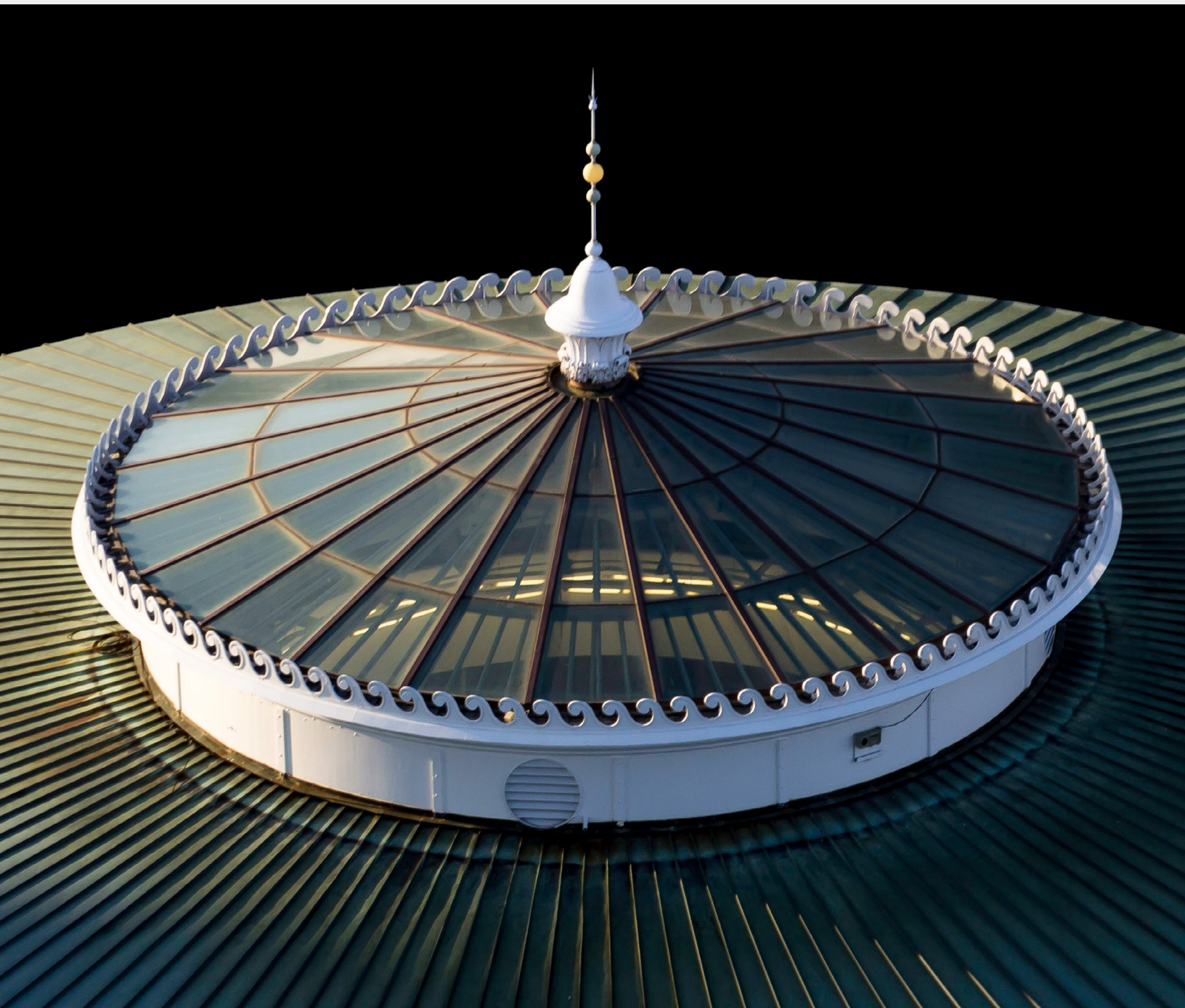




# REVITALIZE OHIO

SPRING 2016 | A HERITAGE OHIO PUBLICATION



VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO.

