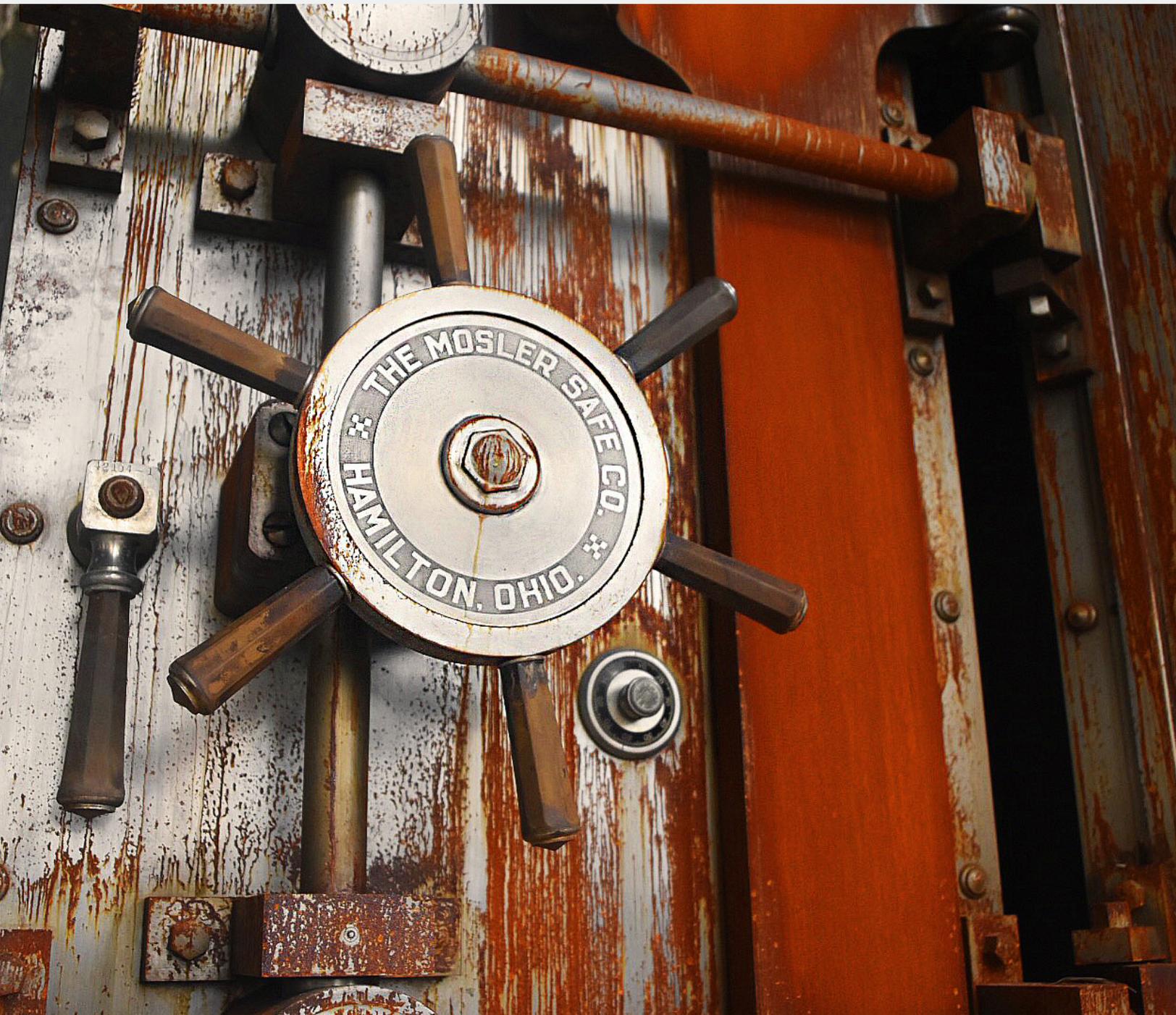




REVITALIZE OHIO

SUMMER 2018 | A HERITAGE OHIO PUBLICATION



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REVITALIZE OHIO
Summer 2018

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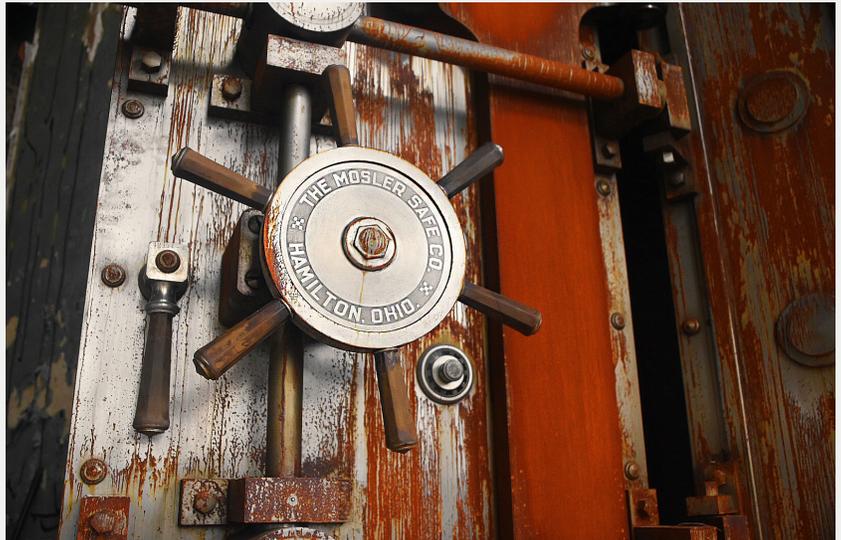
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HeritageOhioMainStreet

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ON THE COVER



"This Building Isn't Empty...It's Full of Opportunity". That was the theme for our 2018 Preservation Month Photo Contest. Congratulations to Ashley Combs of Middletown, our 2018 contest winner! Of the four finalists emerging from this year's entries, Ashley's entry garnered the most support in our online voting, with more than 4,000 votes! See more about her entry and the other finalists on page 10 of this issue.



DIRECTOR'S NOTE

The Heritage Ohio staff is busy planning for our 2018 Annual Conference to be held in Cleveland October 22-24, 2018. The hotel location will be The Metropolitan at the 9, a fabulous historic tax credit project. We will have plenty of exciting tours and speakers for you to enjoy. Registration is now open, come join us!

We have been busy in Ohio communities, so far in 2018 we've completed 8 Downtown Assessment Resource Team (DART) visits in: Paulding, Chillicothe, Circleville, Bedford, Olmstead Falls, Coshocton, Bryan, and Louisville, and we are scheduled to be in Defiance in the coming weeks. These two-day visits are used by communities planning to become an Ohio Main Street community, as well as those wanting additional expertise in mapping out strategies they can put into play to improve their downtown.

