

Main Street Elyria, Making Historic Downtown Elyria the “Vibrant Heart of the City”!

Main Street Elyria is a not-for profit organization

Phone: 440-322-5000
 Fax: 440-322-5999
 E-mail:
 contact@mainstreetelyria.com

Upcoming events

- Pride Day**
May 15
Downtown Elyria
- Memorial Pancake Breakfast**
May 31
St. Andrews
Followed by the
Memorial Day Parade
- Arts Festival**
July 10
Ely Square
9 a. m.—1 p.m.
- Farmers Market**
Every Saturday
July Through September
9 a.m. - 1 p.m.
- Christmas in July**
July 25
Ely Square
- Family Fitness Festival**
August 2010
Ely Square

Help Main Street Elyria meet the Community Foundation’s Challenge!

The Community Foundation has granted Main Street Elyria \$10,000.00 to continue the Main Street Elyria mission of Making Historic Downtown Elyria the “Vibrant Heart of the City!” They have also given a challenge grant of an additional \$5,000.00. For every contribution given to Main Street Elyria, up to \$5,000.00, the Community Foundation will match.



Check the back inside cover of this newsletter for information on becoming a member of Main Street Elyria and helping us meet the Challenge!



Winter 2010

Why shop local?

We all make decisions everyday and where we choose to shop effects the local economy. For example, shopping at a local independent store supports the local economy by providing jobs and generating income tax. The independent business owner will in turn be more likely to

purchase goods and services from other local businesses. This means that the money we spend here generates three or more times as much money to the local economy. The next stop may be a chain store and our purchase will churn only once maybe twice back into the local economy. Providing this chain store is located in our city. One reason for the change in income generation is that chain locations purchase goods and services from outside of the local community.

What is a "Local" Independent Business?

Private, Employee, Community or Cooperative ownership

At least 50% owned by area resident(s)

Full decision-making function for the business lies with its owner(s)

Limited number of locations, all within a single state or region

Approximately \$1.6 million generated in income tax from Downtown Elyria businesses in 2009

When making the choice of where to eat, shop, or play, remember the strength of our community reflects the choices we make as consumers.

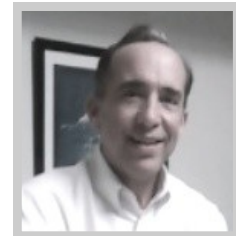
Show your heart is in Downtown and stop in at any of our independent businesses!

Tamela Grubb

Inside this issue:

BUSINESS SPOTLIGHT: NEW TO YOU	2
SPOTLIGHT BUSINESS MOSS' PRIME RIB & SPAGHETTI HOUSE	3
SPOTLIGHT BUSINESS DONNA'S DINER	4
MOMENTUM 2010	4
LORIAN COUNTY SMALL BUSINESS	5
PRIDE DAY	5
PROMOTE YOUR BUSINESS	6
SUPPORTING MAIN STREET ELYRIA	7

My Heart is in Downtown Elyria!



Since 1981 I have worked, lived and loved every minute of being involved in this town. In the early days of my career at Geisel many of my mentors like Lyle Crosby and Bob Bowman were showing me how im-

portant it is to be involved and active in your community. Their simple business philosophy was that if your business is rooted in this community then as the community grows and prospers so will your businesses. I have never forgotten this early lesson in civics and have tried in my own way to carry on that philosophy.

Geisel and its 35 Associates are celebrating their 75th anniversary this year!

Andy Culberson



Member Spotlight: New To You Resale Shop

For the past 28 years, Bobbie Breen has owned and operated the New to You Resale Shop located at 625 West Broad Street in Downtown Elyria. New to You has been "Recycling the Fashions of Today and Yesterday since 1982" and has chosen to make Downtown Elyria its home for the past sixteen years.

Recycling the Fashions of Today and Yesterday since 1982"

As you enter the front door you are immediately impressed with the selection of items available. New to You offers men's and women's new or like new clothes and accessories at 1/3 of the cost of new. This is not your ordinary re-

sale shop! The merchandise is updated daily and each and every item is inspected by the New to You staff prior to placing it on the sales floor. You can see the most current fashions of the season while shopping on the main floor and beautiful formal gowns for Holiday parties, dances and proms are available for sale on the mezzanine. The shop also carries designer and name brand items as a part of their regular inventory and there is always a helpful staff member available to assist the customers in selecting the perfect outfit. New to You offers a large assortment of jewelry and a variety of furs that are of the same

New to You quality as the rest of their wonderful merchandise.

New to You carries a very large selection of vintage clothing that can be purchased for theme parties and theater performances. Bobbie maintains a small resource library of popular styles for different periods at the store to assist customers with planning a period outfit for their special events. Over two thousand costumes are available on a rental basis year round.



Bobbie Breen.

