



**Clyde, Ohio**

**Downtown Development Report**

**3**  **EVENT  
CENTERS**

**7**  **NEW  
DOWNTOWN  
EATERIES**

**56+**  
**HISTORIC BUILDINGS &  
STOREFRONTS RENOVATED**

**34+**  
**UPPER FLOOR  
APARTMENTS**

**17**  **NEW SPECIALTY RETAIL STORES**



**70% OF THE NEW  
ENTREPRENEURS  
ARE UNDER THE  
AGE OF 40**



**75% OF THE NEW  
BUSINESS OWNERS  
ARE WOMEN**

**\$30M+** **IN NEW PRIVATE  
INVESTMENT**

**SMALL  
NATION.**

**OVER 180 NEW DOWNTOWN JOBS**

## Downtown Bellefontaine, Ohio

46.14 acres

614 parking spots

14,115 people (citywide)

\$43,000 median income



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**The success of a downtown revolves around every piece and component of development working together – public spaces, historic buildings, private business and enterprise, arts & culture, infrastructure – all seamlessly dancing to the same tune.**

**These elements must complement, support, promote, and live with each other in a delicate balancing act. One of the most difficult components to develop of these is a thriving, successful business climate in a downtown district.**

**Challenges of globalization, e-commerce, economic and population demographics in rural communities make retail and service-oriented businesses in downtown districts particularly exposed to headwinds and difficulties.**



**The COVID-19 pandemic presented immense difficulties to Main Street businesses, but also created opportunity. We are currently witnessing trends in small and rural communities nationwide and towns such as Bellefontaine and Clyde are no exception. People are favoring less dense and more affordable towns that can support a socially active lifestyle similar to “big cities.”<sup>1</sup>**

**The pandemic forced a major adoption of remote work which has directly led to the increase in new residents moving to smaller, rural towns. This has also led to increased rural tourism through daytrips, an increased desire for community and belonging, and a stronger desire to support local as opposed to large or national chains.**

<sup>1</sup> <https://ragansmith.com/insights/development-in-rural-america>

<sup>2</sup> <https://saveyour.town/top-5-rural-and-small-town-trends-2022/>



**Work is no longer the main factor for people moving. Now, people are trending towards moving for quality of life, affordability, closeness to family, and more living space.<sup>3</sup> In 2015, 60% of Americans moved for their jobs. This number has gone down drastically to only 32.5%, with a similar percentage to be closer to family and the remainder being other quality of life concerns.**

**Keeping this in mind, communities like Clyde are set up to take advantage of this trend by providing current assets with new, “big city amenities” to attract and retain population.**

<sup>3</sup> <https://www.moving.com/tips/where-are-people-moving-to-top-trends-2022/>



**We believe Clyde is set up for success. Downtown growth is at a tipping point with eager stakeholders ready and willing to put in the work. Between an active and supportive city administration and private business owners, Clyde checks all the boxes for downtown revitalization.**

**Additionally, new businesses are surging right now after COVID. According to the U.S. Census Bureau, over 5.4 million new business applications were filed in 2021.<sup>4</sup> This surpasses the previous record of 4.4 million in 2020. Even before COVID, only 3.5 million new business applications were filed nationwide in 2019. Today is the day of the entrepreneur, and now is the time to take advantage of this trend.**

<sup>4</sup> <https://www.npr.org/2022/01/12/1072057249/new-business-applications-record-high-great-resignation-pandemic-entrepreneur>





# HOW WE DID IT

# Six Hundred Downtown

Award Winning Pizza Restaurant



KEY PLAYER  
**Brittany Saxton**





**Six Hundred Downtown:** Before and After



**HOW IT WORKS**

**Purchase Price: \$140,000**

**Renovation Costs: \$250,000**

**Monthly Rent: \$8,150**

**Jobs Created: 38**

**Case Study:** [https://smallnationstrong.com/case\\_study/six-hundred-downtown/](https://smallnationstrong.com/case_study/six-hundred-downtown/)





# Brewfontaine

Award Winning Craft Brew Bar



## KEY PLAYERS

**Adam Rammel,  
Jeramy Fitzpatrick and Brian Wall**



**Brewfontaine:** Before and After



**HOW IT WORKS**

**Purchase Price: \$27,000**

**Renovation Costs: \$295,000**

**Monthly Rent: \$3,500**

**Jobs Created: 34**

**Case Study:** [https://smallnationstrong.com/case\\_study/brewfontaine-2/](https://smallnationstrong.com/case_study/brewfontaine-2/)



