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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 2023

Great Pumpkin Walk



The Great Pumpkin Walk of Downtown Bellefontaine, presented by Small Nation may have been my favorite downtown event to-date. Hayrides, trick-or-treating, face painting, make your own succulent bar, bounce houses, petting zoo, caramel apple bar, vendors, food trucks and more inflatables and characters than I could count.

>> turn to page 2

Unique Signage Options

Signage is the oldest and most effective form of marketing. Small Nation recently installed this new Lind SignSpring vinyl sign on the side of Rainbow Row Bellefontaine to highlight The Flats. These are seven, fully furnished and beautifully curated short-term rentals that are perfect for weekend trips, corporate stays, and out-of-town family visits.

Small Nation has used Lind SignSpring systems on various projects around downtown Bellefontaine including the Historic Opera Block and Native Coffee. While hand-painted murals can cost tens of thousands and not always be able to hold up against the test of time, these vinyl banners are way more affordable, super quick and easy to switch out, and lasts at least over five years.

The vinyl fits into a channel system installed on the side of the building that has springs all around. The springs hook into the banner, keeping it tight, then are covered by that black channel cover that easily pops up and down. I have yet to find a better alternative for signage and public art, especially considering price, quality, and ease.

P.S. the Flats are available to book on Airbnb and VRBO. Learn more at TheFlatsDowntown.com.



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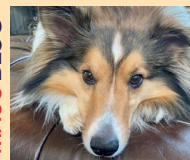
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Know what I'm thankful for, folks?

MAC'S BLOG



I was planning to get in the mood for Turkey Day

by brainstorming a tongue-in-cheek list of things I'm thankful for.

And maybe I'll return to that whimsical idea for Thanksgiving 2024.

But this year I'm exercising my option to show my serious side

>> turn to page 2

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 is 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.

.....from Page 1

Thank you to all the amazing donors, volunteers and businesses who continue to support events like these. Also, a big thank you to our incredibly dedicated leader Micky Groves. Being a downtown director can at times feel like an impossible job, but Micky continues to lead, listen and help our downtown become more vibrant.

Jason Duff



Mac's Blog ...cont'd from Page 1

for a change. (Yes, I have a serious side. That's why I eat Gravitas Train dog food. But I digress.)

Know what really fills me with gratitude?

Sure, I'm glad for rainbows and relaxed-fit collars and a roof over my head; but I'm positively overjoyed by the persistence of human kindness. And canine kindness.

Sometimes humans become cynical and assume that everyone in the world is too selfish or too caught up in the rat race to do nice things. But there are still people (and their pooches) who put others first, sacrificing a little of their precious time to bring a smile to the face of the less fortunate.

This realization hit me when I heard about local citizens regularly taking their dogs to visit shut-ins at

nursing homes. This isn't just about visiting family members; total strangers are some of the most grateful recipients of these visits.

Social directors at nursing homes work hard to organize bingo games, adult coloring sessions and sing-alongs; but the arrival of a canine buddy is an eagerly anticipated treat.

Some people have only a brief stay at a nursing home, while they recuperate from illness or surgery. Even these short-timers benefit from the tail-wagging exuberance of a dog.

Other humans are resigned to the nursing facility being their "forever home." A dog is just what the doctor ordered for staying connected with the outside world.

Perhaps the visiting dog will stir memories of a patient's long-gone

childhood companion. Perhaps the dog will fill the void left by giving up custody of a pet before entering the nursing home.

Regardless of a patient's physical limitations or memory problems, puppy dog eyes can make all the difference in a day marked by loneliness, monotony and frustration.

Even if the dog isn't purebred, even if the master can't afford premium grooming services, a visit is a ray of sunshine.

Liability issues being what they are, some nursing home administrators may be squeamish about four-legged visitors -- even well-behaved, fully vaccinated ones.

But if your local facility is open to the idea, won't you and your fur baby spread some year-round joy?



