

# 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 CDC & 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 and Medina County Fair Housing Board & Arts Council

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Main Street Medina is a non-profit, nationally certified Main Street Program, with a mission to lead the effort for historic preservation, economic sustainability, and continued evolution of the District as the heart of the community.

## 40 SPONSORED EVENTS

Added new Mill Street Makers Markets in South Town District



## 23 FARMERS MARKETS

40 full- & 15 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 value 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

