



# MAIN STREET QUARTERLY REPORT

Q4 2024

## INTRODUCING OHIO'S CHRISTMAS CAPITAL

I'm thrilled to introduce Downtown Bellefontaine as Ohio's Christmas Capital! When you walk our streets in November and December, you'll see why this title fits perfectly. From the beautifully decorated shop windows to the green wreaths on the light poles, every detail creates a Christmas wonderland in our downtown, making it a memorable holiday destination for our community and visitors alike.

Bellefontaine takes the holiday season seriously. Each year, our Christmas parade draws crowds from across Ohio, bringing together families, neighbors, and friends to celebrate in the heart of downtown. Our downtown also offers some of the best holiday shopping and dining in Ohio. Local gift shops, boutiques, and restaurants are ready to help you find the perfect presents, unique home decor, and delicious holiday treats. For a full list of things to do, visit [downtownbellefontaine.com/Christmas](http://downtownbellefontaine.com/Christmas).

Claiming the title "Ohio's Christmas Capital" is more than a catchy phrase; it's a brand identity that drives traffic and creates an economic impact. Christmas is the most important season for retailers, and when people are drawn to a place that fully embraces the spirit of Christmas, they're more likely to visit, stay longer, and support local businesses. Each visitor who comes to experience the festive atmosphere contributes to our community and helps our retailers thrive during this critical season.

Establishing Bellefontaine as Ohio's Christmas Capital, or creating similar brands for different communities, benefit the communities at large. People want to feel connected to a town that invests in creating magical moments and memories, and by offering a truly special holiday experience, we give families, friends, and Christmas enthusiasts a reason to choose Bellefontaine for their holiday outings. This increased traffic drives sales for our local businesses, positively impacting our economy during the holiday season and beyond.

This holiday season, I invite you to come experience Downtown Bellefontaine as Ohio's Christmas Capital. Shop for one-of-a-kind gifts, enjoy our warm and welcoming dining spots, stroll along our new Mistletoe Avenue under a canopy of lights, and create memories with friends and family. We're ready to welcome you, and we hope you'll feel the magic that makes Bellefontaine a holiday destination like no other. Join us and see why Downtown Bellefontaine is destined to be the Christmas Capital of Ohio.



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# REVITALIZING RURAL AMERICA: A CONVERSATION WITH REVIVAL DESIGN COLLECTIVE

In a recent interview with Small Nation, Cally Lange of Revival Design Collective shared insights into the company's vision, strategies, and successes in revitalizing rural communities. Known for transforming small towns while honoring their rich histories, Revival has become a recognized leader in this field.

Here's a closer look at Revival's innovative approach, guiding philosophy, and the lasting impact of their work.

## **Breathing New Life into Rural Communities**

At the heart of Revival's work is a passion for honoring the past while paving the way for sustainable growth. Its overarching vision focuses on creating spaces that celebrate the unique character of small towns, fostering vibrant, inclusive environments that support economic, social, and environmental progress. By integrating thoughtful design with local identity, Revival empowers communities to reclaim their vitality and attract new opportunities.

## **Blending History with Sustainability**

Revival views historical preservation and modern sustainable design as complementary forces. "We ensure that cherished landmarks and cultural identities remain intact while meeting modern functionality and environmental stewardship demands," Cally explained. Revival's strategy involves meticulous research, innovative design practices, and using sustainable materials that respect historical integrity while enhancing energy efficiency and durability.

## **The Power of Collaboration**

Collaboration with state and local leadership plays a pivotal role in

the success of Revival's projects. By partnering with leaders who understand their communities' unique needs and aspirations, Revival aligns its vision with local goals, secures funding, and gains critical insights to guide its designs. These partnerships ensure that each project resonates deeply with the community and garners widespread support.

## **Transforming Communities: A Success Story**

One of Revival's standout projects is the transformation of downtown Lima, Ohio. At the corner of Spring and Main, underutilized historic buildings were reimagined into a vibrant hub featuring three restaurant spaces, a duckpin bowling lounge, corporate offices, rooftop patios, bold signage and branding, and a striking street archway. This redevelopment effort has boosted local commerce, increased visitor traffic, and reignited community pride, demonstrating the profound impact of intentional, thoughtful design.

