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Q3 2025 MAIN STREET QUARTERLY REPORT
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MAIN STREET
QUARTERLY REPORT

Q3 2025

A LETTER FROM JASON

Over the past several months, I've had the privilege of traveling to small towns across the country, listening to entrepreneurs, city leaders, and community members who are working every day to strengthen their local economies. What stands out in every conversation is a common theme: optimism.

Despite the headlines about inflation, global challenges, or uncertainty in the markets, small business owners are telling a different story. Surveys confirm what we are hearing firsthand - 92 percent of small business owners expect growth in the next twelve months. That's not just a statistic. It's proof of the resilience and determination that defines the small business spirit.

In Bellefontaine, we've seen this optimism in action. Once-vacant storefronts are now home to thriving restaurants, retailers, and service providers. Our downtown has transformed into a destination that welcomes visitors from across the region. And we're proud to see similar transformations taking root in towns all over. The story of small-town America is no longer one of decline - it's one of comeback, growth, and innovation.

One of the most exciting opportunities fueling this comeback is the rise of new tools and technology that were once out of reach for small-town entrepreneurs. Artificial intelligence is a great example.

I've seen coffee shop owners use AI to draft social media content, retail store managers rely on it to generate product descriptions, and service providers apply it to streamline customer communication. It doesn't replace the creativity and personal touch that make small businesses special, it enhances

them. These tools help owners save time, focus on their strengths, and connect with more customers. For towns like ours, where small business owners wear multiple hats every day, that's a game changer.

Beyond technology, there's another trend we can't ignore: the power of partnerships and collaboration. Across the country, we're watching as entrepreneurs, developers, and community leaders work together in new ways to solve problems and create opportunities. It might be a group of business owners joining forces to launch a downtown event. Or a retailer teaming up with a restaurant to cross-promote and share customers.

When small businesses collaborate, they don't just grow individually, they elevate the entire community. Bellefontaine is proof of that. The comeback we've experienced here was not the work of one company or one leader. It's been a collective effort of entrepreneurs, property owners, local government, and citizens who care deeply about their town.

At Small Nation, we believe this blend of optimism, innovation, and collaboration is what creates lasting change in small towns. It's not a complicated formula, but it does require vision, persistence, and the courage to try new things.

As we look ahead to the upcoming holiday season and the year beyond, I encourage every small business owner, community leader, and aspiring entrepreneur reading this to lean into the opportunities in front of you. Adopt a mindset of growth, even when challenges arise. Explore the new tools available to make your work more effective. And most importantly,

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seek out ways to partner with others who share your vision for a stronger community.

The future of small towns is bright, and it's being written right now by people like you. Together, we can continue to prove that small places can do big things.

Jason Duff

ALLWAYS BREWIN' COFFEE SHOP NOW OPEN IN DOWNTOWN BELLEFONTAINE

A new kind of coffee experience is now in Downtown Bellefontaine. Allways Brewin', an energetic and offbeat coffee shop co-owned by mother-daughter duo Robin and Jamie Burton, opened its doors downtown on September 6, 2025.

The business began as a mobile coffee trailer, with Robin and Jamie serving both on the road and set up at their family homestead. The trailer quickly gained strong community support and built a loyal following, giving them the confidence to take the next step, opening a permanent brick and mortar location downtown.

With a name inspired by Jamie's grandfather, who always spelled the word "allways" as a reminder to love in all ways, the shop blends passion, personality, and plenty of caffeine into every cup. "We've always had a love for coffee," said Burton. "With over 16 years of combined experience, this shop is a dream come true and a tribute to the people who helped us get here."

