



# REVITALIZE OHIO

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**REVITALIZE OHIO**  
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HeritageOhioMainStreet

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**ON THE COVER**



Photographer: Matt Dilyard

After serving the community for 95 years, the Beall Avenue School closed its doors in 1996 as part of a redistricting plan. This past fall, the stately, red brick structure, built in 1901, became the College of Wooster's newest student residence hall. See more on page 14



## DIRECTOR'S NOTE

2015 has just begun and we are looking forward to warm spring weather already!

### Revitalization

We are celebrating! Findlay has joined the Ohio Main Street Program. They are a dedicated community that will both learn from our existing network, as well as contribute their expertise with many of the exceptional projects they have implemented. We are working with both Cleveland Neighborhood Progress Inc. and Franklin County to bring more revitalization services to the neighborhood CDCs and smaller cities. Both are expansion of services into more metropolitan areas.

### Preservation

In March, we will host our first windows workshop with Jim Turner and Patrick Kennedy, who will help train people how to repair their own windows. This effort has been spear-headed by the Young Ohio Preservationists, who have a great affinity for hands-on projects; you will be hearing a lot more from them in the coming months and years.

### Advocacy

We are your advocate for federal and state historic tax credits; both of which have contributed to the economic turn-around in Ohio; and both face political challenges. What you need to know: historic preservation tax credits make projects happen; they are not a gift to developers. The developers take that credit to pay the loans which have paid the 20+ subcontractors and all of the suppliers that worked to rehabilitate the buildings that make our communities better.

Heritage Ohio Members: Thanks again for being the reason we are able to save the places that matter, build community and live better.



Joyce Barrett,  
Executive Director of Heritage Ohio

## DATES TO REMEMBER

### REVITALIZATION SERIES

June 10, 2015  
*Downtown Housing*  
Cleveland/Lakewood, Ohio

### WEBINARS

March 11, 2015  
*America In Bloom*  
Delilah Onofrey, 1pm-2pm

April 8, 2015  
*Top 10 In Tourism*  
Melinda Huntley, 1pm-2pm

April 15, 2015  
*CDBG Grants*  
Carolyn Thurman and Josh Roth,  
1pm-2pm

May 6, 2015  
*10 Rules For Restoring*  
Frank Quinn, 1pm-2pm

June 10, 2015  
*Modern/Recent Past*  
Architecture  
Barb Powers, 1pm-2pm

### YOUNG OHIO PRESERVATIONISTS

March 14-15, 2015  
*Windows Workshop*  
Columbus, Ohio

## HERITAGE OHIO WELCOMES BACK DEVIN MILES!



Heritage Ohio is pleased to announce the return of Devin Miles to our team as office manager beginning February 16, 2015. Devin served with Heritage Ohio as an AmeriCorps volunteer for three years 2010-2013. During those years Devin initiated our webinar series, and coordinated our continuing education credits for the American Institute of Architects and the American Planning Association. Devin earned his MBA at Antioch University New England and his BA in History at the University of Findlay.

Vicki Hilbrands, our former office manager, is now working at the Columbus School for Girls, we wish her years of happiness in her new position. They are very lucky to have her.

# Meet a Main Street Manager



**Katherine Hayes**  
*Troy Main Street*

Two years ago, Katherine Hayes found herself in a small, rural town on the coast of Oregon. What she saw there was a town that had been hit hard by the decline of the timber industry; what she found was a community full of strength and hope, and fueling that hope was Main Street.

Katherine graduated from American University with a

dual degree in Economics and International Studies, with a focus on Middle Eastern Studies and economic development. She spent five months studying Arabic in Irbid, Jordan and three weeks in Rwanda learning about community development after the 1996 genocide. "My parents always encouraged my sister and me to experience new places and new cultures, and to give back to the community through service; and I still want to see the whole world." After graduating, Katherine combined service and travel by applying to become an AmeriCorps volunteer. She was accepted in the RARE (Resource Assistance for Rural Environments) Program and was placed in Coos Bay, Oregon as the Main Street Manager of the Coos Bay Downtown Association. "This was my first experience in Main Street but it was kind of like this light bulb went off. I love local food, local shopping, downtown living, and an active, walkable

lifestyle. Well, here was a career where I not only got to do that every single day, but I could get other people excited about it, too."

After completing her year of service, Katherine returned to her hometown and started looking for jobs. Around that same time, Troy Main Street posted an opening for the position of Executive Director. "I saw the posting and thought, "I'm 24 and have no idea if I am qualified to be an Executive Director, but I'll give it a shot." Before her interview, Katherine visited Troy and fell in love with the community, "It had everything I was looking for in a town: amazing shops and restaurants, a great riverfront, and a developed bike and trail system. I also saw people shopping and walking around, so I knew that people were engaged in downtown. A few weeks after she visited, the Troy Main Street Board President called Katherine and offered her the job. "I was so excited I don't think I heard half of what John Wilson said on the phone." Katherine has been in the position three months and it seems like a great fit. "Troy is really looking to engage young professionals in the community and my generation is one of the largest groups moving to downtowns. I think I can bring that perspective to the table."

When Katherine is not working, you can still probably find her downtown. "I live downtown, I shop downtown, I eat downtown, I go to the gym downtown, I run downtown-sometimes I forget that anything else exists outside of downtown." Katherine also loves reading, cooking, traveling and hiking with her boyfriend, David. "We heard that Troy has a ton of great trails, so we are excited to explore Troy, Miami County, and the rest of Ohio!"