## **Balancing Vision and Practicality**

Every Revival project begins with understanding community needs through stakeholder engagement, including residents, business owners, and local leaders. This collaborative approach, coupled with feasibility studies addressing financial, environmental, and logistical factors, ensures that each project is both practical and aligned with the community's long-term vision.

## **Funding Through Grant Writing**

Grant writing serves as a critical bridge between the vision and execution of Revival Design Collective. By identifying and pursuing grants that align with

project goals, Revival assists clients in securing essential funding for infrastructure improvements, sustainable design initiatives, and more. This financial support amplifies its ability to turn transformative ideas into reality for smaller communities.

## **Building for the Future**

Revival prioritizes long-term sustainability and inclusivity in every project. Through renewable energy solutions, adaptive reuse, and accessible design, Revival creates spaces that serve diverse populations and remain relevant as communities evolve. Revival's commitment to inclusivity ensures that revitalization efforts benefit everyone, creating stronger, more connected towns.

## **Looking Ahead: The Future of Rural Revitalization**

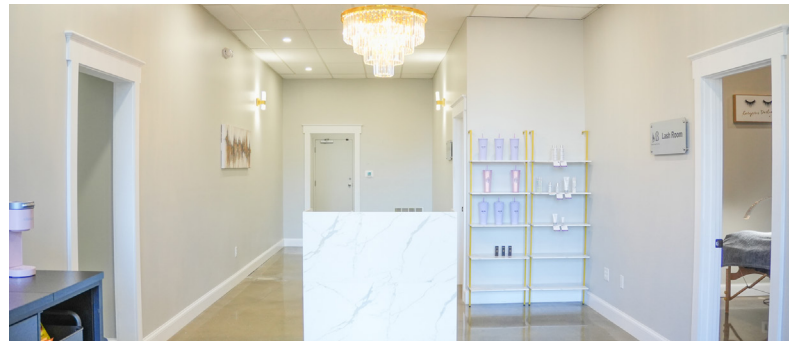
Revival is inspired by the resilience and untapped potential of rural communities. "These towns have rich histories, deep-rooted traditions, and a strong sense of community that deserve to be celebrated and preserved," Cally explained. Revival views rural revitalization as a cornerstone of sustainable development, where innovation, equity, and preservation come together to create thriving, lasting change.

As Revival Design Collective continues to breathe new life into small towns, its work stands as a testament to the transformative power of thoughtful design, community collaboration, and a deep respect for history. Revival's efforts not only reshape physical spaces but also inspire a renewed sense of pride and purpose in the communities they touch.





## PIQUA STATION



# MB AESTHETICS BRINGS PERSONALIZED BEAUTY AND SKINCARE TO PIQUA STATION

MB Aesthetics, a beauty and skincare business owned by esthetician Megan Booher, is the go-to destination for skincare and beauty services in downtown Piqua. Located in Piqua Station at 113 E. High St., MB Aesthetics offers an inviting and personalized experience that focuses on result-driven, ethical treatments. With nearly a decade of experience in the aesthetics industry, Megan has developed a reputation for providing effective, client-focused services.

Megan Booher, a Piqua native, has dedicated her career to helping clients achieve healthy, beautiful skin. After working in a local salon for seven years, she expanded her horizons by relocating to Arizona to gain insights from the thriving beauty scene on the West Coast. “The beauty industry there is very big,” Megan explained. “I wanted to see different aspects of esthetics and experience the field in a new way.” Although her time in Arizona was brief, the experience deepened her knowledge and inspired her to return home to open her own space. MB Aesthetics opened just before Thanksgiving last year, marking a new chapter in her career and allowing her to bring everything she learned back to her hometown.

