

**SMALL
NATION™**

MAIN STREET QUARTERLY REPORT

Q2 2024

LETTER FROM JASON DUFF



Recently, we brought the whole Small Nation team, along with our families, to a team outing at a Columbus Clippers game. This event was a perfect opportunity for our team to come together and celebrate the many accomplishments we've achieved over the past few months. It was an occasion where we could express our deep appreciation for everyone's hard work and dedication while also having some fun.

I loved seeing the joy and camaraderie among our team members and their families. The laughter, shared stories, and moments of bonding really underscored the strong, supportive culture we have at Small Nation.

I am immensely proud of what we have achieved together and grateful for the dedication each team member brings to Small Nation. This event reminded me of the importance of celebrating our successes and the incredible value of our team. Here's to many more achievements and celebrations ahead!



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937-565-4580

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VISITING JEFFERSON, OH



Small Nation was in Ashtabula County this past month to take a visit to the Village of Jefferson, Ohio, for a Small Town Success assessment. Jefferson, with its rich history and charming downtown, embodies the spirit of community that Small Nation strives to nurture. Established in 1803 and named after Thomas Jefferson, the town's historic architecture and well-preserved buildings provide a tangible link to its past, adding to its unique character.

During our visit, the team had the opportunity to explore some of the businesses that are the lifeblood of Jefferson's downtown area. Wall Street Coffee Company, for instance, stands out as a local favorite, offering a cozy atmosphere, roasting their own coffee, and serving as a community gathering place. Another notable establishment is the Jefferson Diner, built in an old train dining car and serving classic American cuisine for almost 100 years. Additionally,

the Refindary Vintage Market showcases repurposed and reimaged vintage goods, contributing to the cultural vibrancy of Jefferson.

One of Jefferson's significant advantages is its proximity to Ohio's Wine Country. Situated just a short drive from numerous award-winning wineries and only 20 minutes from Lake Erie, Jefferson benefits from the tourism and economic boost associated with the wine industry. This strategic location provides ample opportunities for collaboration and cross-promotion between the village and the nearby wineries, creating a symbiotic relationship that can enhance the appeal of both. By leveraging this geographical advantage, Jefferson can attract more visitors and encourage economic growth.

Jefferson is such a charming town with passionate, motivated, and galvanized community and business leaders.



Breakfast is like the superhero of meals. For us, it's the fuel that gets us going to for the day. This time of year with the boys being out of school, they love whip up their favorite breakfast menu items before we head out on the boat.

Huddy – 9 years old made his famous sausage and bacon. What makes this dish famous you ask, well, its the top secret ingredients he includes.

Grey – 11 years old made his famous chocolate chip pancakes. You can bet he has a heavy had with the chocolate chips too! However, you cannot complete your breakfast meal without a serving of scrambled eggs with cheese. These boys love to make breakfast for the family on the weekends, and I have to tell you – I love it too!



Chris Stout OWNER
CBSHI.COM
937.935.8949

SMALL NATION ON DISPLAY AT U.S. CAPITOL FOR SMALL BUSINESS WEEK SHOWCASE



On Wednesday, May 1, members of the Small Nation team joined 15 small businesses from around the country for a Small Business Showcase in honor of National Small Business Week. The showcase, hosted by the House Committee on Small Business and Chairman Rep. Roger Williams of Texas, was held in the U.S. Capitol Building as a way to recognize Main Street businesses and their work.

Jason Duff, Small Nation Founder and CEO, and Nick Davis, Business Development Associate, attended the showcase with Karen Kerrigan, President and CEO of the Small Business and Entrepreneurship Council, to share with committee members and staff about the work Small Nation does in helping to redevelop small towns. The team highlighted projects like Six Hundred Downtown Pizzeria, Brewfontaine craft beer bar, and the Historic Opera Block project in Downtown Bellefontaine. House Speaker Mike Johnson and Majority Whip Tom Emmer also stopped by the event.

"It was an honor to be in DC on Capitol Hill celebrating Small Business Week," said Duff. "We're thankful for those here like the Small Business Committee who are doing meaningful work to advocate for Main Street, supporting community banks, removing burdensome regulations, and approving tax policies that support and encourage investments and growth."

