



REVITALIZE OHIO

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REVITALIZE OHIO
Fall 2016

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ON THE COVER



DIRECTOR'S NOTE

Heritage Ohio has been going through many transitions.

We say goodbye to Jeff Siegler, who has been our Director of Revitalization for nine years. He has been with Heritage Ohio for 9 years and has served the longest of all past Heritage Ohio employees. He has made a mark on Heritage Ohio that will stay with us for years to come, and we wish him the best in his new career...and he'll remain on our speed dial. With that goodbye, we also have a big welcome in store for Frances Jo Hamilton, who will be filling Jeff's position. As you will read about Frances in this issue, we are confident her skillset and leadership style will be a great fit for Ohio communities.

Another exciting project that our Heritage Ohio Board has taken on is a historic preservation demonstration project to provide Heritage Ohio with new offices. In partnership with the building owner, Columbus Metropolitan Housing Authority, Heritage Ohio will be rehabilitating Columbus' Historic Engine House #6 in the Franklinton neighborhood, just west of downtown. We, like many of you, will be on pins and needles waiting to see if our application is accepted for the very competitive Ohio Historic Preservation Tax Credits.

This historic preservation organization will be doing the real work of rehabilitating, documenting, and writing about the highs and lows, joys and sorrows of historic rehabilitation. Stay tuned!

Thank you to our many supporters, donors, and members who are helping to save the places that matter in Ohio.



Joyce Barrett,
Executive Director of Heritage Ohio

Music Hall, commonly known as Cincinnati Music Hall, is a classical music performance hall in Cincinnati, Ohio, completed in 1878. It is located at 1241 Elm Street, across from the historic Washington Park in Over-the-Rhine, minutes from the center of the downtown area. In January, 1975, it was recognized as a National Historic Landmark by the U.S. Department of the Interior.

This great Victorian pile of 3,858,000 red pressed bricks is an architectural eccentric, with its garrets, turrets, gables, insets, nooks and broken surfaces and planes. It was designed by the Cincinnati firm of Hannaford and Procter and built in the grand style of the day, often referred to as "modified modernized Gothic" or "romantic eclecticism," it is more properly known as "high Victorian Gothic Revival".

The length of the building on Elm Street is 372 feet, the depth from Elm to Central Parkway is 293 feet and the highest point is the pinnacle of the front gable 150 feet above the sidewalk. It covers an area of 2-1/2 acres. A large rose window is a prominent feature of the front facade. Subsurfaces are of limestone taken from the same quarries that produced the sturdy piers of the Roebling Suspension Bridge.

In June 2014, Music Hall was included on the National Trust for Historic Preservation's annual list of America's 11 most endangered historic places and is now undergoing a restoration. There will be an opportunity to tour this magnificent building during Heritage Ohio's Annual Conference in Cincinnati!

DATES TO REMEMBER

Rust Belt Coalition of Young Preservationists

Cincinnati, Ohio
October, 7-9

Heritage Ohio Annual Conference

Cincinnati, Ohio
October, 10-12

Treehouses to Trails

Burr Oak Lodge
Glouster, Ohio
November 4

Revitalization Training: Economics of Aesthetics

Tiffin, Ohio
November 9

PastForward, National Trust for Historic Places Conference

Houston, Texas
November 15-18

Creative Ohio

Columbus, Ohio
December 6

For more information about upcoming events, visit us at heritageohio.org.



Meet a Main Street Director

Joseph Pratt of Main Street Portsmouth

Joseph Pratt lives in the beautiful river town of Portsmouth, Ohio, where he serves his community as executive director of the Portsmouth Main Street program.

Prior to entering the non-profit world, Joseph worked as a journalist for the Portsmouth Daily Times, where he wrote, in some capacity, for five years. He studied at Shawnee State University, in Portsmouth, which allowed him to intern and work at two local papers.

Pratt feels his years at the Portsmouth Daily Times allowed him the connections that helped him ease into his position as a Main Street director.

“My favorite part of being involved in Main Street is just being a neighbor to my downtown friends,” Pratt said. “In the past 8 months, we’ve experienced good and bad, from a terrible fire to major growth in development of old properties. I like being here to provide coffee, and a shoulder to lean on, during the bad, and I love being an asset to help small business owners grow during the good.”