## HERITAGE ARCHITECTURAL ASSOCIATES

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3CDC is a non-profit, real estate development and finance organization focused on strategically revitalizing Cincinnati's downtown urban core in partnership with the City of Cincinnati and the Cincinnati corporate community.

**3CDC.ORG**



# Six Tips for Success When Managing Events

At our revitalization training in Medina, Ohio on February 25, we explored many of the crucial elements for planning special events and executing them with style. We reached out to the Ohio Main Street Directors to discover their secrets to success when it come to managing events.



**Heather Malarcik**  
*Main Street Kent*

“A successful event is one with an overabundance of volunteers who are assigned specific responsibilities/tasks.

Life happens,

so at least a couple of people will not be able to make it, and if there are too many helpers on hand, you can always find something for them to do! And never count yourself because you’ll be pulled in 360 directions all day as it is.”

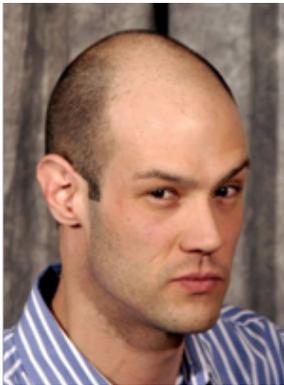
**Sandra Hull**  
*Main Street Wooster*

“Organization, organization, organization! Checklist for each and every segment of the event. And then, pray for sunshine and blue skies!”



**Donna Hill**  
*Main Street Cambridge*

“Have fun with it. At that point it is what it is, so just go with it.”



**Matt Wiederhold**  
*Main Street Medina*

“For an event with food, it’s all about quick and efficient trash pick-up! Overflowing trash cans can ruin the event experience. Get volunteer crews to help.”

**Kelly Lange**  
*Historic Warehouse District Development Corporation*

“Working with your special event team of stakeholders, vendors, sponsors and volunteers is like coloring with well-loved crayons. You have all different colors of personalities in your box, new crayons that are bursting with energy and ideas, old crayons that are ready to snap and some crayons that have been used down to the very last nub of unique color, but somehow keep producing the most vibrant shades! The potential to create a beautiful work of art (i.e. special event) is vast as long as you treat your crayons with patience, appreciation and respect. As the artist, you must guide the path of the crayons, and pay attention to the details to let the vision burst from the page.”



**Jo Wise**

*Historic Downtown Lebanon Inc.*

“Make sure you have adequate rest room facilities... not enough port-o-let’s could truly put your event in the “toilet!”



# Love Blooms among Preservationists

WRITTEN BY: TYLER P. LONG

In the world of preservation, buildings appear to take center stage. We sometimes forget that behind these buildings are people, who may be brought together in unexpected ways.

In May 2013, Jamie Goodman and Sarah Lawson were both in attendance at the “Local Spirit” Heritage Ohio Annual Conference. As always, it was a gathering place for those invested in the historic preservation world, a hodgepodge of like-minded individuals whose values are similar. Coincidentally, both Jaime and Sarah participated in the “Mid-Century Modern Home Tour.” The tour concluded with an inside look at the Pepinsky House, built in 1957, located in historic Rush Creek, Worthington. While much of the tour group were meandering through the home, Jamie, who works for the City of Columbus’s preservation office, was taking this prime opportunity to snap as many photos as he could. His enthusiasm had caught the eye of Sarah, a program manager for the Ohio Development Services Agency, at the time.

Arriving back a little late from the tour, the group found the award luncheon was beginning. Sarah found a seat near the entrance to the grand ballroom, she saw that same energetic man who had caught her eye at the Pepinsky House scoping the landscape for an open seat. She invited him to share the open one next to her, and after a lunch of ghost stories and other historic building experiences, the two went their separate ways. Yet, fate would conspire on the main staircase, uniting the two once again in what was, by then, more than coincidence. An exchanging of phone numbers would ensure these coincidences were put to rest.

Married a year and a half later at the historic Kelton House, their happily ever after includes a 1920 Sears Bungalow in Clintonville.

Jamie and Sarah show us that our passions are the mediums through which we can find happiness. For these two and many others in the preservation community, it is people who really matter.

Looking for love? Heritage Ohio’s Annual Conference is scheduled for October 5-7, 2015.



*Jamie and Sarah Goodman even spent their honeymoon exploring Wooster and Millersburg, which just so happen to be Main Street Communities!*



# Meet the New Heritage Ohio Board Members



**David M. Williams**

Heritage Ohio welcomed Dave Williams from Dayton as a new board member in November. Dave is Director of Downtown Housing for CityWide Development, charged with spurring on the development of Downtown Housing throughout the Greater Downtown Dayton Area. David has over 20 years of experience in the construction and real estate development industry. His project experience encompasses office, retail, healthcare, multi-family, adaptive reuse,

historic preservation, LEED and food service. He has collaborated, created and administered architectural and development standards for mixed-use developments, TIF Districts and New Community Authorities. David developed award winning adaptive reuse urban projects such as The Cannery, Lofts on St Clair and the 2nd Street Public Market. He has served on the City of Dayton Planning Board and Landmarks Commission, numerous preservation boards, community and civic organizations and was a recipient of the Dayton Business Journals 40 under 40. Dave is a graduate of Bowling Green State University with a degree in Construction Management and also holds a commercial real estate license and LEED-AP certification. His experience makes him a great fit, but it is his passion for revitalization that makes him the right person for Heritage Ohio.