**REVITALIZE OHIO**  
Spring 2016

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HeritageOhioMainStreet

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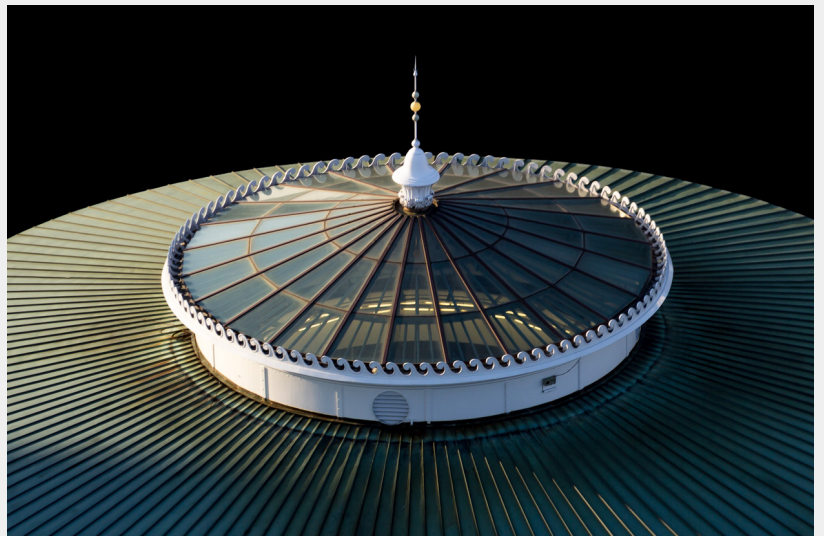
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**ON THE COVER**



Photograph by Richard Burry

This issue's cover features the exterior skylight atop the Ohio Statehouse cupola. One of the Statehouse's most distinctive exterior features is the low, conical roof atop the two-story cupola, positioned where most viewers expect to see a dome. This photograph was taken by Richard Burry, a local photographer who's photographs will be featured in our Preservation Trivia Night at the end of May in German Village.



# DIRECTOR'S NOTE

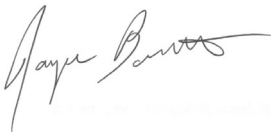
As always, the staff at Heritage Ohio has been incredibly busy this past winter and spring. Our work and accomplishments are made possible by the generous donations from you, our supporters and members.

Here are a few items you should be aware of in the coming months:

**HB 233-** This legislation was introduced by our champion for historic preservation and downtown revitalization, Rep. Kirk Schuring. The bill passed both the House and Senate unanimously, and the Governor signed the bill into law Friday May 6th. The bill creates enabling legislation to allow for a downtown Tax Increment Financing District (TIF). This legislation will provide another tool for cities to use in rehabilitating the heart of their downtowns. Heritage Ohio will be hosting a webinar June 8th with our Advisory Board member Scott Ziance to help you better understand the bill, he will be making a second presentation at our annual conference in Cincinnati, October 10-12, 2016 as well.

**The Future of Preservation-** As the nation is reflecting on the 50th anniversary of the National Historic Preservation Act, preservationists are looking forward to the next 50 years. Heritage Ohio has helped to launch Ohio's Young Preservationists who are beginning to make an impact on Ohio. In early April, I was able to attend the Rust Belt Coalition of Young Preservationist meeting in Pittsburgh. (no ageism, all are welcome to attend). Young professionals from NY, PA, WV, IN, and OH converged in Pittsburgh to learn about their city and preservation activities as well as to collaborate on their interests. The next meeting will be July 15-17 in Buffalo: BYOK- 'Bring your own kayak', as they will be kayaking around the abandoned grain elevators on the Buffalo River and Lake Erie. How are the young people different? They are more informal, less structured, they integrate more social activities, and they are more about doing and less about talking. It is exciting to see their energy change the social dynamic of historic preservation's reputation.

On the revitalization, preservation, and advocacy fronts, Heritage Ohio is working and traveling all over Ohio to help save the places that matter, build community, live better. Look for us in your community!