In addition to Small Nation, other small businesses in attendance included a distillery in Montana, a tech company and sporting goods store in New York, and a label print shop in Pennsylvania. Small Nation was the only small business represented from Ohio.

"The showcase was a high energy event attended by many members of Congress and the House GOP leadership," Kerrigan said. "Many thanks to the stars of the show - entrepreneurs and small business owners like Small Nation's Jason Duff and team member Nick Davis. Thank you for your advocacy!"

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LAVENDER UNDERGROUND ADDING TO BEAUTY SCENE IN DOWNTOWN BELLEFONTAINE



The Lavender Underground Salon and Grooming Parlor recently started welcoming people in as the new salon celebrated its opening with a ribbon cutting on Friday, May 3rd. Located at 131 W Columbus Ave, this unique establishment promises an elevated salon experience with the convenience of walk-in service.

Owner Darcy Tontonoz has been behind the chair for over 23 years. As an experienced beautician, she is excited to venture out on her own and open her very own salon. The space, uniquely placed underground and previously used as a barbershop, is newly renovated and offers a distinct experience for customers seeking quality services.

"People love to see the transformation that's happening here," said Darcy. "I really love this space. I think there's a lot of history here."

In addition to traditional hair services, the Lavender Underground also offers curl management, eye lashing services, and more. Darcy also hopes to welcome a new licensed barber to the parlor,

further enhancing the offerings and catering to a wider clientele. Saturdays are dedicated to walk in traffic, giving people with busy schedules or kids the opportunity to find time without the hassle of appointments.

"I want the Lavender Underground to be a place where everyone feels welcome and comfortable coming to," Darcy added. "I'm also trying to be accessible, but sometimes it's not always going to happen for people. That's why Saturdays will be reserved for walk ins, which also gives an opportunity for downtown visitors to stop in."

"We're very excited for Darcy and the Lavender Underground to get started," said Nick Davis, Small Nation Business Development Associate. "Downtown Bellefontaine is already known as a destination for beauty. Darcy's new salon will take it to the next level, filling gaps that were previously opportunities."

For more information about the Lavender Underground Salon and Grooming Parlor, stop by the new business at 131 W Columbus Ave.

COLLABORATIVE WORK COMMUNITY BUILD COWORK + SPACE NOW OPEN IN UPTOWN MARYSVILLE



BUILD Marysville recently opened its doors as Bellefontaine-based real estate development company Small Nation is expanding its coworking facility, BUILD Cowork + Space, to a second location in the Uptown. The flagship location opened in Downtown Bellefontaine in March 2021 and expanded into the Historic Opera Block in the downtown in August 2023.

BUILD Cowork + Space is a collaborative work community designed to inspire, connect, and enable small businesses and solopreneurs in small towns. BUILD Marysville features almost 4,000 square feet of coworking space in the former Lamplighter Building. The property most recently was home to the Marysville Entrepreneurial Center.

Demand for coworking facilities, especially in tertiary markets and small towns, has risen greatly recently. In 2022, over 15% of workers were working remotely, up from around 5% in 2019. In rural communities, working from home can be a challenge as good internet is hard to come by. Many remote workers and solopreneurs are looking for facilities with reliable internet, a community feel, and quality amenities to work from.

The new space in the Uptown will offer multiple private office suites and bookable conference rooms. Offices have a contemporary design and are crafted for productivity and innovation. Conference rooms are state-of-the-art, equipped with Zoom Room conferencing technology, whiteboards, and shared resources.

“Pretty soon, BUILD Marysville is going to be filled with energy, people, and a lot of cool technology and comfortable furniture,” said Jason Duff, Founder & CEO of Small Nation. “It will be home for the growing BUILD Cowork + Space members and tenants who have their own business and want an attractive and modern space to meet with clients. It’ll also be a place to host parties, trainings, and events. The building is perfectly located in walking distance to several restaurants and great places to grab coffee.”

Many shared amenities will also be available onsite for members. Members have 24/7 access to the facility, high speed internet, copiers and printers, private phone booths and work pods, and more.

On the lower level, an expansive and versatile event center will be available to rent for any occasion. The venue is designed to host up to 100 people and is equipped with Smart TVs, Zoom Room technology, and a catering kitchen.