Sarah Marsom has joined the Heritage Ohio board as an ex-officio member representing the Young Ohio Preservationists as their chair. Sarah is an emerging preservation professional, new to Ohio. Following her December, 2013, graduation from Eastern Michigan University with a M.S. in Historic Preservation, she commenced working as the German Village Society's Historic Preservation Advocate. Holding this position, she is a leader in the field, working regularly with private and public officials to preserve and enhance the nation's largest privately funded historic district and educate the public through tour development and publications. In addition, Sarah serves as Historic Preservation Associate for Gardner Planning Associates, where she utilizes her national preservation knowledge to ensure communities' physical and ephemeral cultural history is retained. Marsom began her career in cultural resources while pursuing a B.S. at Northern Arizona University in Parks and Recreation Management and interning at historic sites, such as Riordan Mansion State Historic Park (Arizona) and Old Salem Museum and Gardens (North Carolina). While pursuing her Master's Degree, she had the opportunity to intern at the Henry Ford Estate, help create a cultural landscape report for the River Raisin National Battlefield Park, and work for the Michigan Department of Transportation.



**Sarah Marsom**

with private and public officials to preserve and enhance the nation's largest privately funded historic district and educate the public through tour development and publications. In addition, Sarah serves as Historic Preservation Associate for Gardner Planning Associates, where she utilizes her national preservation knowledge to ensure communities' physical and ephemeral cultural history is retained. Marsom began her career in cultural resources while pursuing a B.S. at Northern Arizona University in Parks and Recreation Management and interning at historic sites, such as Riordan Mansion State Historic Park (Arizona) and Old Salem Museum and Gardens (North Carolina). While pursuing her Master's Degree, she had the opportunity to intern at the Henry Ford Estate, help create a cultural landscape report for the River Raisin National Battlefield Park, and work for the Michigan Department of Transportation.

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## Get the credit you deserve.

The attorneys of Ulmer & Berne LLP counsel developers, lenders and investors in the strategic use of historic credits to renovate and finance historic properties.

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## Marc Smiley to Lead a Second Organization Training

Last June Marc Smiley, an organizational development consultant presented at our Revitalization Series Training in Marietta. The participants raved about his expertise and asked that we please have him back. So he will be back by popular demand in Columbus on May 19th

Board's are critical to the health and vitality of any nonprofit organization, and this is true for revitalization programs as well. When an organization has all the right people, everything else seems easy. When an organization struggles to attract and retain critical leaders, everything else seems very difficult.

Marc is a partner with the consulting company Solid Ground Consulting. He has been an organizational

development consultant for more than 25 years, working with nonprofit and public organizations nationally involved in a spectrum of issues including land and river conservation, energy conservation, affordable housing, historic preservation and human service.

Marc teaches graduate and undergraduate courses as an adjunct professor for the Institute for the Management Organizations at Portland State University. Course topics include Strategic Planning for Nonprofit Organizations and Effective Board Governance. He has written numerous books on nonprofit effectiveness, including several of the information series booklets from the National Trust for Historic Preservation, and curricula for the Land Trust Alliance.

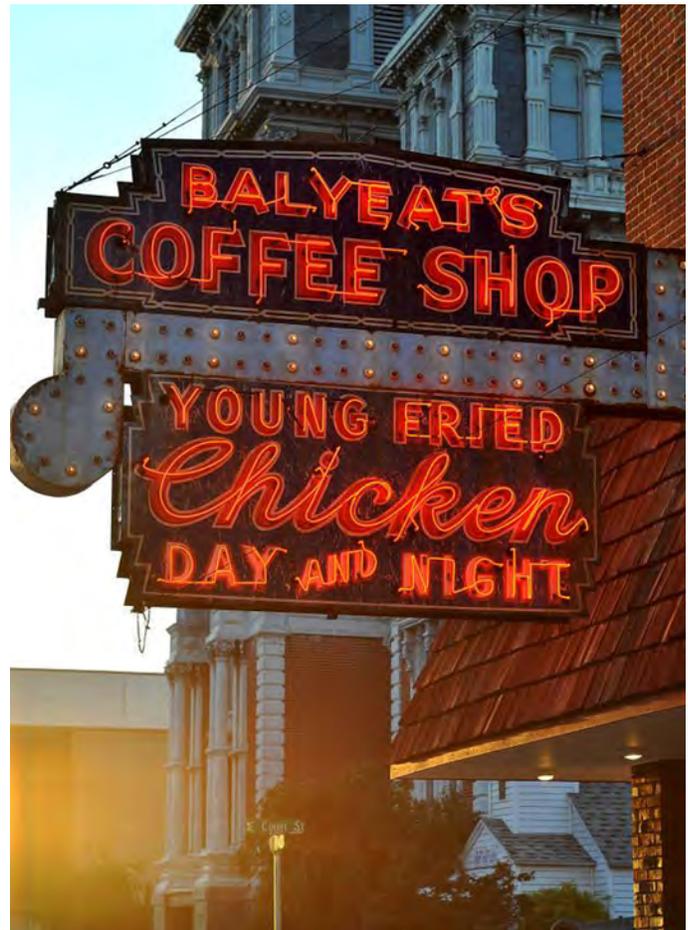
This training is more effective when you bring staff and board. Watch for registration materials to come out in March.

## Annual Preservation Month Photo Contest

May is Preservation Month, and this year will mark our 6th Annual Preservation Month Photo Contest. Once again, we're looking for subject matter that captures the spirit of revitalization and preservation in Ohio. We'll begin accepting entries April 1.