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

## DATES TO REMEMBER

### **Preservation Trivia Night**

Columbus, Ohio  
May 31

### **YOP Roscoe Village Trip**

Coshocton, Ohio  
June 4

### **Revitalization Training**

Chardon, Ohio  
June 15

### **Rust Belt Coalition of Young Preservationists**

Buffalo, New York  
July 15-17

### **East Central Tax Credit Coffees**

Newark, Ohio  
Coshocton, Ohio  
Cambridge, Ohio  
Zanesville, Ohio  
July, 27

### **East Central Tax Credit Coffees**

Locations TBA  
July, 27

### **YOP Columbus Metro Library Tour + Courtyard Happy Hour**

Columbus, Ohio  
August, 25

### **Revitalization Training**

Vermilion, Ohio  
September 7

### **Heritage Ohio Annual Conference**

Cincinnati, Ohio  
October, 10-12

### **Revitalization Training**

Tiffin, Ohio  
November 9

### **PastForward, National Trust for Historic Places Conference**

Houston, Texas  
November 15-18



# Meet a Main Street Director

Cristie Thomas of Marietta Main Street

How does a person who has traveled to 16 countries and spent 4 months traveling the world on a cruise ship with Archbishop Desmond Tutu find themselves the director of the Main Street Program in a small city on the southern shores of Ohio? Cristie Thomas was born and raised on Long Island, NY and true to her roots, her all time favorite musician is Billy Joel. When she was a sophomore in college, her family moved to West Virginia where she found a cozy niche in a state that seemed so far away from where she grew up. She now describes West Virginia as her new home state. Her involvement in the community led her to meet her husband of almost 5 years, and together, they have two beautiful boys, ages 1 and 2.

During her senior year of college, Cristie was honored with the Person of the Year Award, because of her activism around issues of diversity & inclusion on campus, and she has always brought that perspective with her through all of her community work. After earning a M.A. in Social Justice in Intercultural Relations, with a concentration in Intercultural Training from SIT Graduate Institute in Brattleboro, VT, Thomas served as an AmeriCorps VISTA in St. Petersburg, FL, developing diversity trainings for high school students. Cristie found a home in Marietta, Ohio to serve as Marietta College's Civic Engagement Coordinator in the Office of Civic Engagement from 2012-2015, where she had the opportunity to connect with Marietta Main Street through her work with students: service-learning courses, volunteer events, and community service days. With Thomas' extensive background in community building, leadership development, service, and nonprofit management, the mission of community development and betterment, as well as the former director's energetic passion, inspired her to become involved with Marietta Main Street.



Visit  
Marietta!

When the opportunity to put her name in the hat for Executive Director came along, it was a no-brainer that she would submit her materials. Cristie anxiously awaited the eventual good news that she was offered the position. Thomas also owns a local business dedicated to providing modern, adorable baby goods; is a Staff Writer for Clutch MOV, the Mid-Ohio Valley's online lifestyle magazine (pg. 5); and serves on a variety of local nonprofit committees and boards. "I love the fast pace of things and the incredibly passionate, committed, and creative people I am surrounded by every day. Marietta is a beautiful city with an immense history and profound potential; the opportunity to strengthen our community and lead the way with historical preservation and economic revitalization for Marietta Main Street is a privilege."

## Get the credit you deserve.

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# Clutch MOV

Sarah Pytlik shares her story of returning home to the Mid-Ohio Valley

When I first left the Mid-Ohio Valley for college across state, I had no plans of returning. I had nothing in particular against my hometown, just dreams of 'making it' in the big city as an architect or high-end designer. When a family tragedy called me back home in 2012, I gave myself six months before I had planned to take off again, this time my sights set on the west coast.

Growing up in the Mid-Ohio Valley, many of us felt like our hometowns were something to escape from – that to stay, meant failure. I moved back still harboring those feelings, but instead found a community on the rise. I started to see creative movements and young professionals doing amazing things right here – the same movements that had attracted me to bigger cities out of state. I started to realize that big things can happen in small towns, too – and that we have the same ability to harness this creative energy to do something new and exciting; and so I did.

