

WHAT LEADS TO SMALL BUSINESS SUCCESS?

SUPPORT.

| SMALL NATION SOLUTIONS |

SMALL BIZ SUCCESS™ BLUEPRINT

Small Nation's support and success program for tenants

SMALL BIZ SUCCESS™ BLUEPRINT

At Small Nation, we take our tenants' success seriously. Our Small Biz Success™ Blueprint provides every possible solution to help small businesses thrive in Bellefontaine, from creating the perfect location through strong marketing and operational guidance. Why do we do this when most developers don't? Because success is good for everyone.

As developers, we've worked hard over the years to create the best downtown possible in Bellefontaine. On the outside, people can see the structures change and what was old become new again. New businesses have launched, and others have moved, choosing Bellefontaine over others as their new home. What people don't always see is the *inside journey*. Behind the scenes, our team is also working to develop the strength and sustainability of businesses that have joined our community. Every day, we're working to attract the right kind of businesses for our renovated buildings and help them succeed every step of the way.

Our Small Biz Success™ Blueprint offers Small Nation's commercial tenants a broad range of support services, from their initial business strategy and planning phases, through opening day and beyond.

After finding the best location for a business in Bellefontaine, we are also here to assist with some of the most crucial parts of the success puzzle. We help tenants in the Small Biz Success™ Blueprint Program create powerful brands and unique interior experiences. We help them pre-promote so they gain visibility before opening day. After opening, we help them develop strong, successful marketing and offer guidance through one-on-one business coaching. Our tenants are the real magic of Bellefontaine. We know that if we support their spark, they will bring purpose, energy, and life to our downtown for years to come.

If you have a small business (or a great business idea) and want to learn more about how Small Nation can help you grow in Bellefontaine, reach out to us today at 937-565-4580 or send us a note at smallnationstrong.com/bizsuccess.

We believe small town success = small business success. That's why we offer support programming for local merchants to help guide them from their initial business plan through operations. True collaboration is what **makes things work**.



**Great idea?
We create locations.**

For small business entrepreneurs with concepts that will further elevate and add support to the downtown area, Small Nation doesn't only find them a building. We help them develop a brand, design and build out the interior environment, and create a welcoming facade.

Great spaces are an investment in downtown success, which is an investment in everyone.



**Pre-marketing helps
build excitement.**

New Small Nation tenant? We help get the word out to the public as quickly as possible. Our team will place an announcement sign in the window for pre-opening visibility, submit a press release to the local news, create blog and social media posts, and even write a highlight in our quarterly newsletter.

Media coverage helps new businesses get started on the right foot from the get-go.



**Window and facade
signage works.**

Once a business opens its doors, people need to be crystal clear about its location. The Small Nation team works with our tenants to create highly-visible, maximum-impact facade or window signage so they stand out in our bustling downtown atmosphere.

Strong signage is one of the best ways to engage the public while adding personality and value to the downtown community as a whole.



**Photography and video
shares local voices.**

Photography and video are some of the most powerful ways to connect with potential customers, and Small Nation has some of the best resources in the area available for our tenants.

We can help guide the creation of powerful company overviews, one-on-one interviews or even short spots that can be used on a business website and social media to promote and sell.



**Direct advertising
targets locals at home.**

For businesses that target the general public, direct advertising is a great way to place a business or brand in front of a large number of people for an affordable price.

Small Nation's connection with the Town Money Saver can place a downtown business in the mailbox of 16,000 households throughout Bellefontaine and Urbana, amplifying their exposure in a truly big way.



**Outdoor advertising
creates visibility.**

There are few advertising channels that are more effective, and more affordable dollar-for-dollar than billboards.

COMSTOR Outdoor, a Small Nation Company, guides tenants in the creation of huge, sellable images and messages that can be placed in high-traffic locations around the area, helping their business reach thousands of potential customers daily.



**Business coaching
helps operations.**

Once a business is open, Small Nation tenants have the opportunity to work with our team one-on-one throughout their business journey in Bellefontaine.