“We’re so excited to bring coworking to Uptown Marysville,” said Bo Alexander, Community Manager at BUILD Bellefontaine. “Marysville is the perfect market for a space like this as all of the surrounding amenities complement coworking perfectly. Start your day with a coffee from The Coffee Hall & Creamery, stop by Leon’s Garage for lunch, and enjoy happy hour at The Half Pint – all while running your business right out of BUILD Marysville.”

Membership options begin with a single membership starting at \$99 per month. This provides access to all public workspaces and 5 hours of meeting room rental each month. Group membership discounts are also available. Dedicated desks and private office suites begin at \$339 per month. Guest day passes are also available for \$39 per day for traveling entrepreneurs or guests of local businesses in town.

“BUILD Marysville will be a center for entrepreneurial and innovative thought that will allow startups and businesses to develop and flourish in one of Ohio’s best cities to live, work and play,” said Eric Phillips, Economic Development Director for Union County. “We thank Small Nation for its commitment, investment, and belief in Uptown Marysville and its goal of reinventing small town America.”

“Union County is one of the fastest growing counties in the state and an awesome market to consider your business growth and expansion,” added Duff.

BUILD Marysville is located at 129 N. Main St. in Marysville, Ohio, and celebrated its grand opening on Friday, April 12, 2024. The facility is leasing office suites and accepting applications for new members. To learn more or inquire about joining BUILD, visit www.buildcowork.com or contact 937-589-2600 or info@buildcowork.com.

FROM SWEET BEGINNINGS TO FRANCHISE SUCCESS: EPISODE 37 OF THE SMALL NATION PODCAST FEATURING WILSON REISER



If you're an entrepreneur, a real estate enthusiast, or someone interested in economic development, this week's episode of The Small Nation Podcast is a must-listen. Join host Ethan DeLeon and Jason Duff, founder and CEO of Small Nation, as they sit down with Wilson Reiser, the CEO of Winans Chocolate and Coffee.

In this insightful episode, Wilson shares his journey into family business leadership, offering valuable lessons on scaling a local small business into a thriving franchise.

GROWING UP IN THE WORLD OF CHOCOLATE

Wilson begins by taking us back to his childhood, where he grew up right next to the original Winans store. Born into the business, he fondly recalls stealing chocolate as a mischievous toddler and the challenges of living right next door to the family business. With a touch of humor, Wilson shares how his parents eventually realized the insanity of living next to the business and decided to make a change after 11 years.

GENERATIONAL SUCCESS

As the third generation in the Winans legacy, Wilson addresses the common

notion that third-generation businesses often face challenges. He reflects on the importance of making the business work for the current generation and the generations to come. With humility, Wilson expresses gratitude for the opportunity and acknowledges the odds, emphasizing that success is not guaranteed but is an ongoing journey.

THE SWEET BUSINESS JOURNEY

Wilson's story takes us through the growth of Winans Chocolate and Coffee, from a single location in Piqua to 19 thriving stores across Western and Central Ohio. He emphasizes the family's deep connection to the confectionary and bakery business, tracing back five generations in the region.

BUCKEYES AND TRADITIONS

Diving into the art of chocolate making, Wilson sheds light on the iconic Ohio treat: the buckeye. Describing the unique process of creating buckeyes at Winans, he reveals a special piece of equipment: the world's oldest Hobart Mixer, still in operation since 1913. The conversation highlights the attention to detail and commitment to quality that sets Winans apart.

WILSON'S JOURNEY INTO LEADERSHIP

The podcast takes a personal turn as Wilson discusses his journey into leadership. From starting as a barista at the age of 11 to working in various roles, including coffee roasting, he reflects on the unique perspective gained from hands-on experience. Wilson's path, including a detour into law school, ultimately led him back to Winans in 2020, where he embraced his role as CEO.

As the podcast episode unfolds, listeners are treated to a delightful blend of personal anecdotes, business insights, and the sweet aroma of success. Wilson's story is a testament to the enduring legacy of family businesses and the commitment required to turn a local business into a thriving franchise. Whether you're a chocolate lover, an aspiring entrepreneur, or simply curious about the journey of Winans Chocolate and Coffee, this episode promises to inspire, inform, and leave you craving a taste of sweet success.