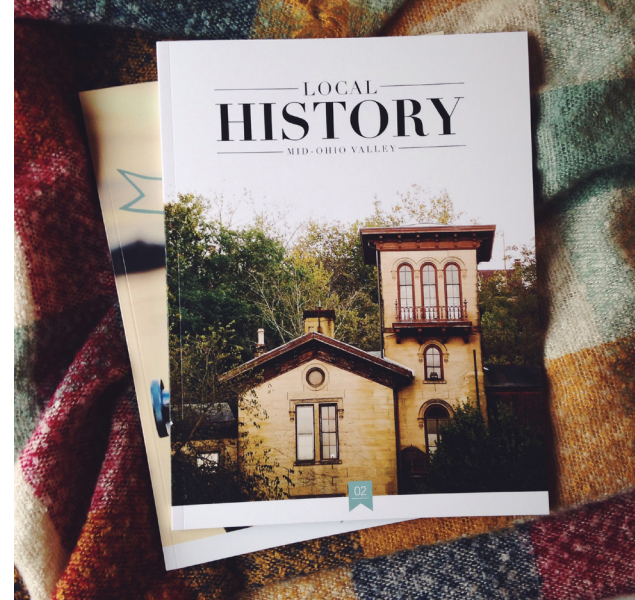
I decided to launch an online lifestyle magazine for the Mid-Ohio Valley, something that captured the best of what was happening here in such a way that it exceeded the expectations that others might hold for this region. I enlisted the help of a few passionate local women and we got to work creating the brand of what is now Clutch MOV. Our mission was to portray the Mid-Ohio Valley for the gem that it truly is, and show our community, and the rest of the world, that this place is something special.

We spent the first year quietly building content, figuring out how to structure something like this, and planning for a public launch. In the beginning, most of the content was created by myself and Mallory Greenham, the former director of ReStore Marietta, with other articles pulled in from friends and community members to whom I had reached out. As our reputation grew following our launch, so did our ranks. I am happy to say that we now have more than 40 volunteer writers on staff.

Although the written content plays a large role in what we do, visuals are equally important to Clutch MOV. We live in a beautiful area, rich with texture and vibrant scenery. It was important for me to establish quality social media streams that not only captured this beauty, but built upon it, encouraging others to document and share their experiences. We also recruited a handful of talented local photographers to make sure our content really stood out. We are not just a website after all, we are a magazine.

Over the past two years, we have published hundreds of articles online, hosted a number of free community events, published our first two print issues, partnered with local revitalization efforts and service groups, and established ourselves as a primary source of positive, interesting local content. As we enter our third year, we recently launched a product line of Mid-Ohio Valley positive products that are fresh, modern and well-designed, as well as a podcast series that gives Clutch MOV a new voice.

**“Our mission is to do more than just promote the Mid-Ohio Valley. We are actively and passionately trying to make it a better place.”**



**For more on Clutch MOV:**

Visit them online: [www.clutchmov.com](http://www.clutchmov.com)

Find them on Facebook, Instagram, and Twitter: [clutchmov](https://www.facebook.com/clutchmov)

**ARTICLE WRITTEN BY: SARAH PYTLIK**





## Announcing the beta launch of the refreshed Main Street Approach

The refreshed Main Street Approach is a common-sense, strategy driven framework that guides community based revitalization efforts. Building off three-decades of success, this updated model harnesses the social, economic, physical, and cultural assets that set a place apart, and ultimately leads to tangible outcomes that benefit the entire community.

Main Street-style transformation is a combination of art and science: communities first need to learn about the local economy, its primary drivers, and its regional context (the science), but they also need to convey that special sense of place through storytelling, preserving the older and historic structures that set it apart, broad and inclusive civic engagement, and marketing (the art). To support this powerful network, the National Main Street Center has a revitalization framework—the Main Street Approach—that helps communities leverage both the art and science of downtown revitalization to create a better quality of life for all.

The Main Street Approach is most effective in places where community residents have a strong emotional, social, and civic connection and are motivated to get involved and make a difference. This approach works where existing assets, such as older and historic buildings and local independent businesses, can be leveraged. It encourages communities to take steps to enact long term change, while also implementing short term, inexpensive and placed-based activities that attract people to the commercial core and create a sense of enthusiasm and momentum about their community. Both small-city downtowns and urban neighborhoods throughout the nation are renewing their community centers with Main Street methodology.

The result of these community-driven efforts are places with strong social cohesion and economic opportunity; they are places that support and sustain innovation and opportunity; places where people of diverse perspectives and backgrounds come together to shape the future.

### THE REFRESHED MAIN STREET APPROACH

It's helpful to think of the Main Street Approach consisting of three tightly integrated components: community visioning and marketing understanding (the inputs), transformation strategies (implemented using the Four Points), and implementation and measurement (the outcomes).

#### 1. IDENTIFY THE COMMUNITY VISION FOR SUCCESS

The Main Street Approach begins with creating a vision for success on Main Street that is rooted in a solid understanding of the market realities of the district, and is informed by broad community engagement. Main Street promotes a community-driven process that brings diverse stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process. This essential step provides a foundation for outlining the community's own identity, expectations, and ideals while confirming real and perceived perceptions, needs and opportunities. It also ensures that the vision is a true reflection of the diversity of the community.