# The Syndicate

Restaurant and Event Space



## KEY PLAYERS

**Adam Rammel,  
Jeramy Fitzpatrick and Brian Wall**



**HOW IT WORKS**

**New Downtown Build**  
**Build Cost: \$2,000,000**  
**Monthly Rent: \$8,700**  
**Jobs Created: 25**

**Case Study:** [https://smallnationstrong.com/case\\_study/the-syndicate/](https://smallnationstrong.com/case_study/the-syndicate/)



# Main Street Marketplace

Small Business Incubator



KEY PLAYERS  
**Small Nation**





**Main Street Marketplace:** Before and After



**HOW IT WORKS**

**Purchase Price: \$50,000**

**Renovation Costs: \$250,000**

**Monthly Rent: \$16,700**

**Jobs Created: 24**

**Case Study:** [https://smallnationstrong.com/case\\_study/main-street-marketplace/](https://smallnationstrong.com/case_study/main-street-marketplace/)



# Native Coffee

Block Anchor Coffee Shop



**KEY PLAYER**

**Braydon Campbell**



# NATIVE

*coffee co.*



**Native Coffee:** Before and After





**HOW IT WORKS**

**Purchase Price: \$17,000**  
**Renovation Costs: \$94,000**  
**Monthly Rent: \$800**  
**Jobs Created: 3**

**Case Study:** [https://smallnationstrong.com/case\\_study/native-coffee/](https://smallnationstrong.com/case_study/native-coffee/)



# The Loft Above

Luxury Airbnb



**KEY PLAYERS**

**Jesse and Chelsea Lear  
Epicurean Properties**





EPICUREAN  
PROPERTIES®





**HOW IT WORKS**

**Purchase Price: \$17,000**

(with Native Coffee)

**Renovation Costs: \$40,000**

**Monthly Rent: \$1,300**

**Info:** <http://theloftabove.com/>



**SMALL  
NATION**

# Lofts110

Downtown Living



**KEY PLAYERS**

**Small Nation**



# LOFTS110





**HOW IT WORKS**

**Purchase Price: \$140,000**

(with Six Hundred)

**Renovation Costs: \$1,000,000**

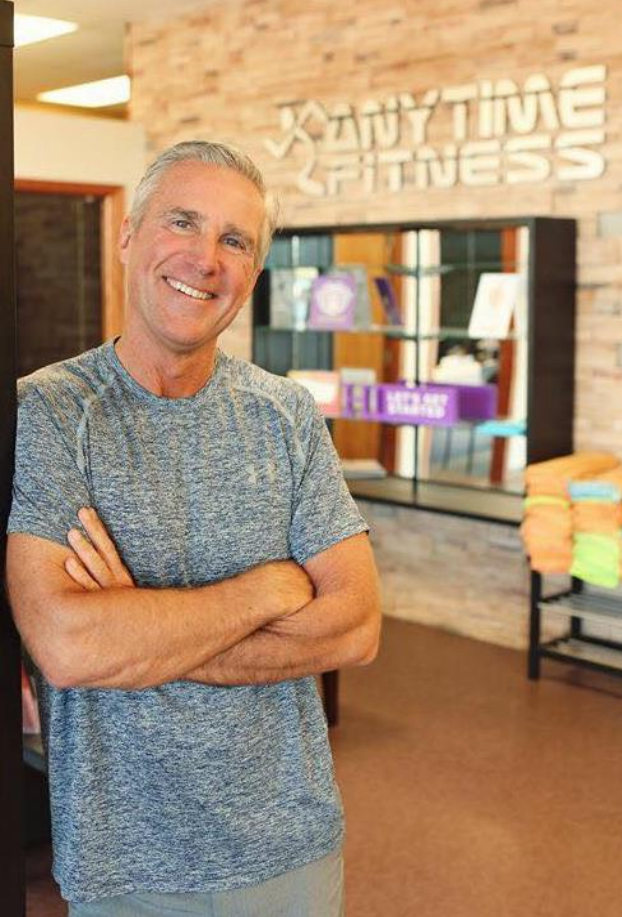
**Monthly Rents: \$6,500**

**Case Study:** [https://smallnationstrong.com/case\\_study/lofts-110/](https://smallnationstrong.com/case_study/lofts-110/)



