

**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 2022

Hometown Opportunity: The Local Workforce Solution

A few weeks ago, when Jason visited Ottawa, Ohio, for the Putnam County CIC Breakfast, he mentioned Build Putnam, a hyper-local jobs and career platform created just for Putnam County. Build Putnam is a white-labeled product of Small Nation's Hometown Opportunity Platform and Small Nation is proud to partner with Putnam County to create this platform and solve workforce and development problems in the county. A dozen plus other communities around the

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RISE Bakehouse

The Small Nation team doesn't get to gather as one very often, but got together a few weeks ago for some team building. Before taking a team tour to learn about our history and our upcoming projects, we treated ourselves to some amazing baked goods from RISE Bakehouse in the Main Street Marketplace.

We enjoyed a presentation and authentic share this week from Carly Bogard, who, along with her sister Hannah, owns RISE Bakehouse in the downtown. The two sisters and family along, with their hardworking team, make delicious breads, bagels, pastries for many area coffee

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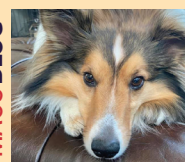
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Let Me Fetch You A Sob Story

MAC'S BLOG



Did you hear that researchers in Japan have determined

that dogs are capable of crying tears of joy?

(Not as many tears of joy as researchers chanting, "Yay! More grant money," but tears of joy nonetheless.)

I did not realize that canine tears were such a mystery to dog's best friend. Someone could have asked me!

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A little about Mac: Mac is Jason's 6-year old active Sheltie who loves veggies - green beans to be exact, but he eats all kinds of other vegetables too. 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 Blog

But no one ever quizzes a dog about tear ducts or Byzantine architecture or the distribution of dark energy in the universe. It's always mundane, non-challenging questions about "Who wants to go for a walk?" or "Who deserves a treat?" or "How did you manage to antagonize every trigger-happy skunk on the Eastern seaboard?"

On second thought, maybe I would have kept mum about the leakage even if someone asked. I would hate for some bureaucrat to declare my cheeks an endangered wetland!

Okay, I can understand why dog tears aren't so obvious to your average human. In addition to the moisture being absorbed by fur, the tail-wagging and playful jumping distract from the phenomenon.

And it's hard to wear your heart on your sleeve when you don't even have a sleeve, except at Christmas time (and then your eyes are used to blink the coded message, "Please help me re-gift this sweater!")

The study involved measuring the tears of dogs after they had been separated from a human participant for several hours. The researchers discovered that canines produce substantially more tears when being reunited with their own master instead of being reunited with a mere acquaintance. Well, duh. We're interested in some family cuddle time, not borrowing a leaf blower!

Granted, Rex is the exception to that rule. He uses the leaf blower to threaten the trees that brush against the windows and frighten him. ("Scrape one more time and that foliage is saying adios, buster!")

The scientists focused entirely on positive emotions that produce tears, but perhaps they will get around to testing negative emotions someday. I know the sad parts of some of my favorite rom-coms have made me ditch the handkerchief and soak my security blanket.

I hope the scientists have sense enough not to waste their time studying feline tears. I'll bet even Robinson Crusoe's cat would have mumbled, "Oh, have you been out of touch for a while? I hadn't noticed. What did you bring me? And it had better be edible, and not a volleyball named Wilson!"

Hometown... from Page 1

state have also partnered with Small Nation for their own jobs platform as well.

Ten years ago, Small Nation worked with Jared Ebbing, the Economic Development Director for Mercer County, to develop the Hometown Opportunity platform which is basically like LinkedIn, Indeed, or Monster but tailored for local jobs and opportunities. In Logan and Union Counties, Small Nation and the Logan County Chamber of Commerce launched My Local Career — Logan and Union County job seekers are connecting with Logan and Union County employers.

After ten successful years of connecting local employers and job seekers, Small Nation's Hometown Opportunity Job Portal Platform has now launched with upgraded functionality to serve users in even better ways. New features on the platform include on-site applications, a student dashboard, expanded employer profiles and more, in addition to the existing features of the job board, weekly email alerts, and personalized mobile app.