Pratt attributed his relationship with his grandmother as the reason he became so involved in downtown.

“When I was young, my grandmother would take me downtown every weekend to look in the specialty shops. The business owners became a second family to me, really. Grandma would also take me down our impressive floodwall murals, through the university campus, and to all of the area’s historic places. I grew up learning about our roots and the people that make our city special,” Pratt explained. “My grandmother would always joke that I was destined to



become mayor one day. A lot of the older downtowners still refer to me as Portsmouth’s Little Mayor, from when I was a child.”

Pratt explained that he has also enjoyed getting to know all of the Main Street and Heritage Ohio professionals of Ohio.

“For as long as we’ve been married, my wife and I have traveled to various Ohio towns for weekend getaway trips. I love our state’s culture and setting, from the rolling hills in the southern part of the state to the beautifully lakefront cities of the north. Being a Main Street director has sent me to a few new places and a lot more are planned. I love getting to hear about towns from their Main Street directors, because they are some of the most passionate cheerleaders for their homes.”

Pratt lives at home with his wife, Sara, and their fur children. They spend weekends traveling to small cities or in the outdoors, hiking and camping. Joseph is an avid reader and writer, enjoys art, but can’t call himself an artist, and has a love for the underdog, which he says defines his love for small communities.

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.

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The Toledo Club Easement

When Heritage Ohio took its first easement, an agreement executed in 2004 on the Rawson Block in Findlay, the scope of the easement covered changes to the façade, only. However, easement agreements can cover the entire exterior of a building; indeed, the IRS subsequent to 2004 required a conservation easement agreement to cover the entire exterior of a building, if the building owner wanted to treat the easement agreement as the equivalent of a charitable contribution to Heritage Ohio. Easement agreements can also cover the interior of a building, and even specific elements within a building. When Heritage



If you're not familiar with the Toledo Club, it's just as amazing on the inside as it is the outside. A fine example of Georgian Revival architecture, the club has been housed here since the building's construction in 1915. 2012 Legacy Circle Reception attendees may remember the Red Room at the Toledo Club, with its warm oak paneling, and coffered ceiling with intricate stencils. And each room could be considered a piece of architectural artwork.

Joyce Barrett, executive director of Heritage Ohio, commented on the Toledo Club easement: "Our collaboration with the Toledo Club shows how flexible an easement agreement can be, and that the property owner concerned with the long-term preservation of their historic building, whether for-profit or not-for-profit, could benefit by partnering with Heritage Ohio."

Ohio accepted an easement on the Toledo Club in July of 2012, it marked the first instance of an easement agreement that included not only the protected exterior, but also included protected interior spaces. It also marked the first instance of a non-profit donating an easement to Heritage Ohio.

For more information on Heritage Ohio's easement program, contact Frank Quinn at fquinn@heritageohio.org or at 614.258.6200.



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Placemaking Workshop in Tiffin

November Revitalization Training

On November 9th, Heritage Ohio will be hosting a workshop in Tiffin on the subject of Placemaking. Heritage Ohio has partnered with DS Architecture of Kent to host the event. Speakers will present on the importance of creating memorable, attractive, and pedestrian-friendly places and how to go about creating such places. Topics will include fostering high quality private investment, creating walkable places, and increasing community engagement.

The workshop will conclude with an afternoon placemaking activity facilitated by DS Architects. Participants will have a chance to learn first-hand what makes a place work for people. We hope to see you in Tiffin on November 9th!

The 11 Rules of Placemaking

Article by Project for Public Spaces

1. THE COMMUNITY IS THE EXPERT

The important starting point in developing a concept for any public space is to identify the talents and assets within the community. In any community there are people who can provide an historical perspective, valuable insights into how the area functions, and an understanding of the critical issues and what is meaningful to people. Tapping this information at the beginning of the process will help to create a sense of community ownership in the project that can be of great benefit to both the project sponsor and the community.

2. CREATE A PLACE, NOT A DESIGN

If your goal is to create a place (which we think it should be), a design will not be enough. To make an under-performing space into a vital “place,” physical elements must be introduced that would make people welcome and comfortable, such as seating and new landscaping, and also through “management” changes in the pedestrian circulation pattern and by developing more effective relationships between the surrounding retail and the activities going on in the public spaces. The goal is to create a place that has both a strong sense of community and a comfortable image, as well as a setting and activities and uses that collectively add up to something more than the sum of its often simple parts. This is easy to say, but difficult to accomplish.

