

# REVITALIZE OHIO

WINTER 2014 | A HERITAGE OHIO PUBLICATION



VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO.



HERITAGE  
OHIO

Vital Places. Vibrant Communities.

[heritageohio.org](http://heritageohio.org)



**REVITALIZE OHIO**  
Winter 2014

Published Quarterly by  
Heritage Ohio  
846 1/2 East Main Street  
Columbus, OH 43205  
P 614.258.6200  
info@heritageohio.org  
heritageohio.org

**BOARD OF DIRECTORS**

|                                      |                  |
|--------------------------------------|------------------|
| <b>CHAIR</b>                         | <b>MEMBERS</b>   |
| W. Kevin Pape                        | Steve Coon       |
|                                      | Misty Casto      |
| <b>VICE CHAIR</b>                    | Lois Fisher      |
| Jonathan Sandvick                    | Craig Gossman    |
|                                      | John Grossmann   |
| <b>VICE CHAIR OF FINANCE</b>         | Sandra Hull      |
| Eric Stachler                        | Don Longwell     |
|                                      | Mark Lundine     |
| <b>VICE CHAIR OF RECORDS</b>         | Yolita Rausche   |
| Lisa Patt-McDaniel                   | Kevin Rose       |
|                                      | James Russell    |
| <b>EX-OFFICIO</b>                    | Cheryl Stephens  |
| Mary Oakley                          | Duane Van Dyke   |
| Amanda Terrell                       | Matt Wiederhold  |
|                                      | Thomas Yablonsky |
| <b>ADVISORY BOARD REPRESENTATIVE</b> |                  |
| Mary Lovett                          |                  |

**STAFF**

|  |                                       |
|--|---------------------------------------|
| Joyce Barrett<br>Executive Director        | Vicki Hilbrands<br>Office Manager     |
| Jeff Siegler<br>Director of Revitalization | Vicky Unger<br>Membership Coordinator |
| Frank Quinn<br>Director of Preservation    | Pearl-Jean Mabe<br>AmeriCorps Member  |

**Follow us on Facebook!**

Like our page and follow our posts about local projects and events!

[www.facebook.com/heritageohio](http://www.facebook.com/heritageohio)

**Find us on Twitter!**

@HeritageOhio

**TABLE OF CONTENTS**

|   |           |
|---|-----------|
| <b>Meet A Main Street Manager</b>                   | <b>4</b>  |
| <b>Bringing Buses to Your Community</b>             | <b>5</b>  |
| <b>Young Ohio Preservationists</b>                  | <b>6</b>  |
| <b>2014 Conference Review</b>                       | <b>7</b>  |
| <b>Heritage Ohio's Annual Award Winners</b>         | <b>8</b>  |
| <b>Thank You Conference Sponsors!</b>               | <b>13</b> |
| <b>Retail Is Detail</b>                             | <b>14</b> |
| <b>Sustaining Ohio's Arts and Culture Ecosystem</b> | <b>15</b> |

**ON THE COVER**



Photographer: John Holliger

Main Street Delaware has brought Christmas to families in the Delaware community for the past 12 years. A festive environment creates lasting memories to all. Free family activities are available all month including tree lighting, carolers, luminary lined streets, horse drawn carriage rides, and visits with Santa and Mrs. Claus. These activities are sometimes the only Christmas experiences local families get.

The 2014 Christmas Parade will have a Super Hero theme, and takes place Sunday November 23, at 3:00pm and the Christmas tree lighting will be Friday December 5th 6:00-9:00.



## DIRECTOR'S NOTE

This is the time of year that staff at Heritage Ohio develop the training schedule for the next year, and we are very excited about some of the programming we are putting into place. Our biggest new offering is an "Old House Fair," which will be held in central Ohio during May, Preservation Month. Heritage Ohio has focused a lot of our energy on commercial redevelopment through our downtown revitalization efforts, and this represents new growth to support the thousands of home owners who want more "how to" information.


Next year's Annual Conference is set for October 5-7 in Columbus, Ohio and the 2015 Revitalization Training Series is scheduled. This series will help Ohio communities gain a greater understanding of the following revitalization topics:

- Special Event logistics, February 25, Medina
- Downtown Housing, June 3, Cleveland/Lakewood
- Bikeability/Walkability, September 1, Greenville
- Fundraising, November 18, Cambridge

Ah, but 2014 isn't over yet! We still have a revitalization training the first week of November and two more webinars.

An interesting partnership we've been involved with this year has been an ad hoc coalition of groups interested in cultural sustainability, an issue that is vital to a well rounded community. In partnership with the Ohio Humanities Council, Ohio Arts Council, Ohio Citizens for the Arts and the Ohio History Connection, Heritage Ohio is hosting a one-day event entitled Sustaining Ohio's Arts and Culture Eco-system. This event is for cultural organizations which have interests in capital appropriations, and sustaining their programming for stronger presence in their communities. The event takes place December 9th. Space is limited, but the cost is only \$25 due to generous sponsorships.

As members, you know how much we value continuing education, this is one of the ways we help Ohioans save the places that matter, build community and live better.