MYSTIC MAMA ROCK + JEWELRY SET TO ENCHANT DOWNTOWN BELLEFONTAINE



Downtown Bellefontaine was recently graced with a new gem as Mystic Mama Rock + Jewelry prepares to open its doors. Owned by Shary Duff, this is her third downtown shop following Queen of Hearts Fine Chocolates & Gifts and The Naked Goat Bath & Body. Mystic Mama, located at 110 E. Court Ave. in the Historic Opera Block, promises a vibrant fusion of global creativity and artistic expression.

Described as a “rock and jewelry store that represents all parts of the world in creativity,” Mystic Mama gives visitors a unique experience spanning continents and cultures. The store boasts an eclectic array of treasures, ranging from exquisite jewelry pieces to semi-precious rocks and crystals found from far corners of the globe.

“What makes Mystic Mama different,” explained Shary, “is that we’ve found unique treasures that are affordable for gifts and collectors alike.” Each item in the store tells a story, having been made by the earth and each rock and piece being unique and special from places all around the world, including Brazil, Poland, and Peru.

The store’s centerpiece, an amethyst tree, stands as a testament to wisdom and philosophy. Crafted by a renowned Brazilian artist and sourced through a partnership with Ohio Caverns, the tree is a stunning mix of artistry and natural beauty, showcasing the intricate wonder of quartz crystal and clear crystals.

Mark Brookhart, the General Manager of Mystic Mama, elaborates on the store’s concept, stating, “It’s more than just Southwestern or rocks; it’s Yellowstone meets Yellow Springs.” With an extensive

selection of jewelry lines, including offerings from Brighton, Raku, and Julie Vos, Mystic Mama aims to transcend conventional boundaries, offering patrons a holistic experience of beauty and culture.

With over 12 unique jewelry lines and hundreds of rocks and gems, the store aims to cater to every taste and need, from collectors to those seeking unique gifts. In addition to its diverse jewelry collection, Mystic Mama also features an impressive array of décor items, gemstones, and specialty products, carefully curated for visitors of all ages. From Baltic amber to Pendleton textiles, the store showcases the finest craftsmanship from around the world.

“We take pride in offering unique, one-of-a-kind pieces,” remarked Shary, highlighting renowned artist Amy Kahn Russell’s signature line, known for its innovative use of fossils and stones from various continents.

The space also features custom cabinetry by Dan Sokolow of Heirloom Cabinetry & Customs in West Liberty. Dan’s craftsmanship creates pieces with a unique blend of artistry and functionality.

With its commitment to global diversity, artistic excellence, and unparalleled craftsmanship, Mystic Mama Rock + Jewelry is poised to become a cherished destination for jewelry enthusiasts and cultural connoisseurs alike.

For further information and updates, follow Mystic Mama on Facebook and Instagram at MysticMamaDowntown



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SIX HUNDRED DOWNTOWN BILLBOARD SPOTLIGHT



We're thrilled to showcase our latest project – a billboard campaign for the fantastic Six Hundred Downtown Pizzeria! They're stirring up the streets with a saucy tagline that'll make you do a double-take: "Legalize Marinara"!

Who knew advocacy could be so tasty? Make sure to drive by, grab a slice, and join the movement.

By leveraging COMSTOR Outdoor's extensive outdoor advertising network, the campaign reaches a wide audience across Logan County, sparking conversations and prompting individuals to reflect on their hearing health. Through strategic placement and captivating visuals, the billboards serve as a constant reminder of the value of maintaining optimal hearing abilities.



NICK BOZMAN
REGIONAL SALES REP
NBOZMAN@SMALLNATION.COM
937-565-9785



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VISITING WHITE COUNTY, IN



Last week, Small Nation visited White County, Indiana, for the White County Economic Development Annual Luncheon. The county is made up by the communities of Monticello, which embodies the spirit of small-town America, and Indiana Beach, a tourism destination much like our own Indian Lake.

The White County region has also become a magnet for innovative manufacturing and production, attracting businesses that drive economic development and provide valuable employment opportunities.