3. LOOK FOR PARTNERS

Partners are critical to the future success and image of a public space improvement project. Whether you want partners at the beginning to plan for the project or you want to brainstorm and develop scenarios with a dozen partners who might participate in the future, they are invaluable in providing support and getting a project off the ground. They can be local institutions, museums, schools and others.

4. YOU CAN SEE A LOT JUST BY OBSERVING

We can all learn a great deal from others’ successes and failures. By looking at how people are using (or not using) public spaces and finding out what they like and don’t like about them, it is possible to assess what makes them work or not work. Through these observations, it will be clear what kinds of activities are missing and what might be incorporated. And when the spaces are built, continuing to observe them will teach even more about how to evolve and manage them over time.

5. HAVE A VISION

The vision needs to come out of each individual community. However, essential to a vision for any public space is an idea of what kinds of activities might be happening in the space, a view that the space should be comfortable and have a good



image, and that it should be an important place where people want to be. It should instill a sense of pride in the people who live and work in the surrounding area.

6. START WITH THE PETUNIAS: LIGHTER, QUICKER, CHEAPER

The complexity of public spaces is such that you cannot expect to do everything right initially. The best spaces experiment with short term improvements that can be tested and refined over many years! Elements such as seating, outdoor cafes, public art, striping of crosswalks and pedestrian havens, community gardens and murals are examples of improvements that can be accomplished in a short time.

7. TRIANGULATE

“Triangulation is the process by which some external stimulus provides a linkage between people and prompts strangers to talk to other strangers as if they knew each other” (Holly Whyte). In a public space, the choice and arrangement of different elements in relation to each other can put the triangulation process in motion (or not). For example, if a bench, a wastebasket and a telephone are placed with no connection to each other, each may receive a very limited use, but when they are arranged together along with other amenities such as a coffee cart, they will naturally bring people together (or triangulate!). On a broader level, if a children's reading room in a new library is located so that it is next to a children's playground in a park and a food kiosk is added, more activity will occur than if these facilities were located separately.

8. THEY ALWAYS SAY “IT CAN'T BE DONE”

One of Yogi Berra's great sayings is “If they say it can't be done, it doesn't always work out that way,” and we have found it to be appropriate for our work as well. Creating good public spaces is inevitably about encountering obstacles, because no one in either the public or private sectors has the job or responsibility to “create places.” For example, professionals such as traffic engineers, transit operators,

urban planners and architects all have narrow definitions of their job – facilitating traffic or making trains run on time or creating long term schemes for building cities or designing buildings. Their job, evident in most cities, is not to create “places.” Starting with small scale community-nurturing improvements can demonstrate the importance of “places” and help to overcome obstacles.

9. FORM SUPPORTS FUNCTION

The input from the community and potential partners, the understanding of how other spaces function, the experimentation, and overcoming the obstacles and naysayers provides the concept for the space. Although design is important, these other elements tell you what “form” you need to accomplish the future vision for the space.

10. MONEY IS NOT THE ISSUE

This statement can apply in a number of ways. For example, once you've put in the basic infrastructure of the public spaces, the elements that are added that will make it work (e.g., vendors, cafes, flowers and seating) will not be expensive. In addition, if the community and other partners are involved in programming and other activities, this can also reduce costs. More important is that by following these steps, people will have so much enthusiasm for the project that the cost is viewed much more broadly and consequently as not significant when compared with the benefits.

11. YOU ARE NEVER FINISHED

By nature good public spaces that respond to the needs, the opinions and the ongoing changes of the community require attention. Amenities wear out, needs change and other things happen in an urban environment. Being open to the need for change and having the management flexibility to enact that change is what builds great public spaces and great cities and towns.

