

**SMALL
NATION**

NEWSLETTER
FROM YOUR FRIENDS
AT SMALL NATION



MAIN STREET

MARKETING NEWS

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

Q3 2020

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Uncertain Times, Certain Opportunity

It has been proven time and again that businesses that continue to push their brand in the midst of an economic downturn, come out stronger on the other side. Advertising during these uncertain times can be a stressful decision to tangle with but when the opportunity is realized, the decision is much easier.

We are all going through this together.

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Actually, This IS My First Rodeo

My owner still doesn't know how I roped him into it, but here we are reporting from the air-conditioned arena -- where I'm about to experience my very first in-person (in-canine?) rodeo.

I don't know what has taken me so long. Like Willie Nelson sang, my heroes have always been cowboys. Yes, cowboys -- who go from



MAC'S BLOG

elementary lessons ("A horse is a horse, of course of course...") to becoming masters of speed, skill, and ruggedness.

Of course, the close runner-up on my hero list is all the butter-fingers guys who let part of their sandwich fall on the floor and then are too slow or too wimpy to fight for it.

>> turn to page 2



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3rd Quarter 2020
P: 937-565-4580

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.

Mac's Blogfrom Page 1

Mmmm...

Wouldn't do them any good to fight, anyway. I've started branding all my "finders keepers" bounty. Look for the "Double Bar Chow Hound Ranch" insignia at a picnic near you.

To be clear, I've seen professional rodeos on TV lots of times, and the kids in the neighborhood have organized a few backyard amateur rodeos. Let me tell you, the "barrel chase" isn't as easy as it sounds. The barrel won. Doggone stationary objects. I've got to start insisting that my second-ranked heroes use only lean cuts of meat on their sandwiches!

Speaking of barrels, any sport that has clowns in barrels instead of clowns in sewers is okay in my book. (You've cost me a fortune in night lights, Stephen King!)

As you probably know, the modern sporting event of rodeo grew out of the actual day-to-day work of the Spanish vaqueros and American cowboys. What would it be like if other jobs grew into competitive events with enthusiastic fans? ("Let's hear it for the notary public and his trusty seal! Wow! I haven't heard that much cheering since last week when this sawdust hosted the intrepid hall monitor! He really added some glory to his permanent record!")

Did you know that the iconic silhouette image of a "bucking horse and rider" is a federal and state-registered trademark of the state of Wyoming? Did you know that I've tried and failed to register a trademark on my iconic silhouette image of a dog rubbing mud on the hallway wall? I suspect I've failed because the feds realize my owner is really a Philistine.

I am in awe of the rodeo stars who can stay on the back of a bull for at least eight seconds. I'd be thrilled if I could stay on the good recliner that long without being shooed away. Ah, I can dream – albeit not on the furniture.

Rodeo is terrific as it is, but I'd like to add a few other cowboy events. You know, like timed measuring this town to see if it's big enough for the both of us or synchronized smiling when you say that, pardner.

If I wanted to be mean, we could go from busting broncs to busting cowboys, by introducing an event for herding cats.

"No, no – not the hairballs! Can't I face the sewer clowns instead???"

Uncertain Times,...from Page 1

This statement we have heard throughout this pandemic to comfort one another but to an entrepreneur, it should also mean opportunity. With many business owners weighing in on the same decisions, some will take risks and some won't. This opens up the door of opportunity to gain the competitive advantage and market share; as competitors cut back on their marketing efforts you can capitalize.