To provide education to communities on the use of the 20% federal and 25% Ohio historic tax credits, we have been on the road presenting our "Historic Tax Credit Coffees". So far this year, we have visited 12 communities: Xenia, Eaton, Greenville, Troy, St. Clairsville, Woodsfield, Caldwell, McConnelsville, Ashtabula, Painesville, Chardon, and Cleveland Heights, and we hope to visit 4 more communities in SW Ohio in November. These meetings are held in partnership with the Ohio Historic Preservation Office and the Ohio Development Services Agency. In just 60 minutes, groups get an introduction to the National Register and the two historic tax credits, which can be combined, providing the best incentives available for rehabilitating Ohio's historical commercial buildings.

Our Main Street communities have been busy participating in our educational Revitalization Series: we have held day-long workshops in Kent, Marietta, Delaware and will be in Painesville September 12th with a session focused on strengthening downtown organizations. Through the generosity of the Nord Family Foundation, we travelled to Wellington and trained local non-profit boards on capacity building in May.

For our friends not able to travel across the state, Heritage Ohio provides monthly educational webinars. If you are not on our mailing list, please let us know so that we can include you. If you have missed out, review the archived webinars on our YouTube channel.

Education is the key to better solutions in saving the places that matter, building community, and living better.



Joyce Barrett,
Executive Director of Heritage Ohio

DATES TO REMEMBER

Quarterly Revitalization Workshop & Directors' Roundtable

Painesville, Ohio
September 12-13

Rust Belt Takeover

Indianapolis, Indiana
September 28-30

Heritage Ohio Annual Conference & Awards Ceremony

Cleveland, Ohio
October 22-24

YOP Happy Hour

Columbus, Ohio
November 6

National Preservation Conference: PastForward 2018

San Francisco, California
November 13-16

For more information about upcoming events, visit us at heritageohio.org.



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Cleveland

October 22-24, 2018



Heritage Ohio Annual Conference

Heritage Ohio Easement Series: The Rawson Block in Findlay

December of 2004 was an exciting time for Heritage Ohio's nascent easement program, when it accepted its first easement on the Rawson Block located in downtown Findlay. A lot has changed since we accepted that first easement nearly 14 years ago, including exterior protection as a result of the easement.

Before the IRS adopted new regulations on easements and their donations, only the façade of a building was commonly "donated" in an easement agreement, and that was the case with the Rawson Block. However, our Rawson Block easement

also included a loss of development rights, insuring there is never any building "up" on the site. Now, the IRS stipulates that for an owner to realize a charitable contribution (and subsequent federal tax deduction), the entire building envelope must be included under the terms of the easement. The IRS also enacted new regulations to ensure that only legitimate nonprofit organizations such as Heritage Ohio hold easements on historic properties. In fact, the Department of Justice went so far as to bring suit against the Trust for Architectural Easements over its easement acceptance practices.

As is the case with many of our easements, the agreement included stipulations for exterior alterations and stipulations restricting new construction either on the property or above the building (the loss of development rights mentioned earlier).

Working with the Rawson Block owners was a unique experience, too, as the LLC owner of the building comprised more than 50 community members who pooled their money to purchase and rehab a historic landmark in their downtown. And it's a lesson we still enjoy sharing today: before you die of old age waiting for the rich developer to come riding in on his real estate unicorn to save your buildings, gather your residents together, pool your money, and save your places that matter NOW! It can be done, as the folks in Findlay can attest.



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Meet a Main Street Director

Welcome Nicole Loy of Troy Main Street

Nicole Loy joined Troy Main Street in October 2017 as their executive director. Though new to the position, Nicole is already seeing successes and starting a wonderful Main Street journey.

Growing up in the countryside near Greenville, Ohio, Nicole enjoyed a bucolic childhood, playing outdoors, and adopting “pets” from her grandparent’s nearby farm. After graduating from Ohio State with a bachelor’s degree, she worked in Italy, California, and Alabama, before returning to Ohio to be closer to her family.

Having witnessed the beneficial effects of the Main Street program in her hometown of Greenville, Nicole was excited to join Troy Main Street as the Executive Director, and work in such an involved community. “I absolutely love being the executive director for Troy Main Street. The community is so supportive of me and the organization. It’s great to be able to physically see the impact Troy Main Street has made in downtown Troy, and it’s a wonderful challenge to see how we can push things further to be even better than what we currently are.”

Looking towards the future of downtown Troy, Nicole has plans to continue to make the community a beautiful place. “I hope to instill a deep pride in the community for their historic downtown district. I want the downtown to be so vibrant that

people want to move to Troy or visit Troy often so that they can be a part of it.” To help continue the positive growth in downtown Troy, Nicole hopes to keep street-level businesses filled and thriving, while doing her part to get upper floor spaces renovated for both office space and downtown living. Most of all, Nicole hopes to deepen the sense of community pride in the downtown and get all citizens of Troy engaged in their community.

When not working, Nicole enjoys an active lifestyle, including hiking, biking, and teaching fitness classes twice a week. She’s also busy planning her wedding to her fiancé Jay, and in the process of buying a fixer-upper house. Beyond starting a new chapter of her life with Jay, she is working on visiting all 50 states. She only has 13 to go!



Visit
Troy!



What if you could do something now that would improve your comfort year-round while also helping Heritage Ohio? If you’re considering interior storms and working with Indow Windows then we have a win-win idea for you! We’ve partnered with Indow on the Save Ohio’s Windows Campaign, and Indow will donate 10% of the total purchase price for all window inserts bought through <https://indowwindows.com/heritage-ohio/> to us! We’ll put that money to work in our efforts at historic preservation and downtown revitalization in Ohio. And, if you’ve participated in this special initiative and purchased your interior storm windows through Indow, please let us know so we can thank you!



A Beginner's Guide to a National Register Nomination

How a British art dealer ended up submitting an application to the National Register of Historic Places for a small post office in rural Ohio

My name is Henrietta Cartwright and I have been selling art in London since about 1999. My business, www.art8star.co.uk has exhibited at art fairs in the UK and the US as well as curating shows for the top (28th floor) of the Hilton's flagship London hotel.

I have lived in London for most of my adult life. My family and I also spent time in Bavaria, Germany before my husband's job brought us to Columbus. Living here has been a constant source of surprise and delight. My interactions with people are unfailingly welcoming, polite and kind, which I have been told is typical of the Midwest. I have been especially struck by how responsive to new ideas professional people are. In Europe, that kind of wide-open thinking is often met with suspicion and doubt. Here, everyone is so willing to try and make the wild idea happen. Joyce Barrett is especially good at this, so when I began to tell her about my fixation with African American architect, Samuel Plato, she emphatically encouraged it.

