

Return on Investment Report 2020

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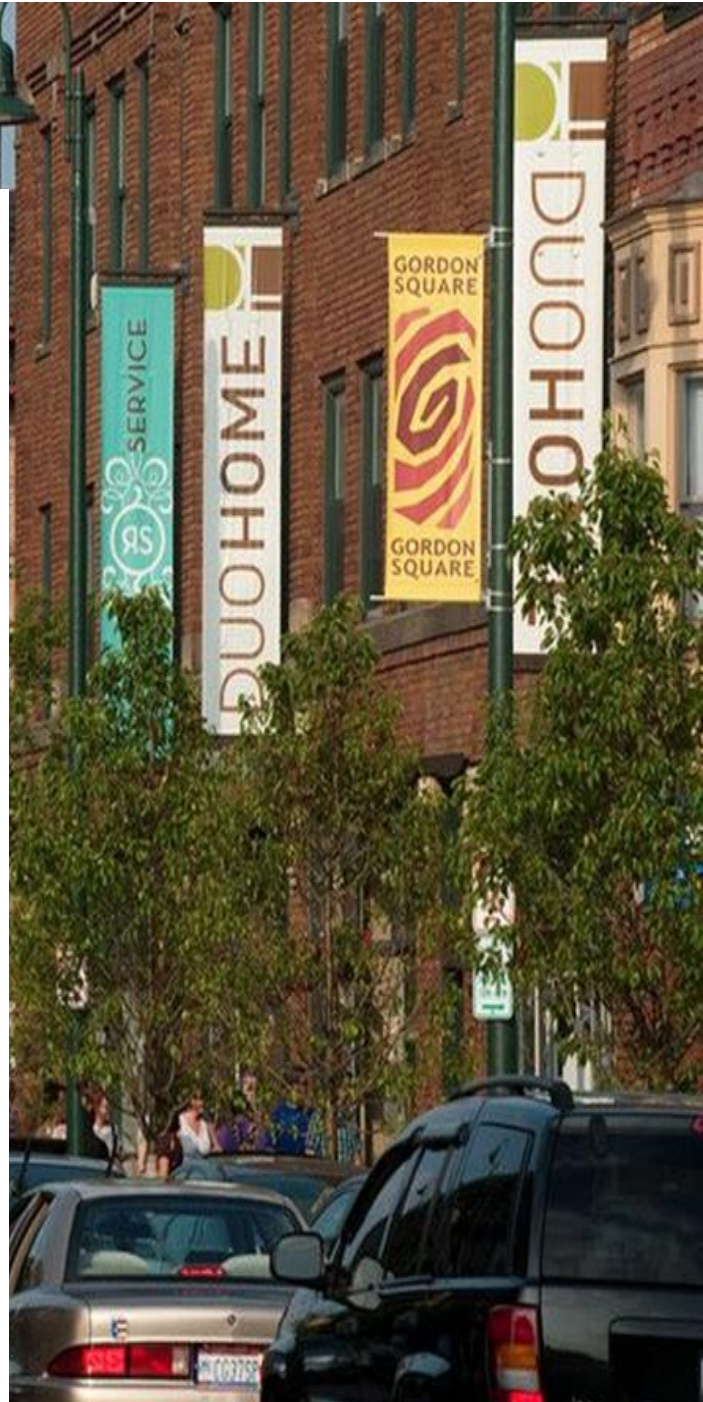


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Introduction

The purpose of this report is to give Ohio Main Street Communities baseline information about their 2020 statistics, as well as calculate the return on investment for different facets of their operations. This will assist them in better understanding where they succeeded and what they should consider changing for 2021.

Jobs, businesses, and investments will be discussed for individual communities as well as how they compare to the whole. We will also provide explanations of our findings and suggestions to aid the supplemental tables and graphs used to summarize the information.

2020 was a crazy year, and COVID-19 affected the economies of many Main Street Communities. We hope our Main Street Communities can use this information to assess the impact of COVID and use it to begin the road to recovery in 2021.