Hometown Opportunity has proven to be a successful tool in job recruitment and workforce development and can be used and personalized for any community. Are you a Chamber or economic development professional and interested in learning more about bringing Hometown Opportunity to your community? Email Adam at adam@smallnationstrong.com to discuss more.

RISE... from Page 1

shops and restaurants. On Fridays and Saturdays, they have retail hours and a delicious menu for breakfast and lunch inside Main Street Marketplace that you don't want to miss.

It was inspiring to hear Carly's story while eating the amazing product too. I admire the creativity, innovation and hard work that continues to make RISE Bakehouse shine. Also, stay tuned for more details on their new online how to make a perfect bagel course!

Jason Duff



Small Nation visits Chillicothe

Our team got the chance to step out of the office this week as we headed back to Chillicothe on Wednesday for a downtown development assessment visit. We got to visit back in October when I spoke with the Mayors' Partnership for Progress, touring their downtown a little. This time I got a more in-depth tour as we stopped in some currently empty buildings that are incredible development opportunities in Ohio's first capital.

Some topics that were brought up that we see almost anywhere include navigating historic building codes, solving downtown communication issues, and taking advantage of underutilized downtown assets. For example, on the north end of their downtown sits Yoctangee Park, a 48-acre, almost 150-year-old park that is totally gorgeous. The park has a great lake, but because of the tree line, people aren't able to see it from the street. How can we draw more people into the park to really enjoy everything Downtown Chillicothe has to offer?

Chillicothe is quickly becoming one of my favorite towns, so I want to give a few quick small business shout outs. Fifty West Brewing Company has a location (on 50 West) right across from the courthouse that's completely modern and has an amazing outdoor seating area with turf, cornhole, and a walk-up window for food. We ate lunch at the Pour House, a gastropub specializing in high-quality food and local beer (just like our Brewfontaine!). You've got to try their specialty



Margherita flatbread pizza — just delicious, and their roof top patio has a “big city” feel with some of the best woodworking I’ve ever seen.

I would definitely recommend a day trip or weekend getaway to Chillicothe. They even have amazing Airbnbs in the downtown (I recommend this one). Enjoy!

- Jason

Bellefontaine wins Ohio's Best Hometown!

Each year, Ohio Magazine recognizes places that make our state a great place to live, work and visit. To determine the honorees, Ohio Magazine solicited nominations in the spring and conducted visits across the state over the summer. The editors evaluated finalists in six categories — Community Spirit, Education, Entertainment, Health and Safety, Business Environment, and Culture and Heritage — to help make their selections. We're proud to announce this week that Bellefontaine has been selected as a Best Hometown!

Twenty years ago, I remember working with a few local volunteers visiting, traveling and learning from other towns around the state. We so admired the award-winning communities and dreamed about getting this award. I never imagined it would be possible. In 2003, a group of volunteers organized, set a vision, and created a non-profit called the Downtown Bellefontaine Partnership. Using Main Street America's 4-point approach to revitalization, we sat out to save our historic buildings, strengthen

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Bellefontaine... from Page 3

our existing businesses while recruiting new ones and doubling down on marketing and promotions.

It was a huge effort; it was challenging and messy at times. I am so thankful that I got involved as a volunteer, later served on several committees and then the board and ended as the Board chair. Who would have thought that all of those meetings would translate into creating a company that would build an amazing team, take those ideas and then go accomplish them?



This award and recognition goes out to so many people who have invested their time, treasure and gifts in making Bellefontaine one of Ohio's Best Hometowns. The best is yet to come. Thanks to so many for believing and being a part of this journey.

Small Nation Podcast is Here!

It's finally here! The first episode of the Small Nation Podcast has finally launched! Episode one is all about "Setting the Stage." What's the story? How did Small Nation come to be? These questions and more are answered in this week's podcast episode.