New this year, we'll accept entries through our website, Instagram, or Facebook. Just upload your image to our website (please limit your file size to 1 MB or less), or post your photo on Instagram or Facebook using the hashtag #HeritageOhioPhotoContest2015 or #HOPMPC2015 (PMPC stands for Preservation Month Photo Contest). As in past years, we'll judge finalist photos based on originality, subject matter, and artistic merit, and we encourage photo entries depicting historic buildings in use.

Again this year, our winning entry, decided by a vote of finalists on our website, will be featured on the cover of Revitalize Ohio. So warm up your cameras, start thinking of the perfect photo subject, and stay tuned to [heritageohio.org](http://heritageohio.org) for information and updates. Good luck!



Last year's winner:  
Lindsey McCoy's photo of a Van Wert landmark, Balyeat's Coffee Shop.



# Bringing Buses to Your Community: Part 2

*The following is adapted from a Heritage Ohio conference presentation given Sept. 25, 2014 by Debbie Robinson of the Cambridge/Guernsey County Convention and Visitors Bureau and Melinda Huntley of the Ohio Travel Association.*

## POWER OF GROUP TRAVEL IN OHIO

Often overlooked by even the savviest of marketers, group travel could be a vital component of any market strategy. Why is it often overlooked? We think it's because we live in a society where duality reigns. Think about it. We try to classify things in neat little boxes and then assume that if we target one thing, then everything else isn't important. What we should be doing instead is diversifying our markets, selecting different targets to fill needed gaps in our occupancy levels, seasonal visitation, etc.

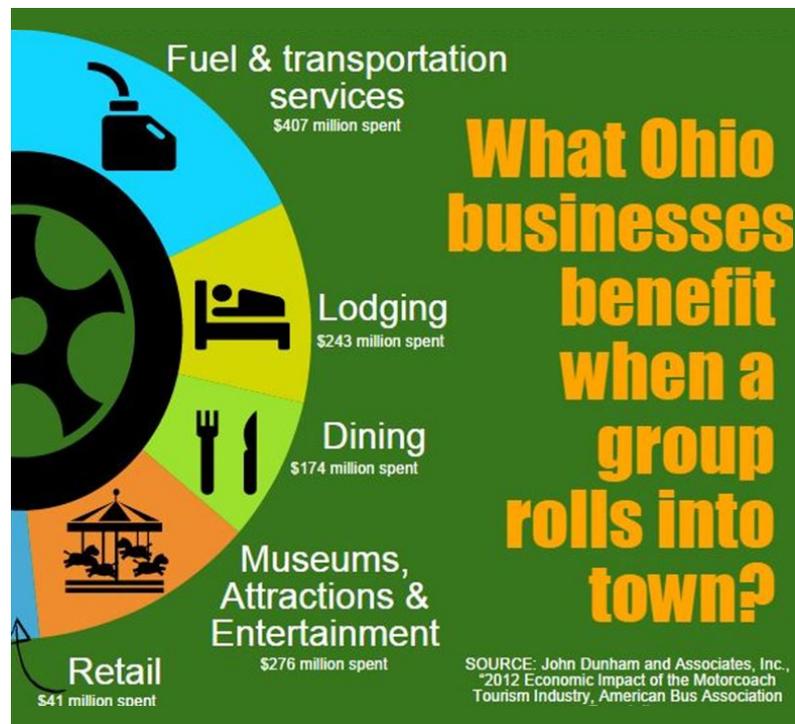
Hot to follow the latest trends and to appear cutting edge, are we overlooking mainstays of our communities' or businesses' potential? And if nobody's talking about group travel in realistic and practical terms, then it's not top-of-mind and could therefore be overlooked, meaning you could be losing dollars. Again, it's all about perception, and perception dictates reality.

So, let's address the reality. How big is group travel? And why is this important for you to know? For one thing, many of us have to be accountable to a board or a supervisor who manages budgets and allocates resources. If your product has the potential for attracting group travel, then we hope this information will help you make the case.

- Group travelers spent \$1.14 billion in Ohio in 2011, generating \$3.66 billion of total economic impact throughout the state (John Dunham and Associates, Inc., 2012). The additional economic impact is felt as companies who service groups spend additional dollars on goods and services to accommodate these guests.
- In a recent Office of Tourism Ohio report, 17% of Ohio overnight marketable trips in 2012 were booked as an escorted group travel trip. That's a 12% increase since 2011 (Longwoods International, 2013).
- It's promising to note that 92% of tour operators reported more customers in 2013 (United States Tour Operators Association, 2013).
- If you sell just one motor coach tour, you're selling museum and attraction tickets, hotel rooms, and

meals for an average of 25 or more visitors (Group Tour Magazine, 2012). That's going to generate a larger ROI than just focusing all of your attention on the independent traveler.

- And who benefits when these buses roll into Ohio? Fuel and transportation services, lodging, restaurants, museums, attractions, entertainment providers, and retailers gain revenue (John Dunham and Associates, Inc., 2012). And if we look at the retail share of the dollar, one question that comes to our mind is "How do we grow this share?" Maybe we're not providing the types of products these folks want to buy? If we enrich our experiences and deliver above and beyond expectation, we can increase spending. Maybe if retailers re-positioned their efforts as an attraction, offering more to a customer than just a place to buy goods, their share of the market could grow?