We suggest you further study the raw data used to make this report (located at the end of the report), as well as other sources as it may lend more detailed information on the overarching state of your community.



Fast Facts

The following section will provide facts about the overall and average statistics collected from the Main Street Communities. We suggest you take these statistics and compare them to your community's own results using the tables at the end of this report.

Note: Cleveland is not included in these statistics, as it skewed the results. Their statistics can be found on pages eleven (Urban Main Street Snapshot) and thirteen (2020 Annual Statistics – Table View).

- **The total amount of full-time jobs created is 101 (Net).**
 - **The total amount of part-time jobs created is -35 (Net).**
 - **The total amount of businesses created is 36 (Net).**
 - **The total amount of investments received is \$14,052,701.**
-
- **The average amount of full-time jobs created is 5 per community (Net).**
 - **The average amount of part-time jobs created is -2 per community (Net).**
 - **The average amount of businesses created is 2 per community (Net).**
 - **The average amount of investments received is \$669,176 per community.**



Jobs

The following section details conclusions drawn from the total amount of jobs created.

As mentioned previously the net total amount of full-time jobs created was 101, while the net total amount of part-time jobs created was -35.

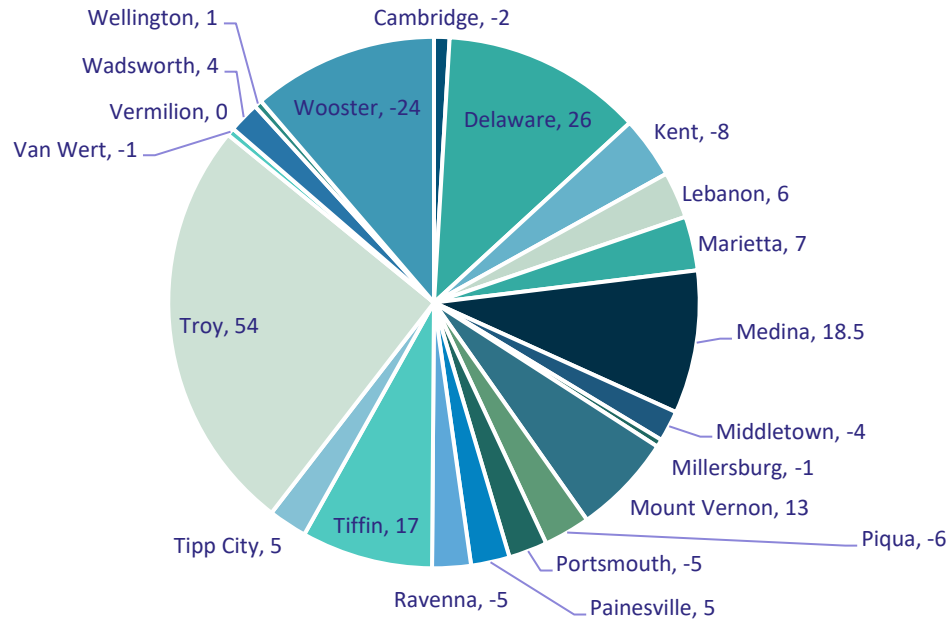
The net average amount of full-time jobs created is 5 jobs gained per community. The net average amount of part-time jobs created is 2 jobs lost per community.

Troy had the most full-time jobs created with 54 new jobs, while Wooster had the least amount of full-time jobs created with 24 jobs lost.