**Joyce Barrett,**  
Executive Director of Heritage Ohio

## DATES TO REMEMBER

### CONFERENCES

November 10-14, 2014  
*National Trust for Historic Preservation Conference, Savannah, Georgia*

December 5, 2014  
5:00 pm - 7:30 pm  
*Young Ohio Preservationist Networking & Work Plan Session Columbus, Ohio*

December 9, 2014  
8:30 am - 4:30 pm  
*Sustaining Ohio's Arts and Culture Ecosystem Columbus, Ohio*

### REVITALIZATION SERIES

February 25, 2015  
*Special Event Logistics, Medina, Ohio*

### WEBINARS

November 19, 2014  
*Historic Paint Colors Dave Mertz, 1pm-2pm*

December 3, 2014  
*Heritage Tourism Tamara Brown, 1pm-2pm*

January 7, 2014  
*Historic Building Maintenance Elizabeth Corbin Murphy, 1pm-2pm*

February 4, 2014  
*The Mayor's Role In Revitalization Mayor Hall of Newark, 1pm-2pm*

## HERITAGE OHIO WELCOMES PEARL-JEAN MABE!



Pearl-Jean is a Local History Corps Member, an AmeriCorps program administered by the Ohio History Connection and funded through Serve Ohio. She graduated from The Ohio State University with a Bachelor of Science in City and Regional Planning in May of 2014 and will be serving at Heritage Ohio as the Workshops & Communications Coordinator, so feel free to contact her at [pmabe@heritageohio.org](mailto:pmabe@heritageohio.org). Through her service at Heritage Ohio, she is hoping to learn more about the tools and methods that cities and neighborhoods can use to leverage their community and their unique story as assets to thrive.



# Meet A Main Street Manager



**John Lippus**

*Sandusky Main Street Association*

John Lippus, the Executive Director of the Sandusky Main Street Association, joined in January 2005. John Lippus grew up in Sandusky, and currently resides in Huron, Ohio with his wife Jennifer. He holds a Bachelor of Education Degree from The University of Toledo. Before becoming a part of the Sandusky Main Street Association, he held positions

as a Business Banking Manager, Investment Advisor, Sales & Marketing Director, and Regional Retail Sales Manager. In addition to his duties as Director of the Sandusky Main Street Association, John is involved with many local organizations. He is a Board Member for the Sandusky Area YMCA, , Ohio Main Street Program Advisory Committee, Member of the Sandusky Bayfront Corridor Committee, Downtown Design Review Board, Sandusky Brownfields Committee, Downtown Parking Committee, and founding board member of North Coast Young Professionals.

He first became interested in the organization after attending a D.A.R.T. visit by Heritage Ohio. "During the multi day event I found myself drawn to the idea of a downtown preservation organization in our community and know I had to be part of it." Since becoming the Executive Director, John has led the organization to National Accreditation in 9 of his 10 years as director and has been elected twice by his peers to the Heritage Ohio Managers Advisory Committee. In addition, the Sandusky Main Street Association has been awarded the Outstanding Community Revitalization Award, as well as had the Most Creative Fundraiser Award for the Duck Derby, John's favorite event to plan and bring to fruition.

John's vision for Downtown Sandusky drives his commitment to see it transformed into a bustling area of business and entertainment. To support this vision, he works tirelessly to promote downtown Sandusky and bring many new businesses and economic development opportunities to the historic waterfront area. John was instrumental in bringing the Jet Express high speed ferry service to downtown Sandusky which now runs two boats on an hourly

schedule to Kelleys Island and Put in Bay on South Bass Island. He has also worked to instill a sense of beauty in downtown by partnering with both the private and public sector to raise funds for the purchase of 150 large streetscape flower planters as well as 25 new customized metal trash receptacles.

One of John's favorite things about being a Main Street Manager is seeing his hard work and dedication to a project become a reality. The most recent success for the Sandusky Main Street Association was the creation and implementation of a Vacant and Abandoned Property Ordinance. Since its adoption by the City of Sandusky in the fall of 2012, downtown has seen the facades of over two dozen building renovated and six complete building rehabs. This ordinance has become a model for other Ohio communities who are currently looking to adopt similar legislation. John has also been instrumental in the expansion of the Farmer's Market by securing a grant through CDGB funds that led to the addition of electrical power outlets for vendor use. John worked closely with other community minded individuals to return the tradition of a lighted live tree in downtown.

John is also not afraid to embarrass himself for the sake of his community. "On many occasions I have been known to appear at downtown events in the costume of a Large Rubber Duck, Reindeer, or even one of Santa's Elves. Getting the kids to remember how much fun downtown can be, only reinforces their likelihood that they'll pursue their parents to bring them down again and again." Each and every day John renews his commitment to the revitalization efforts of Downtown Sandusky by the simple act of walking through his office door. Great things have happened in Sandusky in the past 10 years, and even greater things lie ahead.

**Historic Preservation  
Maintenance Planning  
Tax Credits**

WE'RE HISTORIC!  
**Chambers, Murphy & Burge**  
*restoration architects*

1963-2013

43 East Market St., Suite 201  
Akron, Ohio 44308  
p: 330.434.9300  
[www.cmbarchitects.com](http://www.cmbarchitects.com)





# Bringing Buses to Your Community

*The following is adapted from a Heritage Ohio conference presentation given Sept. 25, 2014 by Debbie Robinson of the Cambridge/Guernsey County Convention and Visitors Bureau and Melinda Huntley of the Ohio Travel Association.*

We believe perception is a powerful force. What we think about a subject, in this case group travel, influences our ability to listen and absorb information. Because we all come from a different background and understanding of group travel, we begin with the basics. That'll get us all on the same page.

## THE BASICS OF GROUP TRAVEL

So what exactly is group travel? Very simply, it means multiple people traveling to your community. Unlike an independent traveler, who visits your community with friends, family or by themselves, the group traveler likely doesn't know everyone else on the tour.

