

**SMALL
NATION™**

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RECLAIM YOUR SMALL TOWN.

| SMALL NATION SOLUTIONS |

SMALL TOWN SUCCESS™ FORMULA

Let Small Nation be your guide toward revitalization.



SMALL TOWN SUCCESS™

SMALL NATION’S REVITALIZATION FORMULA FOR SMALL TOWNS

Our small town went from dying to destination in only ten years. Every day, people around the country ask us... HOW? To answer that question, we’ve distilled our experiences over the past decade into a successful and tested approach that small towns can utilize everywhere to start, revive, grow and thrive. Our Small Town Success™ Formula can be your blueprint toward revitalization.

Based on the five key fundamentals we utilized to revitalize Downtown Bellefontaine, Ohio, The Small Town Success™ Formula includes a blend of immersive experiences, one-on-one consulting, financing strategies, design direction, and brand building.


Our system guides small towns in identifying existing opportunities that may have been hidden in plain sight for years. Our team’s experience and fresh eyes can help you amplify a new vision for your town, create solid strategies for implementing that vision, and develop ways to tell the world.

The Small Town Success™ Formula is a comprehensive service and consulting package, including a tour of Bellefontaine, an Insight Visit to your town, a Downtown Assessment, Community Branding, and Redevelopment Strategies including suggestions for effective reuse of historic buildings, development and attraction of a target tenant mix, architectural renderings, and communication with the community throughout the growth process. Customizable, a-la-carte service packages that best fit your town’s unique needs are also available.

To learn more about the Small Town Success™ Formula and how it can help your town, reach out at 937-565-4580 or send us a note at smallnationstrong.com/success today.


| THE FORMULA FUNDAMENTALS |

- ✔ Buy and renovate historic buildings.
- ✔ Actively recruit and mentor tenants.
- ✔ Become equity partners.
- ✔ Provide financing.
- ✔ Design and promote.



“Jason and his team are a phenomenal and inspiring group of people. Not only are they knowledgeable and insightful, but also personable. You can sense that each of them truly care about Bellefontaine and the success of the town, not for their own gain, but for the community as a whole.”

— Jaclyn Hauser, Mountain Home, ID



“Small Nation did not disappoint. It was a great experience to see our historic downtown through different eyes and realize what we had and the potential promise of what it could become.”

— Clyde Evans
City of West Des Moines, Iowa



“Small Nation has created a blueprint for restoring small town America. We’ve all heard of the explosive growth of small cities in the mountain west and coastal areas, but Jason and his team have forged a new playbook that any small town can use.”

— Andrew Chermak, Willmar, MN



“Their recommendations range from small, creative changes to more complex, depending on the appetite of your community. Jason and his team bring such a motivational dynamic to the room... yet it is not all talk, it is implementation and measurable success.”

— Heather Saylor, Planning Director
City of Bowling Green, Ohio





“Having the Small Nation team visit Marshalltown was a great experience, not only for me but for the entire leadership of our community. Folks came away from the keynote energized and optimistic and got to work thinking about their involvement with building back an incredible downtown.”

— John Hall
Chamber of Commerce, Marshalltown, Iowa



“Jason Duff and the Small Nation team are truly experts in the field of small town development. We were overwhelmed when we set out to revitalize our downtown, but with their help, we have already initiated new businesses and have several exciting and impactful projects underway.”

— Amy Miller
President/CEO,
Bryan Area Foundation, Bryan Ohio



“Every town, no matter the size, needs a Small Nation. Jason Duff and team have been instrumental in our work as we revitalize our historic downtown. The guidance, renderings, and know-how attitude have been beyond measure, and we appreciate the partnership we have developed with Small Nation.”

— Todd Wilkin, City Manager
Village of Greenfield, Ohio



“I was super excited to see what Small Nation has done. I learned a ton. I really think it's something that can be implemented in my little town. Growth is coming rapidly so we need places to eat, things to do, and I'm so inspired to take this back to my hometown and get to work.”

— Heather Mutz, Hondo, TX



“Seeing what Small Nation has done here in Bellefontaine has really re-instilled in me this idea that you can revitalize a small town, and Small Town USA really can thrive, just by small business owners investing in their home town.”

— Jordan Morton, Birmingham, AL

| CLIENTS ALL ACROSS THE COUNTRY HAVE BEGUN IMPLEMENTING THE SMALL TOWN SUCCESS™ FORMULA |

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|----------------|-------------------|-----------------|----------------|-----------------|---------------------|
| Van Wert, OH | Defiance, OH | Fostoria, OH | Middletown, OH | New Concord, OH | Upper Sandusky, OH |
| Greenfield, OH | Logan, OH | Ottawa, OH | Lima, OH | Dresden, OH | Sandusky, OH |
| Marysville, OH | Versailles, OH | Rossford, OH | Sidney, OH | Clyde, OH | Fishers, IN |
| Bryan, OH | Bowling Green, OH | Chillicothe, OH | Troy, OH | Mt. Vernon, OH | West Des Moines, IA |
| McComb, OH | Bellefontaine, OH | Somerset, OH | Urbana, OH | Gallipolis, OH | Marshalltown, IA |

The Small Town Success™ formula is designed to help your small town learn, grow, and begin a path toward **real change. Small Nation can be your guide in multiple ways:**

TOURS & INSIGHT VISITS

Visit us for a guided tour of Bellefontaine, and have the opportunity to ask questions along the way. Your tour includes lunch and a package of Small Nation learning tools to take home. Then, our team will visit your town for a strategy tour, meet with local officials and decision-makers, and offer real-time insights and ideas for making change happen.

DOWNTOWN ASSESSMENTS

A more comprehensive approach than our Insight Visit, our Downtown Assessments are in-depth explorations of your downtown's potential. Small Nation will work one-on-one with your local group of change agents to assess your town's existing assets, then provide in-depth, specific recommendations for new possibilities.

TRAINING & COACHING

For communities with a strategy in place, Small Nation will work with your local team of decision makers providing ongoing coaching to push past the plan into action mode. We'll help you identify downtown champions and new small business entrepreneurs, engage them as part of the big-picture vision for your area, and execute your plan effectively.

COMMUNITY BRANDING

Positioning your downtown for success includes differentiating your town from others in the minds of the public, then getting the word out in a clear and engaging manner. Small Nation will help your town develop a strong, authentic destination brand to attract new visitors and economic investment. Packages include branding, messaging, website, and visibility tools such as social, print, and billboard marketing.

SPEAKING & EVENTS

The Small Nation team is available to speak about what we have achieved in Bellefontaine and the importance of revitalization in your town at group events.

Small Nation Founder and CEO Jason Duff is available for keynote addresses and large events nationwide.

REDEVELOPMENT STRATEGIES

Our most comprehensive approach, Small Nation provides complete redevelopment strategies for small towns that are ready to invest in growth and success. Strategies include suggestions for effective reuse of historic buildings, development and attraction of a target tenant mix, architectural renderings, and communication with the community throughout the growth process.

Not sure where to begin? Start with a Tour or Insight Visit.

Then we can design a Small Town Success™ approach that is right for your town.

Reach out at 937-565-4580 or send us a note at smallnationstrong.com/success today.



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

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