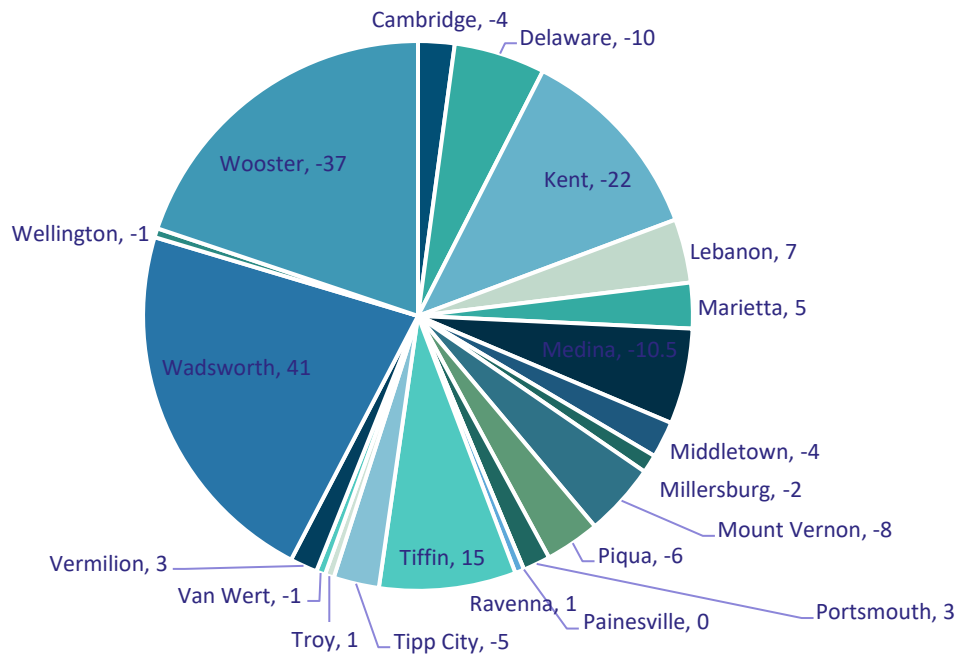
Wadsworth had the most part-time jobs created with 41 new jobs, while Wooster had the least amount of part time jobs created with 37 jobs lost.

The following page will visualize this data to give a breakdown of each Main Street Community's net jobs created.

Net Full-Time Jobs Created



Net Part-Time Jobs Created



Businesses

The following page details conclusions drawn from the total amount of businesses created.

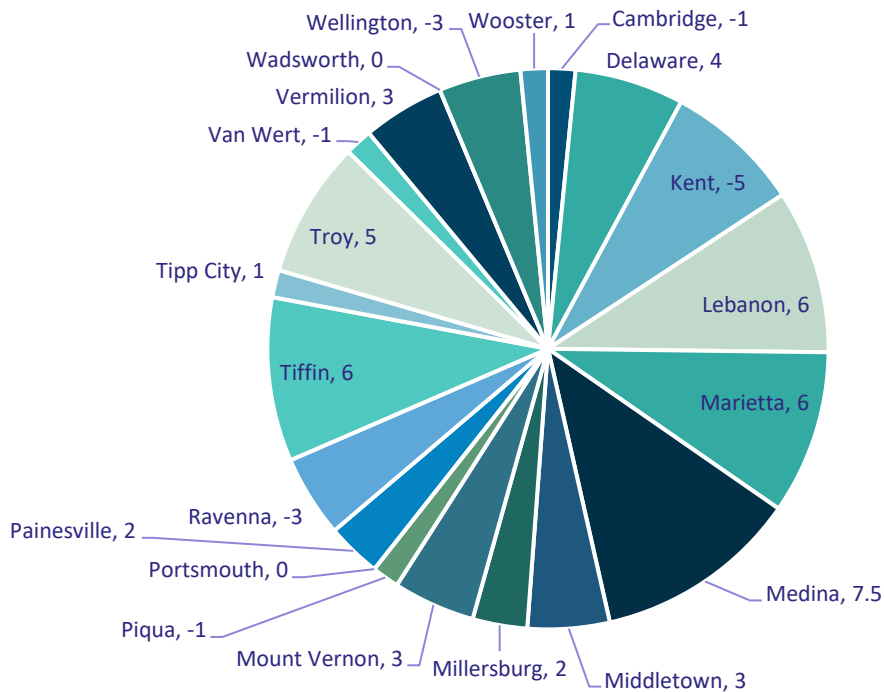
As mentioned previously the net total amount of businesses created was 36.