Megan’s accomplishments extend beyond her esthetician career. She is also an award-winning pageant queen, having spent five years in the pageant

world winning various local, state and national titles, such as earning the title of America’s International Miss in 2022 and is now a lifetime queen for this organization. With over 3,000 hours of community service since she began pageantry, Megan created “The Beauty Box Project,” a platform inspired by her journey with Fibromyalgia, which she was diagnosed with at just 16. Grounded in her work as an esthetician, this initiative promotes kindness and self-acceptance – values that also drive her work at MB Aesthetics. She also recently published a children’s book, the Magic of Dwight’s Eyes, that advocates for anti-bullying and celebrates individuality, inspired by her own experiences as a titleholder committed to making a difference.

MB Aesthetics offers a carefully curated selection of services designed to produce real results for clients. Among the top offerings are the Cryo-Lean 360, a state-of-the-art fat reduction and body toning service, and microchanneling, which targets scarring and anti-aging. Megan also provides a range of facials, lash extensions, and brow services, helping clients enhance their natural beauty with precision and care. Her product selection reflects her commitment to ethical and science-backed skincare, featuring Skin Scripts, an Arizona-based line that combines natural ingredients with scientific efficacy for affordable, effective results.

Megan is deeply committed to creating a sense of connection within the Piqua community. She plans to host collaborative events, such as skincare parties and “sip and socials,” inviting other local beauty professionals to network and build supportive relationships. “As a small community, I think it’s important to support each other rather than compete,” she said. Her goal is to make MB Aesthetics not only a trusted space for beauty and self-care but also a hub for local collaboration and community building.

MB Aesthetics welcomes clients to explore its range of services, with bookings available online or through the business’s Facebook page. MB Aesthetics is more than a beauty business; it is a reflection of Megan’s dedication to community, excellence, and ethical beauty practices. With this strong foundation, MB Aesthetics is poised to become a cornerstone in Piqua’s growing business landscape.

For more information or to schedule an appointment, please visit [MBAestheticsOhio.com](https://www.MBAestheticsOhio.com) or [MB Aesthetics](#) on Facebook.

# SMOOTHIE LIFE NOW OPEN IN PIQUA STATION

Smoothie Life, a locally-owned smoothie and healthy food business, is excited to announce the opening of its second location in Piqua Station, a new redevelopment project in downtown Piqua. Piqua Station is a collaborative effort between Small Nation and Winans Coffee & Chocolate, designed to revitalize the downtown area and provide space for new businesses to thrive.

Smoothie Life, which has successfully operated in Sidney, Ohio, since 2021, started as a dream, trying to fill a gap in the community for fresh and healthy food options. Once the vision came to life, owner Julie Casiano and general manager Kaci Sage knew they wanted to do and be more. They have grown the business into a workplace that represents inclusivity, proudly employing many members of the Down syndrome community and striving to make a change not only in their lives, but allowing them to make a change in their customers' lives.

“Starting from the very beginning of our process, we ensure everything we make is done with fresh, quality products that can make you feel good about eating or drinking them,” said Casiano. “We also believe that it is more than ‘just food’ in our establishments and we strive to create a welcoming and positive environment ensuring every guest who comes in the door knows how happy we are to have them.”

The new Smoothie Life location is the newest business to open in Piqua Station after MB Aesthetics, which was already established in the building. In addition to Smoothie Life, the space will soon welcome BUILD Cowork + Space Piqua, further positioning the building as a hub for business and wellness.

Smoothie Life offers a variety of products, including smoothies, wraps, salads, sandwiches, organic juices, local honey, and custom merchandise. With a menu built around fresh, quality ingredients, the business provides healthy dining options while fostering

a positive and inclusive atmosphere. The Piqua location also offers grab-and-go Meal Prep Life meals, pop-up collaborations with local vendors, and a welcoming space for gatherings and events.

“Smoothie Life is a fantastic addition to Piqua Station,” said Jason Duff, Founder & CEO of Small Nation. “Julie and her team have created a brand that goes beyond just serving healthy food - they are building community and providing an environment that welcomes everyone. Smoothie Life is exactly the kind of business we are excited to bring to Piqua as part of this redevelopment effort.”

Smoothie Life opened its doors at 115 E. High St. in Piqua on October 4 and is open daily, 7 AM to 7 PM. Learn more about the smoothie business by following on Facebook and learn more about their meal prep offerings at [TheMealPrepLife.com](https://www.themealpreplife.com).