The group traveler is also not making all the decisions on what to do and where to go. He or she has, however, seen the itinerary and decided to purchase the entire experience at the beginning. Why would one choose a motorcoach tour over traveling independently? Our research suggests several reasons, as we've sorted this into four possible explanations of why people are motivated to choose group travel: social opportunities, experience enrichment, convenience, and safety.

If we want to understand how motorcoach tours are different from individual travelers from a marketing view, the most important thing to understand is that the buying process is different. To attract buses to your community, you are not selling to the ultimate consumer. You are selling the promise of your experiences to fill buses for the company that sells the tour.

Think about most gift stores. They don't purchase the items they sell directly from the artist or company who makes the trinkets. They likely purchase from a wholesaler. This is one way of looking at the group tour market; your destination or business provides an experience, then you "sell" that experience to a tour company, who then sells to the traveler. Why is this important to understand? Because you must know your customer.

## PACKAGING AND SELLING OF GROUP TRAVEL

Knowing your group travel customer also means understanding how they package and promote their tours. You should consider the timeframe. You are not selling group experiences for next week or next month. Because tour companies must turn around and sell the experience to their customers, you must present destination and experience ideas for at least six months in advance, and better yet, at least a year ahead. According to Group Tour Magazine, 69% of their tour operator readers book tours six months to one year in advance of the actual trip, and 17% book tours more than one year in advance.

**Possible Reasons why People Prefer Motorcoach Tours**

- Experience Enrichment**
  - Expect to learn more through a guided tour
  - Expect to have unique experiences not found if traveling independently
- Social Opportunities**
  - Meet new people
  - Make friends
- Convenience**
  - Takes less time to plan
  - Less hassle
- Safety and Security**
  - Safer than driving independently
  - Assumes tour operator has done his or her homework, and the destinations visited will have been pre-screened for safety and security

To keep things simple, we will focus on two types of group travel customers, tour operators and group leaders.

Tour operators may be large companies, or they may be mom and pop operations. Both are sources for business. They agree to bring groups to your business, and then they turn around and may sell directly to individual consumers seeking a group experience, such as group leaders, travel agents, etc.

Some tour operators have their own fleet of buses; others do not. Repeat business is vital to tour operators, so if a tour to your area is successful (meaning the tour company was able to sell the experience and generate revenue), then they will return. Remember, these are likely for-profit companies.

For more information on bringing tour buses to your town, keep an eye out for the next part of this article series at [heritageohio.org](http://heritageohio.org). In the next portion we will be covering the power of group travel in Ohio and what group travelers are looking for.

For an example of how a group tour company creates a catalog of group experiences and presents it to potential customers, go to: <http://www.greatdaytours.com/2014schedulebrochure.pdf>

As tour operators come in all shapes and sizes, it is sometimes difficult to determine their legitimacy and whether your time and investment will generate a return on investment. That's one reason why attending a group travel showcase that pre-qualifies all operators who attend, such as Heartland Travel Showcase, is important. It's also why you should work with your local convention and visitors

bureau on the group market, as they may also have access to mailing lists and contacts.

Group leaders book travel for all kinds of niche groups: bank clubs, student groups, church outings, alumni clubs, etc. The more complicated the trip, the more likely a group leader may engage the services of a tour operator or travel agent in booking the trip.

## Young Ohio Preservationists

### A Young Ohio Preservationist Networking & Work Plan Session has been scheduled for December 5, 2014

The German Village Society is hosting an event that will feature networking and YOP organizational planning. We'll be at the Fest Hall of the German Village Meeting Haus at 588 South Third Street in Columbus.

We are starting the evening with a BYOB networking session from 5-6 pm, with snacks provided by Heritage Ohio, followed by planning from 6-7:30 pm. Planning topics will include crafting/refining YOP's mission/vision, and looking at 2015 activities.

This event is free for all young preservationists in Ohio, however space is limited. To attend the event register online at [heritageohio.org](http://heritageohio.org)

At this session we hope to announce our board for 2015. General nominations are being accepted until November 14. Nominees will be reviewed by the steering committee, and an online election will be held the last week of November.

If you know someone who would be interested in a board role, nominate him or her by contacting us at [yop@heritageohio.org](mailto:yop@heritageohio.org) with the subject "Nomination."

So, if you're a young preservationist (old building huggers up to 40 years old) then plan to join us as we go about setting the groundwork for future YOP success! For more information contact [yop@heritageohio.org](mailto:yop@heritageohio.org), or stay tuned to the Young Ohio Preservationists page on Facebook.

### Get the credit you deserve.

The attorneys of Ulmer & Berne LLP counsel developers, lenders and investors in the strategic use of historic credits to renovate and finance historic properties.

Mary Forbes Lovett | 216.583.7074 | [mlovett@ulmer.com](mailto:mlovett@ulmer.com)

ulmer | berne | llp  
ATTORNEYS



# 2014 Conference Review

Heritage Ohio is happy to announce another successful Annual Conference is in the books. This year's annual conference took place in Kent, Ohio and celebrated Heritage Ohio's 25th year in existence! The conference kicked off on Monday with Ohio Main Street Manager Networking followed by the Legacy Circle Reception, which took place at the Secret Cellar in the basement of the old Franklin Hotel. The Reception was generously hosted by Ohio Capital Corporation for Housing and Sponsored by globalX. The Legacy Circle Reception is a thank you to our supporters who join at the \$125 level and above.