#### 2. CREATE COMMUNITY TRANSFORMATION STRATEGIES

A vision of success alone is not enough. Communities must work together to identify key strategies, known as **Community Transformation Strategies** that will provide a clear sense of priorities and direction for the revitalization efforts. Typically communities will find two to three Community Transformation Strategies are needed to help reach a community vision. These strategies will focus on both long and short-term actions that will move a community closer to achieving its goals.

Work on these strategies would align with the four key areas Main Streets have been using as a guiding framework for over 35 years: Economic Vitality, Promotion, Design, and Organization, known collectively as the Main Street Four Points.



### 3. IMPACT AND MEASUREMENT

To succeed, Main Street must show visible results that can only come from completing projects – both shorter and longer-term activities that add up to meaningful change. Activities aligned with shorter-term strategies focus on highly visible changes that are a reminder that the revitalization effort is under way and succeeding, helping to secure buy-in from community members and rallying volunteers. Placemaking strategies – those actions which focus on what can be achieved “lighter, quicker, and cheaper” are particularly effective and important in energizing the community and demonstrating short-term progress.

While shorter-term, highly visible activities are critical to Main Street’s success, communities must also sustain focus on implementation of longer-term projects and activities that are the building blocks for substantial change over time. Identifying milestones for these longer-term projects can be important in creating a sense of forward momentum and reinforcing to the community the need for sustained focus on revitalization efforts.

Coinciding with implementation is an equally important focus on measuring progress and results. Healthy Main Streets are built on a commitment to measure outcomes. We live in a time where public resources are scarce, and competition for private resources is fierce. Main Streets must be able to demonstrate the wise use of resources, which translates to real change on the ground: new jobs added to a Main Street, new businesses open, buildings redeveloped, and numerous other metrics of success. The National Main Street Center, together with our network of over 45 Main Street Coordinating Partners, works to make measuring results on Main Street easier and accurate.



### ECONOMIC VITALITY

Revitalizing a downtown or neighborhood commercial district requires focusing on the underlying Economic Vitality of the district. This work is rooted in a commitment to making the most of a community’s unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners and the growing scores of entrepreneurs, innovators, and localists alike. With the nation-wide growing interest in living downtown, supporting downtown housing is also a key element of building Economic Vitality.



### DESIGN

A focus on Design supports a community’s transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Main Streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently-designed buildings, transit oriented development, and much more.



### PROMOTION

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community’s unique characteristics. This can be done through highlighting cultural traditions, celebrating and preserving important architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales, and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that this place is special.



### ORGANIZATION

A strong organizational foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a standalone non-profit organization, to a special assessment district, to a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement the Community Transformative Strategies.



# Heritage Ohio Welcomes Tiffin and Wadsworth!

Wadsworth and Tiffin join the Ohio Main Street Program

Heritage Ohio and the Ohio Main Street Community are very pleased to welcome Tiffin and Wadsworth in to the program. Both communities are excellent additions to the program and only help to strengthen the Ohio network while opening up more local possibilities for growth and revitalization.

Tiffin initially began their journey to join the Main Street Program back in the late 70's as part of the pilot program created by the National Trust for Historic Preservation. It has been a long journey to get to this point, but everyone is very excited to see the effort pay off. It is truly a community



More than 1,000 Heidelberg and Tiffin University students have an opportunity to see what more than 60 Tiffin businesses and organizations are all about at Tiffin's Around the Town event.

effort as so many of the major stakeholders in Tiffin have come together to support this effort. Representatives from the city, county, state, universities, major corporations, small business owners and property owners are working hand in hand in an effort to make Tiffin a stronger community and a better place to call home. The progress that has been achieved already is impressive and it will be fascinating to watch what is to come.

Wadsworth officially become a Main Street community on the first day of 2016 and recently held an announcement ceremony at the downtown gazebo to share the news. Representatives from Main Street Wooster and Main Street Cambridge joined Heritage Ohio staff last summer to meet with city officials, local property and business owners and other interest stakeholders to discuss the Main Street Program. Everyone was sufficiently impressed with the community's commitment to revitalize downtown and felt they would be a welcome addition to the program.