Entrepreneurship can be a lonely road, and it helps to have peers to field ideas and offer suggestions. We offer ongoing guidance about every aspect of business, from daily operations to growth scaling and beyond.

SMALL BIZ SUCCESS™ IS WHAT MAKES BELLEFONTAINE THE BEST PLACE TO BEGIN YOUR BUSINESS JOURNEY.

A SMALL BIZ SUCCESS™ STORY

| SMALL NATION TENANT HIGHLIGHT: ANYTIME FITNESS |

Bellefontaine's downtown businesses have growth opportunities available to them that many other small towns do not. The ones that take full advantage of them have seen incredible results.

Lyle Endsley, owner of our local Anytime Fitness location is a prime example. Lyle opened the gym in Bellefontaine in 2011 in a nearby strip mall. While it was successful in that location, the rising costs and dwindling traffic in the commercial space led him to look for a new location.

He began talking with Small Nation about moving in 2014, explaining his vision for a "one-stop shop" for fitness. Lyle's dream fit well with Small Nations' revitalization model, so we helped him find and renovate a space that would allow his business to grow.

Through our **Small Biz Success™ Blueprint**, tenants like Lyle enjoy multiple marketing opportunities as part of their business relationship. All of our tenants who are willing to become involved are featured in the **Small Nation Quarterly Newsletter**, a print publication that is mailed to over 1,500 individuals and small businesses around our region.

We also announce the opening of new businesses on **Downtown Bellefontaine's social media** channels, submit a **press release** in the local news, and create a special post on **Small Nation's blog**. New tenants are included in an announcement in our **"Small Talk" e-Newsletter**, delivered to a list of 10,000 recipients every week.

Lyle took advantage of all of the Small Biz Success™ Blueprint opportunities. After seeing the public impact, he invested in additional marketing tools that allowed him to promote and position his business for success in the new location. Lyle utilized video, strategically placed

billboards, and placed ads in the **Town Money Saver**, a direct mail advertising solution delivered to 16,000 households in Bellefontaine and Urbana.

Moving his business downtown and investing in the right kind of marketing had a significant impact on his business. **In three years, Anytime Fitness and Loco Depot have seen a 60% increase in membership and**

a 70% increase in overall revenue.

In addition, the number of visitors that come to the gym daily has tripled, and this location's Anytime Fitness National Ranking, which is determined by total members, top-line revenue, personal training, and attrition, has jumped from the 50th percentile to the top 4% in the United States. Those are some pretty impressive results!

Lyle credits the centralized location downtown and the increased traffic from multi-channel marketing as the key to their increased success.

"Now, we don't just have a gym. We have all of these personalized classes and have been able to begin selling supplements, apparel, and a meal

program. The gym is seeing over 300 people a day, and Dash and Joey's, our locally-owned smoothie and juice bar, is pulling in an additional 100+ people, so that is over 500 people a day that are spending their time downtown Bellefontaine. So while this is a win-win for the gym, it is also a win for the entire downtown," said Lyle.

Small Nation strives to provide everything a small business needs to succeed. The Small Biz Success™ Blueprint offers multiple ways to raise the visibility of your business and help you win in your new space.



If you are interested learning more about the Small Biz Success™ Blueprint, reach out to your Small Nation Marketing representative at 937-565-4580 or send us a note at smallnationstrong.com/bizsuccess.

SMALL BIZ SUCCESS™ STARTS HERE

Pre-opening Announcements

Logos & Branding

Interior Design

Website Solutions

Custom Video & Photography

Store & Window Signage

Billboard Advertising

Town Money Saver

Business Coaching

We believe that if small businesses start strong with the support to grow, everyone wins. For information about how Small Nation can assist your small business or business concept in Bellefontaine, reach out to us today at 937-565-4580 or send us a note at info@smallnationstrong.com



SMALL NATION develops places, spaces and dreams for small towns and small town entrepreneurs across the country.

SMALL NATION

We're here to show the world that small town and small business success is not only possible, but profitable. For everyone.

www.smallnationstrong.com