The net average amount of businesses created was 2 new businesses per community.

Medina had the most businesses created with 8 new businesses, while Kent had the least amount of businesses created with 5 businesses lost.

The following will visualize this data to give a breakdown of each Main Street Community's net businesses created.

Net Businesses Created



Investments

The following page details conclusions drawn from the total amount of investments received.

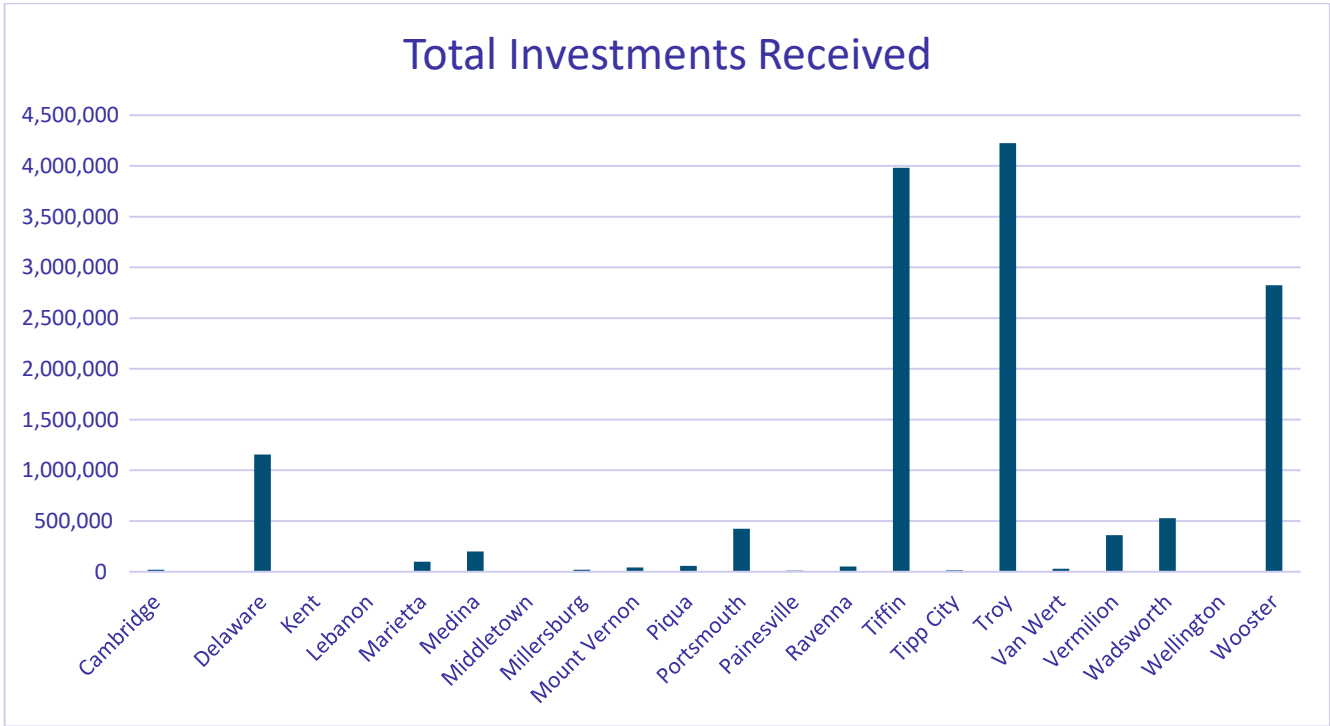
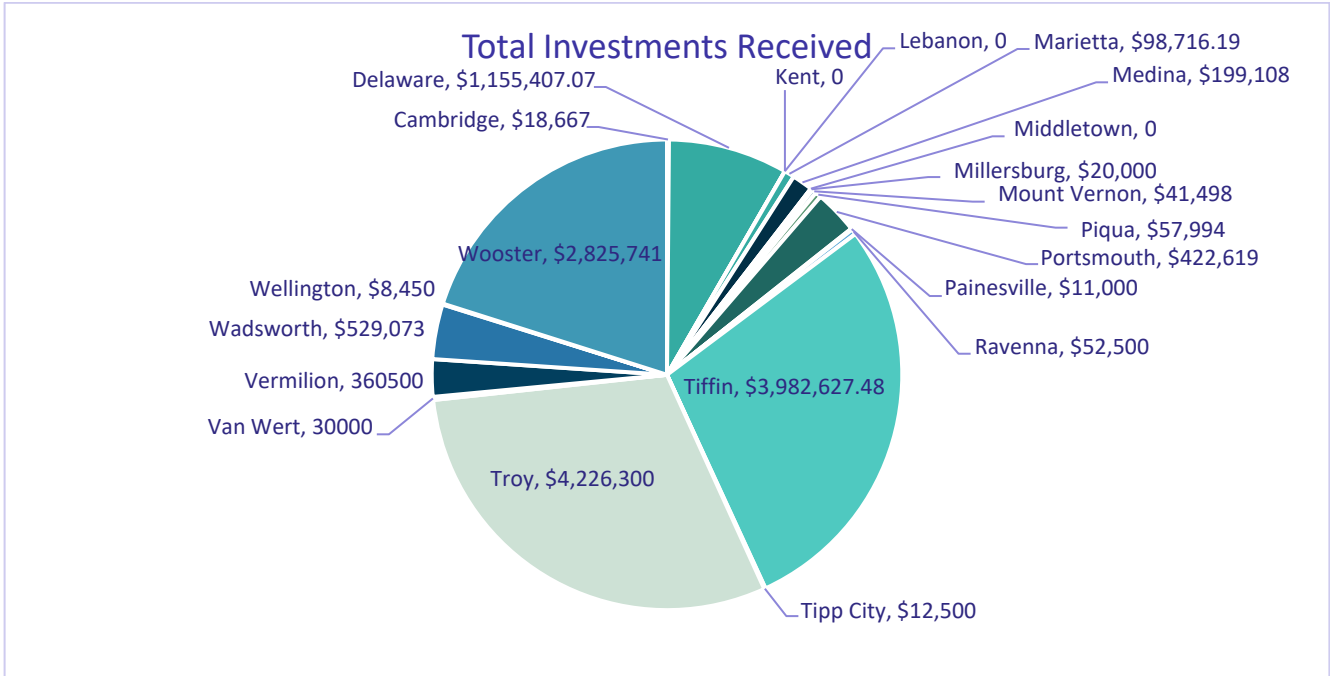
As mentioned previously the total amount of investments received was \$14,052,701.

