



# MAIN STREET

## MARKETING NEWS

WHERE SMALL MARKETING IDEAS CAN ADD BIG DOLLARS TO THE BOTTOM LINE

Q2 2019

*I don't know about you but driving through town is pretty awesome right now. I love seeing so many new construction projects, workers pouring concrete, roofers putting on new roofs and landscaping crews doing Spring cleanups. Let's keep this momentum going! #buylocal #economicdevelopment #growth*



A big shoutout to Honda as well with the opening of their new 1.9 million dollar Bellefontaine training facility. No longer needing to "train on the actual job," up to 100 employees can train in this 40,000

square foot training facility before being transitioned to positions in the Honda plants. A mix of classroom and hands-on experience make this an ideal environment to train. There is even a workout room employees can use to prepare for the physical demands once on the job. What a

great addition to the community.  
#investmentinpeople

**Jason Duff**

## Panting to See Some Paintings



**MAC'S BLOG**

**W**ould one of you kind readers please check out the American Kennel Club Museum of the Dog for me?

I must impose upon you because the new Manhattan museum (which showcases life-sized sculptures and paintings of canines) doesn't allow dogs! That's like a Civil War museum not allowing Civil War veterans.

Okay, bad example, but you know what I mean.

I heard about the long-overdue cultural attraction while listening to National Public Radio. What? You're surprised I'm a supporter of public radio? Considering some of the things my brethren and I have been known to do in public, capturing radio frequencies on a receiver is

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A little about MAC: Mac is Jason's 5-year old active Sheltie who loves veggies - green beans to be exact, but he eats all kinds of other vegetables too. He hangs out with Jason when he's working at Grandma Jackie's house with his other pal Zoe, who is a 76lb German shepherd. Mac thinks that he is just as big as Zoe, but he's actually a little dog with a lot of confidence. He loves to play soccer and run outside, especially if he can corral other dogs in the neighborhood. He also enjoys stealing and hiding socks. Mac wanted to write a blog post, and we didn't have the heart to say no. We take no responsibility for the goofy things he comes up with. He does love to receive letters, though.

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The Depot in Lakeview is stocked full of gifts, shirts and wonderful handmade items. Go visit.

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## Mac's Blog .....from Page 1

pretty tame.

Specifically, the story was on NPR's "All Things Considered" program. I've toyed with the idea of launching a canine version: "All Things Sniffed and Slobbered On."

The museum strives to maintain an upscale, hoity-toity image, so – much to the dismay of the average American -- there are no paintings or souvenirs featuring iconic poker-playing dogs. Makes you wonder if they allow anything as mundane as paintings of a game of fetch. Maybe there's a watercolor of a master entreating his four-legged companion, "Here, Rover – catch this Pythagorean Theorem!"

Yeah, they don't want anything cheesy at the museum; but I'll bet they'd roll over and play dead if someone offered them a rare pastoral painting like Border Collie Accompanies Wisconsin Milkmaid on A Pleasant Summer's Evening in The Time of Cholera.

Wisely, the museum doesn't say anything about the artists except their names. The plaques instead go into detail about the breed of dog featured. It's somewhat embarrassing because I hear the descriptions are as sanitized and laudatory as a human's Christmas letter. ("This noble breed has served the economy well by keeping carpet cleaners fully employed.")

I like the fact that the museum doesn't limit itself to one time period. Maybe there's a statue of a Stone Age dog imploring a human, "Come on and invent the wheel so I can chase it!" Let me know if they have anything from the Bubonic Plague era. ("Bring out your dead – so we can roll in them! Bring out your dead – so we can roll in them!")

The NPR story said patrons of the museum pay special attention to the "expression in the eyes and freedom of movement" when critiquing the artwork. That's ironic. Maybe they should hang a few murals of pooches smashing into an invisible fence!

Actually, what they mean is that they highlight the physiques and activity level of dogs. Dogs really are poetry in motion. Cats? They're more like limericks in a comatose state.