Urbana, Ohio, Developments

Urbana has seen a lot of movement lately, most recently in the Monument Square District/ downtown with the upcoming former Willman Furniture Store. Friend of Small Nation Jamon Sellman recently purchased the building to turn it into a hybrid co-working and business incubator and upper-floor residential lofts. Jamon has been working hard for downtown Urbana, recently opening Urbana Brewing Company in the square last fall.

The project recently was awarded funding through the Ohio Historic Preservation Tax Credit Program and received a grant from JobsOhio's Vibrant Communities Program. Both of these programs specifically target private redevelopment of historic buildings. The Vibrant Communities Program's primary focus are small and mid-sized cities that may not necessarily have adequate resources to support these economic development projects otherwise. Any municipality with a population below 75,000 and a poverty rate at or above the state's average is eligible - that's about 259 communities.

Another close-by community using this program is Ottawa. The community recently unveiled their upcoming Main Street Corridor Project, a \$4 million investment to transform a combined 30,000 square feet in downtown Ottawa using a mix

of private capital and the Vibrant Communities Grant.

Developers and community leaders alike come to Small Nation all the time for advice on where to find funding for critical historic real estate redevelopment projects. These two programs are resources available to pursue that can help transform your community for the better.

In addition to Jamon's project downtown, a new build project was announced recently on the south end of town. The project, breaking ground



soon, will house a coffee shop/eatery, massage therapist, salon, and more. We're excited to continue to watch the amazing progress happening with our neighbors to the south!

3CDC Main Street Pop-Up Program

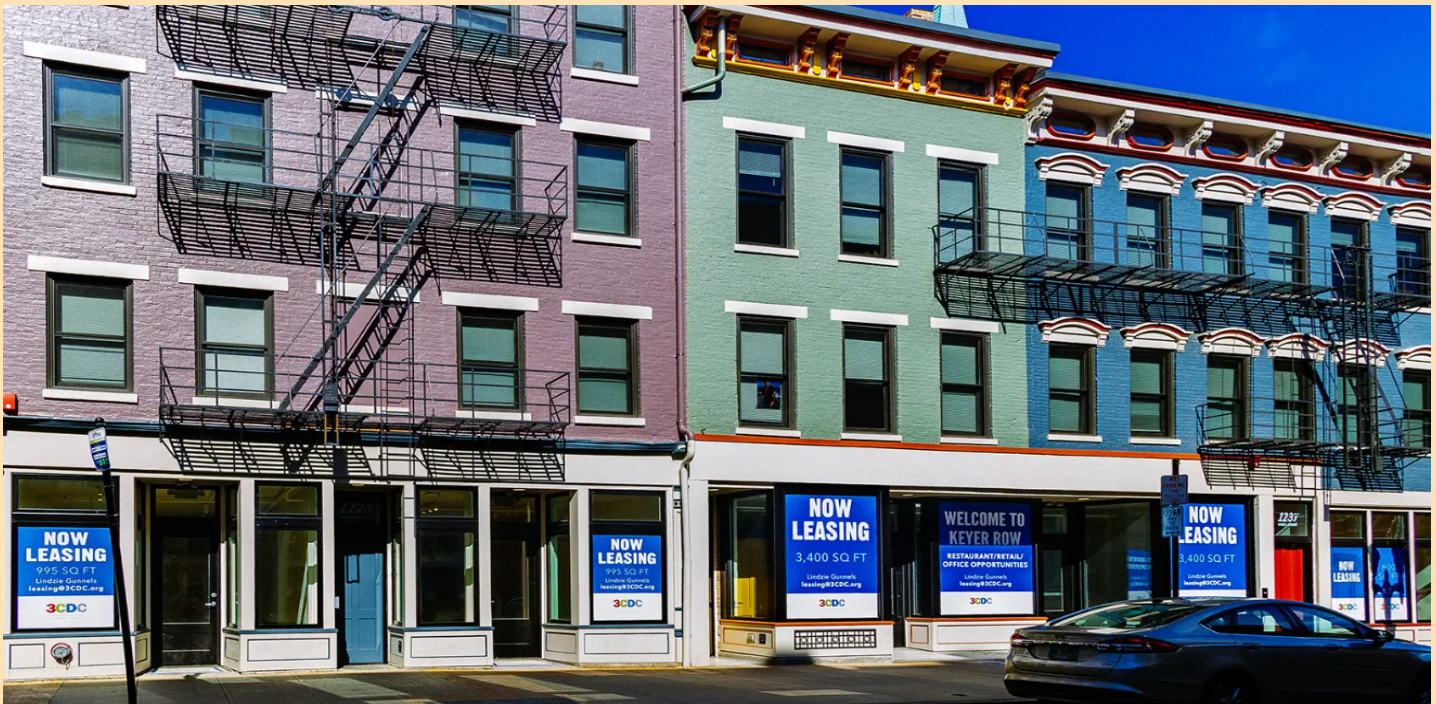
3CDC in Cincinnati has recently created a Main Street Pop-Up Program as part of its plan to activate the historic street in the newly revitalized Over-the-Rhine. The corridor has an eclectic collection of small businesses already, and their new Pop-Up Program is adding to the atmosphere that is quickly during the Main Street corridor into an exciting destination.

