

Main Street WOOSTER

HISTORIC DOWNTOWN

Your Local Advantage

- ② 377 West Liberty Street, Wooster, OH 44691
- ® 330-262-6222



What is <u>Main Street Wooster?</u>

Main Street Wooster, Inc. is a nonprofit organization established in 1985 to revitalize Downtown Wooster.

Our mission is to enhance the community of Wooster by improving the quality of its Downtown business and living environment through organization, design, promotion, and economic development.

Our staff members, Board of Trustees, community leaders, and volunteers work as a team to make historic Downtown Wooster a thriving hub for locals and visitors alike. We help unite the business, nonprofit, and academic sectors to pursue our shared goal of creating a vibrant community that draws on the unique history and culture of Wooster.







What We Do

- Encourage visitors by presenting over 90 free public events each year, including the Main Street Music Series, the Farmers' Market, Kids' Day, and Window Wonderland.
- Promote economic development by marketing Downtown Wooster as a desirable location and working to fill Downtown vacancies.
- Facilitate historic preservation by offering grant opportunities and educational resources for rehabilitation.
- Administer beautification projects, including public art, Downtown banners, and seasonal decorations.







We would welcome the opportunity to partner with you and your business to help you make connections within our community, as well as benefit from the many opportunities and events that Main Street Wooster sponsors each year.

Please get in touch with me directly with any questions or for more information about partnership opportunities at: 330-262-6222 or Shannon@mainstreetwooster.org.



Shannon Waller, Executive Director



WOOSTER AT A GLANCE



Population: 27,480

Daytime Population: 35,900

Total Households: 10,950

Growth: More than 4% over the past decade

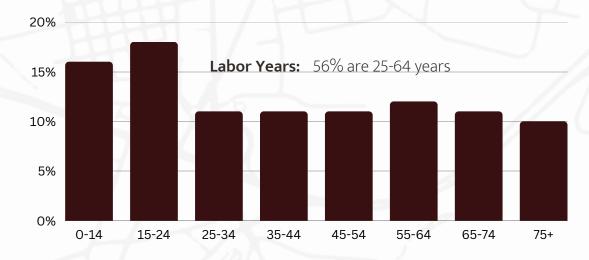
Median Income: \$56,828



Male: 48.31%

Female: 51.69%

Median Age: 38.71



✓ Downtown Residential Vacancy Rate: < 5%







THE DOWNTOWN ADVANTAGE



Within walking distance of Public Square, you'll find:

- More than 60 public art installations
- More than 40 retailers
- More than 20 restaurants
- More than 10 salons & spas
- Nine specialty drink shops
- Eight churches
- Two hotels

FREE DOWNTOWN PARKING





"I love the charm and character of Downtown Wooster. It is accessible from a walking standpoint, and there are a ton of great stores and restaurants. Our work environment is much more appealing than an office park venue."

Melissa Mariola-Davis. Cutler Real Estate







TOP MICROPOLITAN

Wooster is ranked the top Micropolitan Economy in Ohio, 14th in the nation, according to the Policom Corporation's (policom.com) 2022 annual economic strength rankings. The Wooster Micropolitan Area retained its #14 ranking for strongest performing micropolitan economy in the nation, among 543 micropolitan areas. Wooster was also the top performer among Ohio's 32 micropolitan areas. Despite major shifts in rankings among micropolitans due to COVID-19 impacts, Wooster's diverse industrial base, coupled with the community's strategic economic development and planning, proved steady and sustainable growth over the tumultuous period. Wooster's population has gown by more than 4% over the past decade, and that trend is expected to continue.

The City's Office of Economic Development believes Wooster's continued strength owes itself in large part to its:

 Heavily diversified manufacturing sector, which sees continual creative advancements.

- Constructive public-private partnerships.
- Strategic and careful use of discretionary tax incentives.
- The community's efforts toward fostering a high quality of life to attract and retain economic opportunities, including a vibrant Downtown, its topranked public school systems, its growing network of parks, and its reliable infrastructure.







AWARD WINNING HOSPITAL

The Wooster Community Hospital Health System has repeatedly been named a Fortune/Merative (Formally IBM Watson) TOP 100 Hospital in the Nation. 2022 was the 8th time they have been awarded this prestigious honor and the 5th year in a row.

QUALITY OF LIFE

The City of Wooster has been named Ohio's Best Hometown, and a Bizjournals survey named it a U.S. "Dreamtown."

LOCATION

- Wooster is a walkable city with 12 miles of dedicated biking trails.
- Residents spend an average of 16 minutes commuting to work.
- Wooster is served by multiple airports within 50 miles.
- Interstates can be accessed 9 miles away.

