



ENERGIZING ENTREPRENEURIAL COMMUNITIES

A Pathway to Prosperity



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Store's Legacy Continues with New Managers

In Shawnee, Ohio, there is history and natural beauty in the empty storefronts, overhanging porches, and the towering forest that has taken root in coal piles surrounding the small town. People working in the remaining businesses there don't have to look hard to see the promise of the town's natural, cultural and historical assets. Two of the newest people to share that vision are Tammy and Emily Iden. They have taken over managing the Winding Road Marketplace located in a beautiful Victorian-era building at 117 W Main Street.

The Idens came to the Winding Road Marketplace as Poetic Magpie, a vendor of handmade jewelry, but the store didn't have a dedicated manager to fulfill its mission: selling the locally-made items brought to the marketplace on consignment by local food producers, artists, historians, potters, and woodworkers. Tammy and Emily agreed to take over, bringing a creative design eye, strong work ethic, and lively sales spirit. "We love working on displays and decorating the shop," Tammy said. "It has always been a dream of mine to have a Poetic Magpie shop and this is giving me hands-on experience."

Tammy and Emily would like to see a brewery or winery start up on the street to encourage people to stay awhile and get to know the historic town. "Shawnee could become a weekend destination and other shops could follow," they said. "[a brewery would be] somewhere for the men to rest while the ladies shop," they said.



The mission of the marketplace hasn't changed. It opened in Fall 2016 as an extension of the Winding Road Collaborative Network, which aims to connect businesses, nonprofits and individuals so that they can sustainably share resources and support and market one another to increase the overall economic health of the region.

The marketplace is an aggregation point and distribution point for local goods, sending the money spent there directly back into the local economy, either straight to a local producer or through the work of local nonprofit Sunday Creek Associates. Tammy and Emily welcome new vendors of local goods who want to sell their items in Shawnee.

