

Look Up There, The Lights Are On – Roger Koch, Joe Diamond, Jerry Warner
Downtown upper floor residences are one of the hottest commodities a downtown historic district has to offer. They can be the coolest place to live in town and frequently don't cost an arm and a leg to rehabilitate. But what you do need to succeed is an excellent partnership with your building code official. Join Delaware developers Joe Diamond and Roger Koch who between them have rehabbed dozens of apartments, and Jerry Warner, the code official for the City of Delaware as they describe their partnership in helping make downtown Delaware a place to LIVE.

Ohio Grant Opportunities – ODSA / CLG / Ohio History Fund

Three grant opportunities you might want to be taking advantage of: Ohio Development Services Agency (ODSA) Pipeline Program- to help to get a property eligible for the Ohio Historic Preservation Tax credit Program; Certified Local Government Grants- over \$100,000 was available last year for communities enrolled in this federal preservation program; and Ohio History Fund, 2012 was the first year the History Check off funded 11 grants around the state.

Building Rehabilitation - Steve Coon and Jonathan Sandvick

A perspective from a successful Developer and Architect team. This team will share their knowledge, experience and tools on how to bring Downtown Main street Buildings back to glory. Join Steve Coon and Jonathan Sandvick for a lively discussion.

Tour: Greenlawn Cemetery

Green Lawn, Columbus's preeminent historic cemetery, has both fascinating artwork and stories of those who dwell there. Doreen Uhas Sauer, Columbus Landmarks President, local historian and cemetery enthusiast, will lead the walking tour of architecture, nature, cemetery symbolism, history of the cemetery beautiful movement and historic gossip.

Local Fare – Worthington

Community-Initiated Development – Bill Erdos

Why wait for downtown dreams to come true? Stop dreaming and start doing. Gather the movers and shakers in your community to create an investment pool to springboard new businesses into reality. Bill Erdos has been working in Wooster for the last decade making dreams reality. He has been instrumental in the creation of City Square Steakhouse, SoMar Wine Cellars and most recently the boutique St. Paul Hotel. Learn how a group of local business

people and friends of Main Street renovated downtown buildings, opened premier businesses without bank or outside help.

Pro Forma Basics – Donovan Rypkema

Preservationists are often intimidated by what seems to be complex rows and columns of numbers presented in relation to a proposed real estate transaction. In fact, not much of the mathematics of pro forma analysis is particularly complex. This session will help attendees understand the basic vocabulary of pro forma and grasp some “rules of thumb” that are sometimes helpful in reviewing real estate numbers.

Building Pathology - Dave Mertz

Description: What is that? Why is it doing that? How do I make it go away? Now take those questions and apply them to your old house or commercial building and you will get a sense of what this session is about. From carpenter ants to ice dams, from rotted wooden windows to delaminating sandstone foundations, Dave Mertz of Belmont Technical College's Building Preservation Technology Program will identify common problems found in old buildings, discuss their causes and offer possible solutions. Be prepared for a world-tour of building problems and hopefully have a few laughs along the way.

Tour: German Village

German Village, the internationally recognized historic district just block to the south of Columbus encompasses 233 acres. It provides a glimpse of how a working class neighborhood developed and grew in the early 19th century, and how the passion of a small group of urban pioneers drove 20th century restoration efforts. This tour will include two private German Village homes.

Main Street 101: Organization – Sandra Hull

A well-structured organization is necessary to implement business development strategies, physical improvements, promotions, and commercial district revitalization projects. We'll explain the basics of establishing and running a program and draw connections among all four points of the Main Street Approach. Learn all aspects of organizational structure, including the roles of the board, the organization committee, and the executive director in volunteer recruitment, fund raising, public relations, and more.

TourismOhio – Pat Barker

Find out how to tap into the Ohio Tourism Marketing Machine! In 2012 Ohio's tourism industry grew to an estimated \$40 billion in total sales. Ohio has a comprehensive program of marketing via advertising, public relations, tourism informational services, special promotions, and social media. In addition to the ways you can take advantage of this machine, Pat will also share some best practices she has seen in developing partnerships to become a regional draw.