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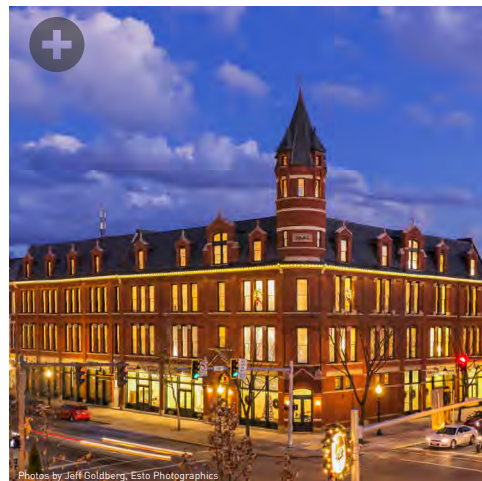
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Pictured: the Carlisle Building in Chillicothe, OH



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GET OUT AND EXPERIENCE CINCINNATI

It wouldn't be right to be in Cincinnati and not get you out in the city and see the Queen City. So, we are offering more field sessions than ever before! This year, you can explore the Cincinnati streetcar route, take a hardhat tour of Cincinnati Music Hall, see properties that were deemed "too far gone"; and several opportunities explore the revitalized Over-The-Rhine neighborhood.

MAIN STREET 101

A perennial favorite is our Main Street 101 series, a great opportunity for communities considering the Main Street Approach™. New Main Street board members who want to learn more and see the big picture should attend this year's newest 101 session, Main Street Boards 101.

CELEBRITY PRESERVATION SPEAKERS

We're pleased to have Ed McMahon, a nationally-recognized speaker on sustainable development and land conservation, as our opening plenary presenter. Ed is the Senior Fellow for Sustainable Development for the Urban Land Institute and Chairman of the National Main Street Center's Board of Directors.

Our Keynote Speaker is Bernice Radle, star of DIY Network's American Rehab: Buffalo. Not only is Bernice one of the most famous young preservationists in the country, she is also the owner of Buffalove Development and the inventor of heart-bombing. Hear her thoughts on the next 50 years of preservation on Wednesday afternoon!

We also welcome back John Sandor and Patrick Andrus. John's insight into the review process NPS puts our historic tax credit projects through is a font of information that architects and developers can't get enough.

Barbara Wyatt is a National Register of Historic Places reviewer with the National Park Service. Barbara and the State Historic Preservation Office will show you everything you need to know to get your National Register nominations completed.

LEGACY CIRCLE RECEPTION

Our annual reception to thank Heritage Ohio Donors will be at the historic Cincinnati Observatory, a National Historic Landmark and part of the Observatory Historic District. The observatory houses the oldest public telescope in the country!



The main building at the Cincinnati Observatory.

ELECTED OFFICIALS

We were asked to put sessions together that specifically appealed to elected officials, so we have a block of sessions that were designed for mayors, city council members, county commissioners, etc. These sessions will cover topics such as code enforcement, financing development, and grappling with the new legislation around downtown development districts.

YOUNG OHIO PRESERVATIONISTS CELEBRATE 50 YEARS OF NHPA

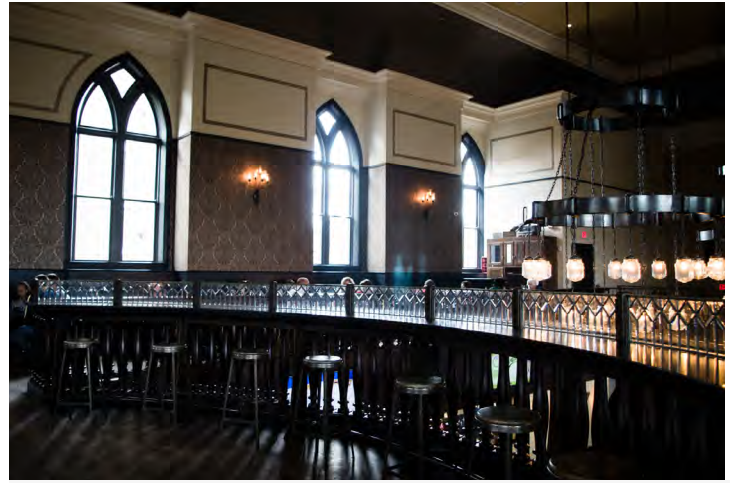
Join the Young Ohio Preservationists after our Annual Awards for a celebration of the 50th anniversary of the signing of the National Historic Preservation Act.