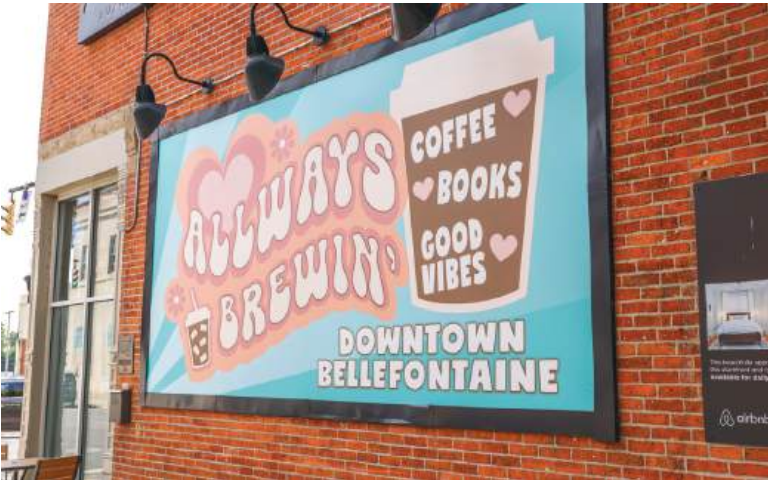
Allways Brewin' sets itself apart from the average coffee shop. Self-described as a "chaotic brewing apothecary," the space will offer a full espresso and tea bar alongside creative options like energy drinks, dirty sodas, smoothies, lemonade, and gluten-free baked goods. But it's more than just drinks. The shop also features a curated collection of used books, vinyl records, and nostalgic finds that invite guests to slow down and stay a while. Its retro, book-loving, alternative vibe makes it a welcoming spot for anyone looking for something a little different.

"Our mission is to serve up delicious drinks with a side of individuality," said Jamie. "Whether you're here for the coffee, the community, or just to browse the bookshelves, we hope you leave feeling energized and welcomed."

In addition to its daily offerings, Allways Brewin' plans to host community events, live music, kids' programming, and rotating artist features throughout the year.

"We're excited to welcome Allways Brewin' to the downtown," said Keyne Strickland, Leasing and Property Manager at Small Nation. "Jamie and her mom bring a fresh perspective and a lot of heart to the space. This isn't just a coffee shop, it's a personality-filled destination that's going to quickly become a favorite hangout."

Allways Brewin' is located at 200 W. Columbus Ave. Follow their journey on Facebook or visit their website at allways-brewin.square.site.



BRUNS CONSTRUCTION ENTERPRISES: EXPERT ROOFING AND CONSTRUCTION SOLUTIONS SINCE 1951

Since 1951, Bruns Construction Enterprises has been building more than structures, we've been building trust, reliability, and long-term partnerships. What began as a one-man construction company has grown into a group of companies serving commercial and industrial clients across Ohio.

Our newest chapter includes renovated offices and a dedicated facility for Ohio and Indiana Roofing, our commercial and industrial roofing division.

Your Partner in Roofing & Construction

As a full-service contractor, Bruns Construction Enterprises delivers integrated solutions for design, construction, and roofing. By self-performing major phases of every project, we offer consistent quality, reliable timelines, and seamless communication.

A core specialty is commercial and industrial roofing, led by our expert team at Ohio and Indiana Roofing.

Roofing with Purpose

We go beyond basic roofing. Our services support business performance and long-term value by working closely with building owners, property managers, and investors to manage roofing assets through every stage of a building's lifecycle.

Our roofing solutions include:

- New Installations & Replacements
- Preventative Maintenance & Emergency Repairs
- Roof Inspections & Reports
- Warranty Transfers
- Lifecycle Cost Analysis & Budget Planning
- Energy Efficiency Strategies
- Temporary Fixes & Storm Response

Whether it's a full replacement or targeted repair, we focus on aligning with your short- and long-term goals.

Built by Owners, Driven by Values

As an Employee Stock Ownership Plan (ESOP) company, every team member is also an owner. This shared investment drives our commitment to quality, accountability, and long-term success.

We're guided by values that shape every project:

- Faith & Family: We treat each other and our clients with care and respect.
- Honesty & Integrity: We do what's right, always.
- Pride in Ownership: We stand behind our work and reputation.
- Enjoyable Work Environment: Inspired people do their best work.

More Than Roofing

While Ohio and Indiana Roofing specializes in high-performance roofing solutions, our family of companies at Bruns Construction Enterprises offers much more.

Bruns Building & Development
Full-service design and project management, guiding clients from concept through completion with in-house planning and seamless execution.

RCS Construction
Commercial and residential general contracting and renovations, powered by self-performing crews who ensure consistent quality and efficiency.

Bruns Industrial Construction
Specializing in industrial-scale builds, including structural steel, electrical systems, pipe fitting, and other complex infrastructure work.

Glassco
Custom interior and exterior glazing solutions, from storefronts and curtain walls to conference room glass, privacy tints, and more.

Bruns General Contracting
With a full range of premium design/build and general contracting services, serving both small and large scale projects including commercial and industrial buildings, office buildings, ministries and healthcare.

