

REVITALIZE OHIO

SUMMER 2020 | A HERITAGE OHIO PUBLICATION

Back to Business



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Executive Director Note

Here we are into 5th month of Covid operations with no end in sight. On the upside, I know Heritage Ohio has done a good job of reaching out to help Ohio communities weather the storm.

In advocacy efforts at the federal level, we have been working to support relief bills to enhance the Historic Tax Credit, and a new initiative which will support our Main Street communities. At the state level, we've been advocating for H.B. 669 and H.B. 674 to help ease restrictions for restaurants to make better use of outdoor spaces.

In our education and communications efforts, from March through June, we have made 18 virtual presentations, reaching thousands of people in Ohio and beyond. Heritage Ohio hosted one of the earliest SBA relief webinars on March 24. Our summer intern Natalie Caswell has been writing blog posts for the "Back in Business" series, highlighting the best practices being employed by our Main Street communities to support local businesses. We've collected the first set for you to read in this issue.

Looking down the road, we have our annual conference, virtual of course. We have an excellent slate of presenters and topics covered. Registration is open and we have scholarships available.



Joyce Barrett,
Executive Director of Heritage Ohio

We are pretty confident (fingers crossed) about getting a National Park Service Grant of \$500,000 to invest in impactful rehabilitation in of our Main Street communities.

Our awards jury will meet in early August to review and select this year's winners for the annual Heritage Ohio Awards. It's simply breathtaking to see what amazing projects, places, and people Ohio has to offer year after year. We can't wait to share their stories with you this fall.

We are fortunate we can continue to provide services to Ohioans during this Covid pandemic, and we appreciate the support and dedication of our members and partners in helping us save the places that matter.



Heritage Ohio staff working from home during covid pandemic spring 2020




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Meet Some New Faces

DAVID MITZEL JOINS THE HERITAGE OHIO BOARD OF TRUSTEES



DAVID MITZEL joined the Heritage Ohio board in early 2020. He has a wide variety of interests which will benefit Heritage Ohio's mission to save the places that matter, build community, live better.

Some special projects Dave has been instrumental in creating:

- Dave is the founding director of the Zanesville Prize for Contemporary Ceramics (2014, 2015, 2017), an international competition.
- Mitzel and his late wife Katherine purchased the 1915 Pioneer School in 2006, which now houses the Appalachian Hills of Ohio Territory (AHOOT) and the Pioneer School Zanesville Clay Center. The 30,000 square-foot structure overlooks downtown Zanesville and currently features suites and rooms for visiting artists, studios, classrooms, galleries, an outdoor event location with catered "Sunset and Song" fundraisers.
- He created the Groundhog Day event at the Muskingum Foundation, which, since 1996, brings together 400 members of the community each

winter to eat, drink, bid on auction items and honor community leaders. It has earned an average \$40,000 for arts organizations and community projects.

- In 1998, he created The Art Walk, now "First Friday", which brings people to downtown Zanesville.

Before "retirement," Dave was the executive director of the Muskingum County Community Foundation (1995-2015); and Director of Community Education and Development at Ohio University-Zanesville (1980-1995).

His publications include:

2002 *Artistry, Community and Legacy*

1998 *Resource Development in the Two-Year College*

Dave's educational background includes a Ph.D. from Ohio University, Masters in Journalism Columbia University and BA in History from Williams College.

Welcome to the board, Dave!



NATALIE CASWELL is a senior at The Ohio State University majoring in English Literature. At Heritage Ohio, she has written features about Main Street communities and unique instances of historic preservation. After graduating, she hopes to work in a non-profit academic press.



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Heritage Ohio Easement Series

THE KNIGHTS OF COLUMBUS BUILDING IN COLUMBUS

While downtown Columbus is known for its exceptional landmarks that dot the district such as the Ohio Statehouse, LeVeque Tower, and the Athletic Club, there are plenty of amazing—but less-well-known—historic buildings found throughout the city. We're pleased that Heritage Ohio holds preservation easements on quite a few of these buildings, meaning their architectural character will be saved in perpetuity.