As Main Street programs, Tiffin and Wadsworth join 22 other Ohio cities and villages working to strengthen the heart of their communities, fostering sustainability, sharing in the resources of a tremendous network and helping shape policy at the Ohio Statehouse. This network of communities has been working for nearly 30 years to improve Ohio and the lives of the people who call it home.



Wadsworth's Annual "Scare on the Square." Photo Credits: Tom Stugmyer


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# Retail Is Detail Helps Main Street Merchants Compete

A review of the second round of small businesses to participate in Retail is Detail



Boulevard Strategies recently completed the second round of its Retail is Detail technical assistance program at the end of 2015 with support from Heritage Ohio and a grant from the U.S. Department

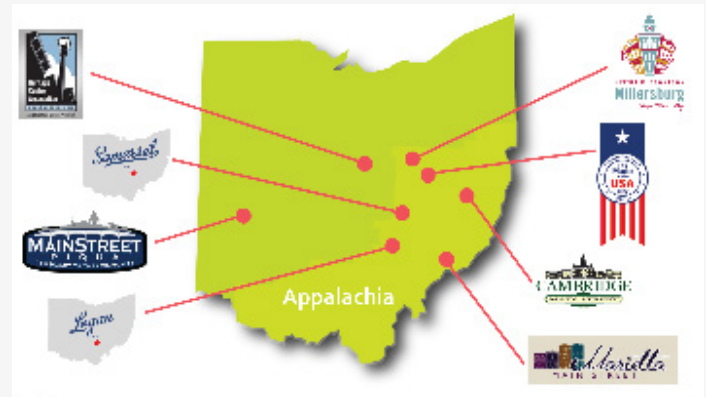
of Agriculture. Over half of the independent business owners that have participated in the program had zero prior experience working at a retail or restaurant business before opening one and most did not have a written business plan. Meanwhile, Amazon is offering free same day delivery in many markets, virtual reality systems are arriving in stores this spring, and our internet connected refrigerators are ordering groceries. How do small merchants with limited resources compete against chains in such a rapidly changing world?

Retail is Detail is a workforce development effort to fill this competitive gap. The program engages independent retail/restaurant owners and managers in discussions about best practices in marketing, merchandising, operations, financial management, and technology geared toward their specific industry segments. Realistic strategies and goals are then developed collaboratively to improve each key area of the business.

A total of 22 businesses participated in Round 2, including 14 merchants in five Main Street communities (Cambridge, Marietta, Millersburg, Mount Vernon, and Piqua). Each participating merchant was visited by the consultants for four 4-hour coaching sessions spread over eight months.

Topics of discussion ranged from inventory management and social media marketing to loyalty programs, branding and in-store events, among many others. The merchants also had “homework” assignments as well, such as surveying customers, re-setting a store aisle, or sourcing a new menu item.

All participating owners reported in a post-program survey that the Retail is Detail program has had a positive impact on their businesses, with 57% saying that it has had a very positive impact. 81% would recommend the program to other retail/food service businesses without qualification while others thought it would be a good fit only for certain business owners.



## Here are a few selected business characteristics of the class of 2015:

- 68% own their properties, median of 3,500 square feet
- Typical staff of 4 to 6 for retailers, 11 to 14 for restaurants, including owners, 73% are part-time
- Typically draw 35% of business from village/city residents and workers, 26% from surrounding rural townships, and 39% from out-of-town visitors and tourists
- “Regulars” account for about 55% of store/restaurant traffic
- 43% have no website, and of those businesses with a website, only 33% are e-commerce-capable
- Open an average of 48 hours a week for retailers, 13 of which are after 5 pm on weekdays or on weekends
- Half of owners are dissatisfied with the business’s current level of revenue but only one-fourth depend on the business as their sole source of household income
- Median annual revenues of \$250,000 with a 8 to 9% profit margin



Most importantly, the typical participating merchant had implemented roughly half the Retail is Detail recommendations by year-end 2015 and expected to implement the remaining half in 2016. 62% believe implementation will NOT be difficult at all. One of the key goals of the Retail is Detail program is to identify no/low cost improvements within the reach of participating businesses.

Participating small business owners are excited about the changes taking place in their stores and restaurants. We all should be excited since it is independent merchants that give our downtowns their unique identities and economic vitality.