Roger DiPaolo addresses attendees during the Downtown Kent Orientation Walking Tour.

downtown and how now more than ever, individuals and businesses are clamoring to be on Main Street. The day continued with a multiple sessions covering topics such as window rehabilitation, public private partnerships, SID districts and more. Attendees also had the chance to attend the Kent State May 4th Memorial tour and a historic neighborhood tour.

The conference officially got underway when Heritage Ohio Board Chair, W. Kevin Pape joined Mayor Fiala in welcoming everyone to Kent and laying out the schedule for the next two days. The opening plenary was delivered by Patrice Frey, President and CEO of the National Main Street Center. Patrice delivered a rousing presentation on the ever changing landscape of

Sessions and tours were followed by the Silver Celebration toast as Heritage Ohio board members recognized 25 years of work in the fields of historic preservation and downtown revitalization.

Board members fondly recalled the ups and downs experienced over the years and shared stories of good times and bad. Following the reception, the annual awards ceremony took place where the best people and projects throughout the state were recognized and celebrated.

Wednesday morning brought about another slate of informative sessions including Main Street 101, fundraising strategies and strategies for retailers. Once again this year, we were pleased to offer a lunch session with John Sandor, reviewer for the National Park Service. John's technical expertise on the rehabilitation standards provided technical expertise for many building owners and consultants working on tax credit projects. We have received tremendous feedback from the "lunches with John" and find the information invaluable for the Ohio historic development community.

Now that we have wrapped up this year's conference, we have already started working on next year's. The conference will be returning to Columbus in October of 2015. Give us your ideas for sessions, speakers, and tours you would like to see so we can continue to tailor our conference and create a unique and invaluable experience. Watch for updates on next year's conference in Revitalize Ohio, e-blasts and on our website.



Attendees at the Silver Celebration which commemorated Heritage Ohio 25th Anniversary.

## TAX ASSET EQUITY FOR HISTORIC PRESERVATION

We have a variety of products, including proprietary funds, to meet the needs of project developers. Please contact us for more information.



CONSERVATION EASEMENTS  
HISTORIC TAX CREDITS  
STATE TAX INCENTIVES

216.241.6689 WWW.GLOBALXTAX.COM  
CLEVELAND - COLUMBUS - ATLANTA

## GREAT locations never go out of STYLE

Columbus | Sarasota | Raleigh | Charlotte | Cincinnati | Chicago



Inspired ideas. Integrated real estate solutions.  
www.castoinfo.com

# Heritage Ohio's Annual Award Winners

## **BEST DOWNTOWN BEAUTIFICATION PROJECT**

**City of Vermilion Friendship Park**

**Sponsored by The Burbick Foundation**

Where most saw an empty run down lot, folks in Vermilion saw a tremendous opportunity. The plan was to take an eyesore and fix it up to help draw people to the west end of town to help retail merchants and take a dead space and make it active. The total project cost was \$124,286, provided by CDBG funds, Park Levy Funds, Vermilion in Bloom and the Vermilion Trust Foundation. The addition of the Friendship Park has been a huge success and is a great demonstration of what's possible when people are passionate about their community. The award was accepted by Jim Forthofer of Vermilion Parks and Rec.

## **BEST COMMERCIAL REHAB PROJECT**

**Cotton, Lakewood**

**Sponsored by Turner Construction Company**

The building at 14400 Detroit Avenue was designed by architect J. Frank Cavanaugh and built in 1924 as Bailey's Buick showroom. When the space became available directly across the street from David Steins business, Plantation Home, his interest was immediately piqued.

From his view from across the street, David was aware of the beauty of the building though it was masked by inappropriate, overgrown landscaping and tinted windows. As part of the restoration David recreated the original front entrance, removed the dropped ceiling which raised the height almost 2 feet and exposed a beautiful coffered plaster

ceiling, detailed all the leaded glass windows on the mezzanine and removed paint from the transom windows, redecorated and refreshed the entire interior and exterior. The successes of Cotton are serving as a catalyst for the entire block. The award was accepted by David Stein.



## **BEST COMMITTEE EVENT**

**Ice-A-Fair To Remember, Main Street Vermilion**

**Sponsored by Dick Zanglin**

On Saturday, February 2, 2013, Main Street Vermilion hosted the 5th annual Ice-A-Fair to Remember in downtown Vermilion. The Ice-A-Fair is a free ice carving event with sponsored, professionally carved ice sculptures displayed throughout the downtown business district. At least 3 ice sculptures are carved on site as demonstrations. The Ice-A-Fair to Remember is the concept of the Promotions (Marketing) Committee for the specific purpose of bringing people to Vermilion to shop, dine and patronize downtown businesses during a time of the year when customer traffic is light. Vermilion is a destination town in the summer with boaters, cottage rentals and day trip visitors, but in the winter when there is no boating or other water related activities, the customer traffic slows way down.

## **HISTORIC THEATRE OF THE YEAR**

**Maumee Indoor Theater**

**Sponsored by National Trust Community Improvement Corporation**

Prior to the City's purchase and restoration of the Maumee Indoor Theater, the facility was in dismal shape, though much loved. The cost to restore it would be great, but the community realized that the



**ABOVE:** Cotton, Lakewood front exterior after rehabilitation.

**ABOVE RIGHT:** Ice sculpture at the Ice-A-Fair To Remember event in Vermillion, Ohio.

Visit [heritageohio.org](http://heritageohio.org) for more project details and fact sheets on 2014 Annual Award Winners and past Award Winners.





**BELOW:** Maumee Theater, winner of Best Historic Theater.  
**BELOW RIGHT:** Olive Scene interior and owner Tracy Lockhart



cost of losing it would be greater. Moreover civic leaders believed a successful theater would serve as a source of community pride and be the capstone to a multiyear revitalization of our historic downtown commercial district.