One such building that blends into the cityscape but nonetheless adds to the city's architectural character is the former Knights of Columbus Building, located just down the street from the Columbus Public Library on East State Street. As a social aid organization, the Knights of Columbus formed in the 1880s and subsequently spread across the country, providing services to families in need. As the organization grew in stature and its membership grew in numbers in Columbus, the local chapter contracted for the construction of the building at East State Street. Providing a variety of spaces within the building—a gym, pool, library, and apartments on upper floors—the Italian Renaissance Revival style building served the needs of Columbus residents for generations.

A new ownership group taking control of the property within the last couple years approached Heritage Ohio about donating an easement and after consideration (and completing due diligence on the property) the board of trustees voted to accept the easement toward the end of 2019. As with many of the easements Heritage Ohio holds, no exterior alterations to the building can be done without first receiving approval from the organization.

"The Knights of Columbus Building reads like a textbook example of Italian Renaissance Revival, and our easement to protect it means that countless future generations will enjoy this piece of architecture—art, really—as it continues to add to the beauty of downtown Columbus," commented Joyce Barrett, executive director of Heritage Ohio.



The former Knights of Columbus Building is an Italian Renaissance Revival style building located in Columbus



The former Knights of Columbus Building is rich with exterior architectural details such as these arched window openings



The building features an ornate terra cotta cornice

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Living in a Home and History

TRUMBULL COUNTY HISTORICAL SOCIETY REDEFINES HISTORIC PRESERVATION

BY NATALIE CASWELL

Eric Kildow's house is like any other on his street — two and a half stories, white siding, navy blue shutters, and a front porch. When he received a notice about the local historical society's plaque program in the mail, however, he decided to discover the home's history.



Through the Trumbull County Historical Society plaque program, homeowners dive into their house's histories, and historically significant homes receive a plaque to distinguish their place in Warren's communal history. From the research to providing homeowners with house histories, the program is redefining Trumbull County's identity, improving communities, and connecting homeowners to their house and communal history.

The historic plaque program began in the 1990s. Home or business owners researched their house's history — former homeowners, biographical data, and the house's architectural significance — and filled an application. A committee reviewed the application and awarded plaques to the residential or commercial building that retained its historical authenticity.

"We would use the scoring rubric that our architectural historian Chris Clingmeyer created to see if the house qualified," Director Meghan Reed says. "If the building scored high enough on the rubric, then a plaque would be awarded."

When Reed began directing the historical society in 2015, she restructured the program so that the society completed the research rather than the homeowners. At this point, the program had stagnated; many area homeowners lacked the time and knowledge to create in-depth historical reports. With the restructured program, residents with buildings at least 75 years old could request a historical report for \$60 and receive the completed research.

To create the reports, the historical society contracts with two architectural historians to examine the house and browse through tax records to trace the original homeowners. Reed says the most difficult part of the process is identifying the exact year the house was built.

Kildow and his wife Sarah applied during this phase. Through the report, they discovered their house was built in 1925 and was the boyhood home of Roger Ailes, the founder of FOX News. The "historic home" plaque hangs next to their front door. As they read the names of the previous homeowners on the research report, the Kildows were struck.

"All these people carried on lives here in these same rooms," Kildow says. "And now we are."

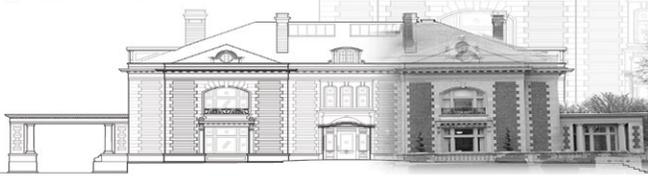
During this time, Reed realized the society was creating important placemaking by connecting homeowners to the history of their houses.

"People who went through this program, whether they got a plaque or not," she says, "were getting a sense of



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neighborhood ownership and a deeper understanding of how their neighborhood and house developed as a part of our community.”

In 2017, the historical society partnered with the Trumbull Neighborhood Partnership (TNP), which manages the local land bank. Land banks and historical societies often have opposing goals in demolition and preservation, but the plaque program has built a bridge between the two Trumbull County entities. With a grant, they completed a plaque project for Warren’s Garden District together.

