



MAIN STREET BARBERTON

# 2023 ANNUAL REPORT

EXPERIENCE THE MAGIC!



# ABOUT MAIN STREET BARBERTON

Main Street Barberton is a nonprofit organization in the City of Barberton focused on rehabilitating and revitalizing the downtown area through economic development and growth activities. Established in 2022, the organization aims to provide the citizens of Barberton – and residents all over the state of Ohio – a unique and magical downtown experience.

## OUR MISSION

Committed to strengthening the Barberton community through preservation-based economic development of our historic downtown.

## OUR VISION

Create a downtown of shared prosperity, equal access to opportunity, and inclusive engagement.

### 2023 BOARD OF DIRECTORS

Jason Ondrus

Tim Eberhardt

Denny Liddle

Ted Herncane

William B. Judge

Josh Gordon

Deb Shreiner

Dorothy Sommerville

Ann Hutchison

Joe Stefan

Jim Bauschlinger

### MEDIA

**CRAIN'S** CLEVELAND BUSINESS



Main Street Barberton has been featured in Crain's Cleveland Business Magazine, the Akron Beacon Journal, and The Barberton Gazette for downtown revitalization efforts.

# OUR STORY

---

# OUR EXECUTIVE DIRECTOR

## MELANIE BLACK AMATO

Black Amato is a graduate of Kent State University and brings two decades of experience in government, nonprofit leadership, and small business ownership.



She has split her time between Barberton and Naples, Florida for the past six years, now returning to full time residency in Barberton as she begins her tenure at Main Street Barberton.

---

## LOCATION ESTABLISHED

In September 2023, Main Street Barberton had a place to call home with a storefront at 99 4th St NW.



In 2022, financial support was secured from various organizations including the Barberton Community Foundation, City of Barberton, Summit County, Downtown Barberton Merchant's Association, Arts Now, Ignite, and Neighborhood Development Services to fund a D.A.R.T (Downtown Assessment Resource Team). The D.A.R.T was facilitated by Heritage Ohio, Ohio's official historic preservation and Main Street organization, to provide assistance in developing a downtown revitalization program. From this, it was determined that Barberton would be an ideal location for the Main Street program.

From there, nearly 25 community members identified as the Steering Committee met monthly to determine what this would look like in Barberton. In early 2023, a Board of Directors was established and adopted a code of regulations as well as a work plan for the year. This included the hiring of the first executive director, which was announced in June 2023.

Melanie Black Amato, a Barberton native, was hired to fulfill this role. Funding was committed by the City of Barberton and the Barberton Community Foundation for three years.

# MEMBERS OF MAIN STREET BARBERTON

## FOUNDING MEMBERS



## CORPORATE PARTNERS



## SMALL BUSINESS & NONPROFIT MEMBERS

Al's Corner Cafe, Al's Quality Market  
Anna Bean Coffee  
Aunt Hannah's Antiques  
Barberton Christmas Walk  
Barberton Local Tees  
Barberton Liedertafel  
Barberton Public Library  
Block 7  
Caines Flowers  
Coburn's Quilting Plus  
COB Parks & Rec  
Diamond Match Party Center  
Dragons Den Gaming

Fa-Ray's Family Restaurant  
Flowers Galore and More  
Green Diamond  
Ignite Brewing Co.  
Kavé Coffee Bar  
Lake 8 Movies  
Lake Anna TEC Hub  
Lake Anna YMCA  
Magical Theatre  
Mancan  
M&M Taphouse  
NMI Insurance  
Pregame Tavern  
R-D Bike Shop  
Stuff Genie/Magic City Comic

Sylvart Studios  
The Barberton Liedertafel Club  
The Implicit Being  
The Little Dragons Hoard Shoppe  
White Rabbit Galleries  
Venice Hall  
VFW 1066

*Thank you  
for your support!*

# COMMUNITY ENGAGEMENT AND COMMITTEES

Main Street Barberton operates with the support of 55 dedicated volunteers serving on five committees. Over 70 community members actively contribute to the implementation of MSB through committee participation, events, and community clean-ups.

## DOWNTOWN INVENTORY

The downtown Main Street Barberton district, defined by 2nd St NW/W Tusc, encompasses over 70 businesses with a capacity for an additional 20. This inventory lays the groundwork for targeted revitalization efforts.

## COMMUNICATION AND OUTREACH

Main Street Barberton has established a strong online presence through social media platforms, newsletters, and a comprehensive website. Find us on YouTube, Facebook, Instagram, LinkedIn, and our official website. Regular newsletters keep the community informed about our activities.

# KEY EVENTS IN 2023

In the last quarter of 2023, Main Street Barberton successfully organized multiple events that fostered community spirit and engagement, resulting in an economic impact of over \$23,000. (ROI based on \$20/person spent downtown.)

**Sip and Paint - 6 events. A total of 170 participants. More than 34% were not residents of Barberton.**

**October Fall Celebration- This event drew approximately 1,000 participants highlighting the community's enthusiasm for MSB's initiatives.**

**Movie Day - 2 events. More than 200 tickets were issued to families to enjoy a free family movie.**

**Downtown clean-up - We held one downtown community clean-up with more than 20 volunteers assisting to pick up garbage along the streets and sidewalks.**





# DORA

Main Street Barberton is responsible for educating both the liquor establishments and downtown patrons about the DORA (Designated Outdoor Refreshment Area) requirements and responsibilities as well as managing the marketing and promotional events for the program.

## ORDER

Order your adult beverage of choice from a participating location in a DORA cup.

## DRINK

Drink responsibly within the designated area & times.

## DISPOSE

Dispose your single-use cup in a trash receptacle within DORA.

## DORA BOUNDARIES

**Hours of Operation**  
 Thursday: Noon-10:00pm  
 Friday: Noon-10:00pm  
 Saturday: Noon-10:00pm

**Permit Holders**  
 Al's Quality Market Barberton  
 The Barberton Liedertafel  
 Barberton VFW Post 1066  
 Block 7 Bar & Grill  
 El Tule Mexican Bar & Grill  
 Fehr's Corner Café  
 Green Diamond Grille & Pub  
 Ignite Brewing Company  
 M&M Tap House  
 The Pregame Tavern



# Thank you

Visit our website for detailed information on Board Members, Main Street Members, Sponsors, and upcoming events. Our digital platforms serve as hubs for connecting with the community and sharing the progress of Main Street Barberton.

In closing, Main Street Barberton expresses gratitude to the community, partners, and volunteers who have contributed to our success. As we look forward to the future, we remain committed to fostering a vibrant and thriving downtown Barberton.



Main Street Barberton is a nonprofit organization in the City of Barberton focused on rehabilitating and revitalizing the downtown area through economic development and growth activities. Main Street Barberton is possible thanks to community partners, volunteers, and businesses in the area.