ANNUAL AWARDS

Heritage Ohio's annual revitalization and preservation awards program will be held Tuesday evening in the historic Hall of Mirrors in the Hilton Cincinnati Netherland Plaza.



Hilton Cincinnati Netherland Plaza, Art Deco interior of the Palm Room.



Taff's Ale House, an adaptive reuse of a church as a brewery.

STATE HISTORIC PRESERVATION OFFICE

Our partners at the State Historic Preservation Office will offer sessions on demystifying the national register, Section 106 training and case studies, state and federal historic preservation tax credits, historic district case studies, and GIS mapping.

DOWNTOWN REVITALIZATION

As always we have lots of sessions to keep your downtown revitalization program growing: sessions on Programming in the Park, Small Grant Programs, Nosey Neighbors, Land Banks, and many more!

CONTINUING EDUCATION CREDITS

This year, our conference will feature several sessions with AIA HSW continuing education credits. Stay tuned to our website and eblasts for up-to-date information on which sessions are approved.

Cincinnati Rust Belt Takeover

The next meeting of the Rust Belt Coalition of Young Preservationists will be right before the Heritage Ohio Annual Conference this year, October 7th-9th

The Cincinnati Preservation Collective is hosting the 3rd Rust Belt Takeover and they cannot wait to share Cincy with you! Wondering what would make you join the Rust Belt Coalition of Young Preservationists for a Takeover of Cincinnati, Ohio? We'll give you a few reasons.

- They have partnered with a local brewery and made a very special pale ale called 'The Preservationist'. Don't miss the opportunity to try this special brew before it's all gone!

- Cincinnati has so much to offer and with a brand new streetcar running, everything is going to be a breeze to get

to. Time to explore all of their art deco wonders, amazing underground lagering cellars, and experience, for just a weekend, why Cincinnatians have so much pride in their buildings and their city.

- This takeover gives us all the opportunity to learn from each other, meeting people from diverse backgrounds all across the region who share in our love of Preservation. All are welcome!

You can find a link to this event on heritageohio.org. Much of the weekend is free and fills up fast, so sign-up today.



Nate the Preservationist

An update on one of Nate and his family's restoration projects

Hello everyone! It's been a while, but I'm back to tell you more about the restoration of our home. We have completely finished the side veranda porch and are now starting construction of the front porch and it's roof! This has to be one of the largest projects to date.

Since I last wrote, we finished the side veranda porch, including recreating all of the ornamental columns, installing



So on to the exciting stuff - the front porch. We believe the porch roof came down sometime before 1945, when the house was converted to apartments. Most likely, the weight of the tile was too much for the slope of the roof, so it was either removed, or collapsed. Before we could begin the roof, we removed the non-original floor and the steel beams (what now looks like 99% rust). This allowed us to set up the scaffolding. While we were able to have so much room without a roof, we decided to strip and repaint the front of the home including the overhang, windows, stucco, and trim. We also rubberized the built-in gutters. I'm not sure if I was more excited to repaint or construct the porch! Good bye neon colors!

Once the front was painted we began to frame up the porch roof. Due to code, we had to put up four, 2x12s. It was really fun lifting up and holding all that lumber (can you hear the sarcasm?). Once the frame was completed, we installed the rafters, and the porch really started to come together. The slope of the roof required by code made it tricky, since we are not sure what type of ceiling we will be installing. There has been much dispute around this subject. My dad thinks we should put in a flat ceiling and my mom and I think it should be an open ceiling with exposed rafters like the blueprints indicated. My grandpa doesn't want to get in the middle of it!



a new ceiling, and restoring missing masonry. We were able to salvage original brick from the addition we demolished for all exterior masonry, and used a new brick for areas on the interior. My grandpa made a new oak door for the side entry based on details from the original blueprints. We are also planning to recreate the French doors that were cut and lengthened when the addition was put on. They will be oak on the outside as well. The floor will be completed at the same time as the front and back porches.

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Each ceiling option has its flaws. The sandstone lintel above the entry is slightly taller than the lintels over the windows. If we installed a flat ceiling, the lintel of the door would be covered by about an inch or so of the ceiling. Now this isn't a huge deal, but I think the sandstone was made to stand out and it should. If we go the route of the exposed rafters we run into a different issue. The rough lumber we used for the rafters is just that – rough! There are dents and dings all over them. We are concerned this won't look appropriate around all of the smooth finished wood. Of course, we have a little time to decide, and we may find some compromise that works too.