The average amount of investments received was \$669,176 per community.

Troy had the most investments received with \$4,226,300, while Kent, Lebanon, and Middletown had the least amount of investments received with \$0.

The following page will visualize this data to give a breakdown of each Main Street Community's total investments received.





OMSP Grant Statistics

The following page will list the OMSP grant statistics from each of our Main Street Communities. Each community is granted \$20,000 through OMSP.

Note: Values are made to be as accurate as possible for the data given, N/A represents where no data was given. Amount leveraged may be lower than true values as not every project gave the amount leveraged.

	# of projects	Amount Leveraged
Cambridge	5	\$3,570.00
Cleveland	N/A	N/A
Delaware	1	\$26,846.93
Kent	4	N/A
Lebanon	4	\$19,632.69
Marietta	9	\$42,983.87
Medina	16	\$31,840.19
Middletown	1	N/A
Millersburg	6	\$12,997.74
Mount Vernon	2	\$9,000.00
Piqua	11	\$23,531.04
Portsmouth	N/A	N/A
Painesville	3	\$5,040.75
Ravenna	5	N/A
Tiffin	3	\$31,679.74
Tipp City	6	\$38,126.62
Troy	2	N/A
Van Wert	5	\$43,778.89
Vermilion	10	\$30,258.60
Wadsworth	10	\$236,614.68
Wellington	1	N/A
Wooster	6	\$59,625.54
TOTAL	110	\$615,527.28



Urban Main Street Snapshot

The following section will provide facts about the statistics collected from Cleveland, our Urban Main Street Community.

