



OHIO MAIN STREET PROGRAM

PARTNERSHIP WITH THE NATIONAL TRUST MAIN STREET CENTER

Heritage Ohio is the designated State Main Street coordinating program of the National Trust Main Street Center. As the state partner of the Main Street Center, we provide participating local Main Street organizations with the training, tools, information, and networking they need to be successful. Structured as a non-profit organization, Heritage Ohio is positioned to give local Main Street programs professional advice and guidance in the use of the proven Main Street Four-Point Approach™ to start or strengthen their revitalization efforts.

HOW THE MAIN STREET APPROACH WORKS

The Four-Point methodology works to create a total image for the community: providing the retail/professional area with its necessary market niche, creating a cohesive visual identity unique to the community, and nurturing a cultural ambiance associated with the community's location, appearance, and way of life. The Main Street Approach builds on existing resources and fosters improved community leadership and support on behalf of the Central Business District for long term benefits.

THE FOUR POINTS

Operations is the building of consensus and cooperation between the groups that play a role in the downtown.

Design involves improving the downtown's image by improving its physical appearance.

Marketing involves promoting the downtown's unique characteristics to shoppers, investors, new businesses, tourists, and others.

Business Enhancement means strengthening and diversifying the existing economic base of the downtown.

MEMBERSHIP

Main Street programs are chosen annually on a competitive basis. Membership requires an annual investment of \$3,300 (may be \$2,300 in non-entitlement communities).



PROGRAM BENEFITS

- » Renews vitality and enhances economic performance
- » Protects and strengthens the existing tax base
- » Increases sales and returns revenues to the community
- » Creates and enhances a positive community image
- » Creates visually appealing and functional buildings
- » Attracts new businesses
- » Develops new housing opportunities in historic buildings
- » Creates jobs
- » Increases investment in the downtown district
- » Preserves historic resources

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REINVESTMENT STATISTICS

Total number of programs reporting	.35
Total \$ reinvested in improvements	\$.433 million
Net new businesses	.424
Net new jobs	1,611 Full-Time/1,657 Part-Time
Total cost per new full-time job created	\$8,059
Business expansions	.269
Reinvestment ratio	\$22.01 to \$1.00
Volunteer hours donated	389,879
Value of volunteer hours donated	\$7.23 million

Jan 2007 - Dec 2011



MAIN STREET COMMUNITIES



1. Amherst
2. Cambridge
3. Cleveland, Gateway District
4. Cleveland, Historic Warehouse District
5. Defiance
6. Delaware
7. Elyria
8. Greenville
9. Kent
10. Lakewood
11. Lebanon
12. Medina
13. Millersburg
14. Mount Vernon
15. Nelsonville
16. Norwalk
17. Oberlin
18. Orrville
19. Painesville
20. Piqua
21. Port Clinton
22. Portsmouth
23. Sandusky
24. Troy
25. Van Wert
26. Vermilion
27. Warren
28. Wellington
29. Wilmington
30. Wooster