## SMALL NATION PRESENTS AT THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL CONFERENCE

Small Nation was in Denver recently, with the team attending the International Economic Development Council (IEDC) Annual Conference. The IEDC, the largest organization of its kind, is dedicated to promoting leadership and excellence in economic development across communities of all sizes. This year's theme, "Championing Economic Development Superheroes," highlighted remarkable efforts nationwide to build stronger, more resilient local economies.

Founder Jason Duff presented in the Best Practices in Rural Sustainable Economics session, sharing how small towns like Bellefontaine are using creativity, collaboration, and community to drive their revitalization. While these towns may lack the resources of larger cities, they are achieving renewal through strategic investments, entrepreneurship, and the redevelopment of historic spaces.

While in Denver, the team visited the Stanley Marketplace in Aurora and the Milk Market in downtown Denver, two inspiring examples of adaptive reuse projects. The Stanley Marketplace transformed a former aviation manufacturing facility into a bustling food and retail destination. The team met with several new business owners and appreciated the diversity, energy, and vibrancy at each unique stop, including the standout Iron & Resin men's shop. The Milk Market repurposed a former dairy processing plant into a lively hub of restaurants and shops, showcasing how reimagining older buildings can breathe new life into communities, create jobs, and attract people to urban spaces.

Small Nation extends gratitude to the IEDC for the opportunity to be part of this impactful event and to share the successes of small-town America. Denver offered fresh, creative, and practical ideas and strategies that the team looks forward to bringing back to advance its mission of revitalizing rural communities.

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# RAINBOW ROW BELLEFONTAINE WINS BEST COMMERCIAL REHABILITATION AT HERITAGE OHIO ANNUAL AWARDS

October 18, 2024 - Small Nation's project, Rainbow Row Bellefontaine, has won the Best Commercial Rehabilitation - Small Community award at Heritage Ohio's Annual Awards ceremony. The award was presented on Tuesday, October 15, during a ceremony held at the historic Midland Theatre in Newark, Ohio. Over 100 nominations were received for 11 awards.

The award recognizes the exceptional rehabilitation of Bellefontaine's Rainbow Row, a key downtown property that has been transformed from a neglected site into a vibrant location for local businesses and visitors. Rainbow Row Bellefontaine was selected based on its adherence to proper preservation techniques and its contribution to revitalizing the community through thoughtful, sustainable redevelopment.

"We are incredibly honored to have received this award," said Jason Duff,

Founder and CEO of Small Nation. "Rainbow Row represents the very heart of our mission - revitalizing historic spaces to create economic opportunities and community vibrancy in small towns like Bellefontaine. This project would not have been possible without the support of our partners at Revival Design Collective and Level MB Construction, the dedication of our team, and the belief that our downtown can be a destination for residents and visitors alike."

Originally built in the late 19th century, the Rainbow Row Bellefontaine property had fallen into disrepair, with its storefronts vacant and its upper floors uninhabitable. Purchased by Small Nation in 2021, the building underwent a \$1.2 million transformation. The project included extensive structural and aesthetic renovations, such as the restoration of a historic slate roof, façade updates inspired by Charleston's iconic Rainbow Row, and the conversion of upper floors into short-term rentals.

Today, Rainbow Row is home to five locally owned businesses, including a craft beer store, art studio, and tattoo studio. The second-floor Flats at Rainbow Row provide much-needed lodging options for visitors to Bellefontaine and Logan County.

The Best Commercial Rehabilitation - Small Community award celebrates the project's role in preserving the character of Bellefontaine's downtown while injecting new life into the community.

Heritage Ohio prompts economic growth through the preservation and revitalization of downtowns and neighborhoods across Ohio. Heritage Ohio is the designated statewide Ohio preservation partner with the National Trust for Historic Preservation. Through saving the places that matter we can all build a community and live better. Learn more about how to get involved by visiting [www.heritageohio.org](http://www.heritageohio.org).



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Discover a blend of functionality and convenience with Suite 201, a fully furnished office suite located on the second floor of our flagship BUILD Cowork + Space location. This suite offers a versatile setup ideal for professionals or teams seeking a private workspace with premium amenities.