- The total amount of full-time jobs created is -63 (Net).
- The total amount of part-time jobs created is -125 (Net).
- The total amount of businesses created is -3 (Net).
- The total amount of investments received is \$193,605,156.



Conclusion

The following page discusses our final thoughts on the statistics received and how 2020 has affected them.

We understand that 2020 was a crazy year, and that COVID-19 has greatly impacted the economy of many Main Street Communities. Some businesses had a bad year, and others fared better than years prior. While the results shown may not be in line with what a “normal” year looks like, we hope to help our communities understand the effects of 2020. We suggest that everyone review the most positive and negative impacts of COVID so that each community can move forward and recover more effectively.

Our main focus moving into 2021 will be on recovery, and we want to use the information we have to help expedite the process. Some businesses picked up new practices during lockdown to help lessen losses. The biggest being online options. Lockdown brought about the expansion of additional shopping options for local businesses. Businesses that had previously been strictly brick and mortar expanded to include both online shopping with delivery, as well as buy online and pick up in store. Another practice that expanded was delivery options, as more local businesses joined delivery apps such as GrubHub and Uber Eats. Additionally, some businesses created delivery services of their own. Finally, we note on the increase in point-of-sale options. Small business owners began using systems such as Square, Shopify, and Intuit QuickBooks which offer a wider variety of tools and benefits.

We hope this report has been of use to your community. We suggest you further study the raw data, as well as other sources as it may lend more detailed information on the overarching state of your community. With that, we at Heritage Ohio wish you a brighter 2021.



2020 Annual Statistics – Table View

Calculated using Ohio's volunteer hour Independent Sector rate of \$27.20 per hour.

Cambridge

Total Jobs Created (Net)	-6
Full-time Jobs Created (Net)	-2
Part-time Jobs Created (Net)	-4
New Businesses Created (Net)	-1
Total Public and Private Investment in Downtown	\$18,667.00
Total Public Investment	\$0.00
Total Private Investment	\$18,667.00
Total Value of Donations & Volunteer Hours Leveraged*	\$84,264.00
First Floor Commercial Vacancy Rate	0.0789474

Cleveland

Total Jobs Created (Net)	-188
Full-time Jobs Created (Net)	-63
Part-time Jobs Created (Net)	-125
New Businesses Created (Net)	-3
Total Public and Private Investment in Downtown	193605156
Total Public Investment	53000000
Total Private Investment	140605156
Total Value of Donations & Volunteer Hours Leveraged*	16589.12
First Floor Commercial Vacancy Rate	N/A



Delaware

Total Jobs Created (Net)	16
Full-time Jobs Created (Net)	26
Part-time Jobs Created (Net)	-10
New Businesses Created (Net)	0.5
Total Public and Private Investment in Downtown	\$1,155,407.07
Total Public Investment	\$21,000.00
Total Private Investment	\$1,134,407.07
Total Value of Donations & Volunteer Hours Leveraged*	\$105,788.80
First Floor Commercial Vacancy Rate	0.024390244

Lebanon

Total Jobs Created (Net)	6.5
Full-time Jobs Created (Net)	3
Part-time Jobs Created (Net)	3.5
New Businesses Created (Net)	3
Total Public and Private Investment in Downtown	0
Total Public Investment	0
Total Private Investment	0
Total Value of Donations & Volunteer Hours Leveraged*	0
First Floor Commercial Vacancy Rate	N/A