Jason Duff addressed over 220 attendees at the luncheon to discuss the importance of quality of life and quality of place in small towns and how to achieve it. Thank you to Executive Director Randy Strasser for inviting us!

BRUNS CONSTRUCTION ENTERPRISES: BUILDING ABOVE EXPECTATIONS SINCE 1951

Established in 1951, Bruns Construction Enterprises has grown from a humble residential company into a world-class organization. Founded by Robert Bruns, the company began with a focus on digging basements and has evolved into a multifaceted enterprise.

Today, it stands as a testament to the vision and hard work of three generations, driven by a commitment to faith, family, honesty, and integrity.

ONE COMPANY, MANY SERVICES

Bruns Construction Enterprises operates as a full-service contractor, offering a seamless experience from concept to completion. Our comprehensive services include design, fabrication, and installation, all managed under one roof to streamline the process and ensure the highest quality results. With a team of experienced project managers, designers, and skilled construction crews, we handle projects of any size and complexity.

KEY SERVICES INCLUDE:

1. **Project Management and Design:** Our talented designers work closely with clients to bring their visions to life. Whether you need inspiration or have a clear concept, we help you explore various styles, materials, and color schemes to find the perfect match for your space.
2. **Construction and Renovation:** From new construction to renovations, we cater to commercial, residential, and development sectors. Our ability to self-perform and manage most aspects of a project ensures control over quality and scheduling.
3. **Industrial Construction:** Specializing in design/build construction, pipe fitting, fabrication, welding, and electrical work, our team focuses on the manufacturing and industrial markets, with quality and safety as top priorities.
4. **Roofing Services:** As a premier commercial and industrial roofing contractor, we offer creative solutions tailored to meet the unique needs of each client. Our commitment to professionalism, quality, and service sets us apart.



BUILDING A LEGACY

Bruns Construction Enterprises is a third-generation associate-owned enterprise. In 2016, we became an Employee Stock Ownership Plan (ESOP) company, offering our associates the opportunity to invest in the company and share in its success. This unique structure means that at every job site, there's an owner working towards the success of Bruns Construction.

Our ESOP drives our commitment to creating a positive company culture, fostering both personal and professional growth for our team members. This ownership mentality ensures that our associates are dedicated to delivering exceptional results on every project.

OUR CORE VALUES

Despite the growth and changes over the years, our core values have remained steadfast. We believe in:

- **Faith and Family:** Upholding the values of our founders and fostering a family-like environment within our company.
- **Honesty and Integrity:** Conducting business ethically and transparently, building trust with our clients and partners.
- **Ownership and Efficiency:** Taking pride in our work and striving for operational excellence in every project.
- **Enjoyable Workplace:** Creating a positive and supportive work environment where our associates can thrive.

COMMITMENT TO COMMUNITY

Since our inception, Bruns Construction Enterprises has been deeply committed to serving our communities. We understand the importance of giving back and supporting the areas where we live and work. Our projects not only aim to enhance the built environment but also to contribute positively to the community's well-being.

LOOKING TO THE FUTURE

As we continue to grow and evolve, our focus remains on building a better future for our customers and our company. We are driven by the dedication and expertise of our associate owners, who bring their best to every project. With a commitment to innovation, quality, and customer satisfaction, Bruns Construction Enterprises is poised to meet the challenges of the future while staying true to the values that have defined us for over seven decades.

Join Us in Building a Better Future

Whether you're planning a new construction project or a renovation, or need expert roofing services, Bruns Construction Enterprises is here to exceed your expectations. Our comprehensive services and experienced team ensure a smooth, efficient process from start to finish. Connect with us www.bruns1951.com



CONTRIBUTORS



Jason Duff
jason@smallnation.com



Adam Rammel
adam@smallnation.com



Shannon Reese
shannon@smallnation.com



Nick Davis
nick@smallnation.com



Bo Alexander
bo@smallnation.com



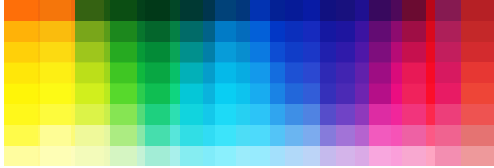
Keyne Strickland
keyne@smallnation.com

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