I think my British heritage has given me a deep appreciation of history and its connection with old buildings. Perhaps it was partly homesickness that gave me the idea of volunteering at Heritage Ohio. I know a large part of it was connected to my inability to 'read' an American streetscape the way I can understand a British one. As my eye runs over the buildings, I'm not able to tell exactly which date they were



Photos by Jeff Goldberg, Esito Photographics



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Pictured: the Carlisle Building in Chillicothe, OH



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Samuel Plato,
The Filson Historical Society

built, or why they were constructed like that or even what materials were used. Working here has given me a greater sense of all these things, which, in turn, makes me feel much more at home.

When I first arrived at Heritage Ohio, I was given the task of compiling a list of historic theatres. During this research, I came upon the Pythian Temple, now part of the King Arts Complex. I discovered that it was built in 1925 by an architect named Samuel Plato. It wasn't until I looked up who Plato was, that I discovered what an unusual background he had. Even today, only 2% of architects are African American. At that time, Plato must have had legendary skills to be able to thrive and navigate his environment.

I began to wonder what else Plato had been able to accomplish. It didn't take long to find the excellent resources available through the Filson Historical Society. Later, looking at, *African American Architects: A Biographical Dictionary, 1865-1945*, it became clear that resources like this were seldom kept. A quick internet search linked Plato's name to several post office projects through the New Deal. One of the post offices was particularly appealing because it was situated in the small town of Coldwater, Ohio. I immediately tried to find a listing for it on the National Register. There was nothing. I tried searching for the building without including Plato's name, still nothing. How could I resist trying to get something that this amazing man had done properly recognized?



Top: Coldwater Ohio Post Office site, 1940, credit Mercer County Historical Society. **Middle:** The Coldwater Post Office Cornerstone was laid on June 10, 1940. The Time Capsule was enclosed in the wall behind the Cornerstone, credit Mercer County Historical Society. **Bottom:** Mrs. Eleanor Roosevelt visits projects - 1942 With Samuel Plato and Miss W. Gertrude Brown.

A BEGINNERS' GUIDE: HOW TO MAKE AN APPLICATION TO THE NATIONAL REGISTER OF HISTORIC PLACES

The National Register of Historic Places is the official list of historic places in the United States worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the register is administered by the National Park Service. Through this program, the National Park Service coordinates and supports public and private efforts to identify, evaluate, and protect America's historic and archeological resources. Although the National Park Service makes the final decision on what historic houses, buildings and other structures are added to the register, the application process nationwide begins with each state's historic preservation office. When someone in Ohio is aiming to get a property or district listed on the National Register of Historic Places, they're asked to fill out a preliminary questionnaire prior to the comprehensive application.

"It gives us the ability to give (applicants) a fairly quick response and guidance before making the larger commitment to prepare a complete nomination," said Barbara Powers, department head for inventory and registration at the Ohio Historic Preservation Office, a division of the Ohio History Connection.

By way of this article, those following it, and the accompanying blog posts on HeritageOhio.org, I intend to walk you through the process, step by step, of our application to get a small Post Office in Coldwater, Ohio, nominated as I figure it out from the standpoint of a complete beginner. In addition to the typical level of unfamiliarity some may start with when undertaking something like this, here are some extra reasons why I am a total beginner at this: As I previously mentioned, I'm British, so I don't have a thorough knowledge of American History and I have a background as an art dealer / public art co-ordinator, so I only have a very basic knowledge of American Architecture.

WHY PLATO, WHY COLDWATER?

"African American involvement in buildings throughout Ohio deserves to be recognized and celebrated. Plato was an African American pioneer in the field of architecture. He was the first African American to receive a government contract to build a post office. He designed thirty-eight post offices in his career as well as churches, schools, banks, theaters, and housing." – James J. Holmberg for the Filson Historical Society | February 28th, 2012

"During Jim Crow segregation in the first half of twentieth century, Plato broke racial barriers and achieved success in white-dominated architectural field. He promoted black workforce through professional organizations, integrated black and white workers on his projects, won trade union membership for black craftsmen, and secured training and





The Coldwater Post Office by architect Samuel Plato still standing today, credit livingnewdeal.org.

skilled jobs for blacks. He was one of few black architects to win federal contracts for post offices and housing. His work on federal housing earned praise from First Lady Eleanor Roosevelt, 1943.” – Indiana Historical Marker

I began to look for other places with connections to Plato. The Filson Historical Society that has personal and professional papers and approximately 600 photographs, and is a wonderful resource for this information. It didn't take long to find his name in connection to the Post Office in Coldwater, Ohio. Newspaper articles from this archive confirm that Plato was awarded a contract for the building.

I am certain that we will discover other buildings in Ohio that are associated with this remarkable man but I thought that this small Post Office was a good place to start.

Stay tuned! Please follow my blog posts on the Heritage Ohio web site to take this journey of discovery as I learn and share the process of listing the Coldwater Post Office on the National Register of Historic Places.

ARTICLE BY HENRIETTA CARTWRIGHT



Meet Heritage Ohio's New Board Member Sarah Milligan

Sarah joined the Heritage Ohio board in January of 2018 as a southeast Ohio representative.

She has enjoyed a 12-year career with Rocky Brands in Nelsonville, holding various positions in sales, sales support, and customer service. Sarah has been involved in the Nelsonville community, serving on their planning commission, board of zoning appeals, as well as several non-profit organizations

She attended Ohio University and holds a bachelor's degree in history as well as a Master's degree in Business Administration from Capella University.



“This Building Isn’t Empty...It’s Full of Opportunity” Rings True in Middletown

Congratulations to Ashley Combs of Middletown, an Ohio Main Street Program community, our 2018 Preservation Month Photo Contest winner! Of the four finalists emerging from this year’s entries, Ashley’s entry garnered the most support in our online voting, with more than 4,000 votes!

Ashley provided a compelling narrative for her entry, stressing that a comprehensive revitalization initiative has to include a residential component, and that the Goetz Tower should be part of Middletown’s revitalization equation:

“The Goetz Tower is a seven-story Art Deco building that was constructed in 1930 and is located in the heart of Downtown Middletown, Ohio. This is a beautiful historic building that offers unique architectural features everywhere you turn inside and outside. Over the years the Goetz has survived decades of changes that have occurred in our City. We look forward to the future and bringing this space back to life to be enjoyed by all.

Middletown is currently in the process of revitalizing its downtown and has been very successful in bringing new businesses and people over the last two years. Once renovated, this building will become another destination location for visitors as well as provide a home for new residents. Every downtown that has come back from neglect and abandonment has done so with a residential component downtown. The Goetz Tower is a crucial component in the revitalization of Downtown Middletown.