Kent

Total Jobs Created (Net)	-30
Full-time Jobs Created (Net)	-8
Part-time Jobs Created (Net)	-22
New Businesses Created (Net)	-5
Total Public and Private Investment in Downtown	\$0.00
Total Public Investment	\$0.00
Total Private Investment	\$0.00
Total Value of Donations & Volunteer Hours Leveraged*	\$54,515.20
First Floor Commercial Vacancy Rate	0.0869565

Marietta

Total Jobs Created (Net)	12
Full-time Jobs Created (Net)	7
Part-time Jobs Created (Net)	5
New Businesses Created (Net)	6
Total Public and Private Investment in Downtown	98716.19
Total Public Investment	50762.99
Total Private Investment	47953.2
Total Value of Donations & Volunteer Hours Leveraged*	33945.6
First Floor Commercial Vacancy Rate	0.06



Medina

Total Jobs Created (Net)	8
Full-time Jobs Created (Net)	18.5
Part-time Jobs Created (Net)	-10.5
New Businesses Created (Net)	7.5
Total Public and Private Investment in Downtown	\$199,108.00
Total Public Investment	\$8.00
Total Private Investment	\$199,100.00
Total Value of Donations & Volunteer Hours Leveraged*	\$208,766.50
First Floor Commercial Vacancy Rate	N/A

Middletown

Total Jobs Created (Net)	-8
Full-time Jobs Created (Net)	-4
Part-time Jobs Created (Net)	-4
New Businesses Created (Net)	3
Total Public and Private Investment in Downtown	\$0.00
Total Public Investment	\$0.00
Total Private Investment	\$0.00
Total Value of Donations & Volunteer Hours Leveraged*	\$16,455.60
First Floor Commercial Vacancy Rate	0.5454545



Millersburg

Total Jobs Created (Net)	-1.5
Full-time Jobs Created (Net)	-0.5
Part-time Jobs Created (Net)	-1
New Businesses Created (Net)	1
Total Public and Private Investment in Downtown	10000
Total Public Investment	5000
Total Private Investment	5000
Total Value of Donations & Volunteer Hours Leveraged*	606.65
First Floor Commercial Vacancy Rate	N/A

Mount Vernon

Total Jobs Created (Net)	5
Full-time Jobs Created (Net)	13
Part-time Jobs Created (Net)	-8
New Businesses Created (Net)	3
Total Public and Private Investment in Downtown	\$41,498.00
Total Public Investment	\$19,749.00
Total Private Investment	\$21,749.00
Total Value of Donations & Volunteer Hours Leveraged*	\$10,147.20
First Floor Commercial Vacancy Rate	0.1885246



Painesville

Total Jobs Created (Net)	5
Full-time Jobs Created (Net)	5
Part-time Jobs Created (Net)	0
New Businesses Created (Net)	2
Total Public and Private Investment in Downtown	11000
Total Public Investment	2000
Total Private Investment	9000
Total Value of Donations & Volunteer Hours Leveraged*	129789.2
First Floor Commercial Vacancy Rate	N/A

Piqua

Total Jobs Created (Net)	-12
Full-time Jobs Created (Net)	-6
Part-time Jobs Created (Net)	-6
New Businesses Created (Net)	-1
Total Public and Private Investment in Downtown	\$57,994.00
Total Public Investment	\$6,597.00
Total Private Investment	\$51,397.00
Total Value of Donations & Volunteer Hours Leveraged*	\$18,308.80
First Floor Commercial Vacancy Rate	0.128787879



Portsmouth

Total Jobs Created (Net)	-2
Full-time Jobs Created (Net)	-5
Part-time Jobs Created (Net)	3
New Businesses Created (Net)	0
Total Public and Private Investment in Downtown	422619
Total Public Investment	50000
Total Private Investment	372619
Total Value of Donations & Volunteer Hours Leveraged*	46875.96
First Floor Commercial Vacancy Rate	N/A