# Anytime Fitness LoCo Depot

Gym / Health



KEY PLAYERS

Lyle Endsley and Drew Melton





**Anytime Fitness/LoCo Depot:** Before and After



**HOW IT WORKS**

**Purchase Price: \$20,000**

**Renovation Costs: \$1,650,000**

**Monthly Rent: \$11,700**

**Jobs Created: 12**

**Case Study:** [https://smallnationstrong.com/case\\_study/anytime-fitness/](https://smallnationstrong.com/case_study/anytime-fitness/)



# City Sweets & Creamery

Local Bakery and Sweets Shop



**KEY PLAYER**  
**Angie Hall**





**City Sweets & Creamery:** Before and After



**HOW IT WORKS**

**Purchase Price: \$35,000**

**Renovation Costs: \$160,000\***

**Monthly Rent: \$2,100** \*Includes second floor loft

**Jobs Created: 12**

**Case Study:** [https://smallnationstrong.com/case\\_study/city-sweets-creamery/](https://smallnationstrong.com/case_study/city-sweets-creamery/)





# BUILD Cowork + Space

Small Town Coworking



KEY PLAYERS  
**Small Nation**

# BUILD.

COWORK | SPACE



**BUILD Cowork + Space:** Before and After



**HOW IT WORKS**

**Purchase Price: \$160,000**

**Renovation Costs: \$1,200,000**

**Monthly Memberships: \$10,000**

**Jobs Created: Dynamic**

**Info:** <https://buildcowork.com/>



# The Flying Pepper Cantina

Taco and Tequila Bar



KEY PLAYERS

Humberto Nieto and  
Laura Haverkos







**HOW IT WORKS**

**Purchase Price: \$160,000** (with BUILD)  
**Renovation Costs: \$350,000**  
**Monthly Rent: \$3,000**  
**Jobs Created: 25**

**Case Study:** [https://smallnationstrong.com/case\\_study/the-flying-pepper/](https://smallnationstrong.com/case_study/the-flying-pepper/)





# Nest 1896

Antique Mall & Retail



**KEY PLAYERS**

**Kathleen & Darin Robinaugh**





**HOW IT WORKS**

**Purchase Price: \$24,500**

**Renovation Costs: \$150,000**

**Monthly Rent: \$2,500**

**Jobs Created: 4**

**Case Study:** [https://smallnationstrong.com/case\\_study/nest-1896/](https://smallnationstrong.com/case_study/nest-1896/)



# The Poppy Seed

Salon & Boutique



**KEY PLAYERS**

**Breanne Comer**





**The Poppy Seed:** Before and After



**HOW IT WORKS**

**Purchase Price: \$1**

**Renovation Costs: \$140,000\***

**Monthly Rent: \$1,850**

\*Includes second floor loft

**Jobs Created: 5**

**Case Study:** [https://smallnationstrong.com/case\\_study/salons-and-barbers/](https://smallnationstrong.com/case_study/salons-and-barbers/)





# Axe Ventura

Premier Axe Throwing Facility



**KEY PLAYERS**

**Shannon and  
Anthony Taylor**



**Axe Ventura:** Before and After



**HOW IT WORKS**

**Purchase Price: \$75,000**

**Renovation Costs: \$280,000\***

**Monthly Rent: \$4,000**

\*Includes second floor  
commercial space

**Jobs Created: 10**

**Info:** <https://axe-ventura.com/bellefontaine/>



# BUILDING BLOCKS



**Small Nation has a deep knowledge and understanding of Main Street economies through our work as the primary developer in Downtown Bellefontaine, Ohio.**

**Demographically, Bellefontaine is very similar to several rural communities in north/northwest Ohio – the lessons learned in downtown Bellefontaine are largely transferable to rural communities between 5,000 and 50,000 residents.**

**As stated, the COVID-19 pandemic has reoriented the feasibility of many business sectors in Main Street economies – one merely can observe the struggles of businesses in neighborhood communities within metro areas to see that.**

**However, for rural communities like Clyde, with smaller barriers to entry and available building stock, they should be incredibly attractive in today's environment.**



**We continue to believe there are six basic building blocks for rural downtowns. This typically comes down to a chicken and egg argument – how do you build the capacity for population growth and business development without subsidizing every entity who locates in the downtown?**