According to Reed, the Garden District is one of the most blighted neighborhoods in Warren. The TNP targeted the area for strategic demolition and home repair, and the historical society joined their mission to improve the residents’ lives and housing values.

“The partnership was incredibly fruitful on both ends,” Reed says. “The Trumbull Neighborhood Partnership was looking to promote these homes as homes that had a sense of place and identity in our community.”

In the Garden District, Reed and her two interns knocked on doors and put applications in mailboxes. By the end of the grant cycle, they had awarded thirty plaques.

Now, TNP funds historical reports for buildings in their inventory they think are historically significant.

“If there is any kind of historic preservation issue that arises in a building or neighborhood they’re working on, we get a call,” Reed says, “which I think is the most important part that has come out of this process.”

In addition to the plaque program, the Trumbull County Historical Society works with the land bank to sell historic homes. They provide a historical report in the package for potential homeowners. Reed says the potential homeowners have appreciated knowing the history of a home and its community.

Between the plaques and potential homeowner packages, the historical society is cultivating a community identity, which has fallen sway to individual identity today. The program is different from what many view as typical historic preservation, focusing on community connection and economic development in addition to physical history.

In the future, Reed hopes that the Trumbull County Historical Society can partner with realtors and expand to the larger community.

“It’s important for communities to really look at community identity and collective memory and how we build from there,” Reed says. “This program was revitalized with the clear goal to assist homeowners in that process and looking at their house as a piece of a larger picture.”



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Back to Business

BY NATALIE CASWELL

Main Street communities are resilient and creative. In this trying time, our communities have survived over 200 years of ups and downs. Each of our Ohio Main Streets have tapped into their own unique personalities to combat the effects of Covid-19 on their community morale and local economy. We hope you will enjoy reading about what a few of our Ohio Main Street programs have accomplished and how they continue to be the support system that make their downtowns thrive.

WOOSTER

Flamingo Jack's food truck hit the streets during quarantine. This Main Street Wooster business sold its unique comfort food in the parking lots of brick-and-mortar Wooster businesses. The pink and blue truck has served customers outside Lincoln Way Vineyards, Miss Amy's Cupcakes and Spoon Deli, attracting customers to these businesses and gaining more customers in turn. This cross-promoting is one example of Best Practices in Main Street Wooster.

Shannon Waller, Executive Director and project coordinator John Benko-Scruggs initially went to visit each business themselves. "We put on some walking shoes and just pounded the pavement and visited everyone within our area." Waller says.

"You don't get into business without being strong, creative and able to solve problems,"

"If they were on the cusp of closing, we wanted them to let us know before they made an irrevocable decision," Waller explains. "Because we knew that there were people in the community who would try to get them through it."



The pair visited each business again to welcome the owners back as they reopened. Waller asked about any specials or hours they would want Main Street Wooster to share, and they discussed what the businesses were hoping for as they reopened.

The businesses worked hard to implement all safety procedures, with employees wearing masks, providing hand sanitizer and early hours for people at risk.

In May, Main Street Wooster received \$10,000 from the Main Street Grills Fund, a national competition to encourage creative solutions to businesses affected by Covid. The first part of the spending plan is to create training videos with the local hospital and health department. They also want to invite business owners to adapt their business practices.

Wooster is exploring car-related activities for people to have group experiences while social distancing. They are organizing a cruise-in through decorated downtown and residential areas that would award prizes to best business decorations, residential decorations and car decorations. The procession would end at a pop-up movie theater and local food trucks, and admission would be a \$15 receipt from a downtown merchant.

"You don't get into business without being strong, creative and able to solve problems," she says. "We'll get through this."

PIQUA

As businesses reopen, many people in the community feel both anxious and excited. The Mainstreet Piqua team captured the excitement of local business owners with a reopening photo series. The business owners stand in front of their stores and restaurants holding "Open" signs with precautions listed underneath. This photo series is one way Piqua businesses have responded and adapted to the restrictions of COVID-19. Through encouraging the community on social media and practicing the flexibility typical of small businesses.

