

# HERITAGE OHIO

Vital Places. Vibrant Communities.



## IMPACT REPORT

# 2020



HERITAGE  
OHIO

Vital Places. Vibrant Communities.

# 2020 IMPACT REPORT



**Our New  
Address:**  
800 E 17th  
Ave  
Columbus,  
OH43211

## Heritage Ohio

We Have Moved!

After 20 years at E. Main Street Heritage Ohio has moved in as a tenant of the Ohio History Connection. We have reduced our overhead expenses, the office space is fully accessible, and we have great new collaboration opportunities with our friends at the Ohio History Connection and the State Historic Preservation Office.

The building is considered brutalist architecture designed by W. Byron Ireland, and opened in 1970. We feel fortunate to be associated with this iconic mid-century modern history.

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### Special Thanks to Our Retiring Members

Yolita Rausche

John Grossman



@HeritageOhio



@HeritageOhioMain  
Street



HeritageOhio

## Staff

Joyce Barrett

Devin Miles

Frances Jo Hamilton

Frank Quinn

*Executive Director*

*Office Manager*

*Director of Revitalization*

*Director of Preservation*

### On the cover:

Heritage Ohio staff work from home during the 2020 pandemic lockdown.



# A Look Back at 2020: Embracing the "New Normal"

We Hosted:

**25 Webinars &**

**Virtual Conferences:**

20 Educational Sessions

8 Networking Sessions



**50+ Total Virtual Info  
Events**

➔ **3,500+** people  
attending our  
events live!

## A Year of Webinars!

In a typical year, Heritage Ohio would make at least 16 visits around the state helping to introduce building owners and officials on how to use historic tax credits to revitalize their buildings and communities. In the absence of travel—we hosted webinars: in April Historic Tax Credits 101 and Historic Tax Credits 201 had 213 people attend live. We hosted three webinars on understanding the Secretary of Interiors Guidelines for Rehabilitation. As part of our Annual Conference, we hosted several more sessions on using historic tax credits. We were able to reach more people due to the virtual opportunities!

## 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.



*Manager Zoom Happy Hour!*

3

**New Downtown  
Affiliates & DART Visits  
in 2020:**  
Dublin  
London  
South Euclid

# WHAT WE LEARNED IN 2020

## A Year to Remember

At Heritage Ohio, we worked harder than ever to move the ball forward during an extraordinary year. Main Street is resilient and the right program to help in the Economic Vitality of their downtowns. The boards and managers took on projects that would help sustain the local businesses and provide resources and entertainment for the local community. Investing locally means more than shopping. Over **3500** participants attended our programs; virtual programs allowed so many more people to join in on our offerings.

## Key Awards During 2020:

▶ **\$500,000 Ohio Main Street Grant Program.** Dollars distributed in grants to businesses to encourage improvements to their buildings: outdoor patios, new signage and facade improvements.



*Before and After images of Gather in Delaware Ohio. One of the many communities benefitted from the Main Street Grant Program.*

▶ **\$556,000 National Park Service Paul Bruhn Grant** to assist four communities help fund transformative projects in their rural community.



February 2020: Kate Fisher, Duane Van Dyke, Joyce Barrett, Steve Coon, Amanda Terrell, Frank Quinn, part of the Heritage Ohio team which made 23 visits during Statehood Day 2020.

# 2020 REVITALIZATION

## Tiny Investment with a Big Impact!

We are so happy to share that Heritage Ohio received a **\$500,000** appropriation in the biennial budget 2019-2021. This appropriation established a small grant program for building improvements in Ohio Main Street Communities. Each Main Street community program applied for \$20,000 to help buildings and or business owners with small building improvements including but not limited to: the exterior, including roofs, masonry repair, or signage; tenant improvements on the interior or patio build outs; or upper floor housing improvements. Though many projects have yet to be completed in 2021, we have been able to fund 141 projects: the realized leveraged numbers currently running \$1: \$1.6.

Small projects were funded which have no support system from other funding sources, yet have economic impact and help revitalize the historic downtown district. With the pandemic hitting in 2020, these grants made even more of an impact to the businesses, communities, and people of the Main Street cities.