NEW DOWNTOWN BUSINESSES

The City of Wooster's Economic Development Strategic Plan includes the development of an Arts District and Artist Village on the southwest side of Downtown Wooster as well as an entertainment district on the east side of Downtown. Recent additions include:

- Mariola Italian Restaurant
- Liberty Beall Apartments
- Beef 'O'Brady's Restaurant
- Fleet Feet Running Gear
- Olive Lane Oils & Vinegars
- Dream Face & Skin Bar
- Flourish Beauty Bar

WOOSTER COMMUNITY HOSPITAL

Ice Plant Event Center



LOW COST OF LIVING/COST OF DOING BUSINESS

The overall cost of living in Wayne County is 10% below the national average. Housing costs are 35% below the average of other U.S. communities.

Wayne County offers a competitive tax environment with low property, sales, and income taxes compared to neighboring communities in Northeast Ohio.

Ohio is executing reform that is substantially lowering the cost of doing business in the state - with the goal of having the lowest taxes in the Midwest.

EDUCATION

Wooster High School has earned the prestigious U.S. News & World Report's Best High School award for ranking in the top 10% of nearly 18,000 schools nationwide and nearly 700 in Ohio. Within its Ohio Department of Education Similar District Cohort, Wooster ranks #1 overall.

The College of Wooster, with approximately 2,000 students from around the world, is ranked among the Top Ten liberal arts colleges in the country by U.S. News & World Report.

The Ohio State University's Ohio Agricultural and Research Development Center (OARDC), with approximately 500 students, is the nation's largest research facility dedicated to the AgBiosciences.



Façade Funding

The Downtown Wooster Commercial Façade Renovation Program helps businesses beautify and revitalize their storefronts. The program, in partnership with the City of Wooster, offers grants of up to 30% of your façade renovation costs, with a maximum reimbursement of \$5,000 per project. The City of Wooster has allocated \$25,000 for Façade Grants in 2023! Grants help to:

- Increase the likelihood of business activity.
- Enhance the visual quality of Downtown buildings.
- Improve satisfaction from customers, neighboring merchants, and residents.

Recent Façade Grant Recipients:

- Renfrow Realty | 135 N Bever St
- JK Gift Shops | 114 E Liberty St
- The Masonic Hall | 140 N Market
- Tulipan | 122 S Market
- Boreman, Norton, Cook | 202 N Market
- Downtown Arts Theater | 116 E South Designer Dog building | 250 W North
 - Broken Rocks | 123 E Liberty

BEFORE



BEFORE



Community Investments

THE LYRIC THEATER

An old movie theater is being transformed into a new experience in Downtown Wooster. Honoring the legacy of its rich history, The Lyric, once open, will provide a creative space for independent theater and a live event venue for our community to enjoy. The Lyric is a non-profit organization and is still under construction. It's expected to open to the public in 2024.







JAFB WOOSTER BREWING

Located Downtown in a century-old red brick building, the JAFB Wooster Brewery has a steam production brewery attached to a beautiful tasting room. This family-owned and operated microbrewery offers a variety of award-winning beers on tap that rotate frequently and differ seasonally.











Community Investments

MARIOLA ITALIAN RESTAURANT

Offering a diverse menu of classic and inspired dishes prepared with fresh ingredients, this family-owned restaurant is known for its authentic American-Italian cuisine. Its warm and welcoming atmosphere makes it a popular local spot for those seeking delicious pasta, pizza, and other Italian specialties.







LOCAL ROOTS

Local Roots supports local farmers, producers, and artisans as a year-round market by providing a welcoming space for organizations to sell their goods. With a focus on community, Local Roots brings people together to promote healthy and sustainable lifestyles. The in-house Cafe features a variety of different food entrepreneurs. Local Roots will be moving to their new space to provide ample room for the market, commercial kitchen for food producers, and an area community programming.









Funding Opportunities

Contact Main Street Wooster with any questions or for more information at 330-262-6222 or info@mainstreetwooster.org.

TAX INCREMENT FINANCING (TIF)

The TIF program redirects a certain portion of future property taxes to cover public improvements, such as road improvements, new utilities, and intersection safety.

These efforts revitalize our Downtown and provide a safe space for our community to eat, shop and work.

COMMUNITY REINVESTMENT AREA (CRA)

Through the CRA, the City of Wooster offers real estate tax exemptions on the improved value of property after new construction or rehabilitation of a project. This program helps supports projects that could not occur otherwise.

Locations that Received Funding:

- 120 East Liberty
- 148 West Liberty
- 124 East Liberty
- 230 South Market
- Beeson Place Townhomes: 216-224 North Market







May through October - Every Weekend Features farmers and small business owners from across the county. The Downtown Wooster's Farmer Market happens every Saturday morning.

Ladies' Night Out

May

Music, shopping, dining, and a fun-filled evening that happens in historic Downtown Wooster!