Ravenna

Total Jobs Created (Net)	-4
Full-time Jobs Created (Net)	-5
Part-time Jobs Created (Net)	1
New Businesses Created (Net)	-3
Total Public and Private Investment in Downtown	\$52,500.00
Total Public Investment	\$50,000.00
Total Private Investment	\$2,500.00
Total Value of Donations & Volunteer Hours Leveraged*	\$15,497.70
First Floor Commercial Vacancy Rate	0.0923077



Tiffin

Total Jobs Created (Net)	32
Full-time Jobs Created (Net)	17
Part-time Jobs Created (Net)	15
New Businesses Created (Net)	6
Total Public and Private Investment in Downtown	\$3,982,627.48
Total Public Investment	\$1,449,776.96
Total Private Investment	\$2,532,850.52
Total Value of Donations & Volunteer Hours Leveraged*	\$28,536.52
First Floor Commercial Vacancy Rate	0.085365854

Tipp City

Total Jobs Created (Net)	0
Full-time Jobs Created (Net)	2.5
Part-time Jobs Created (Net)	-2.5
New Businesses Created (Net)	0.5
Total Public and Private Investment in Downtown	\$6,250
Total Public Investment	\$750
Total Private Investment	\$5,500
Total Value of Donations & Volunteer Hours Leveraged*	\$14,095.66
First Floor Commercial Vacancy Rate	N/A

Troy

Total Jobs Created (Net)	6
Full-time Jobs Created (Net)	5.5
Part-time Jobs Created (Net)	0.5
New Businesses Created (Net)	1.5
Total Public and Private Investment in Downtown	\$635,000
Total Public Investment	\$0.00
Total Private Investment	\$635,000
Total Value of Donations & Volunteer Hours Leveraged*	\$5,833.1625
First Floor Commercial Vacancy Rate	N/A

Van Wert

Total Jobs Created (Net)	-2
Full-time Jobs Created (Net)	-1
Part-time Jobs Created (Net)	-1
New Businesses Created (Net)	-1
Total Public and Private Investment in Downtown	\$30,000.00
Total Public Investment	\$0.00
Total Private Investment	\$30,000.00
Total Value of Donations & Volunteer Hours Leveraged*	\$22,187.20
First Floor Commercial Vacancy Rate	N/A



Vermilion

Total Jobs Created (Net)	3
Full-time Jobs Created (Net)	0
Part-time Jobs Created (Net)	3
New Businesses Created (Net)	3
Total Public and Private Investment in Downtown	\$360,500.00
Total Public Investment	\$42,000.00
Total Private Investment	\$318,500.00
Total Value of Donations & Volunteer Hours Leveraged*	\$147,241.60
First Floor Commercial Vacancy Rate	0.010526316

Wadsworth

Total Jobs Created (Net)	45
Full-time Jobs Created (Net)	4
Part-time Jobs Created (Net)	41
New Businesses Created (Net)	0
Total Public and Private Investment in Downtown	\$529,073.00
Total Public Investment	\$41,390.00
Total Private Investment	\$487,683.00
Total Value of Donations & Volunteer Hours Leveraged*	\$57,442.00
First Floor Commercial Vacancy Rate	0.061728395

Wellington

Total Jobs Created (Net)	-0.5
Full-time Jobs Created (Net)	0.5
Part-time Jobs Created (Net)	-1
New Businesses Created (Net)	-3
Total Public and Private Investment in Downtown	\$8,450.00
Total Public Investment	\$2,000.00
Total Private Investment	\$6,450.00
Total Value of Donations & Volunteer Hours Leveraged*	\$18,325.90
First Floor Commercial Vacancy Rate	0.0813953

Wooster

Total Jobs Created (Net)	-61
Full-time Jobs Created (Net)	-24
Part-time Jobs Created (Net)	-37
New Businesses Created (Net)	1
Total Public and Private Investment in Downtown	\$2,825,741.00
Total Public Investment	\$940,000.00
Total Private Investment	\$1,885,741.00
Total Value of Donations & Volunteer Hours Leveraged*	\$28,790.40
First Floor Commercial Vacancy Rate	0.035