Fearing an imminent demolition of the building, the City of Maumee somewhat reluctantly purchased the "Indoor" to preserve the venerable structure for future generations. Although the facility had recently been listed in the Ohio Historical Society's OHPO National Register it was in very poor condition, being physically and functionally obsolete.

An appraisal report prepared for the City in June, 2000 by the Maumee Valley Appraisal Company noted many defects and building code violations and concluded that the building had exceeded its economic life. Sobered but undaunted, the City proceeded to undertake a three year, \$3,000,000 restoration of the theater, funded in part by \$1,350,000 in grants from Ohio's Community Development Block Grant program. The award was accepted by John Jezak.

**MAIN STREET BUSINESS OF THE YEAR**

**The Olive Scene**

**Sponsored by the Burbick Foundation**

The Olive Scene's owners began their business in 2011 in Rocky River, Ohio and expanded to Vermilion in 2012. The owner, Tracy Lockhart, is a Vermilion resident who said they were looking for a historic downtown location with an abundance of foot traffic.

Main Street Vermilion has been a partner with The Olive Scene from the beginning. The business began with a booth at the local Farmers Market in the summer. They have continued to participate as a vendor and demonstrator at the Market and frequently donate bottles of olive oil and vinegars for gifts and prizes at events. The Olive Scene is a co-sponsor of Lake Erie Shores and Islands "Come to Vermilion" advertisement and is a Business Member of Main Street Vermilion. The award was accepted by Tracy Lockhart.



**BEST RESIDENTIAL REHAB PROJECT**

**University Tower Apartments**

**Sponsored by Ulmer & Burne, Famicos Foundation**

Overlooking Rockefeller Park and University Circle with views of the City's cultural gardens, University Tower Apartments was originally constructed in 1922 as the Sovereign Hotel. The nine-story, 108,000 square foot building, listed on the National Register of Historic Places, functioned as an upper-class large residential hotel. It remained the Sovereign Hotel until 1963 when it was converted to apartments marketed towards students and moderate-income professionals. Since the mid-1980s it has served as subsidized housing for low-income elderly. In 2013, University Tower Apartments was successfully preserved and rehabilitated into 113 modern apartments for senior living.



**M·C·M**  
 COMPANY INC  
*Building Innovation at Every Level*

**Developers & Owner's Representatives**  
**Historic Preservation**  
**Institutional / Higher Education Projects**



**MCM COMPANY, INC.**  
 ·1468 West 9<sup>th</sup> Street #125·Cleveland, Ohio, 44113  
 216.566.7142·www.mcmcompanyinc.com

In order to preserve the building's original character, the ornate masonry, stone cladding and the primary façades' balconies were meticulously restored. The façade restoration involved extensive cleaning and structural repairs to the exterior materials, as well as window replacement with historically accurate window profiles. University Tower provides sustainable, affordable housing for seniors in the neighborhood all while preserving a historic landmark structure. As the only surviving historic structure on this block, University Tower stands stoically among its contemporary neighbors and, now restored, can continue to do so for another century. The award was accepted by Mike Bier of Famicos FOUndation, August Fluker of City Architecture and Ted Sande, preservation consultant.



ABOVE: Sandra Hull walking the streets in a Wooster event.

## MAIN STREET MANAGER OF THE YEAR

**Sandra C. Hull**

*Sponsored by First National Bank of Wooster*

Sandra is one of the founders of Downtown Ohio, which has grown over the years to become the Heritage Ohio of today. As a founder of the Ohio Main Street Program, Sandra has helped countless communities across our state with their efforts to revitalize their downtown.

Under Sandra's management, Wooster has experienced more than \$150 million of reinvestment which includes \$40 million of infrastructure improvements. Since 1987, the downtown has seen 165 building renovations, added 142 net new businesses and 64 expansions, and realized 352 new, full and part-time jobs.

Sandra serves as charter trustee for Heritage Ohio, Inc, an Ohio Advisor Emeritus for the National Trust for Historic Preservation, and the Ohio Historic Site Preservation Advisory Board (OHSPAB), Advisory Board for First Ladies Library, board member of

Wooster Area Chamber of Commerce, Learn 'N Play Child Care Center, Mental Health & Recovery Board, The Risers, City of Wooster Architectural Design & Review Board.

Sandra is a graduate of Northwestern University with a Bachelor of Science degree in Speech Pathology. The award was accepted by Sandra Hull.

## BEST PUBLIC PRIVATE PARTNERSHIP

**Downtown Kent Revitalization Project**

*Sponsored by Record Courier/ David Dix*

The Downtown Kent Revitalization Project, taken as a whole, is a collaboration that truly represents a partnering and leveraging of resources to complete a project with a positive, lasting impact in the community. With \$106 million, and growing, in public and private investment, the project has transformed the downtown into a pedestrian friendly, dynamic, economically viable city center.

On the public side, the City of Kent, in addition to creating the vision for a revitalized downtown, was crucial in the process of land acquisition, developer identification, project design concepts and overall project oversight. Kent State University, under the leadership of President Lester Lefton, was the driver of the idea of creating a more complete college town. They worked alongside the city to promote the Kent State Hotel and Conference Center, owned by the Kent State Foundation an anchor project for the downtown development. They also extended the University Esplanade, a physical connector, joining the campus of the downtown.