One of the high points of the museum is a representation of Millie, the springer spaniel who kept the Secret Service busy when George and Barbara Bush were in the White House. I'll bet you can almost hear her thinking, "A thousand points of light – and not one of them is a refrigerator bulb! Read my lips: No new throw pillows – unless you want them held hostage!"

*Looking to renovate your property to appeal to millennial buyers? Here are a few renovations and design tips that I shared with Business Insider.*

## 8 essential, low-budget renovations that will make your home more appealing to millennial buyers

- Millennials make up 35% of homebuyers.
- If you're selling your home, you should pay attention to the unique needs and preferences of millennial buyers.
- Small renovations to your home's lighting, floors, and outdoor spaces can make it more appealing to millennial homebuyers.

**M**illennials make up the largest generation in the US, and 35% of all homebuyers.

Although it's true that millennials are happier living in urban settings, those that are buying homes are now gravitating toward the suburbs, according to a recent study by the National Association of Realtors.

The typical buyer is married with kids, is looking for more space at an affordable price, and views home ownership as an investment, the study said. So if you're a seller, you should be paying particular attention to this market, which has its own set of needs and preferences.

Before they even contact a realtor, they've spent every spare moment perusing Zillow, creating Pinterest boards, combing Houzz for design ideas and making lists of "must-haves."

"Small changes will optimize your online imagery," Erin Feeney, a top realtor with the William Raveis real-estate agency in Boston told Business Insider. "You're capturing them first on Realtor.com or Zillow, and if your pictures scream 'old,' you won't get the crowd you want."

To make sure your home gives them at least some of what they want, here are eight relatively low-priced upgrades and improvements you can do to appeal to this generation of buyers.



## 1 Give your front door some attention



It's the first thing buyers will see, so you'll want to create a Pinterest-worthy impression.

"Change the lighting, the mailbox, house numbers, and paint the front door," Feeney told Business Insider. "You'll want to remain in keeping with the style of the house." But as a rule, go for more contemporary styling.

## 2 Install smart home technology



Ditch your old-fashioned doorbell for a video system such as Ring, which allows you to see, hear, and speak to anyone at your doorstep via a smartphone app.

Young couples who both work, or who are caring for young children at home, will appreciate the extra convenience and security. Also consider mobile controlled locks, and thermostats, such as Nest.

## 3 Update your lighting



"Light fixtures are a timestamp on a property," Feeney said.

In other words, those round, flush-mounted ceiling fixtures in antique brass have to go.

"Change them out for something more contemporary like a semi-flush fixture with a drum shade," she said. Update the fixtures in your bathrooms while you're at it, and switch to LED lighting with dimmer switches wherever possible – this will help you adjust the light according to the time of day your house is being shown.

## 4 Create home office space



Working from home is becoming more and more common, and young buyers are looking for homes with dedicated work spaces.

Is there a spare bedroom that you could turn into an office, or a nook in your kitchen that could accommodate a small desk?



If you are looking for unique live finished hardwood counters, furniture and accessories, check out J.A. Innovations LLC. These pieces are amazing and on display in The Historic Canby Building Windows. Have an interest or a project in mind, connect with John Galyk.



Five years ago - I remember the night before the announcement of Lofts110. Luxury loft apartments in a town of 13,000 people - really? They won't work said the naysayers! The newspaper ran a wonderful article about the project and almost immediately the negative comments, digs and laughs started rolling in. "What a bad location, there's no parking, no one will pay that...I could go on and on." I was nervous, couldn't sleep and a little unsure if I made the worst decision ever. Maybe they were right?!? I am thankful for the few people who said, work hard and go forward. I knew if we built quality, in a good walkable location with solid neighborhood amenities, they would work. We had to create those amenities, and they came. The biggest win - the residents who have moved to Bellefontaine and now call it home. New downtown residents who started new businesses here, have become leaders, coaches, and doctors too.