This has been a goal for years, and Small Nation is so proud to finally put out the finished product. This first episode is just co-hosts Ethan and Jason, but every week there will be a special guest to talk with about everything from economic development, small town revitalization, hospitality, restaurants, real estate, and more.

Since the first episode, the Small Nation Podcast has welcomed Brittany Saxton, owner of Six Hundred Pizzeria; Adam Rammel, Small Nation VP of Marketing and Owner/Founder of Brewfontaine and the Syndicate; Tim Chermak, Founder and CEO of Platform Marketing, and more. Over time, the podcast will tell you the building block stories of how Small Nation got to this point and really get to bring on some dynamite state and national leaders.

You can watch the podcast on the Small Nation YouTube channel or listen on Spotify, Apple Podcasts, or wherever you listen to your favorite podcasts.

SMALL NATION PODCAST SETTING THE STAGE

SmallNationStrong.com/podcast

01

3RD QUARTER 2022



Rainbow Row



Small Nation is pleased to introduce its newest project, Rainbow Row Bellefontaine, located at 114-122 Chillicothe Avenue. The group of five brick buildings and seven loft apartments will pay homage to Charleston, South Carolina's Rainbow Row which includes 13 18th century historic homes located near the harbor, all brightly colored in their own pastel hues.

The building was purchased by Small Nation in August of 2021, and work quickly began. The building is one of the oldest in Downtown Bellefontaine, with the westernmost building built before 1864. The structure has features unique to small-town Ohio, beginning with its small footprint for retail spaces and upper-floor residential. Five street-level storefronts make up the first level with a design that allows for flexible retail spaces. Seven efficiency residential units will be offered on the second floor with plans for short-term rentals.

"When I think of Charleston, South Carolina, I think of historic, colorful and fun — and one of



my favorite places to visit," said Jason Duff, Founder and CEO of Small Nation. "Charleston's personality will be honored right here in Downtown Bellefontaine through Rainbow Row Bellefontaine."

Inspired by Charleston's Rainbow Row, the building will be treated as individual storefronts, with each one having its own color and identity versus the bulk, one color, one accent approach. This aspect, in addition to exploring the option for porch railings and pineapple finials on the rail caps, led project leaders to the southern charm of Charleston, paying homage to the original Rainbow Row. The pineapple is used, much like in Bellefontaine, as a

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Essential Tips

What the Heck is a Google Business Profile? And Does My Business Need One?

Imagine being asked 63,000 questions per second. That's how busy Google is.

How does your company break through all that noise and have a shot at being found on Google by potential customers?