**"We were thrilled to be one of the recipients of this program. The impact of this grant will be felt for years to come. We are grateful for all that you do, especially during this difficult year."-Micah Roberts, Owner, Erie & Anchor in Vermilion, OH.**

## Downtown Affiliate Communities

- Main Street Amherst
- Ashland Main Street
- Ashtabula Downtown Development Association
- Lift Bridge Community Association-Ashtabula
- Downtown Bedford Alliance
- City of Bryan
- Uptown Circleville
- Downtown Chillicothe
- Our Town Coshocton
- Downtown Cuyahoga Falls
- CityWide Development-Dayton
- Defiance Development & Visitors' Bureau
- City of Dublin
- City of Franklin
- Village of Fredericktown
- Downtown Fremont
- Village of Greenfield
- Kenmore Neighborhood Alliance-Akron
- Downtown Lima
- City of London
- Lorain Growth Corp.
- Main Street Lorain
- City of Louisville
- Project Forward-Martins Ferry
- Downtown Marion
- Massillon Main Street
- Newark Development Partners
- Oberlin Business Partnership
- City of Olmsted Falls
- Village of Paulding
- Main Street Port Clinton
- City of South Euclid
- Monument Square District-Urbana
- Main Street Wilmington
- Old Worthington Partnership
- Downtown Xenia Now



Pictured on Left:  
Busy Bee Restaurant and  
Greenhouse Café. Both  
businesses received Main  
Street Grant money!

## OHIO MAIN STREET STATISTICS

2020 was a challenging year for so many businesses. Many rehabilitation projects were underway, were completed, and many planning to start were sidelined. Even during the pandemic, the entrepreneurial spirit prevails. There are a few bright spots of new business opening.

**95** building rehabilitations  
with investment of **\$199,239,963**  
New Housing Units Completed: **348**  
New business opened: **117**  
Businesses closed: **84**  
Net full time jobs: **+38**  
Net part time jobs: **-160**  
Facade Rehabilitations: **110**  
Total Public & Private Investment in  
Downtown: \$ **207,657,857**

## THE OHIO MAIN STREET PROGRAM

The National Main Street Center was formed in 1980, and Heritage Ohio became the coordinating agency for Ohio in 1997. Currently there are 22 programs enrolled in the program. The Ohio Main Street Program is local grassroots driven revitalization program, led by a local Board of Trustees which employs a professional executive director. These programs are accountable through an annual evaluation process to receive National Accreditation. Enrollment fee is \$3,950/year.

## 22 Ohio Main Street Communities

Cambridge Main Street  
Historic Downtown Cleveland  
Main Street Delaware  
Main Street Kent  
Main Street Lebanon  
Marietta Main Street  
Main Street Medina  
Downtown Middletown  
Historic Downtown Millersburg  
Main Street Mount Vernon  
Downtown Painesville Organization  
Mainstreet Piqua  
Main Street Portsmouth  
Main Street Ravenna  
Main Street Tiffin - TSEP  
Downtown Tipp City  
Troy Main Street  
Main Street Van Wert  
Main Street Vermilion  
Main Street Wadsworth  
Main Street Wellington  
Main Street Wooster

# JOYCE BARRETT NAMED PRESERVATION ACTION'S HERO OF THE YEAR!

## Joyce Barrett

was named Preservation Action's inaugural Preservation Action Hero of the year.

Joyce has served as the Executive Director of Heritage Ohio since 2007. Ohio volunteers have been a powerhouse in advocacy at the federal level, always garnering the most co-signers to historic preservation bills and leading a large delegation from Ohio to Washington, DC every year for Preservation Advocacy Week.



Briana Paxton Grosicki, Board Chair of Preservation Action presents the Preservation Hero recognition to Joyce Barrett

## During this unprecedented year, Heritage Ohio is grateful to the additional support received.

These programs allowed our organization to maintain operations and provide services to Ohio communities through educational programming and technical services.