New to You Resale shop has earned the reputation as the place to go for the best bargains, but the best bargain of all is the owner herself, Bobbie Breen. Her dedication to her store and the Downtown is obvious as she expresses her excitement to be located next to the new Municipal Court building and the potential for new customers. Bobbie

makes sure to give back to the community every chance she gets, and proves it by donating unsold items to the Hospitality Center weekly. Bobbie appreciates her customers and goes the extra mile to provide them with a superior shopping experience.

New to You Resale Shop
Bobbie Breen, Owner

625 West Broad Street
Downtown Elyria

322-0755

Monday - Friday 10 am - 6 pm
Thursday till 8 pm
Saturday 10 am - 5 pm

Get Stimulated!

Up to a **\$1,500 Tax Credit**
On Qualified High Efficiency
Heating & Cooling Products!

Thanks to the benefits of the American Recovery and Reinvestment Act (ARRA), you now have the opportunity to save HUGE dollars on energy-saving heating and cooling equipment for your home!

Call Us Today!

Toll Free 1-888-293-7032
Cleveland 440-892-7898
Oberlin • Wellington 440-775-3311
Lorain 440-233-8548 • Elyria 440-323-2869



Heating Air Conditioning Plumbing

www.GoGeisel.com

My Heart Is In Elyria
Downtown

Shop
Local
And
Enjoy
These
Special
Offers
From Our
Members!

**Your membership supports the
revitalization of downtown Elyria.**

Membership costs range from \$35.00 to \$500.00 depending upon type of membership. Some of the available benefits of being a member:

- Ø Classified ads in Main Street Elyria Newsletter
- Ø Link from Main Street Elyria Website
- Ø Main Street Elyria Website Recognition
- Ø One Vote at Annual Meeting
- Ø Discounts from Participating Member Businesses

- Ø Feature in Main Street Elyria Newsletter
- Ø Downtown Workshop Discounts
- Ø Newsletter
- Ø Investment & Voice in Downtown
- Ø Main Street Elyria Decal

Name: _____

Address: _____

City: _____ State: OH Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

Elyria, OH 44035

Levels of Membership:

- Patron (\$500 or above) Downtown Stakeholder
- Benefactor (\$250) Businesses 25 + employees
- Sponsor (\$150) Businesses less than 25 employees
- Partner (\$100) Other interested businesses
- Contributor (\$50) Service Org., Churches & non-profits
- Friend (\$35) Individuals with an interest in downtown

Payment Enclosed \$ _____

Return Completed Form to:
Main Street Elyria
104 Middle Avenue



MAIN STREET ELYRIA

Recycling the Fashions of Today and Yesterday Since 1982

New to You
RESALE SHOP

10% OFF ANY PURCHASE
Thru March 2010

- Men's & Women's Clothing
- Jewelry & Accessories
- Costume Rental • Formal Gowns
- Vintage Fashions

Best Parking Hours: 11-1 or after 3 PM.
MON.-FRI. 10-6 • THURS. till 8
Saturday 10-5
322-0755

625 West Broad St.
Downtown Elyria

Offer valid for limited time New to you reserves the right to change offer

Kelly's
Boutique & Seamstress Service

Repairs Alterations Custom Design Reasonable Rates

(440) 310-3526
10 Lake Avenue
Elyria, Ohio

By Vic's Nite Club & Jim's Coffee House...

10% off hem, repair or alteration
Not valid with any other/ offer expires 3-27-2010

Promote your Business

in Ely Square Kiosk

Get the word out about an upcoming event for your business in the Ely Square Kiosk.

Ely Square is at the center of downtown and many visitors walk through daily. Take advantage of this opportunity to promote your business.

Posters are placed on a first come first serve basis and may be placed up to one month prior to an event depending on the amount of requests.

Main Street Elyria

Member Rates: \$20.00

Non-member Rates: \$25.00

The price includes the printing of one 24" x 36" poster.

Main Street Elyria reserves the right to deny placement of any inappropriate material or language as determined by Main Street Elyria.

If you would like to advertise in the kiosk contact Main Street Elyria at 440-322-5000 or email info@mainstreetelyria.com.



On the Main Street Elyria Page!

Special Advertising pricing Offer exclusively through Main Street Elyria!

The Main Street Elyria Page will run once a month in the Chronicle Telegram to promote our Historic Downtown and local businesses.

You will receive:

- (6) 2x6.5 ads in Color **\$1,200.00 Value**
- (4) 2x4 ads in Color **\$ 500.00 Value**
- 2) Business Spotlights a year in the Chronicle Telegram **\$ 500.00 Value**

- Main Street Elyria Membership which includes:
 - E-newsletter article
 - Main Street Elyria Focus newsletter Article
 - (2) - Business card ads in the Focus newsletter
 - Webpage listing
 - (4) - VIP Wine & Cheese/Cleveland POPS Tickets **\$ 150.00 Value**

Package Pricing \$2,150.00 before discount

Main Street Non-Members Package Pricing \$1,200.00 savings of \$950.00

Main Street Members Package Pricing \$1,020.00 savings of \$1,130.00

Contact Main Street Elyria by February 26, at 440-322-5000 for more information on this exclusive offer!

