

WHY HISTORIC DOWNTOWN MANSFIELD?

Businesses are continuing to discover that historic downtown Mansfield is the best location for their business start up, expansion or franchise. Whether it's the dynamic, restored Historic Carrousel District or the financial, retail and commercial center on the Square, Downtown has the space to meet your future needs. There are many reasons for locating your business downtown, here are just a few:

- **Business Services:** If you are not located downtown, chances are you have to get in your car and drive to the essential services needed by your business. In Downtown, it's a quick walk to the City Building and County Courthouse, Post Office, printers, office supply stores, photo reproduction, blueprinting and other services you use. This is a great time saver in today's business world.
- **Entertainment:** It's fun to work Downtown with outdoor concerts, community festivals, art galleries, evening entertainment, or just plain people watching. Of course, you will want to take advantage of a dance or music class at the Richland Academy, an organ concert at The Renaissance Theatre or a performance at The Playhouse. Top off your lunch with a ride on the Carrousel...a great stress reducer.
- **Restaurants:** Everyday you eat lunch. If you are not located downtown, chances are you must get in the car and drive. Lunch is different in the downtown with over twenty different places to eat within easy walking distance, including some of Mansfield's best restaurants.
- **Shopping:** Downtown employees know one of Mansfield's best-kept secrets... there is a lot of shopping downtown. There are over 60 stores representing a variety of retail types including specialty shops, specialty food shops, hair salons, pharmacy, flower shops, decorating supplies, clothing boutiques, business products and office supplies and the list goes on and on. Best of all...it is all right outside your door!



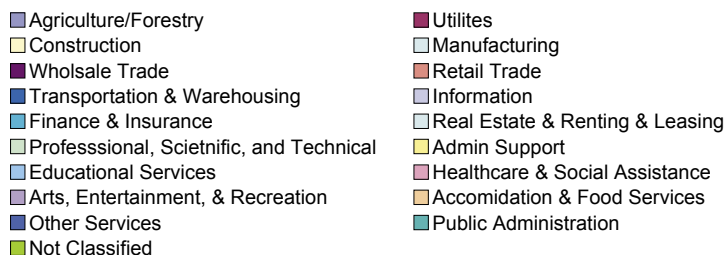
DISCOVER MANSFIELD!

Downtown Mansfield is also home to snapshots of the past and the present. The future is available at The Richland Academy Discovery Center where children of all ages may have a hands-on experience at the techno-art exhibit and science showcase. To enjoy a glimpse of the past visit Carrousel Magic! Where skilled craftsmen implore the time-honored techniques of carving, finishing and painting to transform hardwood blocks into magical carrousel rides.