Committed to Community

Whether repairing roofs or building facilities from the ground up, our work supports the belief that strong businesses help build strong communities. We proudly give back through sponsorships, volunteering, and local partnerships.

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For reliable roofing or full-scale construction support, Bruns Construction Enterprises is ready to help.

Visit bruns1951.com to learn more or start the conversation.





proof.
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BY SMALL NATION

PROOF. POP-UP SHOP OFFERS A LAUNCHPAD FOR SMALL BUSINESSES IN DOWNTOWN

A new retail concept is now open in Downtown Bellefontaine, and it's already bringing fresh energy to Rainbow Row Bellefontaine. Proof. Pop-Up Shop is a modern pop-up shop space designed to give entrepreneurs, artists, and makers a short-term, move-in-ready storefront without the high overhead or long-term commitment of a traditional lease. Located at 116 W. Chillicothe Ave., this space offers a flexible, affordable way for small business owners to test ideas, build brand awareness, and interact directly with customers in one of the city's busiest downtown areas.

Launched by Small Nation, Proof. was created with the goal of lowering the barrier to entry for business ownership. With flexible lease options of one, two, or three months, tenants can move in and start selling quickly, without needing to invest in furniture, fixtures, utilities, or other costly startup requirements. Everything is turnkey and ready to go from day one.

The space is fully furnished with retail display fixtures, a check-out counter, a back storage room, high-speed Wi-Fi, and all utilities included. Tenants also benefit from access to the downtown's community events, nearby free parking, two large Smart TVs for signage or promotion, and a disco selfie wall that helps draw foot traffic and adds to the customer experience. Each business is also welcomed with a promotional spotlight on Proof.'s social media platforms. And for those who want additional exposure, Proof offers an optional marketing package with professional photos, a press release, and local media outreach to help boost visibility.

Monthly rent is competitively priced for the space, location, and amenities included. Standard rent is \$1,295, but for the peak months of November and December, when downtown Bellefontaine sees increased foot traffic due to the holiday season, the monthly

rate is \$1,595. These months are a prime opportunity for brands that sell giftable products, seasonal items, or want to participate in downtown events that draw large crowds to Rainbow Row and surrounding businesses.

The space is already seeing interest from a range of creators and entrepreneurs, and July marked the debut of its very first tenant. Jessica Rohrs, owner of Greener Threads, opened the doors to her custom embroidery business as Proof.'s inaugural occupant. Specializing in high-quality, personalized apparel and accessories, Greener Threads offers embroidered sweatshirts, t-shirts, hats, and more. Jessica's creativity and attention to detail have made a strong impression, and she's been a perfect fit to help kick off the Proof. concept.

Jessica operated Greener Threads in the space throughout the month of July. The response has been positive, and Brianna Lewis, Proof. manager for

Small Nation, is already in talks with additional businesses to fill the space in the coming months. October, November, and December are currently available for lease, and several inquiries are already being reviewed.

Proof.'s location on Rainbow Row is a key part of what makes it so attractive. The colorful building and surrounding blocks are home to a mix of established shops and restaurants, including The Craft Emporium, Wild Mushroom Tattoos, City Sweets & Creamery, Don's Downtown Diner, and The Syndicate. With consistent foot traffic, free city parking lots nearby, and a strong social media presence, Proof. tenants benefit from both visibility and community support.

The space is ideal for retail brands, artists and makers, seasonal businesses, and anyone looking to build their customer base without committing to a long-term commercial lease. From clothing boutiques and gift shops to photographers, pop-up bakeries, and artisans, Proof offers the flexibility and exposure needed to take an idea from concept to reality in a matter of days.

To learn more about how the process works or take the next step, applications and more information are available at itsproof.com, or reach out to Brianna Lewis at **937-565-1993** or brianna@buildcowork.com to start the process for renting the space. The website outlines everything potential tenants need to know about pricing, availability, and amenities. The Proof. team is also available to help walk you through the setup process and explore whether this opportunity is the right fit for your business goals.

With its low-risk lease terms, built-in amenities, and strong downtown location, Proof. is giving new businesses the chance to make a big impact - without taking on big risk. As Downtown Bellefontaine continues to grow as a destination for shopping, dining, and experiences, Proof. is helping to open the door for what's next.