### Day Trip Recommendation:

Fact: Indian Lake, Ohio is Ohio's second largest inland lake with over 5,800 acres for unlimited horsepower pointing. A point of interest on your next visit is The Depot. This local gift shop boasts local tourism supplies, an archery range, and an indoor Indian Lake museum. Located at 115 E. Lake in Downtown Lakeview. Facebook page is here: <https://www.facebook.com/thedepotindianlake/>

WHERE SMALL MARKETING IDEAS CAN  
ADD BIG DOLLARS TO THE BOTTOM LINE

## 5 Design outdoor 'rooms'



"Many millennials started out having urban living experiences, and now they want to recreate an urban feel in a suburban environment," said Jason Duff, founder of Small Nation, a real-estate development company in Bellefontaine, Ohio.

Invest in a few sets of outdoor string lights, a café table, an outdoor rug, and some potted plants, and voila — your millennial buyers will have a place to hang out with friends and family while feeling like they're back on the roof deck.

## 6 Update your closets



Younger buyers typically won't need tons of room for suits and ties, so make sure your closets have plenty of space for more casual attire, says Duff.

Shelves for T-shirts and sweaters, shoe holders, bins for accessories — anything that helps the space feel cleaner and more organized will appeal to their inner Marie Kondo.



## 7 Rip up wall-to-wall carpeting



“Most millennials want homes that are pet-friendly,” Duff said. Carpeting, which absorbs and retains odors, stains, and hair, is usually a big turn-off. Wood floors are more desirable, but if you need to put down new flooring and you’re on a budget, you might consider luxury vinyl tile, which could work particularly well in a finished basement or home gym.

“The installation is less than traditional hardwood, and with recent product advancement, it’s hard to distinguish between the two,” Duff said. Plus, it’s more durable and easier to maintain.

## 8 Paint with neutral colors



And by neutral, we mean shades of white, of which there are literally hundreds.

“If you’ve got a red dining room that was ‘of the moment’ several years ago, paint it Simply White by Benjamin Moore,” Feeney said. Maple and cherry kitchen cabinets that were popular 20 years ago can

also be updated by having them professionally painted (in white, of course) at a fraction of the cost of new cabinets. Don’t forget to update hardware such as handles and drawer pulls. “Smart editing and styling go a long way,” she said. ✿

## Palm Grill

Pumped about the plans to reconstitute these awesome vintage signs from The Palm Grill, a restaurant that 40+ years ago had a legacy for a generation of serving the best food, drinks and entertainment in town.

The Palm Grills (there were two of them) were owned and operated by local businessman Abe Schottenstein, starting I think in the 1940s and through at least the 1970s. The other Palm was on E. Chillicothe Ave. and was more just a typical bar (nothing fancy). The Palm on West Columbus Ave. was more upscale and catered to a little better crowd. It featured an area with a dance floor which was called the Bamboo Room. Local musicians used to perform there in the evenings and offered a variety of music from Country to Jazz. The Palm also had great food and cocktails but were especially known for their great steaks.



Uncovering and using your town’s history is a great way to generate buzz and interest in your project and business. Our team recently started a renovation on a 3-story historic building at 137 W. Columbus in Downtown Bellefontaine. This building once housed two very popular restaurants and most recently the House of Szechwan. When the business closed several years ago, the building fell into disrepair. We purchased the building last year and started renovations last week. While uncovering the storefront, we found these fantastic vintage signs that are more than 60 years old and were for the previous restaurant the Palm Grill. A post about the find on Facebook generated more than 400 likes and 80 comments. It was fun to read the memories, experiences and fond memories of past patrons, employees and admirers. This positive buzz and attention earned local media coverage too!

# New Event Space Gives Brewfontaine's Room to Spread Out

Brewfontaine has always been a community gathering place. And with a new, adjacent event space called the Syndicate, more folks can experience its signature homey-meets-sophisticated hospitality.

The Syndicate, which will be connected via a breezeway to the current Brewfontaine taproom, will provide a much-needed venue for events from weddings and rehearsal dinners to graduation parties to corporate functions, says Brewfontaine co-owner Adam Rammel. "The space will be as flexible as possible," he explains. "We'll be able to do catering, set up a wedding tent—whatever's needed."