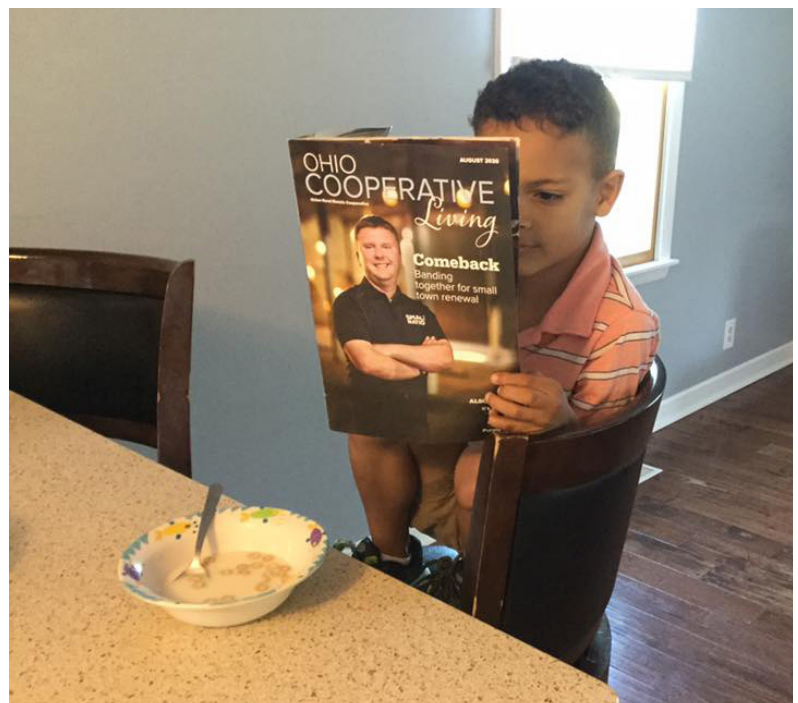
The key to marketing during these uncertain times is to get creative! The way we do business has changed, promote those new offerings:

- online ordering
- virtual consultations
- delivery
- website improvements
- Convey a positive message to the community:
- support local
- hometown pride, we are here for you.

Turn the pandemic into a 'pun'demic and utilize those keywords we have all become accustomed to now: masks, social distancing, quarantine.

With uncertainty comes opportunity! There will be a tomorrow, make sure your customers know you will still be there!

Jason Duff



BUILD Cowork + Space

Mega-metro areas and high-tech hot-spots – like New York, Chicago and Columbus – may be the hubs of the ever-growing trend of shared office spaces, known as coworking. But towns like Bellefontaine are perfectly poised to bring that innovative concept to small-town Ohio.

The new BUILD Cowork + Space in the heart of downtown Bellefontaine takes a historic building and transforms it into a collaborative space designed to connect, inspire, support and enable small businesses, startups and entrepreneurs. The brainchild of Small Nation, BUILD Cowork + Space is slated to open this summer.

“The way people work is evolving ... and it’s going to keep changing. We’re seeing fewer endless seas of corporate cubicles and more flexible, comfortable and shared spaces for individual workers,” says Jason Duff, founder of Small Nation. “We want Bellefontaine to be at the forefront of the movement revolutionizing the spaces people will use for working in small towns.”

Indeed, the rise of coworking spaces is unprecedented. According to a report in Coworking Resources, in 2015 there were about 7,800 coworking spaces worldwide, a figure projected to jump to nearly 26,000 spaces in 2022. From 2019 to 2022, the number of shared spaces is on target to rise by 42 percent.

American cities sporting the most coworking spaces tend to be urban and tech-oriented enclaves; New York City, San Francisco, Atlanta, Austin and Denver lead the

list. That’s where Bellefontaine may be different ... but the town is ready to roll.

“Granted, in Ohio coworking is strong in urban centers, like Columbus and Cincinnati. But Bellefontaine is unique,” says Ben Vollrath, Logan County Chamber of Commerce president. “We have an incredibly entrepreneurial momentum going on – people are starting new businesses, growing new businesses. We have a community here with lots of energy. I believe Bellefontaine is a frontrunner for this kind of initiative for small towns.”



The concept is simple, Duff says. It’s an arrangement where independent workers – often sole business owners, independent professionals and individual consultants – share office and work space along with equipment and resources, resulting in cost savings and community-building.

In Bellefontaine, the Small Nation team took a historic downtown building – which most recently was a Chinese

restaurant but has been vacant and in disrepair for years – and is transforming it into an innovative and progressive space that embraces its iconic roots.

With three floors, an open staircase and an abundance of natural light, BUILD Cowork + Space will offer 14 private office spaces with 24/7 access for rent or for day-use, conference and executive board rooms, community reception and lounge areas, shared resources and full connection to high-speed broadband and advanced technological amenities.