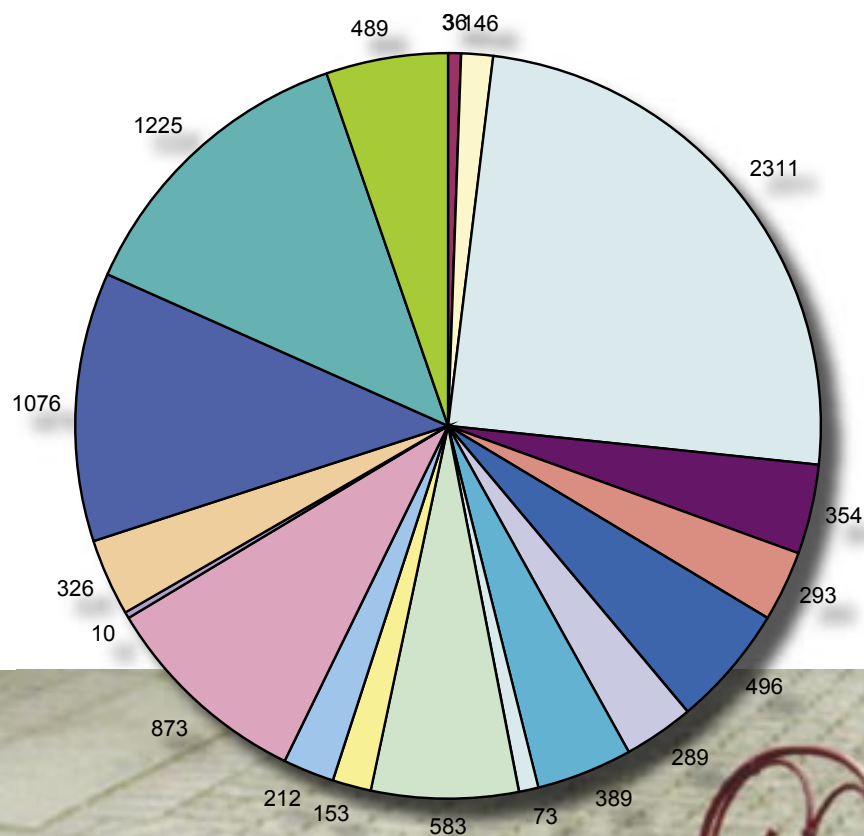
- **Other Professionals:** Need legal, accounting, banking, architectural or insurance assistance? Just walk down the street. Professional services are already here. How often do you do business with financial institutions? Downtown is where you will find the banks. Nowhere else are these choices at your convenience.
- **Access:** It is easy to get downtown. From Route 30 on the north, Park Avenue East or West to routes 39 and 13; you can quickly get to the heart of the city. Downtown remains the transportation hub of Richland County, making it easy for you and your clients to do business.
- **Public Transportation:** Your employees and customers can reach the downtown using public transportation. The convenience of an extensive RTA bus system connects downtown with the entire region.
- **Parking:** There is plenty of parking downtown! Your customers can park at one of the metered spaces on or off the street, or perhaps a private lot with a parking attendant meets your needs. As a Downtown employee, there are lots available behind most buildings or in one of the nine private lots that lease space.
- **Available Space:** Because of the revitalization of the Downtown, we now have excellent office space for lease. Downtown has space to meet all budgets and tastes from stately first class office spaces in newly renovated historic buildings with charm that cannot be met by new construction, from suites with views to suites with tin ceilings. A storefront awaits your business.
- **Price:** If you like first class, you will find the Downtown cannot be beat. Competitively priced mahogany style offices for the single person to space for the 200-person office are available. Air conditioning, skylights, brass, carpet or glossy hard wood floors...these are all available for less in the many selective choices downtown.

MARKET FACTS

Downtown Mansfield is one of only two Great American Main Street Communities in the state of Ohio. Upon visiting downtown Mansfield, it is easy to see why we are the recipients of such an honor. Although Mansfield suffered a similar fate as other downtowns across the county, we remained a working downtown and the center of commerce, commercial enterprise and government during even the worst of times. Today, a vibrant community mixed with retail, office space, housing and government exists along with a strong connection to the arts and culture. Perhaps the most positive characteristic of downtown Mansfield is its determination not just to survive, but also to thrive in the midst of changing economic times.