The "Open" posters are the combined effort of Mainstreet Piqua, the local chamber of commerce, and the community development organization to prepare businesses to reopen.

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“It has generated an incredible amount of traffic on our Facebook page and a lot of love for the businesses,” says Lorna Swisher, executive director of Mainstreet Piqua. “It’s been a very successful way to celebrate the reopening of the businesses.”



Prior to reopening, Swisher says local businesses adapted to current circumstances through local deliveries, online orders and shopping appointments.

“The businesses all pivoted very well and really tried to meet their customers where they were,” she says. “They just rolled with it and made it work for the customer.”

Swisher and the Mainstreet Piqua team have frequently reached out to their members through phone and email. “As an organization, our goal is to support our businesses as much as we can and to encourage the community to realize the value that these businesses bring to the community,” she says. “When these businesses go away, a part of our community is lost forever.”

She says the local businesses are supporting each other; because they are independent, they know how difficult it is for a business to start out.

Local business owners are relieved to start opening their doors again. Swisher says people will come in and support the business if they know the business cares for the safety of their customers and employees.

“They all do genuinely care,” she says, “If they’re able to show that, I believe that they will be supported by the residents and visitors to the community.”

KENT

Main Street Kent ordered 96,000 cups for downtown businesses the day after a designated outdoor refreshment area (DORA) was approved. They had pushed DORA for about a year, and COVID-19 finally turned the 31 liquor permit owners’ indifference into excitement. Starting July 17, visitors can drink and relax outside downtown businesses.

During quarantine, downtown businesses employed successful cross promotion activities: Off the Wagon gift shop and Kent Cheesemonger created wine, cheese and puzzle boxes, and Tree City Coffee staff recently posted a picture wearing masks and holding a Belleria pizza box.

Retailers brainstormed ideas with Main Street Kent at a “Summer Survival” meeting. They agreed more discounts

were impossible, but the owner of Tree City Coffee suggested creating a punch card to reward customers for visiting downtown businesses. Director Heather Malarcik approved the idea and will provide prizes like Main Street Kent mugs.

Malarcik used social media to post Zoom interviews with local businesses, when visiting Ray’s Place she posted pictures of its owner and trademark moose head wearing masks. The post gained around 200 interactions. “If you show people what’s happening, it’ll build confidence,” she says. “People will be more willing to go out knowing that the businesses are being as safe as they can.”

In addition to DORA, the city council approved the use of abutting property for outdoor seating. For example, One Center yoga and meditation was closed during quarantine, but Scribbles Coffee Shop next door set up chairs and tables in their outdoor area.

Every year, Kent has an Adopt-a-Spot program with 35 flower beds sponsored by local businesses for \$250. Because of COVID-19, Malarcik started a GoFundMe campaign to avoid asking local businesses for money. They raised a few thousand dollars and were able to plant the flower beds. “We were able to let our little guys know that the community has got you covered this year,” she says.

“Be thoughtful and methodical in making changes, and listen to the medical experts and the guidance of our city and state,” she says. “Think outside the box and rely on your Main Street organization. We are here to help.”



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TIFFIN

The Renaissance of Tiffin, a bourbon bar, remained open during quarantine, it sold more on a Saturday than it had a whole week pre-shutdown. They succeeded not only in providing carryout, but also by expanding into two more ventures: The Renaissance of Tiffin on Wheels, a lavish party bus, and the Pink Lady, a grilled cheese food truck both opened during quarantine.

This is one example of the creativity and business savvy promoted by Amy

Reinhart, director of Downtown Tiffin. From auctions to story times, Downtown Tiffin has worked to connect businesses to resources and support.

When quarantine began, Downtown Tiffin (a program of Tiffin-Seneca Economic Partnership) partnered with the Seneca Regional Chamber of Commerce to host an online auction of “firsts.” All proceeds went to the thirty downtown businesses that participated with products and services such as “first drink,” “first haircut” and “first meal indoors” for when the businesses reopen.

With the Tiffin Public Library, Reinhart helped start “Tiffin Tales,” a virtual story time series. She reached out to downtown business owners, and along with city council members and elected officials, they read storybooks to around 5,000 viewers on Facebook.