Once the rafters were completed we began the sheeting. Let me tell you, getting all that plywood up there wasn't easy.

We assembled a scaffold with two levels, so we could easily transfer the pieces up to the roof. After the sheeting, we covered the whole roof with ice guard and felt paper. We are now waiting for the tile to arrive so we can get that installed next.

One of the cooler things about this is the roof material we chose. We wanted to use the clay tile, but that would be WAY too heavy for the slope of the roof. Asphalt would work, but it would look pretty silly against the original clay tile. Fortunately, we stumbled upon this composite tile. This stuff looks exactly like the original tile, yet cheaper, lighter, and much more durable. You can drop a bowling ball from a three story building on this stuff and it won't leave a scratch. Even better, it can be shipped right to the house from the website! So, no searching for enough original tile in the right color of green. I never knew there were so many shades of green tile to choose from!

Well, that's what's going on here. We just got word today that the tile is being shipped, so by the next article we will hopefully have more to share. I am excited to keep you all up to date on the porch and bring the house back to its former glory! Thanks for reading and keep on restoring!



Downtown Redevelopment District

Scott Ziance breaks down the newly approved House Bill 233

DOWNTOWN REDEVELOPMENT DISTRICT

On April 20, 2016, the Ohio House of Representatives approved Amended Substitute House Bill 233 (HB 233) as amended and passed by the Ohio Senate, which, among other things, establishes the procedure for designating so-called downtown redevelopment districts (DRDs) and innovation districts. These districts operate much like tax increment financing (TIF) areas except that the collected service payments generally can be utilized for a wider range of uses than TIF service payments. These powerful new tools can also be combined with many existing economic development incentive opportunities to maximize value.

DOWNTOWN REDEVELOPMENT DISTRICTS

HB 233 permits municipal corporations to adopt ordinances establishing downtown redevelopment districts (DRDs) – areas with continuous boundaries of not more than ten acres

that include at least one historic building that is currently being rehabilitated or will be rehabilitated. Improvements to parcels within the DRD are partially exempt from taxation, and property owners may be required to make service payments in lieu of taxes, as described in more detail below.

DRDs cannot be created in areas that are exclusively residential and cannot be utilized for the development or redevelopment of residential areas. Also, if a parcel is or has been exempted from taxation under a TIF ordinance, it cannot be included in a DRD.

INNOVATION DISTRICTS

Municipalities may also establish an “innovation district” within the boundaries of a DRD – an area equipped with a high-speed broadband network capable of download speeds of at least 100 gigabits per second. Innovation districts operate in the same manner as DRDs but any resulting

service payments can be utilized for a broader range of purposes aimed at supporting R&D, bio-tech, information technology, and other similar qualified business types (Qualified Businesses).

EXEMPTION DETAILS

Up to 70% of improvements to parcels within a DRD or innovation district can be exempted for a period of 10 years without local school district approval. The improvements may be exempted for up to 30 years with either (a) the approval of the local school district(s) or (b) service payments diverted to the local school district(s) equal to the taxes that would have been payable to the local school district(s) but for the exemption. Service payments may be required in the same amount as the taxes exempted.

SERVICE PAYMENTS IN LIEU OF TAXES

Revenue derived from service payments made in lieu of taxes exempted may be utilized for a variety of purposes, including:

1. Financing public infrastructure improvements within the DRD;
2. Financing or supporting loans or grants to owners of historic buildings within the DRD;
- 3) Making contributions to a special improvement district or community improvement corporation the primary purpose of which is to redevelop historic buildings or otherwise promote or enhance the district; and
- 4) Financing or supporting loans to owners of buildings located within the DRD that do not qualify as historic buildings.

Lastly, revenues derived from service payments may also be utilized within an innovation district to finance or support loans or grants to qualified businesses or incubators and accelerators that support qualified businesses within the innovation district.