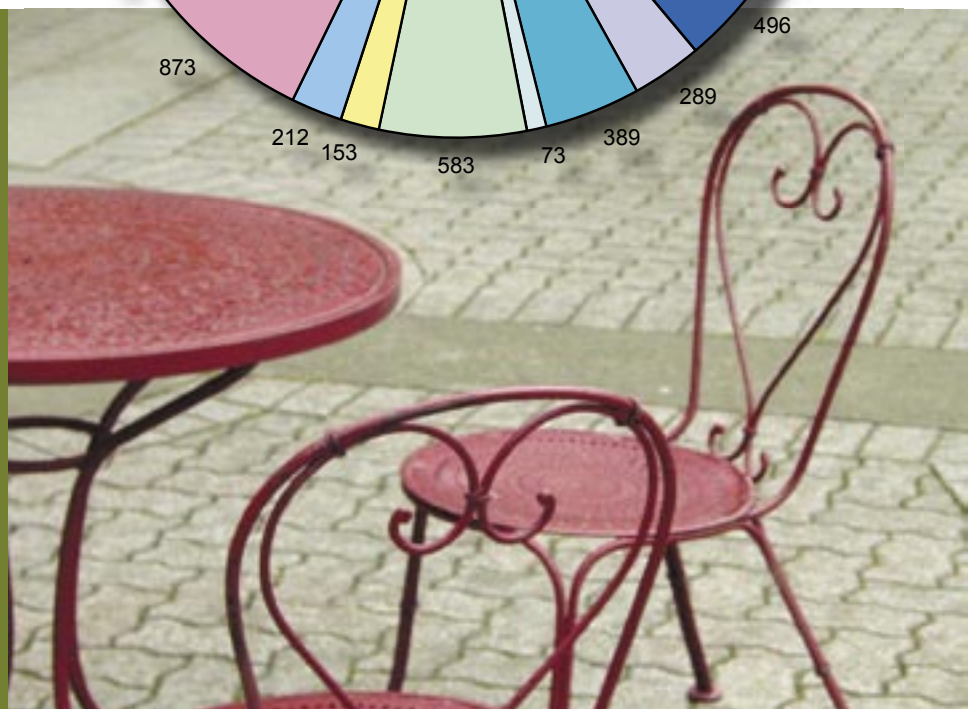


TOTAL DOWNTOWN EMPLOYEES: 9337



CULTURE

Downtown Mansfield is home to many arts and cultural venues including the historic Renaissance Theatre, The Mansfield Memorial Museum, the Richland Carrousel Park, the Ohio State Reformatory, and Mansfield Community Playhouse. There are also many private art galleries in the Historic Carrousel District. The galleries are open to the public and are active in the First Friday Shop Hop event.



EVENTS AND PROMOTIONS

Main Street Mansfield supports a year-round program of events and promotions designed to draw people into the downtown. Through membership support, we fund regional advertising for downtown and provide individual merchants with promotional opportunities. The following are just a few of the yearly events that take place in downtown Mansfield:

- Back to School Garage Sale
- Christmastime in the City
- Downtown Open Air Market
- Downtown Trick or Treat
- First Friday Shop Hop
- Greek Festival
- Heart of the City Cruise Inn
- Holiday Parade
- Juneteenth Celebration
- March of Dimes Walk America
- Mid Ohio Heart Walk
- Miss Ohio Festival
- Miss Ohio Parade
- NASCAR Craftsman Trucks Meet & Greet
- North Central Ohio Soap Box Derby

REAL ESTATE OPPORTUNITIES

Downtown Mansfield has a variety of real estate opportunities that fit your business needs. Whether it is a unique loft with exposed brick or a low cost start up space it is all downtown! Just call Main Street Mansfield for more information and a current list of spaces for sale and lease.

WHAT IS MAIN STREET?

Main Street Mansfield, Inc. is a non-profit membership organization that works to improve our downtown. Our membership consists of individuals and businesses that believe in the Main Street approach to community development. We strive to strengthen our community by utilizing a foundation of historical preservation and downtown restoration. We believe that the heart of a community lies in its downtown. During the past decade, our downtown has made remarkable progress in becoming a better, more livable city for those who live and work in the area. Still, there is much work to be done.

Membership

Because we are a non-profit organization, the level of support that we receive from our members has a very direct impact on the contribution that we are able to have in the community. We depend upon our members and volunteers who create a pool of resources from which ideas, energy and changes are developed. Main Street offers many benefits to its members that help to create more foot traffic in the downtown and to increase customer bases and provide businesses with a greater pool of employees.

Design means getting Main Street into top physical shape. Capitalizing on its best assets - such as historic buildings and traditional downtown layout is just part of the story. An inviting atmosphere created through window displays, parking areas, signs, sidewalks, street lights, and landscaping conveys a visual message about what Main Street is and what it has to offer.

Educating others about good design: enhancing the image of each business as well as that of the district

Providing good design advice: Encouraging quality improvements to private properties and public spaces

Planning Main Street's development: guiding future growth and shaping regulations

Motivating others to make changes creating incentives and targeting key projects.