In June, Tiffin city council approved a designated outdoor refreshment area (DORA) for downtown prioritizing customers’ safety and needing to provide restaurants with more resources.

With the city’s park department, Downtown Tiffin brought thirty-two picnic tables downtown and placing them in

private and public lots and a refurbished alley for people to sit and enjoy their drinks. The tables are covered in clear plastic with safety measures and instructions listed beneath. Cleaning supplies are provided, and customers sanitize and clean their own area.

“Sharing updates among as many people as possible and getting on social media is important,” businesses saw a nice uptick on days their posts were shared. Amy encourages businesses to, “Reach out to me when you have struggles or issues — I’ll point you to funding sources, I’ll help you find a loan, we’ll work with bank members. We’ve got a lot of resources at our fingertips.”

MEDINA

Small Medina businesses, have supported and promoted each other on social media during quarantine.

“Social media is really the best, easiest and most efficient way for them to reach their customers,” says Matt Wiederhold, executive director of Main Street Medina. “It’s also been the best way for us as a Main Street program to directly promote our members.”



Wiederhold says that local retail stores — The Raspberry and the Rose, All Fired Up! Medina, JK Gift Shop and the Gardener’s Cottage — have not only been holding Facebook live sales but also promoting the work of other local businesses.

“We have a lot of women’s boutiques in town, so they’re all in competition,” he says. “It’s been cool to see them cross-promoting each other on Facebook. In an odd way, the isolation has built a community.”

On Fridays in June, Main Street Medina started Facebook Live tours to spotlight local businesses. The team walk through the district and stop at restaurants and shops for brief tours, meet-and-greets and advertise any sales.

Beyond social media, Wiederhold says that each of the businesses has adapted to COVID-19 circumstances differently. “Some businesses are requiring masks, some are putting up barriers at their checkout counters, some are limiting the number of people allowed in the store,”

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Main Street Medina also encourages customers to shop downtown with Main Street Medina bucks. These \$5 cash vouchers are redeemable at any business listed on the back.

On the opening day of the Farmer's Market and each week after, ten Main Street Medina Bucks will be given to winners of drawings or passed out at special events.

"It's a way to get customers into our member businesses and give them direct benefits," Wiederhold says. "If someone likes a Facebook post, they can win Main Street bucks."

Wiederhold says that the next two months will be critical to determine the success of small, local businesses. They are now waiting to see how the reopening process will go and whether consumers will be ready to return to businesses or prefer to stay away.

MILLERSBURG

Farmhouse Frocks, a mother-daughter boutique and clothing line in historic Millersburg, recently added a new product to their handmade, stylish clothing line — masks. So far, they have sold thousands of these, sending 20,000 masks to a New York City bank and being recognized on national news.

This is one Historic Downtown Millersburg business that flourished during the shutdown. While facing the same problems of every other small business, Millersburg businesses have adapted their business practices — through care packages, family meals and positive outlooks.

Local Millersburg restaurants, such as Bags Sports Pub, offered curbside pickup and family meal packs. According to Main Street Millersburg director Judy Lamp, this has been a huge success and revealed an unfulfilled need. "There are a lot of people wanting family meals from regular restaurants, not just Taco Bell or Pizza Hut. They want good meals."

Lamp also says that offering alcohol for carryout and delivery has been vital to the success and survival of some



businesses. For example, Sunny Slope Winery offered wine bottles paired with local deli meats and cheese, lunch trays and wine slushies, and nine more employees were hired to meet the demand.

With more time, many local businesses developed their online presences through working on websites or posting sales and news.

A new Millersburg business, Fallen Timbers Reclaimed, opened during quarantine and has been busy reworking floors and walls for home décor customers.

Merchants have created event packages, such as Mother's Day and birthdays. "That is one less order that Amazon got."

An advantage of Millersburg businesses is its country setting. As one of the largest tourist destinations in Ohio, they were hit hard by the shutdown. But restaurants like McKelvey's have more outdoor seating available than a city setting. "I think that's gonna help with our comeback."