Main Street 101: Design – Tom Starinsky

Design improvements show the public that positive change is happening. Come to this session and get a firm grounding in the fundamental design goals and strategies used to bring life back to the pedestrian-oriented commercial district. Find out how to get visual improvements rolling, how to put together a first-year work plan, and how to assign roles and responsibilities to staff and committee members.

Interpreting Secretary of Interior's Guidelines – John Sandor

To take advantage of the state and federal historic tax credits a project must comply with the Secretary of the Interior's Standards. What does that mean? How can one get their project approved with practical applications of the Secretary's Standards? Is there more than one way to skin a cat?

Public-Private Partnerships – Donovan Rypkema

The phrase "public-private partnership" is used every time a mayor and the bank president have lunch together. But there is a formalized, legal entity known as a public-private partnership that is currently underutilized as a historic preservation development tool. This session will discuss WHYs, WHENs, and HOWs of these transactions and the roles of each of the participants.

Historic Windows – Alissa Ziemer

Restoring old windows: You probably know why, now learn how. In this hands-on workshop, participants will learn from A to Z what's involved with a typical double-hung window restoration. It all begins with basic window anatomy and improving weatherization. After learning how to take out the sashes, there will be discussion and participation regarding methods of removing glazing putty and paint. From there, it's on to cutting glass and glazing, where there will be opportunity to try both. Finally, simple methods for replacing sash cord will be covered. Please come prepared to participate, get your hands dirty, and have some fun!

Tour: Mid-Century Modern Columbus – Nathalie Wright

The Mid-Century Modern tour will explore some of Columbus' mid-20th century architectural gems. On the tour, we'll get a sneak peak of the Ohio Historical Society's upcoming 1950s exhibit, which includes a reconstructed Lustron House. While at the OHS building, we'll also learn about the architectural style of Brutalism, the most prominent example in Central Ohio. The guided excursion will also take in a visit to Rush Creek Village, a National Register of Historic Places listed district, containing the largest collection of organic architecture in the

United States. Completed in 1957 and still owned by the original family, an inside view of the Pepinsky House will be a highlight of the Rush Creek visit.

Main Street 101: Marketing – Matt Wiederhold

An important part of revitalizing your district is changing public perceptions of the area and using special events and business promotions to bring people back to the community. Learn how to identify your target audience, produce promotions that appeal to them, and build awareness about what your commercial district has to offer. Find out how to create a balanced calendar of events and glean ideas for image-building promotions and festivals that other Main Street programs found successful.

Pop-Up Shops – Julie Sullivan

Activated Spaces, a volunteer led initiative in Dayton, is working to breathe new life into the downtown through the use of pop-up shops. This new business incubation model provides building owners with rental income while providing entrepreneurs with a venue to bring their concepts to fruition. Learn how Dayton's revitalization stakeholders are combating storefront vacancy with this innovative program.

Ohio Historic Preservation Tax Credit: Small Projects: Historic & Housing Projects –

Nathaniel Kaelin & Andrew Bailey

This session will explore how two Ohio development tools can be applied in small scale development applications. The Ohio Historic Preservation Tax Credit (OHPTC) and Housing Development Gap Financing (HDGF) programs have both leveraged small rehabilitation projects in historic downtowns and local neighborhoods. In addition to basic program information, discussion will include structuring of small projects and successful project examples.

Main Street 101: Business Enhancement – Lisa Patt-McDaniel

The primary responsibility of a Main Street economic restructuring committee is to reverse the cycle of disinvestment by increasing investment in infrastructure, property, and businesses. Improving the commercial dynamics of your Main Street requires activities such as retail market analysis, business and real estate development, financial incentive programs, and planning. We'll teach you about current economic trends and share successful economic restructuring case studies.

National Park Service Roundtable

Heritage Ohio will host John Sandor, National Park Service Reviewer for historic tax credits. This moderated discussion will give architects, developers and building owners the opportunity to discuss the Secretary of the Interior's

Standards for Rehabilitation and the philosophy behind tax credit review process.