The City of Middletown believes that this building has the potential to be converted into a destination location for premier space for offices, retail, and restaurants as well as offer luxury apartments for those wanting to get away from the suburban lifestyle and reconnect with their community in a place like our up and coming downtown.”

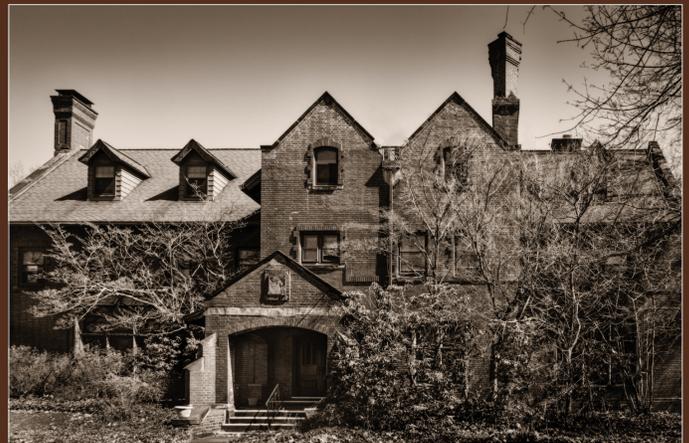


You can see Ashley's winning entry on the cover of this issue of Revitalize Ohio, and we'll be honoring her this year at our Annual Awards ceremony, during our conference in Cleveland this October.

To the right you can see that the competition was fierce as we had several great finalists in the running. **Top:** The 1908 Eavey and Co. Grocery Warehouse in Xena, Ohio. "While sitting directly on the nation's largest paved trail network, this 90,000 sq ft behemoth has the potential to be your son's first home away from home, your mom's loft, your favorite bike shop, a delish restaurant, your daughter's wedding venue, where you heard that brilliant new band, an intimate wine and cheese shop, AND a penthouse bar." **Middle:** 653 Wheeling Avenue, Cambridge, Ohio. "Recently purchased by the McKenna family, (this building) is a hidden historic gem. The main floor of the building has been restored and renovated into a coffee house and ladies boutique, while the lower level currently offers periodic tours of the long forgotten underground store fronts and sidewalks. Jerry McKenna reflects during an interview on the potential of the Underground Cambridge." **Bottom:** "A majestic 1905 three floor mansion built in the historic Cleveland Heights area is empty once again. In the late 1940s after the second residential owner died; the dwelling became vacant and fell into disrepair. The College Club of Cleveland, a philanthropic women's organization, purchased the property in 1951 and occupied it for over sixty years. While uninhabited now, the building has a bright future as a Cleveland developer recently received a state preservation tax credit to convert the mansion into high end apartments."

We would also like to voice a big "Thank you!" to all of our online voters this year. You tallied over 9,000 votes to choose your favorite image which was by far the most votes we've had since we've introduced the photo contest. Stay tuned to heritageohio.org and our weekly eblasts for information on submitting entries for our 2019 Preservation Month Photo Contest, coming next April.

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Special Events as Economic Development

Medina has a long-standing reputation as a successful Ohio Main Street Community. What are the secrets behind their success?

Located about 30 miles south of Cleveland, Medina is a vibrant small city of just over 26,000 residents. As the home of the Root Candle Company, whose founder A.I. Root is often credited with sparking the American beekeeping and honey industry, Medina has often been called the Sweetest Town on Earth. Following a series of devastating fires, the 8-block downtown historic district, centered around a 2-acre town square, was largely rebuilt within a decade after the 1870 fire, giving Medina textbook examples of early Victorian era commercial architecture. Medina was seen so much as the quintessential small American town, that in 1940 they were the focus of a short feature film by RKO/Pathé Pictures, called Hometown, USA.

By the mid-1960s, Medina was the focus of another presentation, called "Why Ugly? Why Not", but by this time, the charming Victorian storefronts had been modernized with metal facades, large neon signs, and inappropriate materials that often hid or obliterated the architectural details that made the community unique. During the late 1960s, a small but mighty group of community volunteers formed the Medina Community Design Committee and led the restoration of the square one building at a time. By the Bicentennial of 1976, the square was largely restored, but there was still a struggle to remain relevant to consumers in the age of suburban development and the convenience of shopping malls.

Medina became an Ohio Main Street community in 2007, undertaking a community-driven approach to economic



development. At that time, the 8-block downtown historic district had numerous retail vacancies and only a handful of special events in the public square. One of the initial goals of the organization was to attract residents and visitors to the historic commercial district by hosting special events on the square. A full program featuring varied events which would appeal to numerous audiences, ages, and income levels.

Main Street Medina held an evening open house for all the vacant and available properties to showcase the opportunities for both new businesses and businesses looking to expand. By combining special events to bring residents and guests back to the district, and by highlighting the myriad of opportunities downtown, Main Street Medina started to build a buzz about the district. The City of Medina was a vital partner in the initiative to fill vacancies and to modify the current business mix from one of professional services and government agencies, to a mix that had greater potential for economic impact through tourism and trade.

Within a few years, the events calendar for the town square was lively and diverse. In addition to a weekly farmers market, community band concerts, and art shows, we added kid-focused events, a large international fest that included food, music, shopping, and activities, an expanded 3-day holiday kick off weekend event, and special Ladies Night Out events. Furthermore, local churches began to hold services on the square, nonprofit groups started to use the square for fundraisers and charity runs, and the schools began to utilize

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the square and district as a central location for homecoming celebrations and the end of the school year public dance.

The City of Medina made several major investments in the downtown, including the purchase of a former drive-thru bank to create a corner park with public restrooms and a visitor center. Guests no longer had to use portable toilets. Benches were added throughout the district for comfort. The City of Medina partnered with Medina County to construct a 350-car parking deck in the district, and there are plans to add another 125-car deck in the next year. The city is also committed to preserving free parking (with time limits) throughout the district.

Because the numerous events, which now run virtually year-round, were attracting thousands of visitors to the district, entrepreneurs began to see the value of locating their businesses in our historic district and in partnering with our Main Street organization. Today, we're grateful to celebrate 3 years of 100% occupancy in the district, with a waiting list of businesses who want to open in the community. With full occupancy and a vibrant district, income, property, and sales tax revenues have increased, which is a major benefit for the city and its citizens.

As an Ohio Main Street program community, our goal is to support the locally-owned independent businesses in our district. To quantify the outcomes and value of special events, we devised a simple formula to show the economic impact to the district. Generally, our events bring over 100,000 guests to the district over a year, and we estimate that they spend a conservative \$10 per head while they are visiting, either by eating at a local restaurant, supporting a local shop, or spending directly at an event. With this formula, we were able to show to the city that Main Street Medina was generating over \$1 million in direct economic impact in the district. This formula also shows the value of sponsorship to our supporters by maximizing their exposure to guests at special events over other marketing tools like direct mail or display advertising.