**Lease Rate: \$1,250 per month. 400 Square Feet. All utilities included.**

**CONTACT US FOR MORE INFORMATION**

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# SMALL NATION™

# FOR LEASE Navidad

This holiday season, we at Small Nation are excited share several great storefront, office and storage locations that could be perfect for you or someone you know. We have a select number of spaces available for you in Downtown Bellefontaine, Marysville, and Piqua, offering unique opportunities for entrepreneurs and businesses looking to make their mark in the new year.

To celebrate the season, we're also including special holiday incentives and price drops several select properties. In addition, if you sign by December 31<sup>st</sup>, you'll receive a \$1,000 marketing stipend to spend on new signage, PR or advertising services. This is one additional way we can create value as you consider opening a new business, expanding one of your existing business or is a perk that you can pass along to friend you may know who might be looking to open and hit the ground running in 2025.

FOR PIQUA locations only: if you sign a lease in Piqua Station, we will throw in 3 months of a BUILD Piqua membership for free and a \$100 Smoothie Life gift card to share delicious smoothies with your family and friends.

Whether you're dreaming of opening a boutique, expanding your office, or launching the next great restaurant, we're here to help you every step of the way.

To check our more available properties and holiday deals, visit [forleasedowntown.com](http://forleasedowntown.com).



## 133-135 SOUTH MAIN STREET

Lease Term: 1 Year Minimum

Square Footage: 3,098

Full Basement: 3,098

Tenant Responsibilities: Utilities, Water/Sewer, Gas, Electric, Internet

Landlord Responsibilities: Trash

Parking: One spot provided



## 123 WEST COLUMBUS AVE

Lease Term: 1 Year Minimum

Square Footage: 1,368

Full Basement: 3,098

Tenant Responsibilities: Water/Sewer, Trash, Gas, Electric, Internet, Snow Removal



## 139 WEST COLUMBUS AVE

Lease Term: 1 Year Minimum

Square Footage: 100-200

Full Basement: 3,098

Suites include smart TV, all utilities, high speed WiFi, access to bookable private meeting & event spaces, access to both Opera Suites by BUILD and BUILD Marysville



# CELEBRATING DOWNTOWN TIFFIN



Small Nation was in Tiffin recently, where Jason Duff had the honor of presenting at Downtown Tiffin's Main Street Celebration. The Main Street Four Point Approach - Design, Promotion, Economic Vitality, and Organization - serves as a foundational framework that empowers communities to lead their own transformation. By concentrating on these key areas, towns like Tiffin foster environments where local businesses can thrive, public spaces become more inviting, and community pride is cultivated.

Tiffin has an exceptional commitment to this approach. Their Main Street program is one of the best in Ohio and holds national accreditation, reflecting the dedication and hard work of their team and community members. It is inspiring to see how Tiffin has effectively applied Main Street principles to create a vibrant downtown that appeals to both residents and visitors.

Special thanks go to the Downtown Tiffin organization and Director Donna Gross for hosting the event and setting a remarkable example for communities across Ohio. Their leadership and vision are paving the way for a brighter future, not only for Tiffin but for all who are invested in strengthening small towns throughout the state.

## THE POWER OF AMENITIES IN REDEVELOPMENT

Amenities are one of the most important aspects to consider when planning to redevelop properties or communities. The Wall Street Journal recently wrote all about just that - the importance of amenities in rebuilding a neighborhood and one developer who took on buying and investing, and filling, a struggling office tower.

When reading the piece<sup>1</sup>, there is a clear connection between the importance of amenities and the redevelopment of both small towns and larger urban areas. The story of 1Tower Center in New Jersey illustrates how a strategic investment in modern amenities transformed a once-dated office building into a thriving hub. The investor recognized the need for features like a gym, movie theater, and engaging communal spaces, which were pivotal in attracting tenants and addressing the evolving expectations of the workforce.