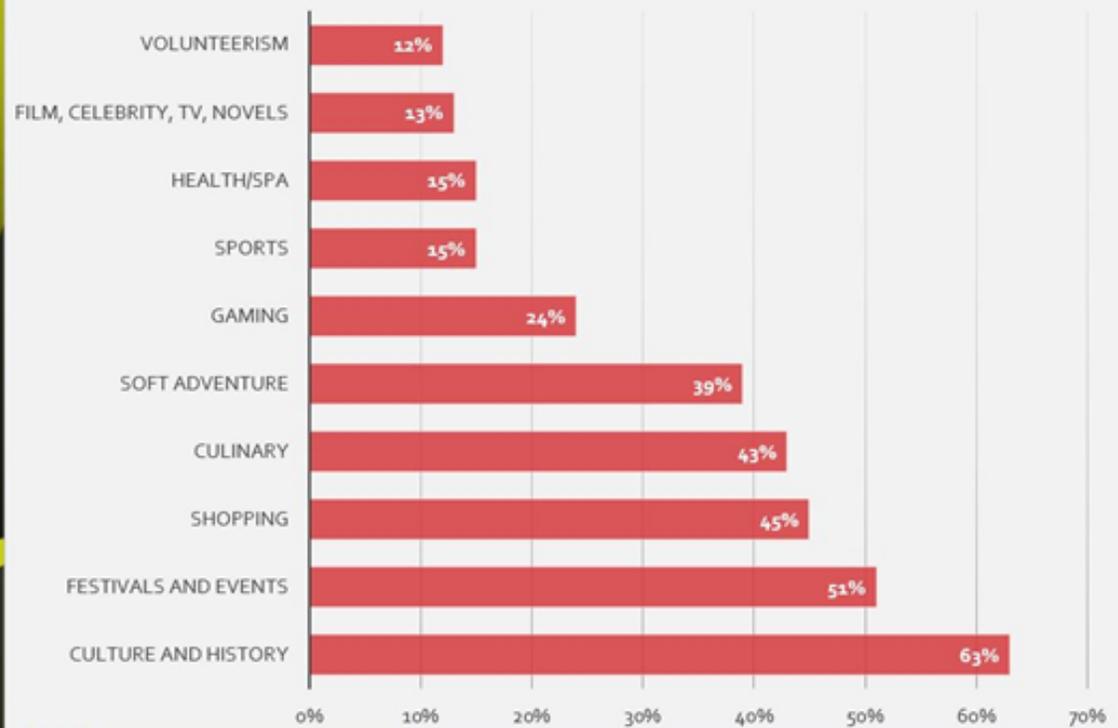


## GROUP TRAVEL EXPERIENCES

Recognizing that we must present experiences that sell, what are the most sought-after group travel experiences? They're not dramatically different from travel trends overall. Group Tour Magazine surveyed operators in 2012, and reported the following top requests: culture/history, festivals/events, shopping, culinary, soft adventure, gaming, sports, health/spa, film/celebrity/TV/novels, and volunteerism (Group Tour Magazine, 2012).

# Group Experiences Most Sought

SOURCE: Group Tour Magazine, Reader's Survey, 2012



Again, your customer is the tour operator. So you will want to design group ideas that sell. This means developing itineraries based on the experiences THEIR customers are seeking. At the end of the day, however, what are tour operators looking for when deciding between your community or experience and another?

While you're trying to sell your group experiences, perhaps focus on these four attributes identified by tour operators reading Group Tour Magazine when asked to name the most important features of a supplier (in this case, that means, your community, business, attractions, etc. trying to sell a group experience.) (Group Tour Magazine, 2012)

## 1. Price and Value – 91%

Remember that a group tour company's profit is in the retail value of your group experience and the benefit of selling multiple tickets, rooms, meals, etc., your prices should be discounted accordingly. That means your package price must be at the sweet spot between generating revenue for your business or partner businesses, while still allowing wriggle room for the tour operator markup.

The key word in the above, however, is value. Don't assume that the cheapest rate is what they are seeking. If you are able to create an experience that delivers something unique and that will attract their customers, then cover your costs, make your profit margin, and price it accordingly. Consider tier pricing. Here's an example. Say you operate a widget-making museum, and your

group rate is \$5/person. But for groups, you'll create an experience where your guests can tour the museum and then create their own widgets. If you cover the cost of the tour and the materials and staff needed for the widget-making experience, you may be able to offer this tour for \$15/person. And then, perhaps, you can add to this experience a lunch with the 1901-inventor who came up with the widget idea (a costumed interpreter, of course). Now you're able to offer a price that includes lunch and the cost of the actor at \$30/person. Just like their customers, tour operators appreciate choice and flexibility.

## 2. Previous Experience – 69%

We've already talked about how repeat business is important. This proves the point. Take care of the groups you are currently getting, because they are the best source of future business.

## 3. Uniqueness – 64%

Is your group experience one-of-a-kind? Is it something special? Are you offering something your competitors are not? Are you both creating and promoting that uniqueness? You'd be surprised. Here's a real-life example of copy we've seen recently from a community who was using this text to lure groups:

*"Visit our lovely historic town filled with charm, shopping, and a Victorian home filled with stories of yesteryear."*

Yep, that pretty much describes 100 different communities just in Ohio alone. Pay careful attention to your message and ask yourself, "Can any other community or attraction say the same thing?"

#### 4. Reputation – 64%

Remember when we said perception is important? If you have been receiving positive media coverage lately, send links to your tour operators. Share these stories with them as follow up to attending a travel marketplace, such as Heartland Travel Showcase. Don't assume that tour operators are seeing your rise in popularity. If you've experience negative reviews of past tours, let them know what you are doing differently.