We continue to hear from entrepreneurs that they visited Medina over a holiday weekend or during a special event,



Medina's Special Events

- Ice Festival | February
- Beer Fest | March
- Ladies Night Out | May, July, October
- Farmers Market | May-October
- Kids Day of Safety & Play | June
- Pizza Palooza | June
- Medina Fest | August
- Medina Restaurant Week | October
- Candlelight Walk | November

and that they decided to open their business here over other locations because they were so impressed with the quality of the event, the cleanliness and quality of the district, and the high volume of foot traffic. Achieving 100% occupancy in just 7 years is testament to the strength of partnerships and strategic event planning to appeal to a broad diversity of consumers. Looking ahead, Main Street Medina is considering expanding our district to include an up and coming commercial district adjacent to the Square so that we can attract and accommodate new businesses that want to be part of the success in Medina.

The Ohio Main Street Program is operated by Heritage Ohio, the non-profit coordinating agency for The National Main Street Center. The Main Street Approach™ encourages comprehensive revitalization strategies through a strategic grass roots movement. To find out more, visit www.heritageohio.org or phone us at (614) 258-6200.



Is It a Flower, a “W”, or a Flame?

City of Wadsworth Community Branding and Wayfinding Design

Is it a flower? A “W”? A flame? These were common questions from even long-time residents of Wadsworth. The city retained the same logo since the 1960s, and many residents were unsure of exactly what the logo was and its ties to Wadsworth’s history.

Poggemeyer Design Group (PDG) recently finished an exciting project with the City of Wadsworth, Ohio (population 23,136, located between Cleveland and Akron) which included community branding, brand development, and wayfinding. Wadsworth was the former home of the Ohio Match Co. and the city still has a Blue Tip Festival each year to commemorate the matches that were once made in Wadsworth. The former Ohio Match Co. factory sits on the edge of the downtown. The 1960s logo was supposed to be reflective of a flame.

Wadsworth is a progressive community with a strong history. The city offers just about every amenity to a resident and/or visitor, including excellent schools and city services, an historic downtown (and an Ohio Main Street Community), multiple housing options, a strong industrial base, abundant commercial retail options and multiple recreational opportunities. PDG was tasked with determining the “essence of Wadsworth.” The city has a strong desire to leave a mark on the residents and visitors to Wadsworth with not only the physical environment, but also their services/amenities provided. In any branding project, a community wants to take great ownership and control over how it is perceived and how it expresses local opportunities and greater appeal to residents and visitors alike. Branding is a community’s message and visual identity that makes them unique. Marketing efforts, including the consistent use of the logo and tagline should define, shape and manage the community image.

A 7-phased approach was used and included: establishing a steering committee; reviewing existing data; meetings with steering committee; public input; community brand development for the city with new tagline and refreshed logo; new logo development for the downtown; city-wide wayfinding system development; and marketing materials using the new community brand.

PDG worked closely with city staff, Main Street Wadsworth, and a steering committee during the project. Consensus building was key and many ideas for the branding campaign





NEW LOGOS & SIGNAGE



were discussed, reviewed and tweaked over the project period. We had great public input through a community wide-survey and a well-attended public forum. The public meeting used small group reporting which engaged participation by all attendees. Residents were invited to complete a short survey to determine the essence of Wadsworth. The survey was well publicized and we even had 17% of respondents come from outside of Wadsworth to give us additional perspective. We received just under 1,000 responses through online and paper surveys. Key words that were repeated during the survey process

included friendly, safe, progressive, community, and historic. Reported images that reflect Wadsworth included Grizzly (school mascot), a Blue Tip Match, downtown, gazebo, match, and flame. Reported images that reflect Downtown included the library, the Strand Theatre, the square, events and parade. All of these images were used to define the brand and refresh the city logo, create a tagline and create a Main Street Wadsworth logo.

Utilizing the refreshed logo and new city tagline, a wayfinding signage plan was developed. Existing and future signage was recorded and mapped as a beneficial guide for project completion. The family of signs included roadway/path, gateway/entry, directional, trail blazer, identification, regulatory and other sign types. The new wayfinding family of signs will be implemented in a phased approach to replace the city's current numerous sign types.

The presentation of final deliverables was well received by Council and the public. The city received newspaper coverage on the project in the Cleveland Plain Dealer, the Akron Beach Journal, and the Medina Gazette.

LAUREN O. FALCONE, AICP, & BETH A. BARTON, PROJECT MANAGERS, POGGEMEYER DESIGN GROUP, INC.

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ATTORNEYS

2



HERITAGE OHIO
ANNUAL REPORT

17

OUR MISSION

As Ohio's official historic preservation and Main Street organization, Heritage Ohio fosters economic development and sustainability through preservation of historic buildings, revitalization of downtowns and neighborhood commercial districts, and promotion of cultural tourism.

We strive to help Ohioans to save the places that matter; build community; live better.

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REVITALIZATION

OHIO MAIN STREET PROGRAM

2017 proved to be a fantastic year for the Ohio Main Street Program. Quarterly Revitalization Series trainings were well attended and included an interesting array of topics. Public speaking, social media, and time management, held in Millersburg; event planning, networking, and fundraising, held in Piqua; grownup places to play and the National Register of Historic Places, held in Lakewood; and the Main Street Refresh, held in Wooster all played a role in continuing the education of our Ohio Main Street programs and their revitalization efforts. Heritage Ohio's State Conference was held in Columbus in October. Of the 23 Main Street Programs in Ohio, 17 achieved National Accreditation which reflects the continued level of excellence among our Ohio Main Street communities. Lastly, we welcomed one new community into the Ohio Main Street program. We were proud to welcome Middletown in 2017 and look forward to another successful year with the Ohio Main Street program.

DOWNTOWN AFFILIATE PROGRAM

The Downtown Affiliate Program continues to grow and improve and has become a very effective tool for assisting communities with capacity building efforts and striving to become Main Street Communities. Affiliate Level Communities continued to take advantage of the workshops and webinars offered throughout the course of the year and made the most of the resources available to them. Affiliate program managers took advantage of an inclusive networking at the Heritage Ohio State Conference in 2017. Spending the day networking with Ohio Main Street Program Executive Directors provided an invaluable experience for everyone. There are a total of 30 communities participating at the Downtown Affiliate level, and in 2017 we welcomed 6 new programs.