On the private side, developer Rob Burbick has been the leader of the transformation. His first downtown project, Acorn Alley 1, served as a catalyst for much of the ongoing development. As developer of Acorn Alley 2 and the renovation of the Historic Franklin Hotel his projects have served as anchors in the downtown. Fairmont Properties, the selected developer of the city owned property, has invested in significant new office and residential properties



CINCINNATI  
CENTER CITY  
DEVELOPMENT  
CORPORATION

3CDC is a non-profit, real estate development and finance organization focused on strategically revitalizing Cincinnati's downtown urban core in partnership with the City of Cincinnati and the Cincinnati corporate community.

**3CDC.ORG**







in the downtown. Ed Dunlop made a major financial commitment to the Fairmont Properties project. Ron Pizutti, born and raised in Kent, Ohio, was a major financial contributor. Davey Tree, Ametek and Smithers Oasis are three international companies that originated in Kent, Ohio. They each committed to lease space for their corporate offices in the downtown. This commitment assured the construction of additional commercial space and spurred further development. The award was accepted by Amtek, Ron Burbick Companies, Davey Tree, Ed Dunlap, Fairmount Properties, City of Kent, Kent State Foundation, Kent State University, Main Street Kent, PARTA, The Pizzuti Companies, and Smithers Oasis.

## VOLUNTEER OF THE YEAR

**Dana Corogin**

*Sponsored by Sandvick Architects*

Dana Corogin's contribution to the City of Vermilion is invaluable. Eleven years ago she had a vision of making Vermilion the most beautiful town on Lake Erie and she has definitely succeeded. Dana has been the driving force behind Vermilion in Bloom and other City beautification projects. Residents and visitors delight in all of the flowers, plants and trees in Vermilion.

Dana Corogin has been able to fund the purchase of flowers and plantings through donations and contributions. There is no City money spent on the purchase of these plantings. She has also organized



an army of over 200 volunteers who help plant, maintain and water the baskets, beds and gardens. In 2013, Vermilion in Bloom volunteers donated more than 2,500 hours to the beautification of Vermilion. Wind, rain or sun - it doesn't matter. Dana is not just

organizing but is out pruning, weeding, arranging or doing anything that needs to be done. She has the skills to make her vision happen, whether it is in fundraising, planning, organizing the volunteers, or being hands-on with the beautification projects. The award was accepted by Corogin

## BEST MIXED USE PROJECT

**Yankee on High**

*Sponsored by Longwell Legal*

In 1908, 463 North High Street sat at the very heart of the busy North Market area. Its location near the new Union Train Station was perfect for a retail establishment catering to newly wealthy Ohioans. The building was then, and still remains, the tallest and finest building in the North Market District. The building featured a phenomenal two-story glass front, electric lights, public restrooms, exquisite woodwork, carpets, a fine pressed metal ceiling and grand stairs throughout. With the popularity of the automobile, falling farm prices, the weakening of manufacturing after World War II, and the abandonment of passenger trains, the area declined, becoming blighted and bare by the 1960's; but already the first urban pioneers had arrived. In 1965, Bob and Edith Holler moved their carnival supply warehouse to 463 North High Street. In order to save the building, Henry Price Investments along with other preservation-minded investors formed Yankee Brothers LLC to restore the building. The design team understood this building and its place in Columbus' history, and wanted to create a concept that



**TOP:** Representatives of Kent's public/private partnership accepting the award during the conference. Pictured left to right: Adam Branscomb, Fairmount Properties, Nick Sucic, The Davey Tree Expert Company, Heather Malarcik, Main Street Kent, Gregg Floyd, Kent State University, Joe Urbanic, The Dunlap Company, Dave Ruller, City of Kent, Claudia Amrhein, PARTA, Ron Burbick, The Burbick Companies, Joyce Barrett, Heritage Ohio, Kevin Pape, Heritage Ohio.

**ABOVE RIGHT:** Interior of Yankee on High

**LEFT:** Volunteer of the Year, Dana Corogin tending a flower bed.

recalled the building's elegant past, evoked its iconic place in the district's rebirth, and captured the essence of its dynamic future. The building's mix was as important as its design.

This mix of business, entertainment and residential uses has once more put the Yankee on High at the center of an exciting city. With so much of the original North Market District lost, today this building stands as a successful example of how a building can be restored in accordance with the National Park Guidelines, the HRC, and in accord with the Best Practices of ARC. The award was accepted by Zach Price of Triad Architects

## **SPRIT OF MAIN STREET**

**Debbie Wentz**

**Sponsored by Heritage Architectural Associates**

As manager of Medina's iconic Whitey's Army/Navy Store, Debbie Wentz has been an active participant and cheerleader in Medina for 29 years. Whitey's is located in the oldest building on Medina's Square, which is situated on the prime corner in town, making it a default Visitor's Bureau. Thanks to her nearly three decades of involvement in our local community, Debbie's institutional knowledge and enthusiasm for all things Medina has made her an icon as well. As store manager, she cheerily greets all her customers, inquires where they're from, and offers suggestions on what to see and do in Medina. Since Main Street Medina's office is located directly above the store, she also serves as our default message station and guide for MSM. As a long-term Main Street Medina board member and committee chair, her role has been instrumental in guiding and growing our program from inception in 2007 to accreditation in 2008, and every year since.



"A cheerleader for Main Street Medina!" That's what comes to mind when you watch Debbie in action. Her sunny personality and can-do attitude inspire others to get involved. She is always willing to talk to new businesses. If flyers or posters have to be distributed, she takes the time to get them out. She talks up MSM events to her customers and makes sure her windows

have visible signs for the events. Debbie and Larry also actively support all MSM's fundraisers, bringing their family and friends to numerous events. In addition, Debbie is hugely involved with the Marines' Tots for Toys Campaign. Main Street Medina has had great success in its six years, and a lot of it is thanks to members and volunteers like Debbie Wentz, a woman who brings a positive vibe to everything she does! The award was accepted by Debbie Wentz.