BILLBOARD SPOTLIGHT: CHOICE PROPERTIES

If you've been driving around lately, you may have noticed some familiar faces on COMSTOR Outdoor billboards. Choice Properties Real Estate is proudly showcasing their realtors across the region, making sure the community knows exactly who to call when it's time to buy or sell a home. The campaign is all about visibility and trust. By putting their agents front and center on high-traffic billboards, Choice Properties is reminding everyone that they've got a team of local experts ready to help.

Working with COMSTOR Outdoor gives Choice Properties the chance to reach thousands of drivers every single day. It's a simple but powerful way to stay top-of-mind in today's busy real estate market. So, next time you're on the road, keep an eye out for those Choice Properties billboards - and remember, the faces you see are the ones ready to guide you through your next move.

Start your own outdoor advertising campaign with our experts at comstoroutdoor.com or **937-842-5169**.



MAYOR AWARDS DUFF KEY TO CITY OF BELLEFONTAINE

In a surprise ceremony in August, Bellefontaine Mayor David Crissman presented Small Nation Founder and CEO Jason Duff with the key to the city, recognizing his leadership in transforming Downtown Bellefontaine into a thriving destination for residents, businesses, and visitors.

Mayor Crissman stopped by the Small Nation offices to make the presentation, joined by city staff and members of Duff's family. "I wanted to do something for you and to thank you for everything you've done for Bellefontaine," Crissman said during the ceremony. "Your vision and hard work have made a lasting impact on our community."

A fourth-generation entrepreneur, Duff launched Small Nation with a mission to bring new life to small towns by redeveloping historic properties

and recruiting entrepreneurs to open businesses in once-vacant spaces. Using what he calls the Small Town Success Formula, Small Nation has restored more than 56 buildings in Downtown Bellefontaine, launched dozens of restaurants and retail shops, and added loft apartments, sparking new economic growth and momentum across the community.

The revitalization has included landmark dining destinations such as Six Hundred Downtown, Brewfontaine, and Bella Vino Events & Wine Room, along with entertainment venues, coffee shops, boutiques, and family-friendly dessert shops. These investments have created jobs and helped establish Bellefontaine as a model for other towns working to reinvent their downtowns.

Accepting the honor, Duff reflected on the journey. "This recognition isn't just

about me - it's about the entrepreneurs, business owners, city leaders, and community members who believed that Bellefontaine could be something more," Duff said. "Years ago, many storefronts sat empty. Today, our downtown is filled with restaurants, shops, and gathering places that bring people together and support our local economy. I'm grateful to be part of a community that never gave up on itself and continues to push forward."

Looking ahead, Small Nation is continuing to develop new projects in Bellefontaine, including additional entertainment venues and event spaces to strengthen the city's role as a destination for business and tourism.



INK RITUAL TATTOOS OPENS IN DOWNTOWN BELLEFONTAINE

A new tattoo studio focused on art, inclusion, and comfort is opened its doors in Downtown Bellefontaine on Saturday, July 19. Ink Ritual Tattoos, located at 130 S. Main Street, Suite 105 inside the Main Street Marketplace, celebrated its grand opening with a raffle, meet-and-greet, and live tattoo sessions throughout the day.

Owned by husband-and-wife duo Whitney Sites-Kelley and Brandon Kelley, Ink Ritual Tattoos brings a fresh approach to the tattoo experience, emphasizing personal connection, thoughtful design, and a supportive atmosphere for all clients.

"We wanted to create a studio where people feel heard, respected, and empowered, whether it's their first tattoo or their fiftieth," said Whitney Sites-Kelley. "We've poured our hearts into creating a space that feels like home."

Brandon Kelley, originally from California, completed his tattoo apprenticeship on the West Coast before relocating to Ohio. His work features a wide range of styles, including black and gray, realism, color, script, and illustrative designs. In addition to custom pieces, the studio offers flash tattoos, cover-ups, and a playful "get-what-you-get" machine for adventurous guests.

"Ink Ritual is more than a tattoo studio, it's a creative space designed to put people at ease and celebrate self-expression," said Keyne Strickland, Leasing and Property Manager at Small Nation. "Whitney and Brandon bring incredible talent and an inclusive mindset that fits perfectly with the energy of Downtown Bellefontaine."

As the business grows, Ink Ritual Tattoos will also offer branded merchandise, tattoo aftercare products, and artist-made apparel. The couple plans to participate in downtown events, host flash tattoo days, and collaborate with other local businesses.