The program has about 28 storefronts available for pop-up stores up and down Main Street in OTR and this week announced the signings of the first four tenants. Looking to fill these spaces with retail, entertainment, and service businesses, 3CDC has gone through the list of over 100 applicants to identify four they feel will bring a quick positive change. These include a women's apparel store Hello Beautiful, Selfie Cincy - a unique and fun "selfie museum," a gently-used

wearables store called I75 Summitt Club, and an innovated last-minute makeup salon, Thee Make-Up Room.

The Pop-Up Program is an exciting concept to learn about that is providing unique benefits and incentives to small businesses to fill these vacant storefronts. Benefits include short-term leases from three months up to a year, the option to extend a lease, partnering with other entrepreneurs to share spaces, and 3CDC can work with tenants on creative ways to help with start-up costs.

We've seen a few pop up concepts in other towns to allow rising entrepreneurs test out new concepts - concepts like TENSAPACE in Columbus and Pop-Up Troy. 3CDC's concept is a game changer for small town/historic district revitalization.





Rainbow Row Bellefontaine is Complete

Rainbow Row Bellefontaine is officially complete and full! Last week we signed the final lease for our Rainbow Row project after a year-long renovation period. It's hard to believe we purchased this property - in a much different state - almost exactly two years ago, in August of 2021. The building needed many emergency and structural repairs right away, which we quickly completed.

Following those repairs, we worked with our incredible architecture and design partners at Revival Design Collective to complete many renderings, drawings, and plans before coming up with a product we were ready to move forward on. Then we partnered with Level MB Construction out of Troy to manage the construction of the project.

Bellefontaine's Rainbow Row is now home to six new businesses and seven new beautiful short-

term rentals available on Airbnb and Vrbo. These include:

- The Craft Emporium - a retail craft beer and wine store bring you the most unique local products from around Ohio
- Rush Creek Art Studio - providing art classes and top quality art supplies
- Candy Craze - a fun, exciting candy shop
- The Salty Swan Studio - a luxury tattoo studio
- Eden Haus plant store
- The Flat - fully furnished and beautifully curated short-term lodging

Learn more about the project and businesses at RainbowRowOhio.com. Follow on Facebook and Instagram for updates.

Downtown Bellefontaine Loft & Hidden Spaces Tour

The Loft & Hidden Spaces Tour of Downtown Bellefontaine was really well-attending and a great opportunity to explore and see spaces that most people never get the opportunity to. People visited Downtown Bellefontaine from places like New Bremen, Bluffton, Delaware, and even further away to tour these spaces and explore our downtown - leading to real dollars being spent in our downtown businesses.