NEW IN 2017

OHIO MAIN STREET COMMUNITIES

Middletown

DOWNTOWN AFFILIATES

Circleville	Martin's Ferry
Greenfield	Cuyahoga Falls
Franklin	Lorain

REINVESTMENT STATISTICS

Total Private Investment	\$1.49 billion
Total Public Investment	\$153 million
Total Investments.	\$1.65 billion
Net new businesses.	1,392
Net new jobs	4,510 Full-Time/4,647 Part-Time
Total cost per new full-time job created	\$11,609
Reinvestment ratio	\$31.00 to \$1.00
Volunteer hours donated.	over 1 million
Value of volunteer hours donated	\$25 million



DOWNTOWN WORKS

Thanks to an innovative partnership with Franklin County Economic Development, Heritage Ohio has been providing specialized technical service and support to Franklin County communities outside of the city of Columbus since 2015. We have been working closely with Worthington, Westerville, Grove City, and Hilliard and continue to reach out to the communities surrounding the capital city. Some of the services that we have provided through this program include specialized training, networking opportunities, strategic planning, organizational capacity building, work planning, and board development.

DOWNTOWN ASSESSMENT RESOURCE TEAM VISITS

Downtown Assessment Resource Team Visits or DART visits are two-day intensive visits to launch a community on their path to successful downtown revitalization and are a required step on the path to becoming an Ohio Main Street Community. We were very busy in 2017 helping communities around the state get a plan in place to preserve and revitalize their downtowns.

DART visits were held in: Wellington, Franklin, Greenfield, Buckeye Lake, Cuyahoga Falls, and Circleville.



RETAIL IS DETAIL

Heritage Ohio obtained a USDA grant to provide retail coaching to five Downtown Affiliate Communities working with Deb Miller of Boulevard Strategies. The communities chosen to participate in this round were Xenia, Sidney, Wellington, Ashland, and Ravenna. Businesses in each of these communities will, over the course of the program, receive coaching in topics relevant to increasing their success as a small business in their community. This is the third grant we've received from USDA to help small business owners in rural communities. The project will conclude in December 2018.



PRESERVATION

DOLLARS AND SENSE OF BUILDING REHABILITATION

This one-day workshop educates property owners and economic development professionals on how the federal and state historic tax credits work. The workshop was held in Toledo in January.

TAX CREDIT COFFEES

Our tax credit coffees are high-energy intense doses of learning about incentives for historic building rehabilitations. We completed four one-day sessions, visiting 15 communities.

FIRST EVER SASH MOB

We teamed up with Habitat for Humanity of Greater Cincinnati, Marsh Building Products, Marvin Windows & Doors, and Community Matters, as well as our favorite historic windows guru, Jim Turner, in May to hold a weekend workshop covering two project sites. Attendees learned all about the ins and outs of reconditioning and weatherizing old wooden windows, while helping two deserving local Cincinnati nonprofits.

HERITAGE OHIO EASEMENT PROGRAM

We accepted our 12th easement on the H.C. Godman Co. Building, a historic Columbus property, in December. Heritage Ohio currently holds easements on historic commercial buildings in 5 communities. Our stewardship of the easements includes annual monitoring visits, as well as maintenance consultations as needed.

TAX CREDIT COFFEES

Circleville	Lima
Chillicothe	Jackson
Washington Court House	McArthur
London	Logan
Upper Sandusky	Millersburg
Kenton	Canton
Wapakoneta	Akron
	Ravenna





INDOW WINDOWS

In October, we announced a special partnership with Indow Windows: the *Save Ohio's Historic Windows* campaign. Throughout 2018, Indow will donate 10% of any Indow purchase made in Ohio to Heritage Ohio, to further our mission.

THE YOUNG OHIO PRESERVATIONISTS

YOP hosted 16 events in 2017, including movie nights at historic theaters, visiting the Anti Saloon League Museum in Westerville, tours of historic structures, and an energetic lecture from McMansion Hell blogger, Kate Wagner. Group organizers continue to prioritize attracting new audiences to the historic preservation and providing support to emerging preservationists. With support from Schooley Caldwell architects the Young Ohio Preservationists were able to offer scholarships to emerging preservation leaders Erin Claussen and Matthew Rubin to attend the Heritage Ohio annual conference and present on their work in Toledo. You can keep up with the Young Ohio Preservationists on Facebook and Instagram and enjoy their regular content.



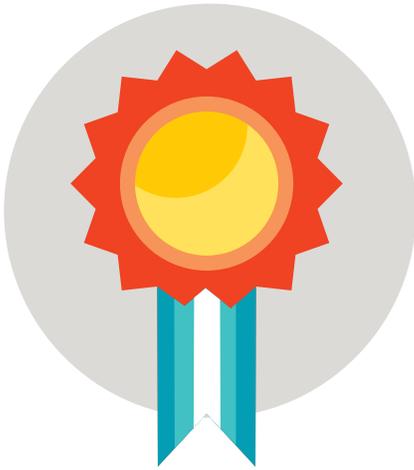
ADVOCACY

JOHN H CHAFEE AWARD

The highlight this year was national recognition of Heritage Ohio's leadership on the national stage in advocacy efforts for historic preservation and in particular the fight to save the federal historic tax credit. In November Heritage Ohio was awarded the John H Chafee Award at the National Trust for Historic Preservation Conference in Chicago.

WORKING WITH WASHINGTON

In preparation for the anticipated tax reform challenge, Heritage Ohio, with our friends and supporters secured the endorsement of 13 of 16 Ohio congressional representatives for HR 1158 and 1 of 2 Senators co-sponsorship of S 425 both the Historic Tax Credit Improvement Act of 2017. During the fall of 2017, Heritage Ohio coordinated calls with advocates across the state to ensure that newspaper editorials and city council resolutions were being produced and forwarded to our Ohio delegation in Washington.





“Save
Historic Tax
Credits!”

STATEHOOD DAY

Heritage Ohio joined a coalition of history advocates at the Statehouse on March 1st. The state's birthday is the perfect time each year for history advocates to come together (on or near March 1) to help showcase the importance of Ohio's history, and how history, historic preservation and the organizations that help provide access to Ohio's rich history benefit the Buckeye State.

HISTORIC TAX CREDIT DINNERS

Heritage Ohio hosted two Historic Tax Credit Dinners in Toledo and Springfield. These dinners are an opportunity to showcase historic tax credit projects with our elected state representatives. Seeing projects come to fruition shows how an abstract tax credit truly changes a neighborhood and provides increased tax revenue.

ADVOCACY VISITS AND TOURS

Cincinnati staff from Senators Brown and Portman's offices, as well as staff from Congressmen Chabot and Wenstrup's offices toured historic tax credit projects in Over-the-Rhine and Congressman David Joyce visited the Steele Mansion in Painesville, to learn more about how critical historic tax credits are to rehabilitation projects. Heritage Ohio made calls and DC visits in the spring and summer to support National Park Service deferred maintenance in Ohio.