## **PRESERVATION HERO**

**Gene Krebs**

**Sponsored by Van Dyke Architects**

Gene Krebs has been working to create a growth oriented, hip, cool Ohio that will attract and retain our young people and entrepreneurs of all age, through the adaptive reuse of our historic structures. As a legislator in the 123rd General Assembly, Gene was an early co-sponsor of the first introduction of what is now the Ohio Historic Preservation Tax Credit (OHPTC). Since 2004, Gene has been an advisor to Heritage Ohio, and was the key person who helped us with messaging and strategy. The result: the State Historic Tax Credit (OHPTC) program passed in 2006! He has since helped HOI as we worked to save the program and over the last 10 years as HOI worked on a number of refinements. Because of Gene's passion and knowledge of all things legislative, he has always kept us on the right path. The result so far, of course, is hundreds of millions in private redevelopment; jobs; increased economic activity; and cities and towns of all sizes that are becoming viable, attractive and revenue producing. Plus the young people and entrepreneurs are moving in. Gene has also advised HOI with its Federal Advocacy - with such success that the National Trust for Historic Preservation uses HOI as an example of how to effectively communicate the importance of preservation and adaptive reuse for Ohio's future. Plus he got us in to see Speaker Boehner. Gene does all this in his usual low key and modest way, with an occasional bad pun included for good measure. He would be the first to tell you that many people made the OHPTC program happen; but I am not so sure it would have happened without Gene Krebs's help. Thank you, Gene! The award was accepted by Gene Krebs.



**ABOVE RIGHT:** Gene Krebs, Preservation Hero award winner

**LEFT:** Debbie Wentz, Spirit of Main Street award winner

## **HERITAGE ARCHITECTURAL ASSOCIATES**

2307 CHAPLINE STREET, WHEELING, WV 26003

TEL 681.207.9975 CELL 305.761.3642

e.mail savdakov@heritagearchitectural.com

www.heritagearchitectural.com

**ARCHITECTURE HISTORIC PRESERVATION**

**DOWNTOWN REVITALIZATION**

# **HERITAGE**





# HERITAGE OHIO THANKS OUR CONFERENCE SPONSORS FOR MAKING THIS YEARS CONFERENCE IN KENT A SUCCESS!



**The Burbick Foundation**  
EX OBSCURITATE IN LUCEM

[www.acornalleykent.com](http://www.acornalleykent.com)



**VALUES·VOICE·VISION**

[www.ursuline.edu](http://www.ursuline.edu)



[www.ohm-advisors.com](http://www.ohm-advisors.com)



SANDVICK ARCHITECTS, INC.

[sandvickarchitects.com](http://sandvickarchitects.com)

3CDC  
A-Z Window Restoration  
Buckeye Hills-HVRDD  
The Burbick Foundation  
Cambridge/Guernsey County VCB  
Casto Management Services  
Chambers, Murphy & Burge  
The Chesler Group  
Chilcote Law Firm LLP  
College Town Kent, LLC  
Coon Restoration & Sealants, Inc  
CT Consultants  
First National Bank  
global X  
Gray & Pape  
Heritage Architectural Associates  
Lamplight Industries  
Longwell Legal LLC  
Marvin Windows  
McGladrey

MCM Company, Inc  
National Trust Community Investment Corporation  
Novogradac & Company  
Ohio Capital Corporation for Housing  
OHM Advisors  
State Historic Preservation Office  
Pizzuti  
Poggemeyer Design Group  
Rausche Historic Preservation, LLC  
Record Courier  
Sandvick Architects  
Source3 Development  
Studio Graphique  
Turner Construction Company  
Ulmer & Berne  
Union Metal  
Ursuline College  
Van Dyke Architects  
Dick Zanglin



# Retail Is Detail

Heritage Ohio is the recipient of a USDA Rural Enterprise Grant to provide business coaching to 24 businesses in eight rural Ohio communities. The eight communities participating are:

## MAIN STREET COMMUNITIES

Cambridge  
Marietta  
Millersburg  
Mount Vernon  
Piqua



**Retail is Detail**

## DOWNTOWN AFFILIATES

Coshocton  
Logan  
Somerset



Above: Xpress exterior after Retail is Detail Program.



Above: Xpress interior after Retail is Detail Program.



Above: Xpress collection after Retail is Detail Program.

The program is meant to strengthen local businesses by providing comprehensive coaching over an eight month period. Topics covered one-on-one with business people include but are not limited to: Financials, Store Planning and Design, Industry Benchmarks/Competition, Inventory, Products and Services, Merchandising, Advertising and Marketing, and Customer Service.

Consulting services are valued at \$5200 per business. Each business will be asked to front \$500, which will be held during the coaching process and returned for their use in implementing one of the suggested improvements.

To grow the local economy you must both strengthen local business as well as recruit new businesses. The best way to recruit new businesses to downtowns is to be able to point to successful existing merchants. Heritage Ohio is proud to offer these services, which would not be accessible to small town business owners. Because we believe in buying local and giving local people the tools to help them be competitive, making our local economies stronger, and our state economy stronger.

According to the American Independent Business Alliance, "Multiple studies show locally-owned independent restaurants return twice as much per dollar of revenue to our local economy than chain restaurants. And independent retailers return more than three times as much money per dollar of sales than chain competitors."





