



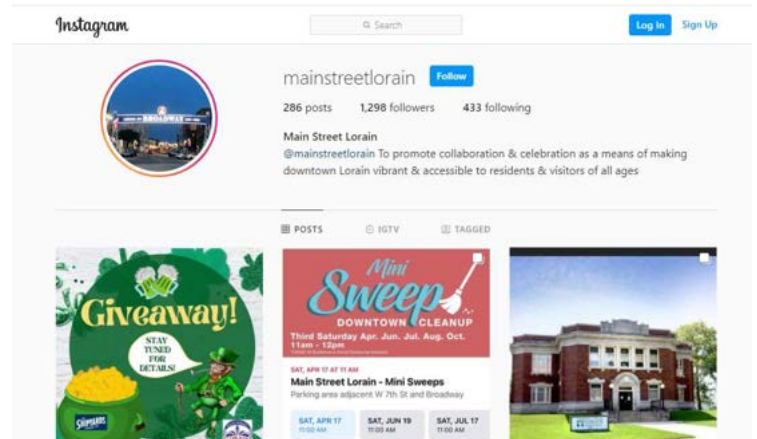
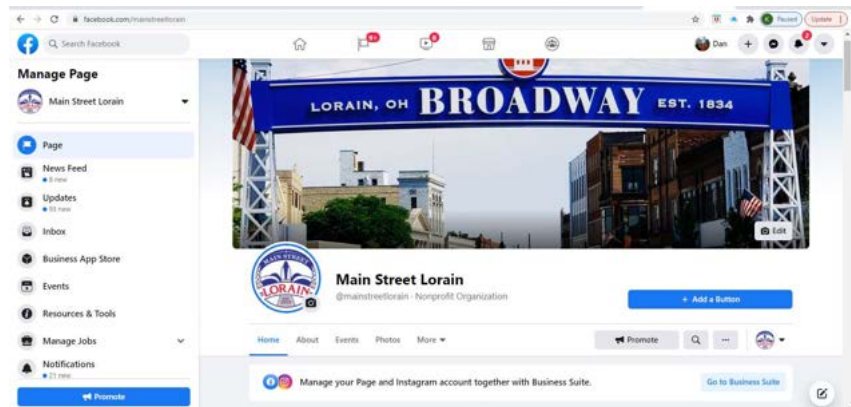
# 2020 BY THE NUMBERS

## 17 BOARD MEMBERS

- 4 Strategic Pillars of Main Street
  - Economic Vitality
  - Organization
  - Planning & Design
  - Promotions
- Over 30 Volunteers
  - Donating well over 1,500

## WEBSITE & SOCIAL MEDIA

- Over 1,000 page views on the mainstreetlorain.org website
- Facebook new fans, 1,001 in 2020 with a total of 1,824
- Instagram new fans 776 in 2020 with a total of 1,188



## MAIN STREET LORAIN

Mission Statement – To promote collaboration and celebration as a means of making downtown Lorain vibrant and accessible to residents and visitors of all ages

Vision Statement – Main Street Lorain aspires to a new vision for the City of Lorain: strong in collaboration, rich in history and diversity, economically thriving and welcoming to all

## 2020 MONTHLY HIGHLIGHTS

- January: Started the application process for the 501 © 3
- March: Welcomed new Ariel Hotel and launched website [mainstreetlorainohio.org](http://mainstreetlorainohio.org)
- April: Lots of ZOOM Meetings
- May: Downtown Beautification Project with almost 60 pots & hundreds of flowers
- June: Hired marketing consultant Dan Crandall
- July: Created “Comeback Kits” for local businesses to help welcome back guests with safety measures as a top priority. New Main Street Lorain decals were handed out to all members to place on their front doors
- August: Board approved the mission and vision statements
- September: Announcement and the start of selling the Inaugural Holiday Ornament
- October: Worked with the Genesis House for the domestic awareness campaign, pre-orders for the Holiday Ornament complete with almost 500 orders, approved the 2020 Winter Beautification Project
- November: Cookie Crawl and distributed the holiday ornaments
- December: Welcomed new board members



## MEDIA HIGHLIGHTS

Multiple articles in The Morning Journal and Lorain/Local

August 5 – Cleveland Magazine featured the Main Street Lorain “Comeback Kits”

September 21 – Star102 Jen & Tim Show interview Kurt Hernon to discover the rebirth of Lorain

October 22 – Mark “Munch” Bishop with 1350AM The Gambler interviews Kurt Hernon as part of the “Meet the CEO’s” series

November 7 – WKYC Channel 3 Lindsay Buckingham featured the Ariel Broadway Hotel, Jevon Terance and The Shipyards



Bakery run at Marta's n More on Broadway Downtown Lorain. Thanks to @IncogFredo for turning me on to the place. #LorainProud #NoDaysOff