Heritage Ohio Welcomes Frances Jo Hamilton

Frances Jo Hamilton joins Heritage Ohio staff as Director of Downtown Redevelopment



Frances Jo Hamilton has been hired as Heritage Ohio's Director of Revitalization. Frances comes to us directly from Main Street Delaware where she has served as the Executive Director since 2007. She has a background in Art, Education, Ministry, Lighting Design and Drafting. She is a

Delaware, Ohio native and began her career with Main Street Delaware, Inc. as a volunteer.

Hamilton spent nearly 7 years volunteering for Main Street Delaware as a tour guide, committee member, committee chair person and board member before being offered the position of Executive Director in 2007. During her time as Executive Director, Main Street Delaware has consistently achieved national accreditation from the Nation Trust for Historic Preservation and has received statewide recognition for its successful program.

Hamilton also has a heart for successful reentry of former inmates. Two years ago, she started her own non-profit

organization, ReStart - a Work Release Advocacy Program - in Delaware County to assist female offenders in their reentry into the work force following incarceration. Hamilton also serves on the board for the Northwest Neighborhood Association, the Delaware County Community Market, and the Ecumenical Youth Council and is an active community volunteer.

Everyone in the Heritage Ohio family looks forward to working with Frances and we are anxious to see where her skills and talents take our downtown redevelopment program.

Frances can be reached at 614-258-6200 or FHamilton@heritageohio.org

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5 Easy Ways You Can Help Revitalize Ohio!

The great thing about philanthropy is that you can direct your investment to do good where you feel most passionate. And when it comes to giving to Heritage Ohio, your philanthropic gift can be directed toward an initiative you feel deeply about. Interested in seeing our Main Street program continue to thrive and grow? Designate a gift for downtown revitalization. Want to direct your giving toward the preservation of historic buildings? Get in on the ground floor of giving for our Save Ohio's Treasures fund. Hope to see the state tax credit grow and impact more communities? Contribute to the Ohio Historic Preservation Tax Credit Coalition.

However, now that you have an idea where to give, are there creative ways you can give, in addition to making a charitable contribution? You bet there are! In addition to the no-muss no-fuss check, here are four more creative ways to put your philanthropic dollars to work through Heritage Ohio.

REMEMBER HERITAGE OHIO IN YOUR WILL

Do you have a will? If so, you're better prepared than half of the adult population for the ultimate disposition of your assets. Not only does a will give you control over what happens to your assets, your will's setup gives you the opportunity to provide a charitable legacy by designating a gift to Heritage Ohio's preservation & revitalization efforts.

Bequests are one of the simplest planned gifts you can make, either specifying an amount, a residual amount (once other bequests have been satisfied), or a contingent amount based on surviving beneficiaries.

MAKE A GIFT OF APPRECIATED STOCK

One of the great reasons to make a gift of appreciated stock is that your tax treatment goes farther. For instance, let's say you bought \$1,000 worth of stock that is now worth \$2,000. Donating that stock to Heritage Ohio entitles you to

a deduction on the full \$2,000, not just the \$1,000 originally spent. Plus, you avoid capital gains tax on the stock. What better way is there to turn \$1,000 into a \$2,000 deduction on taxes?

CREATE A CHARITABLE TRUST

Charitable trusts can take a variety of forms, but every trust designates principal to one partner, and interest/payments to another partner. For instance, with a lead trust, the donor creates the trust, and the charity receives an income stream for the term of the trust. When the term ends, the trust's remaining principal goes to the designated beneficiaries, or heirs. In a remainder trust, the donor receives an income stream, with the nonprofit receiving the remaining principal when the trust unwinds. Depending on how you wish to maximize the value of your contribution (and your beneficial tax treatment) there's likely a trust type that's right for you.

MAKE A TAX-FREE DISTRIBUTION FROM YOUR IRA

For many years, individuals older than 70 ½ have been able to make contributions out of their IRA tax-free to organizations such as Heritage Ohio. At the end of last year, congress made this philanthropic tool permanent with the passage of the PATH Act. So, if a Required Minimum Distribution from your IRA might result in a tax hit, the PATH Act allows you the potential to lessen that tax hit with a contribution directly from your IRA.

Now that we've touched on five different approaches to making a contribution, we hope you'll act to direct your philanthropic dollars to a program that helps us leverage the maximum positive impact on downtown revitalization and historic preservation in Ohio. Contact us at 614.258.6200 to learn more.