A Loft & Hidden Spaces Tour is a great event for a downtown group or Main Street organization to host. People are naturally curious about what's going on and about places they haven't



seen for a while. Having just finished the Opera Suites and with the Flats at Rainbow Row short-term rentals opening a couple months ago, we loved the chance to share these new spaces with the community and visitors, which helps generate leads for the coworking space and led to onsite bookings right then for the Flats.

Our first tour in 2016 came right as we finished our first downtown loft project, Loft110, which led to all six apartment units being pre-leased by the end of the tour. Doing an event like this can bring impactful benefits to your downtown and its businesses.

Opera Suites by BUILD Cowork + Space



That's a wrap on the Opera Suites! In September, we passed final inspections put the final touches on the Opera Suites by BUILD, our expanded coworking in the Historic Opera Block. Now,

several new office tenants are moving into the suites.

We opened BUILD Cowork + Space in March 2021 as a response to increased work-from-home, hybrid working, and solopreneurship due to COVID. Our original space on West Columbus was designed as a flexible workspace offering state-of-the-art amenities and options for every business need. We quickly realized we underestimated demand as we filled up memberships soon after opening. After purchasing the Opera Block and cleaning it out, we noticed this space above America's oldest concrete space was further along than we originally thought and knew it'd be the perfect expansion for coworking.

— cont'd to Page 7



— Opera from Page 6

These wooden floors are original to 1880 and have been beautifully refurbished. The space has a large community kitchen, conference rooms, and beautiful views. Each office suite is equipped with its own climate-controlled thermostat too. Dedicated office suites are available for rent for any business looking for a home or to expand.

Big shout outs to Dale, Erin, Kaden, Zak, Sonny, Jayne, and Bo from the Small Nation team, and all of our subcontractors and collaborators who worked hard to create and complete this project.

Next up with BUILD Cowork + Space: BUILD Marysville coming this fall!

Plant Store Fills Final Spot in Rainbow Row Bellefontaine

The last storefront in the newly completed Rainbow Row Bellefontaine is now occupied as a new plant shop has just moved in. Eden Haus, owned by Kaity Overmyer, features a selection of specialty houseplants and accessories, taking her longtime hobby and making it into a business.

Kaity's love for plants began about four years ago, when she started out with just a couple of succulent-style plants. Quickly, her own houseplant collection grew to around 100 plants. This growth has taught her skills such as cutting and propagating. Now, she's ready to share her collection and these skills with others.

"I decided to open a plant shop because over the past several years, my love for plants, flowers, and nature has grown tremendously," said Kaity.

The shop will be selling house plants and house plant products, including soils, organic insecticides, and fungicides, along with other novelty plant products. The shop is also looking to add additional vendors that will fit the plant shop aesthetic.



"We want people to not just come to our store to buy plants," added Kaity. "We would like them to be successful and have thriving plants, so we will also offer our customers the opportunity to learn how to properly care for their plants and even bring them in if they're having issues in hopes of saving their plants."

"Eden Haus is the perfect final addition to Rainbow Row Bellefontaine," said Keyne Strickland, Small Nation Property and Leasing Manager. "A plant store puts the cherry on top of a fun, artsy, and unique section of downtown Bellefontaine."

Kaity plans to host workshops for the community to learn about potting plants in the proper soil, making macrame handers, painting pots, and more. The store will also offer pop-up plant sales and invite other plant vendors to provide a larger variety for customers.

Located at 118 W. Chillicothe Ave., Eden Haus opened their doors on October 1st



Essential Tips

Is HubSpot the CRM Solution Your Business Needs?

HubSpot is a CRM (customer relationship management) tool that's customizable to your needs and brings together your marketing, sales and customer service data in one system.