A total of about 200 seats will be available, divided between inside and outside areas. The outdoor expanse will boast an elevated beer garden feel, courtesy of German-style picnic tables, a fireplace, TV, large stage, and perhaps even a beer tap fountain. Indoors,

Rammel and his partners are planning "wow" factors like a beautiful wall mural and a focal point around the bar created with transom glass salvaged from historic downtown buildings.

Drawing its name from newspaper terms, the Syndicate is built on the site of the old Jackson's News Stand, and Rammel is honored to display the original Jackson's News Stand sign in the beer garden. Locals will get a chance to see the sign—and enjoy everything else the beer garden offers—during community pop-up nights when they'll open it to non-event patrons.

Expanding their operations, while bringing dozens of new jobs and a new venue option to the Bellefontaine area, is the ultimate win-win for Rammel and his partners. "The community has been behind us from day one," he says. "We're so excited to be their go-to place for events."

*Link to more details here: [www.syndicatedowntown.com](http://www.syndicatedowntown.com)*





# Doors of EnCOURAGEment

## 1. Describe what the Doors of EnCOURAGEment is

The Doors of EnCOURAGEment is a display of beautifully created doors. These doors are sponsored and/or created by individuals, groups, organizations, churches, business, and friends in support of the Logan County Cancer Society. The doors are 'art' and as such are created as the 'artists' wish---though I am sure most of the people creating would not consider themselves artists, just regular people who like or are willing to create. While some doors do honor cancer patients, it does not have to be cancer-related, we just ask that it be positive. The doors are on display throughout our downtown for a few weeks and then sold at a public auction event.

## 2. Why did you start it

The initial goals of the Doors of EnCOURAGEment were to raise funds for the Logan County Cancer Society, to make people aware of the existence of and the assistance available through the Logan County Cancer Society. It was also to distinguish further that the American Cancer Society and the Logan County Cancer Society are two very separate and distinct entities with separate missions, neither one funding the other.

## 3. How long are you doing it?

This is the eighth year for the Doors of EnCOURAGEment.

## 4. How much have you raised?

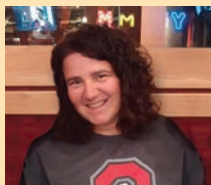
For the previous 7 years, over \$270,000 has been raised with all the proceeds benefiting Logan County residents who have received a cancer diagnosis through assistance with fuel, medications, supply, wig and prosthetic expenses as well as having an available emergency assistance fund. The only criteria for receiving assistance is that the person lives in Logan County and has received a cancer diagnosis. To date nearly 600 doors have been created.

## 5. What is the money going for?

See above---I got ahead of myself. :)

## 6. Why is this project important to you?

It is important for all the reasons listed above. I have been surrounded by a community of wonderful people who have generously given of their time, hard work, support and talent to bring an idea to life for the ultimate purpose of helping others. With their support, the Doors of EnCOURAGEment has become a spring kick-off for our downtown area that has allowed for many people to receive assistance. More importantly though, is what has developed that is far beyond the funds raised. The love, the care and concern shown, the healing that has happened; the fact that there are pre-school kiddos to residents in our local care facilities encompassing so many facets of our community coming together to create; the people that are honored through the display and so much more, speak to the success of the event in ways that can't be measured by dollars or numbers. That people have been willing and continue to be willing to help and support means the world to me!



Melody Couchman, Organizer

# Office Notes

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**SHANNON REESE**  
Project Manager

We are so excited to welcome Tyler Thurlow to the COMSTOR Outdoor Team!!! Tyler joins COMSTOR Outdoor as a Regional Sales Representative with experience in helping retailers grow and selling more products. Tyler grew up in Flint Michigan before moving to Bellefontaine, Ohio. Tyler loves marketing and helping small businesses succeed. When Tyler isn't busy helping his clients, he's passionate about history, architecture, and baseball! Tyler also enjoys spending time outdoors and hunting with family and friends.

