Upcoming 2020 Events

Feb. 22 - Winter Writing Festival
May 4 - MS First Friday
June 5 - MS First Friday/Movies on the Square
June 20 - Art on Main
July 3 - MS First Friday/Movies on the Square
Aug. 7 - MS First Fridays/Movies on the Square
Sept. 4 - MS First Friday
Oct. 8 - Savory and Sweet in the County Seat
October - Haunted Ravenna Tours
Nov. 28 - Small Business Saturday
Organized in 2016 as an affiliate of Heritage Ohio, MSR hit the ground running in 2019 as an official Heritage Ohio Main Street Program. Our mission, "Celebrate and utilize downtown Ravenna to establish a place where businesses thrive and people create moments together" is focused mainly on leading the effort for preservation, economic sustainability and the continued "evolution of Ravenna's historic district as the heart of the community". We hired an Executive Director, sponsor and produce exciting events; promote the downtown district, support economic development, work to foster partnerships with merchants, civic leaders, organizations and the community.

As we review 2019, we would again like to thank all of our Partners for your continued support as we take the next steps in the revitalization of the downtown district and the community of Ravenna. Below are the highlights from each committee.

The Design committee (Chaired by Todd Peetz) is working on a wayfinding project with KSU and have received very positive feedback on the projects conceptual signage from the City, Township and County Governments. A community survey is next to get input, as are determining materials, costs and funding in 2020. This signage will go a long way toward developing a "sense of place" as well as brand our community and all the great things it has to offer.

The committee is also working collaboratively on a directional signage kiosk and an engineering study to bring a bike trail extension into downtown safely from the Cleveland Avenue trail head.

We collaborated with Popped!, and Main Street Kent and participated in Popped! between Kent and Ravenna - a fun, family bike ride on the Portage Hike and Bike Trail in September, bringing cyclists into downtown and seeing it's potential benefit for bicyclists and downtown businesses first hand!
The Organization Committee (Chaired by Rob Kairis) has been busy creating a Tool Box of information for new board members, revising by-laws to allow electronic recording of board and volunteer hours, voting via email if necessary and establishing term limits, establishing meeting protocols as well as reviewing sponsorship levels.

In addition, the Fundraising committee which is housed under the Organization Committee planned and executed our first fundraiser - Savory and Sweet in the County Seat to raving reviews!

• The Promotions committee (Chaired by Brian Hare) worked hard in 2019 handling the organization of many of the hosted downtown events this year including Main Street Family Fridays featuring Movies on the Square and the Jack Schafer Historic Downtown Tours as well as The Haunted Ravenna Tour.

The committee also started the process of developing a Social Media Marketing program and updating and refreshing the website.

• The Business Vitality committee (Chaired by Rod Cook) is working to finalize plans to launch a social media intern program for small businesses downtown in addition to quarterly social media lessons to help our downtown businesses put their best face forward on social media and grow their following. Look for this to launch in January 2020.
Downtown Ravenna welcomed 8 new businesses into the historic district in 2019 including: Deluxe Bakery, Warhorse Ink, Alchemy Tattoo, Stepping Stone Community Services, Popped, Vance's Carriage House Creamery, Brittany's Bargains and Downtown Betty's Salon.

- Downtown businesses saw a positive shift in the customer foot traffic
- We will add 2 more Main Street First Friday events dates for 2020 (formerly know as Main Street Family Fridays)
- We've increased our FB following from 350 to over 1500 - and growing!

In addition to the City of Ravenna, the following businesses support Main Street Ravenna with a significant financial member contribution of $500 or more:


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Because of you and your support of this revitalization effort:

Be a part of the local movement at

www.mainstreetravenna.org

Become a Partner Today!
Comprehensive Impact of Main Street

**ECONOMIC VITALITY**
- Sense of Vibrancy

**DESIGN**
- Sense of Place

**PROMOTION**
- Sense of Community

**ORGANIZATION**
- Sense of Ownership

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