



HERITAGE OHIO

OHIO MAIN STREET - MAIN STREET COMMUNITY

MAIN STREET PARTNERSHIP

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.

Economic Vitality means strengthening and diversifying the existing economic base of the downtown.

MEMBERSHIP

Main Street Communities are chosen after a community visit to assess the organization's capacity to successfully implement a comprehensive revitalization program. Membership requires an annual fee of \$3,950, or a \$7,000 first year fee for communities requiring a Downtown Assessment Resource Team (DART) Visit.



PROGRAM BENEFITS

- » Quarterly Training/Networking Series
- » National Main Streets Conference registration
- » Heritage Ohio Annual Conference registration
- » Executive director orientation
- » Email/phone consultation
- » On-site technical assistance visit
- » Strategic Planning visit
- » Annual Evaluation
- » Rehab Resource Team
- » Retail-Minded, and Revitalize Ohio magazine
- » Main Street Google Groups List
- » Organization use of the trademarked "Main Street America" term

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heritageohio.org

REINVESTMENT STATISTICS

Total Private Investment	\$1.33 billion
Total Public Investment	\$145 million
Total Investments	\$1.48 billion
Net new businesses	1,249
Net new jobs	5,027 Full-Time/4,239 Part-Time
Total cost per new full-time job created	\$8,887
Reinvestment ratio	\$33.00 to \$1.00
Volunteer hours donated	871,268
Value of volunteer hours donated	\$20.1 million

1998 - 2015



MAIN STREET COMMUNITIES



1. Cambridge
2. Chardon
3. Cleveland
4. Defiance
5. Delaware
6. Greenville
7. Kent
8. Lakewood
9. Lebanon
10. Marietta
11. Medina
12. Millersburg
13. Mount Vernon
14. Painesville
15. Piqua
16. Portsmouth
17. Tiffin
18. Troy
19. Van Wert
20. Vermilion
21. Wadsworth
22. Wooster