OTHER EVENTS AND PARTNERSHIPS

THE WINDING ROAD

A heritage tourism project was initiated by Ohio Hill Country Heritage Area for Southeast Ohio, to grow their local economy by enhancing authentic local experiences through outdoor adventure, food, lodging and history. A one day conference was held at Burr Oak Lodge to engage more conversations through these various businesses and nonprofit sectors.

CREATIVE OHIO

A special one-day convening was held December 4th in conjunction with our partners: Ohio Arts Council, Ohio humanities Council, Ohio History Connection, and Ohio Arts Council

APPALACHIA HERITAGE LUNCHEON

The 7th Annual Appalachia Heritage Luncheon was held in partnership with Ohio Hill Country Heritage Area on December 12th at the Ohio Statehouse. This annual event celebrates the successes of people, projects, and businesses located in Southeastern Ohio's Appalachia Region.





Teamwork is the ability to work together toward a common vision.

The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

– Andrew Carnegie

WEBINARS

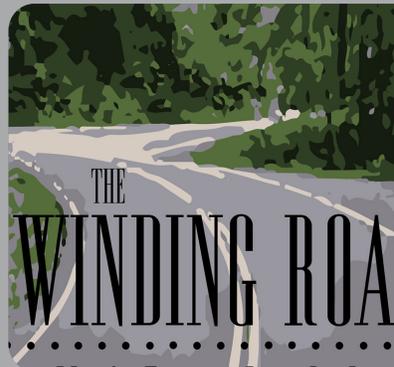
Heritage Ohio offers monthly webinars on many topics throughout the year. We had a lot of great webinars in 2017 including topics such as "Using Google for Local Business", "Fire Awareness & Prevention Downtown", and "Financing Historic Theater Redevelopment."

ANNUAL CONFERENCE AND AWARDS CEREMONY

Student Preservationist Conference Scholarship - Thanks to the generosity of former Trustee Glenn Harper, we were able to offer a conference scholarship for an emerging leader in the preservation field.

Scenic Ohio - This year Heritage Ohio partnered with Scenic Ohio to present a joint awards program to recognize the scenic downtowns of Chillicothe, Granville, Marietta, Oxford, & Zoar.

Emerging Professionals Scholarship - With support from Schooley Caldwell architects, YOP was able to offer scholarships to emerging preservation leaders Erin Claussen and Matthew Rubin to attend and present on their work in Toledo.



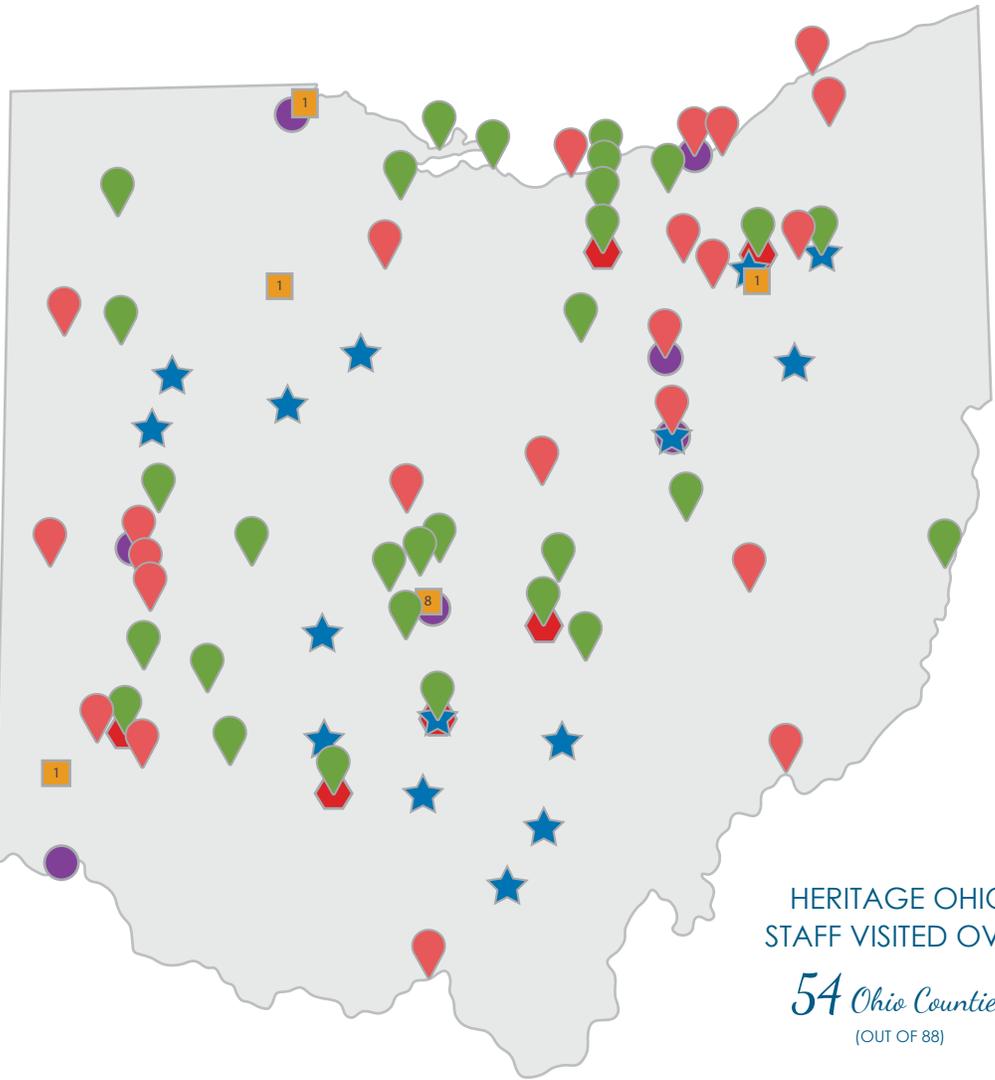
2017 OUTREACH

OHIO MAIN STREET COMMUNITIES

- Cambridge Main Street
- Chardon Tomorrow
- Downtown Middletown
- Downtown Painesville
- Downtown Tipp City Partnership
- Historic Downtown Cleveland
- Historic Downtown Millersburg
- LakewoodAlive
- Marietta Main Street
- Main Street Delaware
- Main Street Greenville
- Main Street Kent
- Main Street Lebanon
- Main Street Medina
- Main Street Mount Vernon
- Main Street Portsmouth
- Main Street Tiffin – SIEDC
- Main Street Van Wert
- Main Street Vermilion
- Main Street Wadsworth
- Main Street Wooster
- Mainstreet Piqua
- Troy Main Street