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# Big Idea of the month

## Customer Appreciation Events



"Customer Appreciation" events can be either a powerful marketing tool or a significant embarrassment, depending on how much planning and effort you put into them. The reason they are such a good idea is that it helps retain your current customers and brings in new customers who have not been to your place of business before.

Whether you're reading this because you want tips for your business's first-ever such event or because you want to understand what keeps going wrong with your grand dreams, be prepared to ask and answer a lot of questions.

- **For starters, are you casting a wide net or keeping it cozy?** In other words, which customers are you trying to show your appreciation for: your loyal *longtime* customers or your heretofore unseen *potential* customers? The answer is crucial when it comes to cost and logistics.  
  
If you're concentrating on the existing customers, you can use the company newsletter, postcards, your website, social media, or phone calls to let them know they are among the privileged few to be invited to take part in the fun and savings. (An accompanying R.S.V.P. request can take much of the guesswork out of planning.)  
  
If you go for the mass audience, announcements via radio, newspapers and flyers can entice novices to see what they've been missing. But the wider the reach, the more chances for unpleasant surprises about attendance, follow-up business, and cost overruns.  
  
(I am aware of a farmers' cooperative in Tennessee that was quite proud of its expensive new fertilizer building and invited the public to tour it. A large percentage of the attendees had no intention of ever darkening the doors of the facility. They just grabbed their free KFC snack box and drove away, making the grand opening far from cost-effective.)
- **Keep in mind that you're not forever limited to just one type of event.** You can host an intimate gathering for valued customers and then six months later have a wide-open celebration for the general public if you so desire.
- **How much of your marketing budget can you justify assigning to this one promotion?** Once you make an educated guess about attendance, you'll know whether to go lavish or simple on food (Catered? Picked up by an employee

on his way to work? Cooked on the premises?), entertainment (Games for the kids? Paid musicians? Ernie in Accounting and his perform-for-free bluegrass band?), discounts, informational booths, and gifts.

- **What is the best date for scheduling the festivities?** No time is perfect, but do your homework and to the extent humanly possible, anticipate conflicts (everyone leaves town to watch the high school football championships, local craft festival dominates everyone's weekend, town's biggest employer is infamous for seasonal layoffs, months-long road construction makes it difficult to reach your facility, multiple employees have already booked vacation time, etc.).  
  
Once your date is set in stone, don't panic if some new conflict arises. Pat yourself on the back for doing your best and learn to roll with the punches.
- **Will the event be held during normal business hours or after hours?** If the former, and you were trying to keep it low-key, be aware that some walk-in customers will unwittingly "crash" the event. Allow for them in the budget and make them feel welcome.
- **Do you know businessperson friends who have experience with Customer Appreciation events?** Pick their brains for all the things that can go wrong (and right) with such an event. Then sit down with your team and brainstorm pitfalls such as inclement weather, garbage overflow, and internet outages. Have a *backup plan* if key personnel call in sick or if you start running out of food, calendars, ink pens, T-shirts, coffee mugs, etc.
- **How will your staff react to the added responsibilities?** If you can roll up your sleeves and convince them they are making an invaluable contribution to the company's image and bottom line, they will live up to (and exceed) your expectations. If they become overwhelmed and feel taken advantage of, you may learn that gaining a few extra dollars isn't worth shattering company morale.
- **Finally, what exactly are your goals for the event?** Will it be enough to lock the doors after the celebration is over, grab a broom, and beam, "A good time was had by all"? Would you prefer to see x percent of attendees posting selfies of themselves at your business on social media? Would a 10 percent increase in sales directly attributable to the event be satisfactory? Or do you insist on snatching at least 20 longtime clients away from your crosstown rival?

In short, it's impossible to do a meaningful critique of a Customer Appreciation sale and tweak future events if you stumble through the process with no clear understanding of what *constitutes* success or failure.

You know you appreciate your customers, but a poorly planned event will definitely give the opposite impression.

Plan your events carefully, and you can maintain or initiate mutually beneficial relationships that will last a lifetime.