Lamp has heard people say personal customer service has become vital, but she says Holmes County businesses have always offered it. "With my merchants, that is that one-on-one, making (customers) feel great from the time they walk in the door."

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Pictured: the Carlisle Building in Chillicothe, OH



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Discovering New Ohio Opera Houses

BY MICHAEL HURWITZ

My journey began over twelve years ago when a friend in southern Ohio asked me to visit. I always enjoyed visiting Ron. He lived in the heart of the Wayne National Forest area and we would always have interesting adventures; whether it was tramping through the forest to discover an old railroad siding that had been used during the height of the massive coal mining boom of the late nineteenth century and into the early days of the twentieth century, or rummaging around abandoned coal mining towns now left derelict. There was always an adventure and a day filled with new discoveries.

On this particular day, Ron and I drove to Shawnee, a true relic of those coal mining days. The main street was festooned with overhanging balconies decorated with gingerbread carvings, evocative of an old western movie set. Standing in the center of this small town was a three-story brick structure. On the second floor were the remnants of a glorious Opera House. I immediately gravitated to the concept of restoring the theatre. I could only imagine what it must have been like in the 1890s to climb those stairs, purchase a ticket, and see a traveling show, maybe a lecture, or just the local high school graduation. I simply had to find out more about the Opera House! It was then that I began a quest that has taken me all over the State of Ohio and throughout the country assisting in the reclamation and restoration of so many "hidden treasures" - jewel boxes tucked away in our small towns and villages just waiting for a new day.

In 2009, I crisscrossed Ohio and discovered sixteen Opera Houses in various states of repair and disrepair. I chronicled these discoveries in my book: *Ohio's Historic Opera Houses*, along with a history of the entertainment that filled these spaces. Since 2009, I have discovered a dozen more, and I no longer am amazed to receive a telephone call informing me that, yet another treasure has been discovered.



Such was the case last December when I received an email inquiring about an Opera House located in Fort Recovery, Ohio. I had always been aware of Fort Recovery and the history of that area, however, for whatever reason, I had never visited. My wife and I always enjoyed our weekend drives around Ohio and the discoveries that we would make, but somehow, we had never made it to Fort Recovery. My dad had owned a business in downtown Columbus, directly across from the State House, and as a kid I would roam the downtown on Saturdays always making a stop at the Capital. One thing that always fascinated me was the painting, *The Signing of the Treaty of Greenville*,

1795, by Howard Chandler Christy, painted in 1945, representing the battles fought in and around Fort Recovery. It hung at the top of a staircase just off the rotunda and I would stand looking at it for what seemed like hours, simply transfixed.



So now I had the opportunity to visit Fort Recovery; and discover a new Opera House as a bonus. It is a beautiful area of our state and, as I dove into town, I came upon Monument Park with its tribute to the fallen soldiers and the history that is Fort Recovery. The Opera House sits on the main corner of the historic downtown district just in front of the reconstructed fort and battlefield. It is the typical paradigm, retail space on the ground floor and a theatre on the second floor. The building appeared to be in excellent shape and, as I made my way to the second floor, I encountered a beautiful space, just waiting to be brought back to life. I met with members of Project Recovery, the organization that was interested in rescuing the Opera House and bringing it back to life. After the initial meeting they made the decision to commission a feasibility study and made the commitment to purchase the property.

The building was constructed in 1883 and is spacious with eighteen-foot ceilings, with original seating for two hundred fifty people. In 1898 Russell Morvilius purchased the building for his daughter, Fay Morvilius (Hart) who was a gifted singer who traveled the world performing. It offered entertainment, as well as a civic and cultural center for the village until 1932, when it closed its doors - leaving all the scenery, gas lighting fixtures, and frescos

virtually intact, just waiting for us to rediscover them. Looking beyond the natural decay of the years of neglect, one can imagine the beauty and the charm that could be brought back to life and once again become host to the village as a premier and grand performance space. Combined with the reconstructed fort, battlefield, historic museum, and amphitheater, the restored Opera House would enhance the village's unique attractions for visitors throughout the State of Ohio and perhaps the United States. The Fort Recovery Opera House shares Mercer County with two other Opera Houses, that just goes to prove that around every corner in Ohio you may find a theatrical gem.