Here are 3 top reasons HubSpot is a great pick for your CRM:

1. Everything is in one place. HubSpot centralizes the work so everyone can access it all in one place.
2. User-friendly interface. HubSpot's user experience is simple and intuitive to learn, increasing the odds of your team getting up to speed quickly.
3. Analytics and reporting. With HubSpot,

you'll get real-time tools to help you measure the effectiveness of your marketing, track and forecast potential deals, and understand your audience. With this all in one place, you and your team can make smarter, faster business decisions.

As a Platinum HubSpot Partner, we're highly experienced in the platform and in helping businesses integrate, implement and optimize it to work best for their organization and growth goals. Start 2024 strong with a foundational tool in place that brings alignment, efficiencies and insights to your team.

By Tyler Louth, Chief Executive Officer at Marketing Essentials (mktgessentials.com). Submit your marketing and sales questions to Tyler at connect@mktgessentials.com.

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The Naked Goat Brings Bath, Body, and Soul to North Main Street



North Main Street in Downtown Bellefontaine recently became home to a brand-new bath and body store. The Naked Goat Bath & Body opened in September with the goal of providing the finest quality, cleanest, and most unique products around.

Owner Shary Duff is following up her destination chocolate and gift shop, Queen of Hearts Fine Chocolates & Gifts, with another blockbuster downtown retail store. The name of her next venture is inspired by the goat milk used in her featured product line, Beekman 1802. Goat milk is known to have many natural beneficial nutrients for sensitive and dry skin.

Beekman 1802 is a science-based company making goat milk beauty products with the tagline "soap for sensitive people." Made with kindness, the products are clean, certified cruelty free, zero-waste,



and community built. Their goat milk is sourced from the 100 goats on the company's farm in upstate New York, as well as from 25 private US-owned family farms.

In addition to Beekman, the Naked Goat carries such as FinchBerry handcrafted soaps, Thymes and Capri Blue fragrances, and Sonoma Lavender Co. aromatherapy products made with the highest quality California lavender, to name a few. The Naked Goat will also feature Caswell-Massey, the oldest soap company in the in America. Caswell-Massey's products

have been a favorite among US Presidents including George Washington, Dwight Eisenhower, and John F. Kennedy.

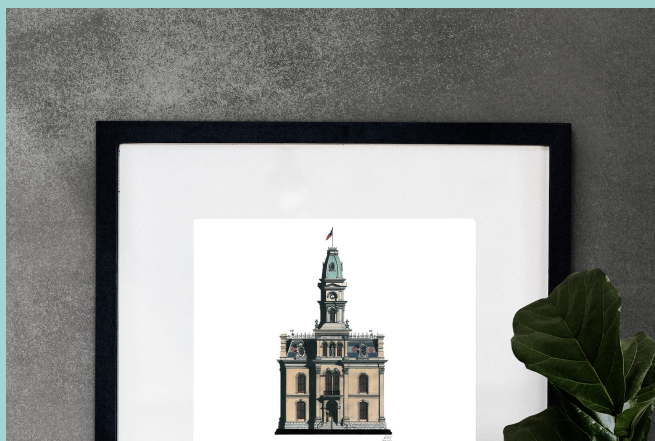
"The Naked Goat Bath & Body is a retail resource of some of the most unique and well-loved bath and body products in the country," said Shary. "I have researched products and been led by some tremendous mentors to put a collection together of some of the cleanest and most beautiful bath lines."

The store also has Ohio-made goods such as Green Bubble Gorgeous, handcrafted and natural soaps, scents, and other body care products.

"People want to shop somewhere special. People want to be treated well. They will get both when they shop at the Naked Goat," added Shary. "People like the fact that they will be able to smell and touch these products without having to drive to big cities like Columbus."

"The store is perfectly located directly next to other stores like the Hanger Boutique and 2G's Barbeque and across from Homegrown Yoga," said Keyne Strickland, Small Nation Property and Leasing Manager. "These businesses all complement each other, adding to the strong retail ecosystem in downtown Bellefontaine. We know Shary is going to knock it out of the park once again."