Google Business Profile

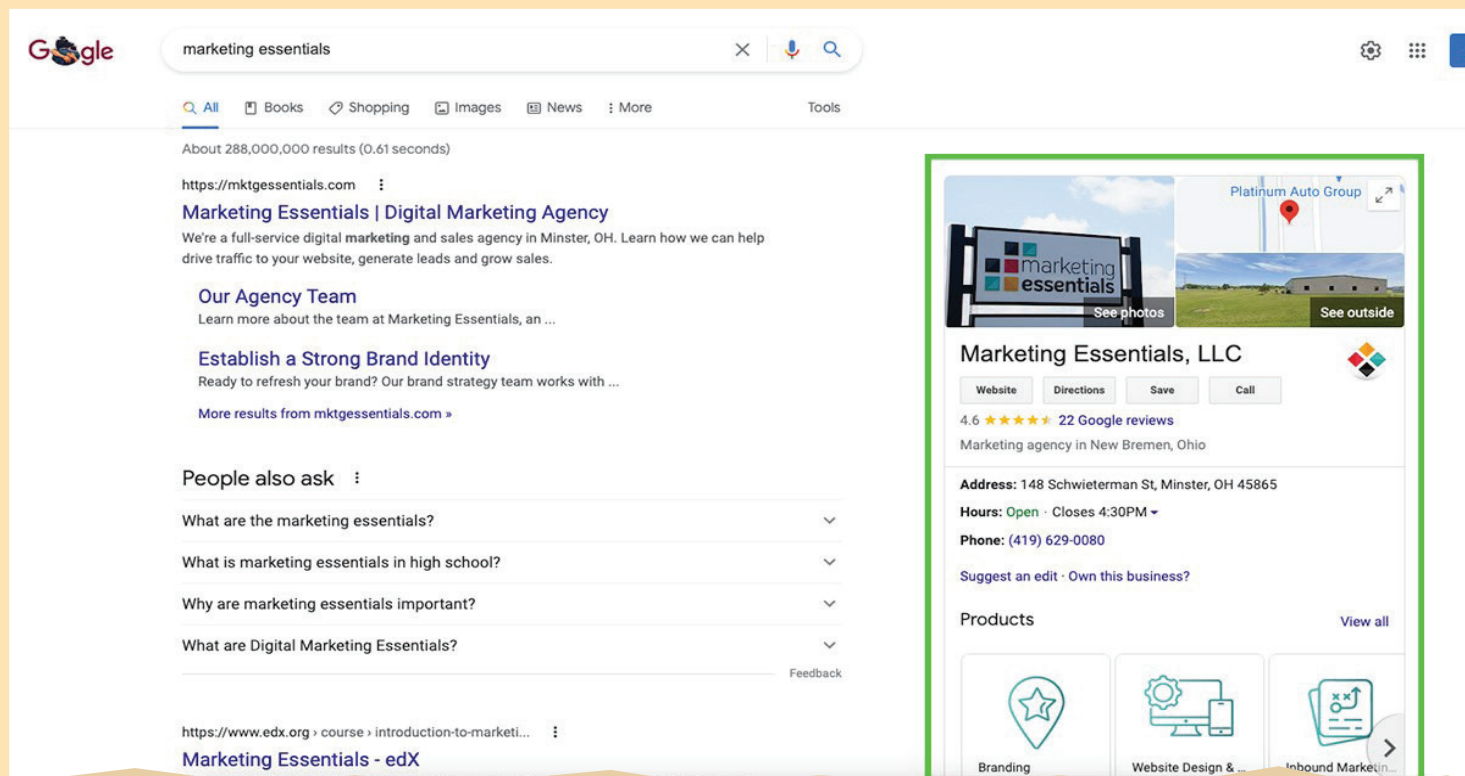
Google Business Profile is a FREE (that's right... I said free!) tool that every business can and should utilize. It allows you to manage your presence across Google, including in Search and Maps.

Your listing provides easy access for potential customers to find your website or physical location. They can view your hours, find your phone number, see photos of your business (inside and out if you choose), access Google Maps for directions and read reviews.

Also, organizations and businesses that verify their information on Google Business Profile are twice as likely to be considered reputable by consumers.

Find verification instructions at <https://support.google.com/business/topic/4854193>, or reach out to Marketing Essentials for support. Marketing Essentials, based out of New Bremen, supports local businesses in their digital marketing and sales efforts.

By Grant Covault, Partner and Chief Business Development Officer at Marketing Essentials. Submit your marketing and sales questions to Grant at connect@mktgessentials.com.





Wayne HealthCare Foundation Golf Outing

The Small Nation team took home First Place in the morning division at the 15th Annual Golf Outing for the Wayne Healthcare Foundation. This year, Wayne Health Care is celebrating 100 years in business.

All proceeds go to the foundation, which allows them to improve the health.

We love having them as a billboard client.



Welcome Baby Mack!

On September 17th the Small Nation family welcomed a new baby! Leasing manager Keyne and his wife Natalie's baby boy was born. Mack O'Shea Strickland joins his big brothers Jax and Theo.



Mid-America Restaurant Expo and Conference

The Mid-America Restaurant Expo being held this year at the Columbus Convention Center will attract thousands of industry experts, exhibitors, and operators throughout the Midwest to discuss the latest trends and topics affecting the restaurant industry.

The exhibit hall showcases the newest equipment and tools created specifically for restaurants. In

addition, the most innovative food and beverage products are available.