Main Street Music



May through October - Every Weekend Every Thursday, Friday, and Saturday, local musicians are given a chance to share their talents with our community. Over 50 different musicians fill Downtown with a lively beat!

"When it was time to open another office, we knew we wanted it to be in Downtown Wooster so we could take advantage of the foot traffic and have great dining options for our clients. We waited a year for the right space to become available, and it was worth it. Our digital window displays draw a lot of attention from passersby, who often come in to learn more."

Jim Hand, RE/MAX

We opened the City Square Steakhouse in Downtown Wooster in 2008, and at the time, there were naysayers. Some people didn't think an upscale restaurant could survive here. Not only did we thrive, we've been recognized as one of the top 100 Steakhouses in America. That success inspired us to open another restaurant in Downtown Wooster in 2023, Mariola Italian, and we're very happy with the response.

Michael Mariola. Mike Mariola Restaurants

Kids' Day

lune

A day dedicated to fun for kids and parents alike! Games, face painting, balloon animals, activities, and more help kick-off summer. Vendors from across the city join in the fun with activities and booths.



Concert & Cruise-In



June & August

Beautiful vintage cars are on display along Main Street. Live music sets the vibe for collectors and car lovers.

Ohio Light Opera Community Pops Concert

July

Celebrating Independence Day, the world-renowned Ohio Light Opera performs a free Downtown concert of patriotic tunes with its professional orchestra and chorus.









WCHS Community Band Concert

July

For over 100 years, performers of all ages have played with the Wayne County Historical Society Community Band. Each July, they perform favorites from yesteryear.

Christmas in July

July

Sidewalk sales abound and ornaments decorate the Downtown when Beach Santa visits to give treats to kids of all ages.



Wine, Beer, & More Fundraiser



September

An annual fundraiser for the Main Street Wooster Organization! Sample local to international wines, beers, and hors d'oeuvres provided by local eateries, all for the preservation and growth of Downtown Wooster.

College of Wooster Pipe Band

September

Bagpipers from the College of Wooster showcase their Scottish music in full regalia.







Fall Shop Hop

October

Providing a little extra support to our Wooster Businesses during this special day in October. Keep an eye out for each business' entry in our Scarecrow Showdown contest!



Window Wonderland

November

A beautiful celebration to kick off the holiday season! Locals and visitors gather in Downtown Wooster to shop, dine, and watch the lighting of our holiday tree.

Shop Small Saturday

November

We love to shop local, and we encourage our Wooster community to do the same during Shop Small Saturday (and every other day of the week).



"It's easy to operate in Downtown Wooster. The City's permit process is fast, and the City
Administration people are helpful and accessible. Our indoor marketplace of local food
and handmade gifts has outgrown the space we've been leasing since 2009, and so
we're moving into a bigger facility across the street."

Adam Schwieterman, Local Roots Market & Cafe



PARTNERSHIP OPPORTINTIES

Our local partners include businesses and nonprofit organizations throughout Wooster that are invested in making our city an exceptional place to live.

Our partners benefit from visibility at community events, networking opportunities, and the publicity infrastructure of Main Street Wooster.

Partnership Benefits include:

- Promotion in the Main Street Wooster monthly newsletter and on our social media.
- Detailed listing on our website and inclusion in our annual Shoppers' Guide.
- Free access to Heritage Ohio conferences, workshops, and webinar training affecting Downtown and retail viability, as well as historical preservation.
- Preference as a vendor when Main Street Wooster makes purchases in the normal course of business.
- Grant opportunities.
- Downtown Dollar participation.
- Exhibitor space at the Farmers' Market.
- And so much more!

Starting at just \$200 a year, Main Street Wooster offers multiple partnership levels to meet the needs of our organizations.

Learn more about the promotional opportunities and the benefits organizations receive through our partnership by contacting Main Street Wooster at 330-262-6222 or info@mainstreetwooster.org.

"The main reason we joined Main Street Wooster is that it's the resource on how to get plugged into the community... It is the best thing you could possibly do for yourself and your business!"

Julie McNabb, JK Gifts

Key Reports

- Wooster Community Profile
 - Wooster Proper Statistics
 - Wooster Area Demographics Report
 - 50-Minute Drive-Time Population, Age Characteristics, Educational Attainment
- Wooster Region Labor Force Details
 - Workers, Establishments, Sectors
- Wooster Area Business Details
 - Inventory of Wooster Businesses (BLS/NAICS),
 Reported Sales, Reported Employees
- Wooster Area Consumer Expenditures
 - o <u>25 Minute</u> Drive-Time
 - o <u>35 Minute</u> Drive-Time
 - o <u>45 Minute</u> Drive-Time
- Greater Region Talent Generation
 - Trade Schools and Degree Program Proximity
- Wooster Wages by Occupation
 - Trade Schools and Degree Program Proximity