This principle holds significant relevance for the redevelopment of small towns and downtown districts. Just as 1Tower Center succeeded by listening to tenant feedback and enhancing its offerings, small towns must prioritize amenities that foster community engagement and attract businesses. Amenities such as fitness facilities, coffee shops, and local retailers can significantly improve the appeal of a town, making it a desirable location for both residents and potential investors.



Moreover, as seen in the success of both suburban and urban developments, the right location is crucial. Access to good transportation, proximity to residential areas, and connections to local businesses can all enhance a space's attractiveness. For small towns aiming to revitalize their downtowns, integrating well-thought-out amenities and ensuring good accessibility can lead to a resurgence in occupancy and community involvement, much like what has been observed in New Jersey's office market.

Ultimately, the success stories of developments like 1Tower Center provide a roadmap for small towns seeking revitalization. By focusing on amenities that cater to modern needs and ensuring strategic locations, towns can effectively draw people back, fostering growth and enhancing the quality of life for their residents.

<sup>1</sup> <https://www.wsj.com/real-estate/commercial/location-location-golf-simulator-a-developer-cracks-the-office-market-code-eb479701>



## SMALL NATION AWARDED MAX EVANS TOURISM AWARD

Small Nation was honored with the Max Evans Tourism Award from the Logan County Chamber of Commerce and the Logan County Visitors Bureau during this year's Stars in Business Night. This recognition holds special meaning for our team, as promoting tourism and driving visitation to Downtown Bellefontaine has always been at the heart of our mission. We are dedicated to making our community a vibrant, best-in-state destination that draws visitors from across Ohio and beyond.

Tourism is essential to the lifeblood of our local economy. Nearly every week, we have the privilege of welcoming tours to Downtown Bellefontaine, showcasing its unique shops, diverse dining, and revitalized historic spaces. By managing key downtown assets and leading strategic marketing efforts, we position the area as a prime destination for exploration, culture, and community. This work supports our local restaurants, retailers, and small businesses, ensuring they thrive as they benefit from a steady stream of visitors who come to experience the charm and energy that make Bellefontaine truly special.

We extend our heartfelt thanks to the Logan County Chamber of Commerce and the Logan County Visitors Bureau for this tremendous honor. Your recognition inspires us to continue building and innovating for the betterment of our town and region. Additionally, we want to congratulate all the other award winners from this year's Stars in Business Night. Your hard work and dedication make Logan County a remarkable place for residents and visitors alike.

## BILLBOARD SPOTLIGHT: WAYNE HEALTHCARE



Wayne HealthCare's new billboard campaign with COMSTOR Outdoor hit the boards this month, spreading their message of health and wellness throughout Darke County and beyond. Partnering with Small Nation's outdoor advertising arm, Wayne HealthCare is showcasing their nearly 100-year legacy of exceptional care and community commitment.

Wayne HealthCare's new campaigns emphasize their dedication to supporting patients at every stage of life. It serves as a powerful reminder of their mission to help individuals and families discover healthier ways of living, a commitment that has remained steadfast through a century of change.

Wayne HealthCare has been a cornerstone of the Darke County community, providing compassionate, high-quality healthcare to residents for generations. Their values of trust, empathy, and innovation are evident in every interaction, making them a vital partner in the community's health journey.

This collaboration with COMSTOR Outdoor allows Wayne HealthCare to amplify their message of care and

connect with more residents. Leveraging COMSTOR Outdoor's extensive network of over 400 billboard faces across western Ohio and eastern Indiana, the campaign ensures Wayne HealthCare's story reaches far and wide, reinforcing their role as a trusted healthcare provider.

At Small Nation, we share Wayne HealthCare's commitment to community vitality. This campaign not only highlights Wayne HealthCare's incredible impact but also reflects our shared goal of supporting businesses and organizations that enhance the well-being of the communities we serve. Through this partnership, Wayne HealthCare continues to stand as a beacon of care and trust, dedicated to improving lives across Darke County.



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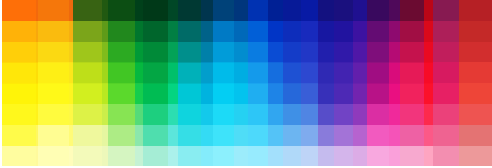
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