#### CHANGING DYNAMICS OF THE GROUP MARKET

In recent years, those born within the Silent Generation have been the typical motor coach guest. Filling the seats of the bus and then offering the same experience to everyone at the same time and keeping with a set schedule was the norm. Because this price-sensitive generation values safety, security, and convenience, single-priced inexpensive tours worked (Randall Marketing). As this generation ages, fewer of them will be traveling.

Baby Boomers are now entering retirement, meaning they have time to travel. They also have more discretionary dollars than their parents in the Silent Generation. Most important, they view travel as a necessity, not just a luxury item (Ross, 2000). That being said, we must acknowledge that this market is not as interested in the "traditional" group tour experience that was the norm only a few years ago (Rosenbloom, 2013). Because Boomers are "forever young" and seek special privileges, they want exciting, enriching tours custom-tailored for them and that give them "bragging rights." (Randall Marketing)

To get Boomers on the bus, travel suppliers (communities, destinations, hotels, restaurants, attractions, etc.) must work with tour operator companies to design new, engaging tour itineraries that simply can't be done by the independent traveler. Sell unique experiences, not just convenience and a packaged tour. And, if we do this correctly, offering one-of-a-kind experiences only available through group travel, Boomers may also be willing to travel a little further and stay a little longer.

Developing niche tours is one approach. Boomers want travel to be inspiring and enriching, and they will travel to be with others who share their passion for a subject, or to be with experts who will give them access to new skills and learning. Whether it's culinary, wine-making, birding, Civil War reenacting, etc., look at what you have to offer and consider designing in-depth experiences. Often, this means you may have to reach out to other communities, counties, and even states to design packages that are rich enough to attract this ever-increasingly discriminating market.

You must, however, offer experiences for both types of group travel buyers. For one thing, those in the Silent Generation are still traveling, and although your profit margin may be smaller, these tours are a good way to develop relationships with operators for future business. And, research is showing that as Boomers age, they won't be homogenous. That's yet another reason why offering tiered experiences is a good strategy.

#### DESIGNING GROUP EXPERIENCES

In the Main Street world, the goal is to put "feet on the street" in your beautiful historic downtowns, but in the group tour world, you must also have "potties for the bodies." Comfort Breaks are very important to groups of visitors are arriving by motor coaches. Build time in your itinerary for group to take a rest room break either in your downtown or on the outskirts of town. Designate "rest room" friendly businesses in your downtown. Besides Comfort Breaks, motor coach groups require front-door service. Have drivers drop their passengers off in front of their destination. Provide "Comps" for the driver and the escort. Most destinations offer free meals, admission tickets, etc. for both the bus driver and the escort on the bus. Greet and meets add a personal touch

Silent Generation Tours	Boomer Tours
Fixed itinerary	Flexible itinerary; give them choices
Early dinner and bedtime	Evening entertainment
Price is key, due to fixed income	Value is key; willing to spend more for something that is worth it
Socialization, comfort and security important, so willing to return to the same place	Experience is important, so to get repeat business, keep your product fresh and exciting
Less active, so just observing is okay	More active, so incorporate wide range of activities. Doing is key.
Convenience, hassle-free, and safe is why they take motorcoach tours	Fully capable of driving themselves, so give them a group experience that can't be found when traveling independently. Give them a reason.

to make your community memorable. The greeter can be an ambassador of your downtown area, a first-person interpreter, or a city official. Greet the motor coach when it arrives to town, welcome its passengers, and make them feel special and appreciated.

## MARKETING YOUR GROUP EXPERIENCE

In order to promote your downtown destination to the group tour market, you will need to create a profile sheet that is designed to share information about your group friendly businesses.

### *Items to include in the profile sheet:*

- Location – Before a group leader or tour operator can visit your downtown, they must first know where you are located.
- Put a face with a contact – The group market is a very personal business. Tour operators and group leaders like to know and trust the person who is booking their group experiences.
- List group tour amenities (keep in mind that not all businesses in your downtown district may be able to accommodate a large number of people).
- Highlight your attractions, events, and unique experiences specifically targeted for groups.
- Use Images- The adage “A picture is worth a thousand words” especially rings true with the group tour market.

Your best resource for collaboration and partnership is your local Convention and Visitors Bureau (CVB) or Destination Marketing Organization (DMO). They exist to promote your county, city and region to visitors. Give the DMO your profile sheet to share at group tour showcases, where tour operators meet with representatives from the travel industry to book future trips. Better yet go with them to the shows!

One example of a group tour show is Heartland Travel Showcase. This show is managed by the Ohio Travel Association and attracts close to 100 qualified tour operators from throughout the country who book travel in the Midwest. Learn more about this opportunity at [www.heartlandtravelshowcase.com](http://www.heartlandtravelshowcase.com). By participating in this show either solo or with partners in your community, you'll have the opportunity to talk one-on-one with tour operators looking for new group travel ideas.

Consider joining Ohio Has IT!, an industry-led marketing partnership created to showcase the endless experiences that Ohio has to offer motor coach groups. This is a cooperative marketing effort and can get you noticed. Advertise in group tour specific media outlets. These magazines are read by those planning group travel.