**What business sectors are natural catalysts of that growth – plant the seed, and businesses will germinate around them, so to speak. Those six building blocks include:**

- **Flagship restaurant with complementary event/outdoor space.**
- **Neighborhood coffee/tea/specialty coffee shop (ideally more than one).**
- **Gym/yoga/workout and group training facilities.**
- **Co-working/shared and flex office space.**
- **Professional services – law, accounting, and medical.**
- **Hair salon, skin care, and other cosmetology services.**





**The common thread that all these entities have is a focus on customer volume. Restaurants are the primary drivers of foot traffic and energy in a historic downtown. The number of guests a restaurant serves in an average evening dwarf any other type of industry as a magnet for consumers to experience a downtown district. People are now especially looking for real, authentic, unique experiences.**

**Coffee shops embody a similar footprint in the downtown landscape, though on a smaller scale – coffee shops also drive capacity, but typically spaced out throughout the course of the day. They also can be a reliable feeder for retail foot traffic in an established downtown. Gyms and workout facilities also provide reliable foot traffic at all hours of the day and night and can be critical to supporting health and fashion retail in a downtown.**



Finally, co-working and flexible office space is the newest and most exciting potential benefit moving forward. Many major corporations, including tech giants like Facebook, Amazon, and Microsoft<sup>5</sup> and local corporations like Nationwide Insurance, have discovered that their workforce is just as productive at home as they are in an office setting.

This potentially frees up massive amounts of capital for corporations who no longer need large commercial real estate footprints. It also frees up their employees – their human capital – to be more mobile and selective in where they choose to live. No longer are they beholden to a geographic proximity to their office – they are now free to choose where they would like to live based on the unique qualities and amenities of that community.

However, most of these employees will still be interested in a professional space where they can work independently, meet with clients, and network with other entrepreneurs, solopreneurs, or working professionals. Dedicated office and shared office space will be critical to attracting that talent to rural communities.

These four building blocks and more will be discussed in more detail in this report.

<sup>5</sup> <https://tech.co/news/companies-offer-remote-work>





# **CLYDE EXISTING CONDITIONS**

# EXISTING CONDITIONS

## ESTABLISHED LOCAL BUSINESSES

- Several of successful, well-established businesses in downtown district.
- Wild Brew Coffee fills big need in downtown, opened during COVID and has been successful. Has expanded and added a second store in a neighboring town, and has identified an opportunity to expand technology with online ordering.
- Cosi Bella Boutique and the Calico Cat antiques provide retail and shopping experiences that could be complimented by additional retail establishments.
- Sirona Natural Healing is a unique experience that can draw in outside folks to downtown Clyde. Currently planning several events and would like to add additional services.

## LACKING OTHER CRITICAL BUSINESS ELEMENTS

- A lot of excitement about Blue Collar Bistro's opening, but need to understand what resources are necessary to officially.
- Opportunity for hand-dipped ice cream store – nearest is in Sandusky.





# EXISTING CONDITIONS

## FEW FITNESS/HEALTH AND WELLNESS OPTIONS

- Gym in downtown currently has limited hours, closed on Sundays and holidays.
- Currently no yoga options in town.
- Currently no nutrition clubs or health food store options.

## LOW BUILDING ACQUISITION COST

- Building acquisition cost is around \$50,000 and under – a great price point to begin redevelopment.
- Several buildings are currently under renovation with interested tenant prospects.
- Dominoes are about to fall to begin momentum, investors will clamor at the opportunity.



# EXISTING CONDITIONS

## ALFRED GEIGER BUILDING

- Former soda pop/bootleggers building, city owned
- Has basement and second story with a historic hand-operated elevator.
- Underutilized property with a lot of potential.

## TOP NOTCH HISTORY MUSEUM

- One of the most comprehensive and extensive local history museums we've seen – very impressive.
- Potential to be a big driver for increased visitation and tourism to Clyde.





# EXISTING CONDITIONS

## BOARD OF EDUCATION BUILDING

- Old department store building with a large ballroom upstairs.
- Windows currently covered in ballroom – opportunity to uncover for natural light.
- Board of Education offices, opportunity for renovation and some updates.

## EDWARD JONES BUILDING

- Coming available as current tenant is moving to new building.
- Building has a passthrough to parking lot in the back of the building.
- Owners also own building next door that has an elevator in the back.