Outside of BUILD Cowork+

But it's not just strictly business. "We're not only creating a space to work and a professional space to see clients, but we're promoting quality of life, too," Duff says. "BUILD is within walking distance to trendy coffee shops, a 24-hour gym, yoga studios and restaurants. The building boasts a large outdoor living space and patio, and a new restaurant – Flying Pepper Cantina – is opening on the ground floor."

Those amenities place business owners and entrepreneurs smack-dab in the middle of the energy and synergy of downtown Bellefontaine. "They'll not only share space, but they'll be able to share energy and ideas with each other and with other like-minded professionals downtown," Duff says. Plus, BUILD Cowork + Space users will be able to take advantage of special events, small-business training and leadership experiences regularly offered by Small Nation.

"BUILD will be the springboard to help attract new entrepreneurs to town, where they can be part of our great ecosystem," Vollrath says. "We have the atmosphere, support, understanding and amenities to do that."

"It's exciting and unique for a community of our size to plow ahead with ventures like this," he adds. "Small towns across the country are hungry for growth, and I'm grateful for Small Nation to push this initiative forward and make it a reality."

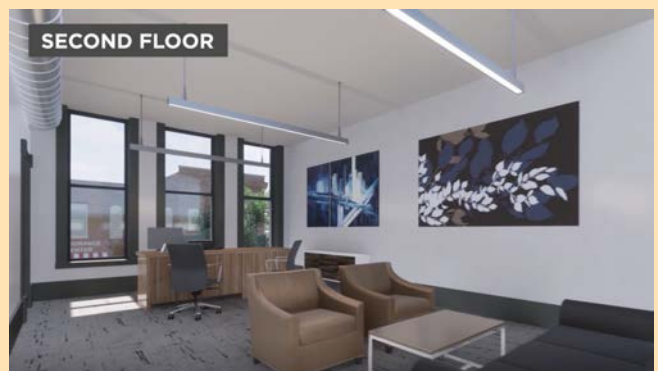
To be the first to know about the latest updates with BUILD, sign up at buildcowork.com.



Main floor of BUILD Cowork +2



Top outside penthouse of BUILD Cowork +



Second floor of BUILD Cowork +

Open for Business: Marketing Tips

Main street is easing back to life. As our shops and stores, salons and studios start to reopen, what are some ways business owners can reach out to familiar customers and attract new folks? Here are a few helpful tips:

- **Focus on your foundation.** What is it you do best? Take a close look at your business's main purpose, and what you offer that other businesses don't. Evaluate the value of your key products ... and make that your marketing focus.
- **Communicate.** People want to hear from you. So be sure to keep them updated on your plans, hours, safety precautions and products. Drum up the conversation ... and let people know how much you appreciate them.
- **Get social!** Free social media sites like Facebook and Instagram are handy ways to get the word out about your business. Try posting about today's specials or your favorites – if you're a restaurant, include a photo of your favorite lunch treat or if you're a coffeeshop tout your favorite iced coffee.
- **Connect with your fellow merchants.** We're all in this together, so keep in contact with your fellow entrepreneurs for encouragement and camaraderie. Trade tips and inspiration. You might even cross-promote each other's businesses on your Facebook page!
- **"Yes, We're Open!"** Dust off the welcome mat! For many businesses, it's time to start opening up (safely) again. So how do you let people know? Whether you're

a boutique or coffeeshop, fitness studio or bakery, it's up to you – the business owner – to spread the word.

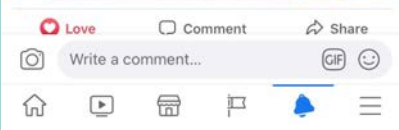
Here are some tips from Scott LaCross, professor in the College of Business at The Ohio State University:

- **Say it again ... and again.** Don't be afraid to "over-communicate" the information about your business opening up. Be sure to include pertinent facts about days and hours you're open, safety precautions, specials, etc.
- **Spread it out.** It's not a "one and done" sort of message, LaCross says. For people to really pay attention, you may want to use a variety of "touchpoints" to get the word out. Put a message on your website and social media, place a sign in your shop window, perhaps even use sidewalk chalk or cheery paint on your store windows to welcome customers back.
- **Be consistent.** Make sure all of your messages include uniform details and the same facts about your business and its opening.
- **Smile!** Use upbeat and positive language – you're happy to be back. Let people know!