Remembering my first encounter in Shawnee, Ohio - sometimes you find yourself in the middle of nowhere...and sometimes, in the middle of nowhere, you find yourself.

Tecumseh Theater - Shawnee Ohio

BY JOHN WINNENBURG

BUILT IN 1908 and abandoned in 1960, local citizens in the former boom mining town of Shawnee saved the former Improved Order of Red Men's Hall from the wrecking ball in 1976 and rechristened it as the Tecumseh Theater. That same year, Shawnee's iconic overhanging porches and rich labor union history resulted in the town's business district being nominated to the National Register of Historic Places. Major water damage from a roof damaged by fire had decimated the interior, but young preservationists were undeterred as they first replaced the roof and repaired structural problems, before mothballing the four-story building. In 1992, a portion of the first floor storefront space opened as public library, and an apartment was restored in the rear of the building, creating rental income. In 2008 the remainder of the first story interior was completed as a public event space known as the Tecumseh Commons. As well brick tuck pointing, facade restoration and window replacement were also made possible through the federal Save America's Treasures program. Since 2008, the interior stairwell to the main opera house style balcony theater has been replaced providing access to the theater, balcony and four-story ballroom which once housed the fraternal lodge that built the structure. As well electrical service has been installed in the main theater. An elevator tower, HVAC systems, wall and floor surfaces, restrooms, seating and stage equipment remain to be completed in the theater space.



The first floor event space known as the Tecumseh Commons now serves multiple purposes as the "Destination Shawnee" effort has joined with village government, Ohio's Winding Road, the Buckeye Trail Association and the Little Cities of Black Diamonds Council to make Shawnee an increasingly popular location for outdoor recreation, entertainment and interpretive events. Using history, architecture and nature as assets, the building's owner, Sunday Creek Associates, has persisted against the odds, in a community with little old money, corporate or foundation resources. A fundraising drive to support the theater's operation during the COVID 19 crisis will launch July 1.

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Heading in to 2020, we were excited to start planning another amazing historic preservation and community revitalization conference to take place in Springfield. So many amazing buildings to tour, so many great stories to tell. Then the world came to an abrupt halt, with continuing uncertainty as to when life will return to normal. So, we took the leap and decided to move everything online, learning as we went, and taking notes from the successes and challenges of others' online events. In doing so, we have assembled some of the most brilliant minds to share their expertise with you at this year's conference

THE SESSIONS

We've adapted our virtual conference to give you access to many of the leaders in preservation and revitalization from the comfort of your home or office. We also took into account that many of us have attended a lifetime of Zoom meetings in the span of only 4 months and didn't want to exhaust you with a standard full-day conference schedule. This year's conference is spread across 2 weeks. Each day will feature one morning session, one afternoon session, and a happy hour event in the evening, all for one flat fee. You can find the complete schedule on the opposite page.

In addition to the sessions happening during the conference, we've also recorded several pre-conference sessions and virtual tours. Many of these topics were sessions that would have been offered during our normal conference, and we still think they are important to offer them to you, we just do not have space for them during the virtual conference.

We've curated this conference to topics that are engaging and thought-provoking and presenters that will keep you engaged. We booked nationally-known speakers like Ed McMahon, Bob Negen, and Ben Muldrow. You'll have the opportunity to meet Paul Edmondson, president of the National Trust for Historic Preservation and Patrice Frey, president of Main Street America during two of our happy hour networking events. We also have many industry leaders such as Sylvia Allen for fundraising and sponsorship, Marc

Smiley for organizational development, Kathleen Norris for retail development, and Jim Turner, famed preservation tradesman. These are just a few of the many amazing people you can meet and learn from during this year's virtual conference.

As the pandemic is still weighing on our communities and affecting all of our lives, we're also offering sessions that focus on the pandemic. We feel it is of the utmost importance to provide you with the latest information and offer strategies to help you, your small businesses, and your communities.