### *Some examples include:*

Group Tour Magazine  
[www.grouptourmagazine.com](http://www.grouptourmagazine.com)

Group Travel Leader  
[www.grouptravelleader.com](http://www.grouptravelleader.com)

Bus Tour Magazine  
[www.bustourmagazine.com](http://www.bustourmagazine.com)

Serendipity Media (Groups Today and Teach & Travel)  
[www.serendipitypublishing.com](http://www.serendipitypublishing.com)

## CREATING THE EXPERIENCE

Given the need to stand apart from others hoping to attract group travel, as well as the changing expectations of the group traveler that we have discussed, it's even more important to create “experiences,” not just visits. This means you should work with others in your community to design one-of-a-kind “experiential tourism” products. Your goal should be to engage visitors in authentic experiences by immersing them in the tastes, smells, feels, and sounds that are unique to your historic downtown.

## CASE STUDY

At the National Museum of Cambridge Glass, groups not only view the site, but they “meet” Mr. AJ Bennett, the founder of the Cambridge Glass Factory; his secretary, Miss Martha Mitchell; and a glass worker, Elva Voltz. Through humor and emotion, the group experience is enriched. It's also a one-of-a-kind experience, not typically available to a non-group traveler.

As with any visitor, whether they are arriving by motor coach or car, your goal is to create memories that last a lifetime.

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# Intern-al Update



**Tyler Long**

Tyler Long, an Ohio State University senior in History with a minor in Professional Writing and Geography, will intern with Heritage Ohio for the Spring semester. He is working with us through OSU's Professional Writing Internship Program. In addition to Revitalize Ohio articles, Tyler will be working on press releases, our

annual report, and promotional strategies for upcoming events. In addition to his busy studies and working at the OSU Writing Center, Tyler is an avid snow boarder.



**Michael Bickley**

Michael Bickley has been busy building the new look of the Heritage Ohio website and updating it to provide a more accessible, responsive experience. Additionally, as a member of the Young Ohio Preservationists communications committee, he will be building their home on the web and helping to build their brand

online. He's a recent graduate of the City and Regional Planning program at the Ohio State University and has been involved with developing projects aimed at improving educational outreach and data accessibility.

**Know anyone in need of an internship?** Heritage Ohio is seeking interns with an interest and understanding of historic preservation and revitalization. The hours and schedule are flexible and include opportunities to build portfolio pieces, get exposure, and participate in organizing and attending Heritage Ohio Events. To learn more and see some of the positions we are looking for, go to [heritageohio.org/about-us/internships](http://heritageohio.org/about-us/internships)

# Young Ohio Preservationists Update

Young Ohio Preservationists (YOP) is very enthusiastic for 2015 and for our first full year as a subsidiary of Heritage Ohio! The YOP group will coordinate hands-on preservation workshops, field trips, networking, and more for people under 40 that are interested in preservation and Ohio history. Throughout the year, we will diligently work to build membership, create a strong YOP network, and provide unique opportunities for young preservationists across Ohio.

We are starting this year off with a great workshop on March 14 -15. YOP will hold a workshop on reconditioning wood windows on a Dutch Colonial Revival home in Columbus' historic Westgate neighborhood. The workshop will include demonstrations on the installation of weather-stripping, the repair of weight ropes, broken glass replacement, and glazing techniques followed by on-site implementation. Jim Turner with Turner Restoration and Patrick Kennedy, Restoration Specialist, will be leading the workshop. The project will take place in a property owned by

Homes on the Hill and the restoration effort will be part of a larger effort to get the home ready for a new family.

There are still plenty of opportunities to get involved with YOP through volunteering or serving on a committee. To inquire about YOP or to get involved, contact us at [yop@heritageohio.org](mailto:yop@heritageohio.org) or you can find us on Facebook, Instagram, or LinkedIn.

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# Gault Schoolhouse Opens Its Doors

BY JOHN L. HOPKINS

75 years ago, Stan Gault '48 was a sixth grader at the Beall Avenue School, just up the street from his family's home on College Avenue. The magnificent oak tree on the building's south side shaded many an after-school marbles games, including one in which he won the city championship.

This past fall the stately, red brick structure, built in 1901, became the [College of Wooster's] newest – or is that oldest? – student residence hall: Gault Schoolhouse. After serving the community for 95 years, the Beall Avenue School closed its doors in 1996 as part of a redistricting plan. 6 years later, following a major renovation spearheaded by that former sixth grader, it was reborn as the Gault Family Learning Center, home for five community organizations providing programs and services for young children and their families.

By 2013, however, due to government spending cuts and program realignment, that model of multiple independent but complementary agencies under one roof was no longer viable financially. That year, the Gault Family

Learning Center's board decided to close and transfer the 34,000-square foot building and the 3.3-acre property on which it sits to the college, at no cost.

Now, following its second metamorphosis, Gault Schoolhouse is home to 73 upper class students, plus one professional staff member from the Office of Residence Life. Classrooms have been transformed into loft-style suites accommodating three to five students. Many suites have soaring, 14-foot ceilings and windows that fill the space with natural light. Each suite has its own bathroom, full size refrigerator, and a common area with comfortable seating and a flat-panel TV. A mix of singles and doubles, with loft beds, closet space, desks, and bookshelves, surround the common area.

Students love the light, the amount of common space in each suite – plenty of room to have friends over to watch a movie or a football game – and the greater amount of privacy, compared to traditional residence halls. "No more walking down the hall in my towel to take a shower," says Mike Andes, a junior biochemistry and molecular biology major from Ashtabula, Ohio.

They also appreciate the little touches, like light switches and USB ports right next to the loft beds, so you don't have to climb up in the dark, and can keep your phone within reach while you sleep.