Economic Restructuring means finding a new purpose for Main Street's enterprises. By helping existing downtown businesses expand and recruiting new ones to respond to today's market, Main Street programs help convert unused space into productive property and sharpen the competitiveness of business enterprises.

Benefits to the Community

When a community participates in the revitalization effort, its Downtown will experience renewed vitality and enhanced economic performance.

- Protecting & strengthening the existing tax base
- Increasing sales & returning revenues to the community
- Creating a positive community image
- Creating visually appealing & functional buildings
- Attracting new businesses
- Developing new housing opportunities in historic buildings
- Creating new jobs
- Increasing investment in the Downtown
- Preserving historic resources



Main Street Mansfield Committee's

As a part of Main Street's Four Point Approach, we maintain four standing committee's that work toward the goals and vision of our organization. The following is a description of each of these committees along with a snapshot of information regarding their goals and objectives:

Organization means getting everyone working toward the same goal. The tough work of building consensus and cooperation among the groups that have an important stake in the district can be eased by using the common sense formula of a volunteer driven program and an organizational structure of board and committees.

Raising money: for projects and administration, from donations and sponsorships

Managing staff and volunteers by recruiting people, supervising them, and rewarding good work

Promoting the program: to downtown interests and the public

Managing finances: by developing good accounting procedures

Learning about the district's current economic condition and identifying opportunities for market growth

Strengthening existing businesses and recruiting new ones

Finding new economic uses for traditional Main Street buildings

Developing financial incentives and capital for building rehabilitations and business development

Promotion means selling the image and promise of Main Street to all prospects. By marketing the district's unique characteristics to shoppers, investors, new businesses, and visitors, and effective promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers.

Understanding the changing market: both potential shoppers and your "competition"

Identifying downtown assets: including people, buildings, heritage, and institutions

Defining Main Street's market niche: its unique position in the marketplace

Creating new image campaigns, retail promotions, and special events to lure people back downtown.

TRANSPORTATION ACCESS

Downtown Mansfield is conveniently located in north central Ohio. Mansfield is the county seat of Richland County and is situated approximately 1 hour from Columbus, Cleveland and Akron. Due to Mansfield's central position, the downtown is easily navigated by road and air and is easily accessed by eight well-maintained highways.

Interstate 71 runs parallel to downtown Mansfield and downtown is clearly identified on exit 169. Exit 169 is State Route 13 and runs directly into the downtown district. Downtown is also intersected by State Routes 30, 42, 39, 545 and 430 running from the north, south, east and west.

Richland County is within overnight delivery range of 58% of the US population and manufacturing facilities.

Air Service

Mansfield Lahm Airport is located just 10 minutes north of downtown, with easy access to Interstate 71 and State Route 30. Mansfield Lahm Airport also provide

the city with the International Trade Zone designation providing many incentives to local business owners.

Bus Service

Downtown is the central hub of the city's public transportation system, known as RCT. This fleet of buses operates on a myriad of routes throughout the city from early morning until early evening on weekdays and Saturdays. Fares are \$1 for adults and \$.50 for children.

The Greyhound Bus lines depot is located in downtown Mansfield and provides service to anywhere Greyhound goes.

Three railway companies serve Mansfield. Norfolk Southern runs east and west through Richland County and provides freight service between Chicago and New York City. Ashland Railway Inc. is a shortline railroad providing freight service to Ashland, Shelby, Mansfield, Plymouth and Willard, Ohio. CSX provides local freight service from Greenwich to Crestline.



FACT

Mansfield is located on a major east-west transportation corridor that was originally known in the early 1900s as "Ohio Market Route 3." This route was chosen in 1913 to become part of the historical Lincoln Highway which was America's first transcontinental road, connecting New York City to San Francisco. The arrival of the Lincoln Highway to Mansfield was a major influence on the development of the city. Upon the advent of the federal numbered highway system in 1928, the Lincoln Highway through Mansfield became U.S. Highway 30.