

A Year in Review 2022



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
- ✓ Assisted City with Architectural Review and Historic Preservation guidelines/brochure
- ✓ Hosted Heritage Ohio-Revitalization Workshop
- ✓ Attended National and State Main Street Conferences
- ✓ Launched new website and test launched destination marketing microsite

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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 vitality, and sustainability of the District as the heart of the community.

55 SPONSORED EVENTS

Added new South Town Music Festival in South Town District



23 FARMERS MARKETS

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



176,672 VISITORS

Increased from 155,000 visitors in 2021



79,722 WEBSITE VISITORS

136,482 Website 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

7:1 Return on Investment (ROI)
\$180,937 in 2021 (5:1 ROI)
\$30,000 in support from the City of Medina



134 MEMBER BUSINESSES

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



\$1.8M ECONOMIC IMPACT

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