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Leah Konicki

# Success Stories: Stivers High School

Case study of a successful historic school restoration

Heritage Ohio is grateful for the work of many volunteers. This summer Leah Konicki, a preservation consultant in SW Ohio has begun work on reviving our historic schools Fact Sheets, which can be found on our web site, [www.heritageohio.org](http://www.heritageohio.org).

With the help of OSU intern Breanna Geiser we present another case study of a historic school being rehabilitated and kept in service for likely another 100 years.

The Stivers High School, named for civil war veteran and Dayton school principal Captain Charles Bryant Stivers, was originally built in the beginning of 1908 and open officially 4 years later. Designed by Charles Insko Williams, it was used as a high school until 1882 when it became an Intermediate magnet school, educating seventh, eighth, and ninth graders. In 1990, Stivers officially became a visual and performing arts magnet school serving seventh and eighth graders before expanding to serve grades 9-12 in 1996.

The school was added to the National Register of Historic Places in 2001, just shy of its 90th anniversary. The building was in need of repairs so school and community leaders began planning for the buildings' renovation. In 2002 with

the passage of a bond issue generating matching funds, rehabilitating the school was made possible.

The \$35 million renovation lasted from 2006-2008 while students were relocated to another school. It included a new addition and the renovation of 51 classrooms, the historic exterior, marble stair and wainscot at the main entrance. The addition, made to echo the design of the original building, doubled the size of the school and added a performance auditorium, art studios, gallery space, dance studios, sound-isolated practice rooms for dance and the performing arts, as well as a new cafeteria and gymnasium. The plan also added a lighted soccer field, modernized security and surveillance, complied with ADA specifications, added an exterior walking track as well as adding new modernized heating and cooling systems.

The school is located on 5th street in Dayton, Ohio adjacent to the historic St. Anne's Hill neighborhood east of downtown. As a magnet school it currently draws students from all over the city of Dayton who audition as sixth graders and attend until graduation.

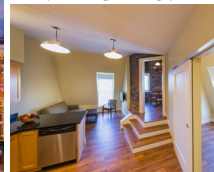


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Pictured: the Carlisle Building in Chillicothe, OH

Photos by Jeff Goldberg, Esto Photographics



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# Young Ohio Preservationists Update

YOP is working with preservation groups across the region to help create the Rust Belt Coalition

The Young Ohio Preservationists have been a bit quiet the first half of the year. You may have seen us at Land Grant and Seventh Son Breweries enjoying their creative adaptive use projects and beer, touring the Ohio Judicial Center, or slapping hearts on structures we love across the state. We have been quiet, because we have been working on larger impact projects behind the scenes that we are happy to announce RIGHT NOW!

We have helped create the Rust Belt Coalition of Young Preservationists! Preservation can often lead to silos, both intentional and unintentional and we have partnered with young preservationist organizations in Pittsburgh, Indianapolis, Buffalo, Wheeling, and Rochester, to create a regional voice to our shared concerns and to share ideas about how we can all work to improve preservation together. In April, over 70 preservationists from around the region met in Pittsburgh as our first regional gathering. This gathering allowed us to actively engage in seeing young preservationist projects in that city, in addition to understanding that area's strengths, weaknesses and creativity! These meet ups are the antithesis of a traditional preservation conference. They are an opportunity to explore, connect, and actively help build momentum for preservation. Upcoming meet ups are being hosted in Buffalo (July) and Cincinnati (October).

Schooley Caldwell is sponsoring our first Emerging Professionals Scholarship for the annual Heritage Ohio Conference. Ohio residents under 40 can compete to win free conference registration, two nights at the conference hotel, \$100 travel stipend, and most importantly the opportunity to present! We want to highlight what the next wave of preservationists are doing! Show us your creativity, your passion, and how you are working to improve preservation in Ohio. The application is online and open until the end of July.



**Top:** The Rust Belt Coalition bringing attention to the Albright Church in the Bloomfield neighborhood of Pittsburgh, PA. The beautiful building could soon be demolished to build a Starbucks. *Photo: instagram user- savingplaces.*  
**Middle:** YOP admiring the neighborhood of Manchester in Pittsburgh, PA. *Photo: Michael Panzitta.* **Bottom:** The Rust Belt Coalition received a surprise speech from artist Randy Gilson when they stopped by Randyland in Pittsburgh, PA. *Photo: Pearl-Jean Mabe.*



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