Member Spotlight: Moss' Prime Rib & Spaghetti House



Moss' Prime Rib & Spaghetti House

Sandy Laubenthal, Owner

525 Broad Street Downtown Elyria

440-322-2611

Hours:

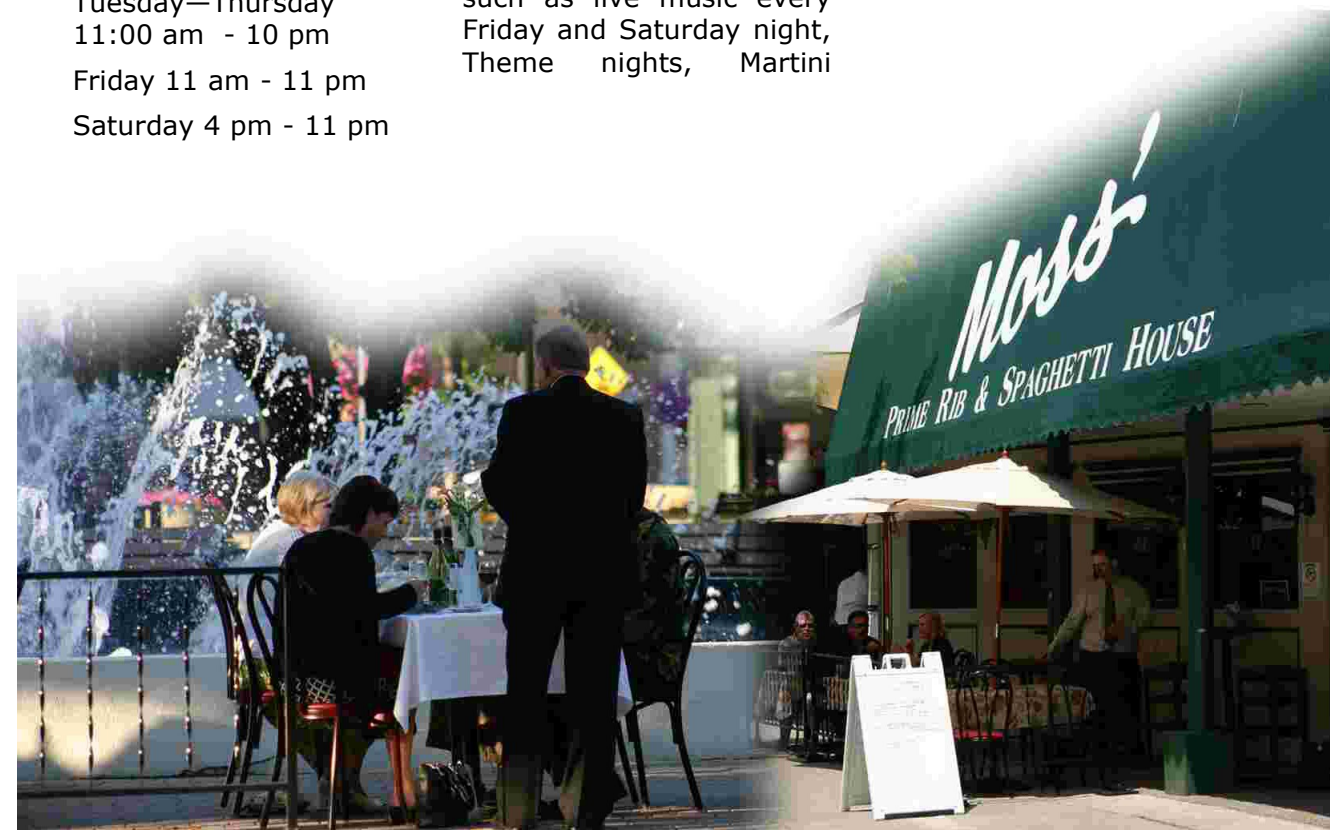
Tuesday—Thursday
11:00 am - 10 pm
Friday 11 am - 11 pm
Saturday 4 pm - 11 pm

An Elyria landmark for nearly 50 years, Moss' Prime Rib & Spaghetti House tradition of serving fine food for generations continues at 525 Broad Street with owner Sandi Laubenthal.

Nine years ago, Sandi opened the doors to Moss' staying true to the signature Prime Rib and Spaghetti. She enjoys the ability to be creative in the kitchen with the Friday and Saturday specials but also in the promotion of Moss'. Hosting weekly events such as live music every Friday and Saturday night, Theme nights, Martini

Tastings and what has now become the sought after ticket, Dining under the Stars in July. Listen to big band music and enjoy a five-course meal at one of the limited tables around the Ely Square fountain.

