



HERITAGE OHIO

OHIO MAIN STREET - DOWNTOWN AFFILIATE

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 downtown revitalization organizations access to the training, tools, information, and networking needed to be successful. Structured as a non-profit organization, Heritage Ohio is positioned to give downtown organizations professional advice and guidance in the use of the proven Main Street Four-Point Approach™ to start or strengthen their revitalization efforts.

HOW THE MAIN STREET APPROACH WORKS

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

THE FOUR POINTS

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

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

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

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

MEMBERSHIP

Downtown Affiliate membership requires an annual fee of \$950 and is a required first step for communities and programs with the goal of becoming an official Main Street Community.



PROGRAM BENEFITS

- » One complimentary registration to each of the Quarterly Revitalization Trainings and the Heritage Ohio Annual Conference. Additional registrations at member rate.
- » Monthly Webinar Series
- » Executive director orientation
- » Email/phone consultation
- » Community visit/presentation
- » Retail Minded magazine
- » Revitalize Ohio magazine

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heritageohio.org

REINVESTMENT STATISTICS

Total Private Investment	\$1.02 billion
Total Public Investment	\$128.60 million
Total Investments	\$1.15 billion
Net new businesses	1,114
Net new jobs	4,587 Full-Time/3,763 Part-Time
Total cost per new full-time job created	\$8,277
Reinvestment ratio	\$31.00 to \$1.00
Volunteer hours donated	747,824
Value of volunteer hours donated	\$16.86 million

Jan 1998 - Dec 2013



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