HOW IT WORKS

All of our sessions will be streamed on the day and time listed in the schedule. After you register for the conference, you will have access to the links to the streams available to you. Likewise, for any and all pre-conference sessions that were pre-recorded for you. If you can't attend a specific session, do worry, it will be recorded and these will be provided to all conference registrants for later viewing.

So grab your comfiest pants, curl up on the sofa, and prepare to be inspired by and learn from our incredible lineup of historic preservation and community revitalization sessions.

REGISTRATION IS NOW OPEN!

\$25 for members

\$50 for non-members

Scholarships are available.

www.heritageohioconference.com



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2020 Heritage Ohio Virtual Conference



Paul Edmondson



Patrice Frey



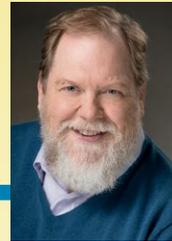
Ed McMahon



Sylvia Allen



Bob Negen



Marc Smiley

SCHEDULE OF EVENTS

MONDAY, AUGUST 24

Branding Your Organization

Ben Muldrow, *Arnett Muldrow*

The Myth of the Retail Apocalypse

Kathleen Norris, *Urban Fast Forward*
Sharon Woods, *LandUseUSA*

Happy Hour: Legacy Circle Reception

Paul Edmondson, *National Trust for Historic Preservation*

TUESDAY, AUGUST 25

Preservation in the Age of Pandemic

Ed McMahon, *Urban Land Institute*

Building a Stronger Organization

Marc Smiley, *Solid Ground Consulting*

Happy Hour: Main Street Networking

Patrice Frey, *Main Street America*

WEDNESDAY, AUGUST 26

Total Impact: Rebuilding a Community

Seth Baker, *Van Wert County Foundation*

Twisted Preservation

Frank Vagnone, *Twisted Preservation*

Happy Hour: The Building Doctor is In

State Historic Preservation Office

THURSDAY, AUGUST 27

Building Diverse Boards

Velynn Brown, *Solid Ground Consulting*

Jack of All Preservation Trades

Jim Turner, *Turner Restoration*
Nicholas Redding, *Preservation Maryland*

Happy Hour: Young Professionals Career Advice

FRIDAY, AUGUST 28

Marketing Your Retail Store in This Crazy New World

Bob Negen, *WhizBang! Retail Training*

Creative Zoning: Supporting Public Art in Your Downtown

Liz Via Gossman, *City of Manassas*

MONDAY, AUGUST 31

Building Code Officials are Part of Your Revitalization Team

Tim Monea, *City of Wooster*

Accessibility Requirements for Multi-Family Housing in Historic Buildings

Melinda Shah, *Schooley Caldwell*
Rachel Eiferd, *Schooley Caldwell*

Happy Hour: Creative Uses for Public Spaces

TUESDAY, SEPTEMBER 1

Engaging with Your Local Community

Jason Duff, *Small Nation*

Understanding the WHO and the WHAT Before the WHERE

Ben Levenger, *Downtown Development Services*

Happy Hour: Cool is Everywhere

Michel Arnaud

WEDNESDAY, SEPTEMBER 2

Sponsorship

Sylvia Allen, *Allen Consulting*

Happy Hour: Pitch Party

THURSDAY, SEPTEMBER 3

Ohio & Federal Historic Preservation Tax Credits

Mariangela Pfister, *State Historic Preservation Office*
Lisa Brownell, *Ohio Development Services Agency*

Historic Tax Credits – NPS Review

John Sandor, *National Park Service*

Happy Hour: Hackathon

Kyle Sword, *Pilkington N.A.*

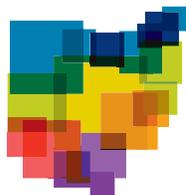
FRIDAY, SEPTEMBER 4

Using Incentives to Develop Successful Projects During the COVID-19 Economic Recovery

Gordon Goldie, *Plante Moran*
Nathan Ware, *BakerHostetler*

Zooming Through Springfield

Kevin Rose, *The Turner Foundation*



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For more information on membership for Businesses, Communities, Organizations, and Main Street Programs, please visit our website at www.heritageohio.org.