**Thank You!**

- Payroll Protection Program 1
- Economic Injury Disaster Loan
- Ohio Humanities CARES Grant
- Ohio Arts Council CARES Grant



OH CARES



# 2020 PRESERVATION

## Paul Bruhn NPS Grant of \$556,327 Award!

In 2020, Heritage Ohio partnered with Ohio History Connection to apply for funding through the Paul Bruhn Historic Revitalization Grants Program administered by the National Park Service. We were thrilled to learn in August that our application had been approved! In 2021, we'll be re-granting funds to National Register-listed buildings in Main Street communities through a competitive application process. Stay tuned as these funds assist small-scale building owners with needed brick and mortar funding.

## Heritage Ohio holds 16 easements across the state.

Easements protect the historic character of a building in perpetuity.

A formal agreement is made between the building owner and Heritage Ohio which becomes part of the deed record for the property.

Heritage Ohio conducts annual inspections to ensure continued building preservation.

Easements can include important interior spaces.

Owners who gift easements to Heritage Ohio may qualify for a tax deduction.

## Easements

Akron - Naval & Marine Corps Reserve Center

Columbus - Hayden Buildings

Columbus - H.C. Godman Company Building

Columbus - The Historic Columbia Building

Columbus - The Historic Del Monte Apartments

Columbus - The Julian & Kokenge Company Building

Columbus - Knights of Columbus - Salesian's Building

Columbus - Market-Mohawk Center

Columbus - Municipal Light Plant Building

Columbus - Ohio Finance & Gaetz Music House Buildings

Columbus - Standard & Winders Buildings

Columbus - Stoddart Block & Zettler Buildings

Columbus - Yuster Building

Findlay- Rawson Block

Hamilton - The Historic High Street Commercial Block Building

Toledo - The Toledo Club



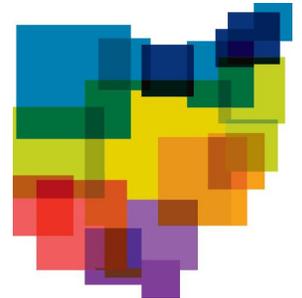
*February 2020: The last in-person Heritage Ohio board meeting hosted at The Arcade in Dayton, OH. The rehabilitation of the South Arcade phase 1 is a \$96 million historic tax credit project.*

# 2020 ADVOCACY

One of the most important roles Heritage Ohio plays is building and maintaining relationships with elected officials, making sure they know how various preservation programs work to save the places that matter.

## Statehood Day

Statehood Day took place February 26, 2020. Heritage Ohio paired up with the State Historic Preservation Office for a team of 13 to make visits to 23 state legislative offices, promoting the success of the Ohio Historic Preservation Tax Credit; advocating for protecting human burial places; and Poindexter Village to be designated as a historic site. We were honored to recognize the important work State Senator Tim Schaffer has done for Appalachia, historic preservation and Ohio Main Street communities, by conferring the Heritage Award.



## Federal Lobby Day

The preservation movement held their Preservation Lobby Days March 11, 2020, the last day the capitol was opened before the COVID-19 pandemic shut things down. Governor DeWine had cancelled all out-of-state travel for employees, so that left a team of 9 to make visits to 17 Ohio representatives.



*Note\*\* all images were taken Pre-COVID*

# SUPPORTERS OF HERITAGE OHIO

Thank you to all 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 Bellevue  
City of Cambridge  
City of Canal Fulton  
City of Cleveland  
City of Defiance  
City of Delaware  
City of Hubbard  
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City of Lakewood  
City of Lebanon  
Village of Lewisburg  
City of Lima  
City of Marietta  
City of Medina  
City of Middletown  
Village of Millersburg  
City of Mount Vernon  
City of Newark  
City of Oberlin  
City of Oxford  
City of Painesville  
City of Piqua  
City of Port Clinton  
City of Portsmouth  
City of Ravenna  
City of Sandusky  
City of Tiffin  
City of Tipp City  
City of Troy  
City of Van Wert  
City of Vermilion  
City of Wadsworth  
City of Waterville  
Village of Wellington  
City of Willoughby  
Village of Woodsfield  
City of Wooster  
City of Zanesville