Sandy is quick to answer that the hours are long and tough and sometimes it's difficult to be original but she loves the people and it is nice to have an outlet for her creative energy and solving the challenges that come up everyday.



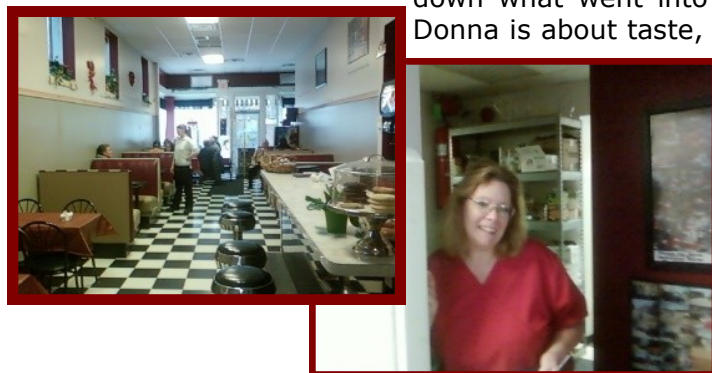
Business Spotlight: Donna's Diner

Donna's Diner celebrates its 10th year in a new location at 148 Middle Avenue! Donna Dove opened the doors to her Diner in May of 2000 on Broad Street. Her reason when asked why a diner? "I enjoy cooking and this was something that kind of evolved from my previous job." Donna would plan special events, and do most of the cooking, as part of the Marketing Department for Life Bank in Elyria.

Although going into the tenth year, there are still challenges. One challenge is preparing the food and creating the menu. Cutting waste in the restaurant business is difficult so you must be creative and use everything. In true Donna fashion, she jokes about telling her customers "if you don't eat the special today it will be in the soup tomorrow!" Not that the customers are worried, they can't wait to request her "special" soups. So much so, that Donna began writing down what went into the pot in order to recreate them. Cooking to Donna is about taste, so she rarely uses recipes for the measurements, simply the ingredients.

Donna's loyal customers are family to her. They have followed Donna from Broad Street to Middle Avenue. That is one of the positives of her business. "It's like having company over all day and I get to cook for them!"

Donna's Diner
148 Middle Ave.
Downtown Elyria



Donna Dove

Momentum 2010

The Governor's Office for Women's Initiatives and Outreach (GOWIO) established as a place in state government for a policy and outreach focus on women and girls. Through the efforts of GOWIO Momentum 2010 began to spin. The Momentum 2010 mission: is an Ohio, where women and men work together to achieve gender equality.

The GOALS of Momentum 2010:

- Bring together women of diverse backgrounds.
- Celebrate the potential of girls and honor the accomplishments of women.
- Increase awareness of resources available to women in Ohio.
- Inform women about how to lead healthy, safe, and financial stable lives.

women owner operated businesses makes up 35.3% of Elyria businesses. That is above the national average of 28% and State, which is 28.1%.

- Encourage women to choose careers in science, technology, engineering, and math.
- Advocate enhanced collaboration among women and across women's organizations.
- Foster networking opportunities among women.
- Partner with men to accomplish our mission.
- Foster an environment that allows for women to strive for and succeed in leadership roles.

For more information on Momentum 2010 check go to <http://www.ohiowomen2010.com>

Midpoint Campus Center Open House - Taste of Training

The business training teams from LCCC, The University of Akron, and the Medina County Career Center will host an Open House for employers:

Training Open House for Employers

Thursday, March 18

11:30 a.m. to 1:30 p.m.

Midpoint Campus Center in Brunswick

Lunch is on us!

Learn about the resources available for employers including:

- Credit and continuing education classes
- Customized employer training
- Meeting space and open lab facilities
- Free/low-cost business resources and much more.

Attend two mini training sessions and select from technology, business soft skills, increasing sales, healthcare CEU's and more.

Post-session activities include tours and Q & A with training staff. Limited seats available. For more information or to register online, please visit

www.midpointcampus.com/tasteoftraining. Please register by Friday, March 12.

Taste of Training

March 18, 2010

Training Open House for Employers

Is your heart in Downtown Elyria?

You can show it on Pride Day!

May 15, 2010

9:00 a.m. to 1:00 p.m.

Volunteer with your friends and neighbors as we clean and plant flowers in Downtown!

Contact Main Street Elyria for more information at 322-5000

Main Street Elyria is a not-for profit organization working towards the revitalization of downtown Elyria.

All donations are greatly appreciated and go towards the purchase of flowers and supplies for Pride Day.

Each contributors name will be displayed on a poster in the Kiosk in Ely Square.

Main Street Elyria, Making Historic Downtown Elyria the "Vibrant Heart of the City!"