



## Main Street Vermilion

685 Main Street  
Vermilion, Ohio

[www.mainstreetvermilion.org](http://www.mainstreetvermilion.org)

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# SMALL TOWN. GREAT LAKE.

VERMILION, OHIO

*Welcome to our Small Town on a Great Lake!*

We at Main Street Vermilion take our mission of downtown stewardship seriously. Since 2001, we have worked to maintain our downtown's character and vitality. We do this through mission focused work over many projects and initiatives including community collaboration, design and preservation, small town promotions and economic development.

Our special events bring both residents and visitors downtown to shop, eat & play at our shops, restaurants, and parks. Collaboration with other Vermilion organizations have yielded National Small Business Week celebrations, solar eclipse preparation and the new flagpole at Main Street Beach & Park among others.

Our Partner Programs are vital to Main Street Vermilion. **Vermilion in Bloom** plants and maintains our show stopping flowers, attractive streetscapes, and seasonal decorations. **Vermilion Arts Guild** provides a venue for artists to connect, skill-build and share their work. **Public Art Vermilion** through their postcard, buoy tree and sculpture projects helps to create a sense of local identity and interest in Vermilion's culture and heritage through the arts.



# Join us

- You will be contributing to the success of downtown and its revitalization. It takes every person and every business to make downtown a destination.
- A thriving downtown means more people and potential customers.
- Help in the marketing of your business.
- Business collaborations and relationship building.

# Benefits

- Community collaboration
- Participating in downtown events creates more business opportunities.
- Radio, video, and social media promotion of downtown helps bring customers to you.

## How to be involved:

- Participate in downtown events in your own way!
- Follow Main Street Vermilion (MSV) social media pages.
- Share MSV social media posts on your business pages to encourage cross-promotion of events.
- Like and comment on other businesses' postings.
- Partner with other businesses' special events, gift baskets and specials.
- Join a MSV committee.
- Read the Vermilion Business Connection e-newsletter.

Email [mainstreetvermilion@gmail.com](mailto:mainstreetvermilion@gmail.com) to subscribe.



# Who we are:

## **Main Street Vermilion is part of the National Main Street Movement**

Over the past 35 years, the National Main Street Center has led the development of a national network of 2,000 historic downtowns and neighborhood commercial districts known as Main Street America™. The people who make up Main Street America are passionate advocates, dedicated volunteers, partners, and community organizers who work every day to turn the tide in their communities—catalyzing reinvestment, creating jobs, and fostering pride of place.

## **Main Street Vermilion is a member of Heritage Ohio**

As a member of Heritage Ohio, Main Street Vermilion works under the direction of a 16-member volunteer Board of Directors. Much of what we do is accomplished by committees, hundreds of volunteers, organization partners, sponsors and donors. The Heritage Ohio blueprint for downtown revitalization was developed by the National Trust for Historic Preservation, which recognized a pattern of loss of historic commercial architecture and loss of community sense of history. To stop this trend, the trust (established in 1977) developed a model for downtown historic preservation, which encompasses a four-point approach that Main Street Vermilion uses as guiding principles. It includes design, business enhancement, marketing and organization. Main Street Vermilion is a State and Nationally Accredited Main Street Program.

## **Main Street Vermilion is a 501(c)3 Organization**

Main Street Vermilion is a 501c3 not for profit organization. We rely on our partners, donors and sponsors for donations in a variety of ways including financial support, volunteering time and in-kind donations. Learn more about our community and business partnerships, volunteers and donors.

## **Vision:**

Main Street Vermilion passionately pursues a vibrant community, economy and culture.

## **Mission:**

Main Street Vermilion adds the “extras” in our Small Town on a Great Lake.







## 2024 Board Members

Micah Roberts, President  
Suzi Piscur, Vice President  
Fred Miggins, Treasurer  
Libby Williams, Secretary  
Eileen Bulan  
Scott Dommin  
Larry Drouhard  
Beth Eberhard  
Carolyn Hill  
Pam Reese  
Sarah Ross  
Tiffany Sekeres  
Marilou Suszko  
Hannah Vlk  
Amy Jo West

## 2024 Staff

Kate Repola, Executive Director  
Linda Hart, Business Manager  
Amy Hoffman, Marketing & Outreach



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## Committee Information

The Board and Committees are made up of volunteers who give their time and talents to help make a positive impact on the Downtown.

Design, Economic Vitality, Operations, and Promotions are our four standing committees. Each of these have subcommittees to accomplish specific goals.



# Main Street's 4 Points

## Design

Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

- Public Art Vermilion
  - Buoy Tree Project, Be Yourself 44089, Art Stops, Public Art at Main Street Beach & Park
- Seating at Main Street Beach & Park
- Wayfinding Signage
- Vermilion in Bloom
  - Downtown beautification, flowers, seasonal decor and more.

## Economic Vitality

Provides support to local businesses by hosting events, maintaining open communication, and sharing opportunities.

- Hosting Vermilion Business Connection meetings throughout the year
- Email newsletter for opportunities
- Poll businesses about downtown events to better future events

## Operations

Works to insure the successful running of Main Street Vermilion by engaging new and existing volunteers, aligning work to Heritage Ohio and Main Street America, and fundraising for the future of MSV.

- MSV Volunteer Picnic
- MSV Nominating Committee
- Mail Line Rail
- Historic Register
- Light Up Vermilion

## Promotions

Promotes awareness of our Community and Main Street Vermilion.

- Branding and brochures for MSV and partner businesses
- Business Partner Spotlights
- Co-op advertising with partner businesses. Features in Lake Erie Living, Shores & Islands Stay & Play Guide, Leisure Living, Compass Magazine, Vermilion Photojournal, Morning Journal, Elyria Chronicle, Ohio Magazine, Pulse and more!
- Event hosting and participation



# Events

A subcommittee of Promotions, responsible for coordinating events to bring people (visitors and residents) to downtown Vermilion.

# Annual Events

Events invite residents and visitors into our downtown area to shop, dine, play and explore.



*Ice & Fair*



ALL WASHED UP



SHAKE, RATTLE + STROLL

Throughout October



GARDENERS FAIR



CHALK IT UP!

SMALL BUSINESS SATURDAY



MARKET IN THE PARK

Saturdays in July & August



HISTORIC WALKING TOUR



LIGHT UP VERMILION

# VERMILION BUSINESS CONNECTION



Attend events, follow on Facebook, and subscribe to emails to learn about upcoming opportunities, ways to attract people to your business, and to collaborate with other businesses.

LEARN | SUPPORT | COLLABORATE