To learn more or book an appointment, visit inkritualtattoos.glossgenius.com, follow on Instagram and Facebook, or email inkritualtattoos@gmail.com.



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SMALL TOWN SUCCESSES

Small Nation continues to partner with communities across Ohio that are working to revitalize their downtowns and strengthen local economies. Recent visits to Circleville, Jackson, and Zanesville offered the opportunity to connect with civic leaders, business owners, and residents who are investing in the future of their towns.

In Circleville, Small Nation participated in a Small Town Success Downtown Development Assessment, engaging in collaborative discussions on activating vacant buildings, recruiting a strong tenant mix, and developing a more cohesive story for the downtown experience. Known for the Circleville Pumpkin Show and long-standing businesses like Lindsey's Bakery and Wittich's Candy Shop, Circleville's unique character and historic roots continue to make it a place worth investing in.

In Jackson, the team explored the community's revitalization efforts as well. With a history tied to the Hanging Rock Iron Region, Jackson is leveraging its industrial past and small-town charm to create new opportunities. From thriving local coffee shops to creative small businesses and unique local treats like "The Bubble," the town is cultivating the kind of authentic experiences that attract both residents and visitors.

The visit to Zanesville coincided with the Reinvention Cities Network event, hosted by the Greater Ohio Policy Center. Once known as the Pottery Capital of the World and briefly Ohio's capital, Zanesville is honoring its legacy while planning for the future. Highlights included tours of the Secrest Performing Arts Center and the John McIntire Library, as well as discussions with local and state leaders on housing, real estate development, and downtown investment strategies.

Small Town Success Insight Visits and Downtown Development Assessments are core offerings from Small Nation. Communities are invited to visit Downtown Bellefontaine to see revitalization strategies in action - ranging from upper-floor housing and creative retail to public space improvements and storytelling techniques. For towns looking to spark similar change, Small Nation follows up those visits by conducting on-site assessments tailored to local goals, providing practical tools and next steps for building momentum. These experiences are designed to inspire, inform, and equip communities with the insight needed to take their downtown to the next level.

To inquire for your community, email Ann Donnelly at ann@smallnation.com.



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WROCK BOTTOM BAR BRINGING NEW NIGHT LIFE SCENE TO DOWNTOWN BELLEFONTAINE

A new bar is now open in Downtown Bellefontaine. On Friday, August 29, Wrock Bottom Bar opened its doors at 121 W. Chillicothe Ave., offering a relaxed, come-as-you-are atmosphere with cold drinks, games, and a casual crowd. Owned by Andrea and Rodney Wrocklage, local entrepreneurs behind Four Acre Clothing Co. and many other successful businesses in the community, Wrock Bottom is their latest venture in building local experiences. The name is a tongue-in-cheek play on their last name, Wrocklage, and reflects the laid-back, all-fun attitude at the core of the bar's identity.

Wrock Bottom Bar isn't aiming to be upscale or trendy. Instead, it's a neighborhood dive bar serving up ice-cold domestics, beer buckets, simple cocktails, and a wide selection

of bourbon and spirits. The space features pool, darts, Keno, a retro-style "barcade," and several big-screen TVs for sports fans. Outside, a large patio promises to be a favorite hangout spot once the doors open.

"We're not trying to be fancy. Just real," said Andrea. "Wrock Bottom is the kind of place we personally enjoy - good drinks, great people, and a relaxed atmosphere. That's what we're bringing to Downtown Bellefontaine."

The bar will offer carryout drinks, rotating bar food with playful names, and regular events including karaoke, live music, and food truck partnerships. A full calendar of themed nights, game nights, and community events is also in the works.

"Wrock Bottom is another great example of the energy and creativity Andrea and Rodney continue to bring to Downtown Bellefontaine," said Keyne Strickland, Leasing and Property Manager for Small Nation. "They've created a space that's casual, comfortable, and built for people who just want to enjoy themselves."

Wrock Bottom Bar is located within Downtown Bellefontaine's Designated Outdoor Refreshment Area (DORA), which allows visitors to enjoy alcoholic beverages outdoors within marked boundaries. That means patrons can grab a drink from the bar and explore downtown shops, events, and public spaces - all with a DORA cup in hand.

For the latest updates and more information, follow Wrock Bottom Bar on Facebook, Instagram, and TikTok at [@wrockbottombar](#).



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