Downtown Bellefontaine: A Work of Art



If you're not familiar with Matt Provolt's work, you'll want to change that—and soon! Originally from Pittsburgh, PA, Matt now resides in Cleveland, OH, where he runs Matt's Drawing Desk. Recently, Matt applied his artistic skills to produce six prints of Downtown Bellefontaine. The results, which can be seen and purchased here, are absolutely stunning!

Provolt's interest in both cities and architecture began at a very young age.

"Growing up in the city, I saw a wide variety of architectural styles and neighborhood environments, from my grandparents' historic century homes to the city's grand monuments and landmarks. I've been drawing these subjects (real and from my imagination) since I was a child. I knew then that I wanted to study architecture."

That fascination led him to Kent State University. He earned his Bachelor of Science in Architecture in 2011, followed by a Master of Architecture and a Master of Urban Design from Kent's Cleveland Urban Design Collaborative in 2013. However, it wasn't until 2019 that he was able to turn his passion for drawing into a career.

Describing his process, Provolt shared, "Drawing on

my architecture background, I use many of the same drafting tools I learned in school (squares, compass, micron pens, a parallel bar, graphite pencils, etc.) and employ an architectural elevation-style technique, which is a forced, straight-on view of a building."

He continued, "I typically start with taking a few basic measurements from Google or estimating heights and widths from images and framing that out lightly in pencil. Then, I add in some of the primary details in pencil to get the right proportions, compositions, etc. Once those basic building blocks are in place, I begin going over the pencil lines in ink and sketching in the rest of the secondary details as I go. Finally, I include colored pencil and graphite pencil shading to create the finished product!"

He implemented this method to develop all six of the Downtown Bellefontaine prints linked above. Further, he almost exclusively "eyeballed" proportions and dimensions from photos for this project.

Provolt was excited about the opportunity to get to know Bellefontaine on a more intimate level.

"Bellefontaine perfectly exemplifies a classic, Midwestern city, with its beautiful, historic streets that all intersect, anchored by an elaborate, nineteenth-century courthouse."

He went on, "The revitalization work that has been done here in the past several years is truly extraordinary, and I was honored to have the opportunity to translate that beautiful history into sketches."

From his six drawings, Provolt's favorites are the Logan County Courthouse, with its Italianate grandeur and clock tower, and the Holland Theatre, for its unique, Dutch-style brick design.

If you're interested in purchasing one of Provolt's original pieces, you can do so through the Small Nation Shop. His drawings encompass the Historic Canby Building, the Historic Post Office, the Brandon Block,





Office Notes

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130 S Main Sreet
Bellefontaine, OH 43311
937-565-4580



JASON DUFF
PUBLISHER
Jason@smallnationstrong.com

137-139 W Columbus Avenue, and the aforementioned Logan County Courthouse and Holland Theatre. The prints are conveniently sold separately, as well as in a set.

To view Provolt's other works, visit his Etsy shop, Matt's Drawing Desk. Or, if you happen to be in the Cleveland area, his prints are available at The Edge: An Artisan Fair at 11606 Detroit Avenue. He also takes custom requests and can be reached at mattsdrawingdesk@gmail.com.

Provolt's deep fervor for architecture is clear and can be seen in every one of his pieces.

"I love architecture and the place it holds in our collective imagination, and that's what I try to represent with my art . . . translating my love for buildings into a visual art form that can be enjoyed by any other architecture lovers out there. I hope that people can see that shining through in my work!"

CONTRIBUTORS



ADAM RAMMEL
V.P. Sales & Marketing
Adam@smallnationstrong.com



SHANNON REESE
Marketing
sreese@smallnationstrong.com



NICK DAVIS
Business Development
Nick@Smallnationstrong.com

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**ANN DONNELLY
HAMILTON**
Project Manager
ann@smallnationstrong.com



KEYNE STRICKLAND
Leasing
keyne@smallnationstrong.com



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