# EXISTING CONDITIONS

## PAINTED BUILDINGS IN DOWNTOWN

- City has a lot of painted brick in the downtown already.
- Several facades have paint that is faded or chipping, appearing to be more rundown than the buildings actually are.

## DOWNTOWN BUSINESS COMMITTEE

- City has a new committee for promoting events with the goal to be working better by the Spring.
- Job formerly done by Business Professionals Association using bed tax but was dissolved by city.





# RECOMMENDATIONS

## WILD BREW COFFEE

- Downtown coffee shop is unique and providing a much-needed quality product and experience to customers.
- Inside renovations of space are aspirational and very well-done.
- Opportunity to expand and add outdoor component to storefront.
- Recommendation to remove two parking spots on the north side of the building, extend sidewalk and add patio.
- Owner also has idea to add a drive thru in the back – see City Sweets & Creamery case study.<sup>6</sup>
- See architectural renderings for outdoor component examples.

<sup>6</sup> <https://smallnationstrong.com/wp-content/uploads/2019/01/SMALL-NATION-CITY-SWEETS.pdf>





## ALFRED GEIGER BUILDING

- Old, historic building with a ton of potential.
- Good opportunity to add public restrooms downtown. Research shows downtown public restrooms add to tourism, events, etc.<sup>7</sup>
- Building can be used for history museum extension with revolving exhibits.
- Also good for a small seasonal Christmas market with Santa photo opportunities.

<sup>7</sup> <https://www.phlush.org/why-public-toilets/>





## SIRONA NATURAL HEALING

- Fun, funky and eclectic experience that can bring visitors into town.
- Owner looking to expand, add additional services like massage therapy.
- Recommendation to look at including other health and wellness activities such as a salt cave, red light therapy, etc. See Centre Wellness in Plain City for example.<sup>8</sup>
- Creation of a “rock and gemstone museum” with handouts of types of rocks, box for people to complete collections.
- More advertising/info on outside a must – currently major lack of information promoting or explaining business. Take advantage of city’s façade improvement grant program to open up storefront and add windows.

<sup>8</sup> <https://www.thecentrewellness.com/>



## EDWARD JONES BUILDING

- Edward Jones moving into a new building and the current building is a passthrough from Main St. to the back parking lot.
- With bathrooms and individual spaces, recommendation to take current building and turn into a “mini Main St.”, mall or arcade.
- With Main Street Marketplace example<sup>9</sup>, offices can be turned into small storefronts leased to startup retail or office businesses.
- Recommendation to update space with new flooring, add windows from hallway into individual spaces.



<sup>9</sup> [https://smallnationstrong.com/wp-content/uploads/2019/12/SN\\_CS-MS-MARKETPLACE-proof3.pdf](https://smallnationstrong.com/wp-content/uploads/2019/12/SN_CS-MS-MARKETPLACE-proof3.pdf)



## BLUE COLLAR BISTRO

- Really amazing food, but delay in opening is hurting the downtown as a whole.
- Recommendation to have in-person conversations with owner to identify road blocks, challenges, and how city and owner can work together to overcome hurdles to successfully open.
- Upon opening, downtown revitalization efforts will increase considerably along with confidence of other restaurants wanting to open.
- For upstairs, recommendation for rentable event space, catered by downstairs restaurant. See Bella Vino Events & Wine Room<sup>10</sup> and Six Hundred Downtown model.
- Protruding signage will increase awareness and traffic for both restaurant and future event space. Use of DaNite Signs<sup>11</sup> in Columbus for signage manufacturing – company created many protruding and cabinet signs in Downtown Bellefontaine.

<sup>10</sup> <https://smallnationstrong.com/wp-content/uploads/2019/01/SMALL-NATION-BELLA-VINO.pdf>

<sup>11</sup> <https://danitesign.com/>





## **BUILDING EXTERIOR IMPROVEMENTS**

- With many downtown buildings already having painted exteriors, a minor investment in updating and improving facades goes a long way.
- By updating and painting the cornices of buildings, it will change the whole look and feel of the buildings and downtown.
- See Historic Opera Block before and after in Downtown Bellefontaine.<sup>12</sup>

<sup>12</sup> <https://operablock.com/>



## BOARD OF EDUCATION BUILDING

- Old department store with a big ballroom upstairs.
- Ballroom requires a large investment, but could be utilized as a community event space.
- Possible commercial tenants could include dance studio, photography, martial arts, visual and performing arts.
- Recommendation to uncover windows, bringing in natural light to space.
- For historic theater restoration examples, see Woodward Opera House in Mount Vernon<sup>13</sup> and the West Liberty Village Hall Opera House.<sup>14</sup>