### Non-Profit

Alpha Phi Alpha Homes, Inc.  
Athens County Convention & Visitors Bureau  
Burton Historic District Association  
Canton Development Partnership  
CDFA  
Cincinnati Preservation Association  
Cleveland Neighborhood Progress  
Cleveland Restoration Society  
Decorative Arts Center of Ohio  
Destination Downtown Lancaster  
Destination Hudson  
Detroit Shoreway Community Development  
Downtown Mantua Revitalization Corporation  
Downtown Wapakoneta Partnership  
Experience Galion  
Fostoria Area Chamber of Commerce  
German Village Society  
Grand Theatre Restoration Project  
Ironton-Lawrence County CAO  
Kenton Historic Court House District  
Lisbon Landmark Foundation  
Mayfield Township Historical Society  
Marysville Uptown Renewal  
Mantua Restoration Society  
Maumee Valley Planning Organization  
Ohio Mid-Eastern Governments Association  
The Paxton Theatre  
Peoples Bank Theatre  
Sidney Alive  
Tiffin Historic Trust  
Trumbull Neighborhood Partnership  
The Turner Foundation  
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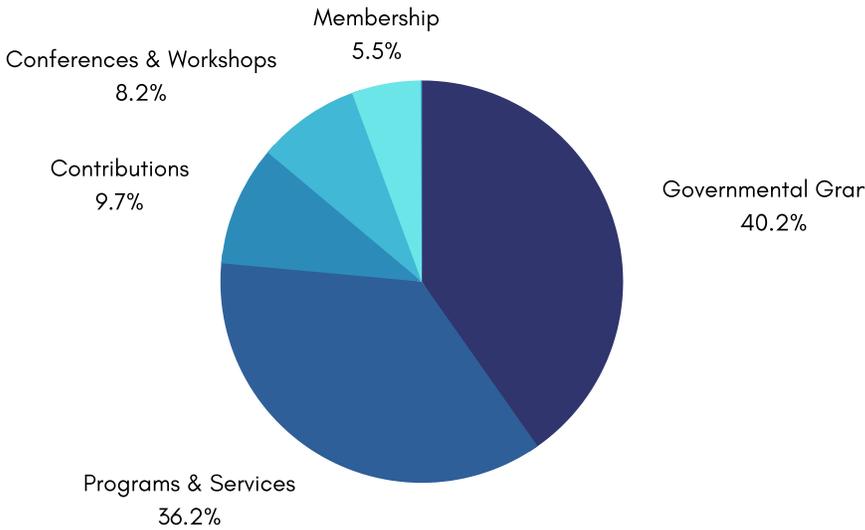
Thank you to all 84 to our 2020 Pitch Party. All proceeds were forwarded to the projects in Delaware, Tiffin and Vermilion!

\*\*\*If we inadvertently left you off this list, please let us know so we can correct the error.



# FINANCIALS

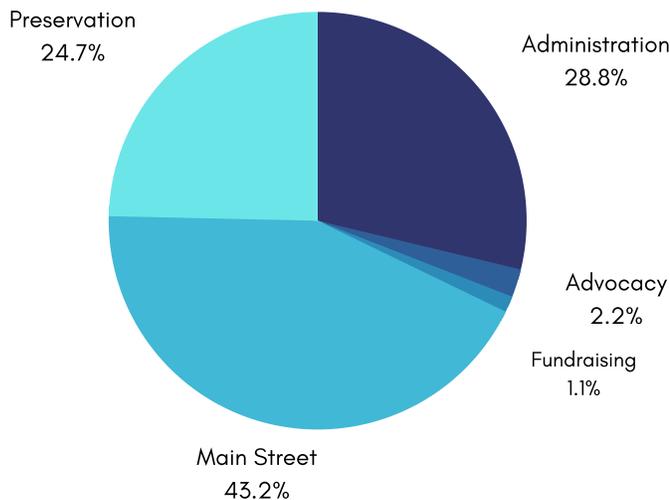
## Revenue 2020



THANK YOU TO OUR MAJOR FUNDERS!



## Expenses 2020



RESTORATION & SEALANTS, INC.



OH CARES



**AMERICAN ELECTRIC POWER**



IMPACT  
REPORT  
**2020**

SAVE THE PLACES THAT MATTER

BUILD COMMUNITY

LIVE BETTER

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