This show is centered on collaborative education, which features over 50 seminars that are all available to all attendees. This gives opportunities to independent operators, regional chains, and even franchise and national operations in the Midwest. It is perfect for start-ups and vendors alike.



Ohio and Indiana Roofing

We're excited to introduce you to Ohio and Indiana Roofing!

Who They Are and What They Do

Ohio and Indiana Roofing (OIR) is a division of Bruns Construction Enterprises Inc. (BCE), which has been in business for over 70 years! OIR offers a large range of services for the commercial and industrial industries, ranging from roof evaluations to major roof projects and everything in between.

- Integrity
- Hard Work Ethic

What Makes Them Unique

Each associate has ownership in the work they perform. As an Associate Owned Company in an Employee Stock Ownership Plan (ESOP), Ohio and Indiana Roofing focuses on associate development. Training and growth allow their team to continue to grow and better serve their clients.

The team at Ohio and Indiana Roofing has 600+ years of collective roofing experience and has installed over 23 million square feet of roof! This experience and production have earned the team numerous awards year in and year out.

With an emphasis on these values, Ohio and Indiana Roofing strives to find associates that live by those values in and out of the workplace. When a team shares the same values, the culture develops and allows for Ohio and Indiana Roofing to do right by their associates, clients and the communities they serve.

The Importance of Giving Back

Ohio and Indiana Roofing believes in and understands the importance of giving back. The team is

involved in the ministries and missions for a myriad of local communities, inner cities, and foreign countries.

The team holds firmly that blessings have always been the result of giving, and the rewards have always been greater than the gift. Therefore, they embrace the notion that each experience is an enriching chance for them to give to those who need it the most.

Strong Core Values and Culture

The foundation of Ohio and Indiana Roofing is their core values which develops the company's culture and focus on personal and professional growth, and they are:

- Faith & Family
- Quality Craftsmanship
- Honesty



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In short, Ohio and Indiana Roofing hopes that the aid they provide will leave its mark on generations to come.

Grow at Ohio and Indiana Roofing

Ohio and Indiana Roofing is continuing to grow. The offices in St. Henry, Ohio, Springfield, Ohio and Toledo, Ohio have opportunities for all skill levels and abilities. These are full-time, year-round opportunities for individuals that match their core values.

For more information on opportunities at Ohio and Indiana Roofing, visit and apply at www.BrunsCareers.com.



You can stay up to date with Ohio and Indiana Roofing's latest projects and career opportunities by visiting their website at www.oiroofing.com or calling 888-236-4954.

Ohio and Indiana Roofing
Roofing Standards That Set Standards!





Rainbow... from Page 3

symbol of Charleston
representing hospitality.

A beautiful and historic
slate roof has been
completely restored
atop the building by the
Durable Slate Company.
Durable Slate, out of

Columbus, specializes in slate, clay-tile, and copper roofing.
Lee's Roofing & Spouting is working to install a new metal
roof and Duralast roof on the remainder of the property.

The Craft Emporium, Bellefontaine's first retail craft beer
store, will be the first tenant to open in the newly-renovated
storefronts, with plans to open its doors later this fall. Owner
Brian Harmon will offer unique and hard-to-find craft and
microbrews, as well as a variety of wines, beer glasses and
other branded apparel items rotating on a seasonal basis.

The building will also house a local artist and a fine art
gallery with artwork, pottery and classes for residents and
visitors that will be announced soon.

The project was designed by architects and designers from
Revival Design Studio. Construction has commenced with
Level MB Construction and scheduled for completion by the
end of the year.

For updates on Rainbow Row Bellefontaine's progress
and information on leasing spaces, follow along
on Facebook at Rainbow Row Bellefontaine and on
Instagram at @rainbowrowbtown.

For leasing and space inquiries, please contact Leasing
Manager Keyne Strickland at 937-565-9944 or e-mail
keyne@smallnationstrong.com.



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MAIN STREET MARKETING NEWS

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