<sup>13</sup> <https://www.bizjournals.com/columbus/news/2019/02/03/photos-check-out-mount-vernons-historic-opera.html>

<sup>14</sup> <https://www.westlibertyhistory.com/town-hall-restoration.html>





## LOFT AND HIDDEN SPACES TOUR

- People are naturally curious about what is going on and about places they haven't seen for a while or at all.
- Give tours of lofts and other hidden spaces in downtown area (after they get cleaned out).
- Sell tickets, profits can go toward non-profits or renovations.
- Gets people dreaming about what the space could be.
- Potentially use spaces for Halloween activities (once cleaned and made safe).





## RECRUIT ICE CREAM SHOPS

- Ice cream/dessert shop encourages more traffic downtown after visitors eat at restaurants.
- People wander to gift shops and other stores as they enjoy their dessert.
- Execute a targeted recruitment campaign for a new ice cream shop in downtown Clyde.
- Start-up financial incentives for capital purchases.
- Marketing and branding support.





# DOWNTOWN DEVELOPMENT GROUP

- With the success of the new downtown group recently formed, the group has the opportunity to do much more in 2023 and beyond.
- Identify 1-2 people to champion downtown events.
- Potential for committees to focus on economic development, manage any wayfinding or other signage programs, downtown beautification/streetscaping, etc.
- Focus on training and development of volunteers, using Heritage Ohio as a resource.
- See Downtown Bellefontaine Partnership for example.<sup>15</sup>

<sup>15</sup> <https://firstfridaysbellefontaine.com/>





## SHERWOOD ANDERSON PLAZA

- Further development of Sherwood Anderson plaza as hub for events.
- Location is fairly empty but has a fountain, bicycle pump, and benches along Railroad St.
- Perfect location to host live music on the weekends in the summer with a small stage or gazebo-type setting.
- If city adds DORA<sup>16</sup> in the future, this spot would be a great gathering place for folks enjoying a nice beverage on a summer day.

<sup>16</sup> <https://www.ci.bellefontaine.oh.us/dora.html>





## EXPAND UPPER FLOOR MARKET RATE RESIDENTIAL

- To grow the downtown, there must be a residential component.
- Quality downtown units attract quality tenants who become part of the downtown ecosystem and an anchor for businesses.
- Housing is a need *everywhere*.
- Plenty of opportunity for development in downtown buildings.



## EXPANSION OF DOWNTOWN LODGING

- Overnight travelers spend more per visit than day trippers.
- Day trips spending average: \$103/person
- Overnight spending average: \$379/person
- Further development of overnight spaces will support further business expansions & growth in the downtown.
- Target rental rates between \$150-\$250/night.





## SIGNAGE IN DOWNTOWN

- Signage is the oldest and most effective form of advertising.
- Locations like the side wall of the Century 21 building are great opportunities for painted murals or Lind Sign Spring<sup>17</sup> vinyl banners – promoting businesses, the downtown as a whole, or providing “Instagrammable experiences” for visitors.
- Available property signage in windows or a-frames in front of vacant storefronts effectively communicates opportunities, prices, who to contact, etc. to inquiring eyes. Brings in leads for current openings or potential future availability.

<sup>17</sup> <https://lindsignspring.com/>









## WAYFINDING SIGNAGE

- Recommend installing wayfinding signage around the downtown to support business development.
- Revenue from program could support streetscaping like flowers, Christmas decorations, etc.
- Wayfinding down Main and elsewhere will help folks find their way and discover new businesses they may not have been aware of before.



# DOWNTOWN DESTINATION BRAND

- Presently there is no comprehensive brand presence for Clyde. One map sign in the downtown uses a nice logo from the city seal, but sign directs to city website which is outdated and undeveloped.
- Recommend development of a destination brand and marketing campaign for Clyde – can play off of “Little Chicago” nickname.
- Incorporation of brand in downtown streetscape.
- Social media campaign and website development for town destinations, businesses, and attractions.
- Can work with Small Nation for brand development that includes stakeholder interviews and brand messaging.







We're excited to continue to see  
Clyde grow and prosper.

THANK YOU for allowing us to be  
part of your success!

