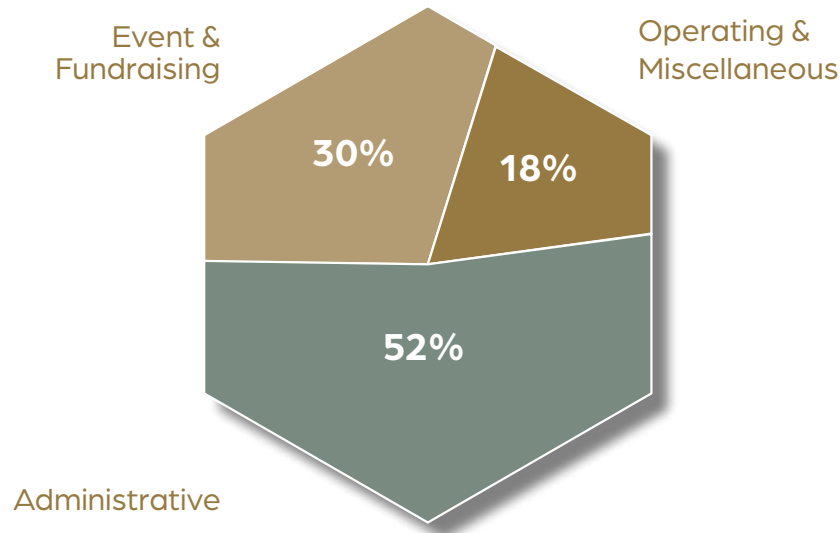


2021 Financials /Main Street Medina, LLC

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.
- 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

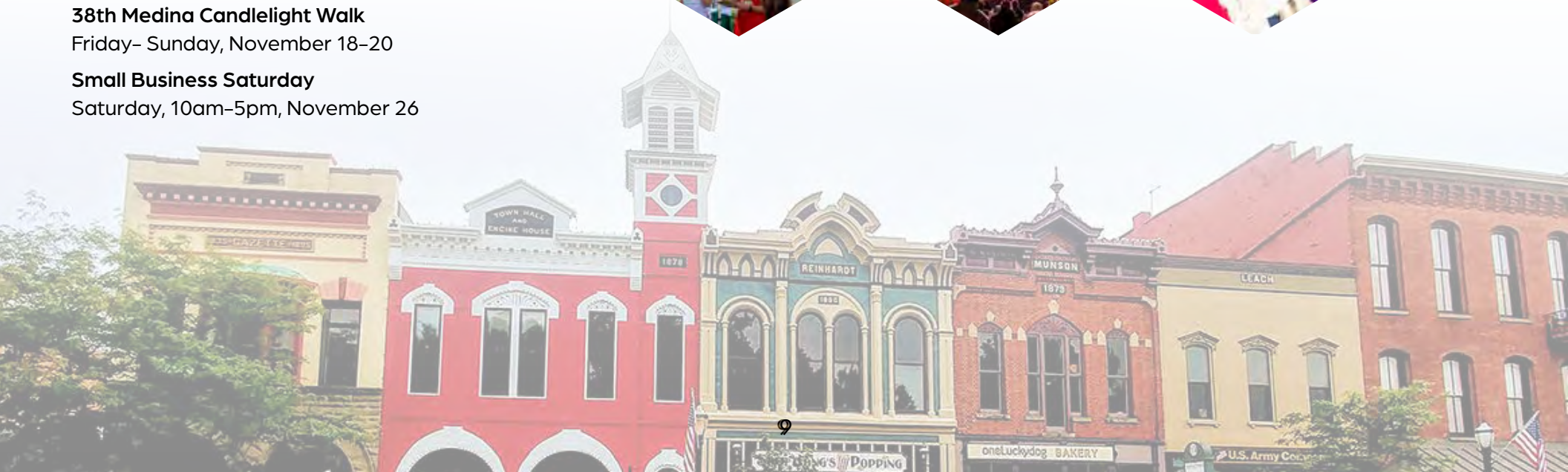
Sunday-Sunday, October 3-15

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
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39 Public Square, Suite 305, Medina, OH 44256 330.722.6186
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