THERE'S NEVER BEEN A BETTER TIME TO GET AWAY FROM IT ALL!



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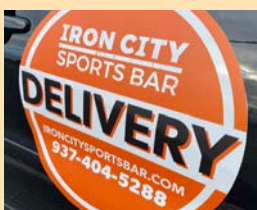
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We Thrive together

People have been asking me --- How is it that your community is opening businesses during the pandemic when many others are closing them? I share with them the secret. It's because people in our community are working together to thrive together. We're adding picnic tables to our city sidewalks to keep restaurants open, banks are providing and helping businesses with loans, customers are shopping and spending local. Businesses are hiring local contractors and vendors to do their work. We're all doing our part.



Office Notes

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Hannah's Honey

In downtown Bellefontaine, an award-winning pizzeria is pairing unique and unlikely ingredients to create one of its most popular specialty pizzas called The Main Event. But the pizza itself reflects another unique pairing: two very different young women business owners whose combined efforts result in the distinctively sweet-and-spicy offering.

There's Brittany Saxton, mom of three kids under 10, who started work at a nearby pizza shop as a dishwasher back when she was 15. Fast-forward to today, and she's owner of 600 Downtown Pizzeria, one of the first businesses to anchor Bellefontaine's revitalized downtown. Brittany and her pizzas have been featured on the Food Network, and her hand-tossed pies have won consecutive gold medals in the World Pizza Games.

And there's Hannah Meadows, a developmentally disabled young woman who, with her parents, tends 12 beehives on their 10 acres in nearby Huntsville and co-owns Hannah's Honey. Her beekeeping operation last year produced about 1,000 bottles of delightfully sweet local, raw honey.

Put them together and you've got a winning combination – one of 600 Downtown's most asked-for pizzas. It's a classic hand-tossed crust topped with red sauce, locally made Italian sausage, natural-casing pepperoni, mozzarella cheese, dollops of ricotta ... drizzled with Hannah's Honey and sprinkled with crushed red pepper for a little zip.

"It's soooo good," says Hannah of the piping-hot pizza, which arrives in all its glory on a raised silver tray.

"The pizza is one of our favorites," agrees Brittany. "We're known for making surprising combinations; I'm not afraid of being a little weird when we try new twists to our menu. We



Hannah Meadows, owner of Hannah's Honey, supplies her local raw honey to Brittany Saxton, owner of 600 Downtown Pizzeria, to drizzle on their most asked for pizza

wanted to incorporate honey, and it just made sense to start using Hannah's Honey. I love supporting her, supporting local businesses."

Hannah's dad Bryan is pastor in a local church in the tight-knit community. He explains he and his wife Alice adopted Hannah as an infant. When they found out she suffered from fetal alcohol syndrome and doctors gave little hope, the couple became her advocates, seeking therapies and treatments so she could master movement, cognitive and vocal skills, and leading to her high school graduation last year.

The honey business, her parents say, has boosted her self-assuredness. "It's given her confidence that she can do the same things other people can ... and even some things they can't," says Alice. "This is something Hannah can do and earn an income, and contribute to the community."

When she's not helping with the bees – suited up in full beekeeping gear – Hannah enjoys hanging out with her dog Cedar, feeding the birds and riding around the farm on the John Deere Gator with her dad. Her all-time favorite color, purple, is incorporated into the Hannah's Honey labels and products, even some pretty cool t-shirts.

Hannah's story, explains Brittany, is inspirational. "Hannah's role in this collaboration is important, and I'm very humbled to partner with her. Her passion and drive really touch my heart, and it makes me happy to see how much she has accomplished. Hannah is very special to me."

Be sure to order "The Main Event" featuring Hannah's Honey be going to www.600downtown.com or make your reservations by call 937.599.6600

If you are interested in purchasing Hannah's Honey, you can find her on Facebook at Hannah's Honey or by calling 937-935-5062