# Sustaining Ohio's Arts and Culture Ecosystem

Heritage Ohio has partnered with a coalition of groups to bring a much needed workshop to Ohioans. Sustaining Ohio's Arts and Culture Ecosystem will take place December 9th, 2014 from 8:30 am to 4:30 pm at the Ohio History Center. This past spring the Ohio General Assembly voted \$73 million in capital spending to support arts and culture in Ohio. Whether your organization was funded or not, this is an opportunity to learn about the capital process, as well as how to: leverage funds, raise funds, research funding, or be a better advocate.

We will also have the pleasure of hosting Jamie Bennett as keynote speaker, he is currently serving as Executive Director of ArtPlace America, which incorporates the use of arts in community development and creative place-making.

Thanks to partners: Ohio Arts Council, Ohio Humanities Council, Ohio Citizens for the Arts and the Ohio History Connection; in addition to planning partners: Ohio Finance Fund, Bricker and Eckler, Buckeye Hills Regional Planning, Ohio Facilities Construction Commission, and US Bank.

## MORNING SESSION CHOICES

### Building A Strong Advocacy Network

Presenters: William Blair, Legislative Counsel, Ohio Citizens for the Arts | Tom Katzenmeyer, President, Greater Columbus Arts Council | Linda Woggon, Executive Director, Ohio Citizens for the Arts

This session will help you learn the "ins and outs" of advocacy and give you the tools you need to become an arts and culture champion.

### Organizing and Coordinating Your Proposal With Your Strategic Plan

Presenters: Andy Verhoff | Wendy Zucal

This session will explain how to position and prepare your organization to successfully compete for funds.

### Financing Arts and Culture Challenges Opportunities and Pitfalls

Panelists: Hugh Grefe, LIS-C-Toledo | Toby Rittner, CDFA | David Alexander, US Bank | Mark Barbash, Finance Fund (also moderator)

This panel of practitioners who work on community development projects will discuss their experience in supporting arts and culture projects, talk about development challenges, and identify some "lessons learned".

### Cultural Grants Through The State Capital Bill

Presenters: Tom Johnson | Denny Griffith | Jeff Westhoven

This seminar explains how projects were submitted and reviewed, common success factors of projects that were recommended for approval, and tips for future submittals.

**REGISTER NOW**  
December 9, 2014  
8:30 a.m. to 4:30 p.m.  
Ohio History Center  
Columbus, Ohio

**Sustaining Ohio's Arts & Culture Ecosystem**

**REGISTER HERE**

Hosted by:  
Ohio Arts Council | Ohio Citizens for the Arts | OHIO HISTORY CONNECTION | HERITAGE OHIO

**Luncheon Keynote Address: Jamie Bennett, Executive Director of ArtPlace America**  
Jamie is responsible for providing strategic and operational leadership for ArtPlace, a unique collaboration of philanthropic foundations, financial institutions, and federal agencies that promotes the inclusion of arts in community development strategies. ArtPlace is committed to advancing the field of creative placemaking.

**Sponsors:**  
Ohio Finance Fund | Bricker and Eckler | Buckeye Hills Regional Planning | Ohio Facilities Construction Commission | US Bank | Finance Fund | OFCC | Ohio Humanities | HERITAGE OHIO

for more information contact:  
Joyce Barrett ~ Executive Director ~ Heritage Ohio ~ 614.258.6200 ~ jbarrett@heritageohio.gov

## AFTERNOON SESSION CHOICES

### Show Me the Money

Presenter: Pat Williamsen

Annually, Ohio ranks as one of the top ten states for foundation wealth. Where is it and how can you access this wealth for your capitol project?

### Ohio Arts Council Resources

Presenter: Dan Katona, Deputy Director, Ohio Arts Council

Learn about investment and innovation opportunities through the Ohio Arts Council, and its role in supporting arts and culture.

### Fundraising Campaigns and Board Engagement

Presenters: Chris Schmenk, Board Vice-Chair | Cara Dingus Brook, Foundation for Appalachian Ohio President and CEO

This session will provide tips for engaging your board in fundraising campaigns.

### Cultural Grants Through The State Capital Bill

Presenters: Tom Johnson | Denny Griffith | Jeff Westhoven

Repeat of morning session.

For more information about this event visit us at [heritageohio.org](http://heritageohio.org).



**HERITAGE**  
**OHIO**

846 1/2 East Main Street  
Columbus, OH 43205

P 614.258.6200

NON PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
COLUMBUS, OH  
PERMIT NO. 5616

## You can help protect and enhance the places that matter!

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Payment: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CSV: \_\_\_\_\_

Signature: \_\_\_\_\_

### Mail or Fax form to:

Heritage Ohio  
846 1/2 East Main Street  
Columbus, OH 43205  
F: 614.258.6400

### Become a Supporter today!

#### Benefits

Revitalize Ohio Magazine  
Training & Workshop Discount  
Annual Conference Discount  
Public Recognition  
Free Monthly Webinars  
Legacy Circle Reception\*

**Individual \$25**

**Household \$55**

**\*Contributor \$125**

**\*Sustaining \$250**

**\*Patron \$500**

**\*Ambassador \$1000**

**\*Benefactor \$5000+**

\*Annual Membership of \$125 or more includes enrollment in our Legacy Circle.

For more information on membership for **Businesses, Communities, Organizations,** and **Main Street Programs,** please visit our website at [www.heritageohio.org](http://www.heritageohio.org).