DOWNTOWN AFFILIATE COMMUNITIES

- Ashland Main Street
- City of Circleville
- City of Coshocton
- City of Cuyahoga Falls
- City of Franklin
- City of Martin's Ferry
- City of Newark
- City of Olmsted Falls
- CityWide Development (Dayton)
- Defiance Development & Visitors' Bureau
- Destination Ravenna
- Downtown Delphos Development Association
- Downtown Fremont
- Downtown Xenia Now
- Historic Downtown Sandusky
- Lorain Growth Corporation
- Main Street Amherst
- Main Street Port Clinton
- Main Street Wilmington
- Main Street Wellington
- Monument Square District (Urbana)
- Oberlin Business Partnership
- Our Town Coshocton
- Sidney Alive



HERITAGE OHIO
STAFF VISITED OVER

54 Ohio Counties
(OUT OF 88)

- Village of Greenfield
- Village of Somerset

DOWNTOWN WORKS

- Destination Hilliard
- Grove City Town Center
- Old Worthington Partnership
- Uptown Westerville

EASEMENTS

- Akron – Naval & Marine Corps Reserve Center
- Columbus – H.C. Godman Company Building
- Columbus – The Historic Columbia Building
- Columbus – The Historic Del Monte Apartments
- Columbus – The Julian & Kokenge Company Building
- Columbus – Municipal Light Plant Building
- Columbus – Ohio Finance & Gaetz Music House Buildings

- Columbus – Stoddart Block & Zettler Buildings
- Columbus – Yuster Building
- Findlay – Rawson Block
- Hamilton – The Historic High Street Commercial Block Building
- Toledo – The Toledo Club

HERITAGE OHIO WORKSHOPS

- Cincinnati -- Sash Mob Weekend
- Columbus --Annual Conference
- Lakewood -- Design Rev. Training
- Millersburg -- Organization Rev. Training
- Piqua -- Promotion Rev. Training
- Toledo --Dollars and Sense
- Wooster -- Economic Vitality Rev. Training

TAX CREDIT COFFEES

- Circleville
- Chillicothe
- Washington Court House

- London
- Upper Sandusky
- Kenton
- Wapakoneta
- Lima
- Jackson
- McArthur
- Logan
- Millersburg
- Canton
- Akron
- Ravenna

DART VISITS

- Buckeye Lake
- Circleville
- Cuyahoga Falls
- Franklin
- Greenfield
- Wellington

892 People
ATTENDED
IN PERSON

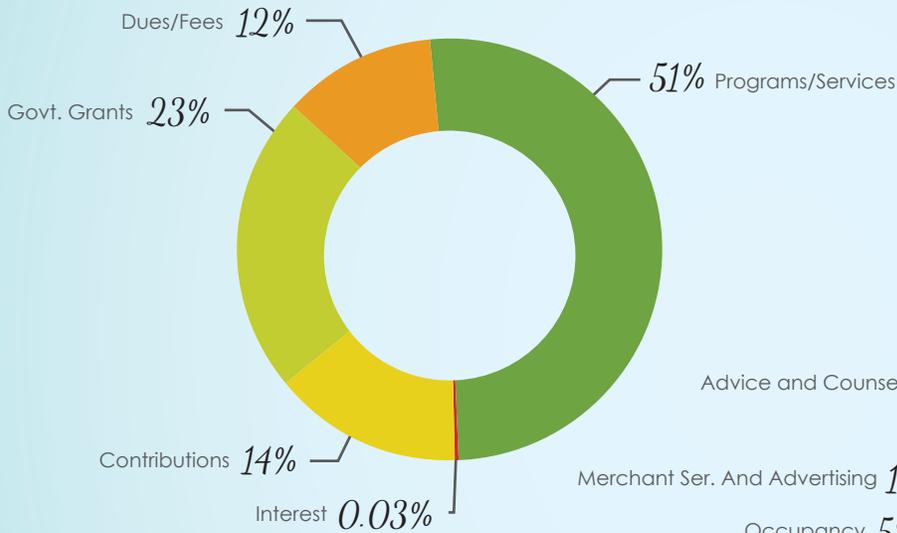
790 People
ATTENDED
DIGITALLY

1,682 People
ATTENDED OUR EVENTS

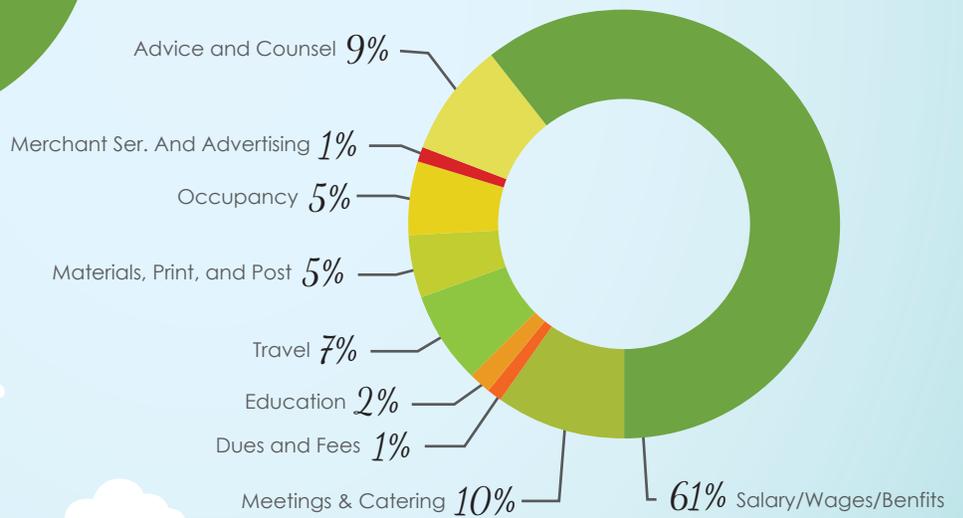


171 Hours
EDUCATION
PROVIDED

INCOME



EXPENSES



33,618 Miles

DRIVEN IN-STATE BY HERITAGE OHIO STAFF





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Thank you to all of our members, donors, and sponsors. With your support, we can save the places that matter, build community, and live better.

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City of Portsmouth
City of Tiffin
City of Tipp City
City of Troy
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City of Waterville
City of Willoughby
Village of Woodsfield
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City of Zanesville

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Destination Hudson
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Downtown Marion
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German Village Society

The Gloria Theatre
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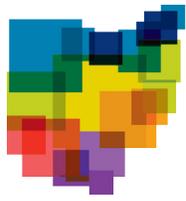
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