"Having to clean your own suite and your own bathroom is a nice transition to living on your own after college," says Emilie Vermilyea, a senior anthropology major from Germantown, New York. Emilie and her three roommates, who have been friends since first year, have breakfast together every morning in their suite before heading off to class.

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Another popular feature of the renovated building is a ground floor “chill room” that features a mix of soft seating and study tables, along with microwaves and refrigerators, exposed brick walls, and an LED projector and sound system that residents can use for work as well as watching movies.

For now, the school’s old multi-purpose room has been cleaned up and outfitted with some indoor/outdoor furniture. That minimalist approach is intentional, says Doug Laditka ’99, director of facilities management and planning. The College wants to give students a chance to live with the space and get a sense of what kinds of events and uses make the most sense: “We don’t want to make a big investment until we see how it can be used.”

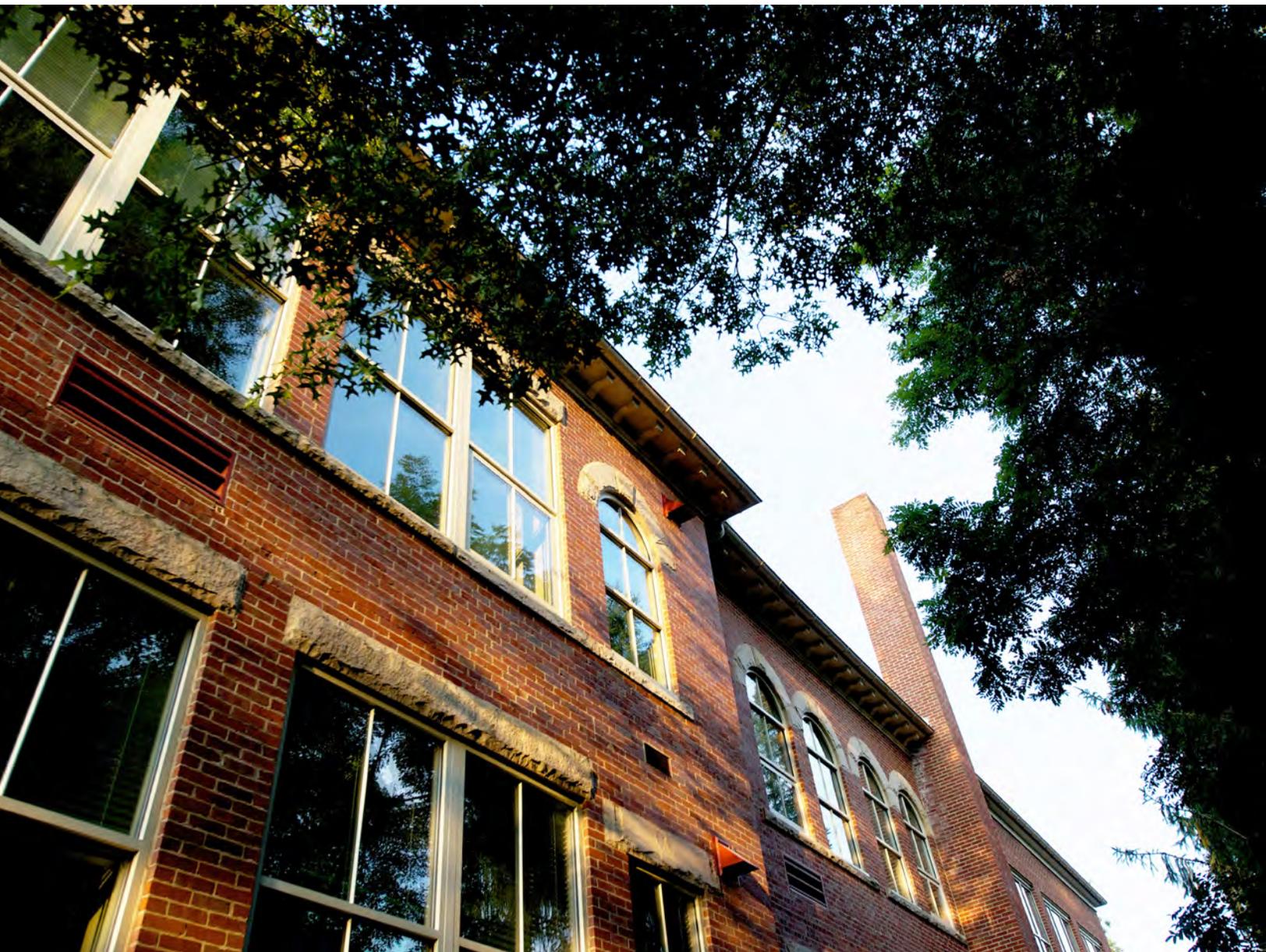
That thoughtful approach to planning was evident throughout the process. Dean of Students Kurt Holmes and other administrators met regularly with nearby homeowners to answer questions and address concerns, from increased traffic in the alley on the north side of the

building to what would become of the green space and children’s swings on the west side. Bollards were installed in the alley at each end of the building to maintain access but eliminate through traffic, and a dozen parking spaces on the College Avenue side of the building were removed, to channel student vehicles over to the building’s main parking lot on Beall Avenue, and away from the quieter residential street. That also increased the amount of green space, which is available for use by Gault Schoolhouse residents and neighbors alike (as are the swings).

As he surveyed his three-person suite, junior Alex Downs, a political science and philosophy double major from Ellwood City, Penn., summed it up best:

“It feels like home.”

This article originally appeared in the Fall 2014 issue of *Wooster* magazine.  
Photos by Matt Dilyard





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