What I learned at Heritage Ohio

Jeff Siegler reflects on nine years of working with Ohio communities



It is a little hard to believe this August marks 9 years since I started at Heritage Ohio. When I accepted the position in the summer of '07, I had never actually done anything for 9 years in my life. I was apprehensive, having only spent 2 years as a Main Street manager following graduate school. I worried I

didn't know enough to be able to help communities that were counting on our organization to assist them in improving their downtown. It was a trial by fire and in hindsight; it was the best way to learn. I did not have all the answers for these eager communities, I still don't today, but by promising to find the answers for them, I learned more than I could have imagined when I started out.

My favorite part of my position at Heritage Ohio was working hands-on with communities seeking to strengthen their downtowns. I always felt fortunate to spend my working hours with passionate people, dedicated to improving their community.

I never discovered any great secret to downtown revitalization or came to any monumental conclusions of my own accord, I simply had the great advantage of working with a plethora of communities and this provided me the unique vantage point to see what works and what doesn't work. So many themes were repeated time and time again/ So here is what I learned about downtown revitalization.

Parking is not the problem. Every community is convinced they have a parking problem yet, outside of about 4 Ohio

neighborhoods, no one has a parking problem. They don't even have a walking problem, they have an attraction problem. So often we confuse supply with demand. I have a zero supply of in ground pools at my house, but it does not mean I have zero demand. Or to put it another way, after seeing the movie *Cars 2*, I didn't conclude, this movie would be better if more seating were added.

The most successful commercial districts have a high supply of attractions which overcomes a lack of parking. Every community that sites parking as a problem also

has a successful event which brings everyone downtown and parking is never mentioned. It would appear than in many instances, a lack of parking is blamed for a lack of attraction. There is proof in every vibrant district because they are all popular despite being typically difficult to find parking.

Merchants are critical to the health of downtown, but don't expect them to lead the way. I have had countless discussions with frustrated city leaders about the lack of merchant participation. That is the norm and it's just fine. Merchants are only one faction of downtown stakeholders and all too often they are given an outsized

voice. Merchant organizations have too narrow a focus to be successful.

A healthy organization will have representation from property owners, city leaders, community institutions, residents, as well as merchants. I have had the great pleasure of working with some merchants that see the big picture and are very collaborative and thoughtful partners in the process of



revitalization. Though I have often worked with communities where the merchants are incredibly negative and create an environment that becomes counterproductive. It's easy to tell which merchants you want to work with. Look for the ones with business plans, consistent hours, marketing budgets, and a desire to get involved with the community. Avoid the merchant that parks in front of their business and blames everyone else for their lack of success.

Revitalization is a real estate issue. We are incredibly fortunate to work in this field in a time where the demand for historic mixed use buildings is higher than ever. Completed projects just don't sit around empty. The demand for quality commercial, residential and office space in downtown appears unprecedented. What no one seems to be clamoring for though, is run down, poorly maintained, ugly space. Go figure? Yet, that is what most downtowns are trying to push. You don't see suburban developers get halfway through a project and then try and lease it. Most people try and clean their house before putting it on the market.



Downtown building owners should behave in a similar fashion. Buildings should be well maintained. If property owners are not willing to address blight or vacancy issues, city leaders need to intervene. Revitalization will not take place amongst a collection of dilapidated buildings. It never has and it never will.



Finally, revitalization is a collaborative effort. One group just can't do it. I am often reminded that revitalization really is about improving the quality of life for local residents. A healthy downtown means more shopping options, more opportunities to experience a sense of community, increased civic pride, more time walking and less time in the car. A healthy downtown leads to a more enriching life experience. This is absolutely critical to the health of a community. Therefore, shouldn't everyone be involved?

What I find crazy, is that in most communities, there is no entity concerned with quality of life issues. Some communities feel like the word collaboration is the right thing to say, but only handy as a piece of rhetoric. These communities are losing. The towns and cities where working collaboratively is not an ideal, but more of a central tenant, these communities are succeeding. These are the communities where all the stakeholders make decisions together. It's not about what is best for one institution, but what is best for the community as a whole.

This is the sum total of my wisdom after 9 years working in revitalization. Thank you for allowing me into your cities and towns to learn from you and share my experiences.





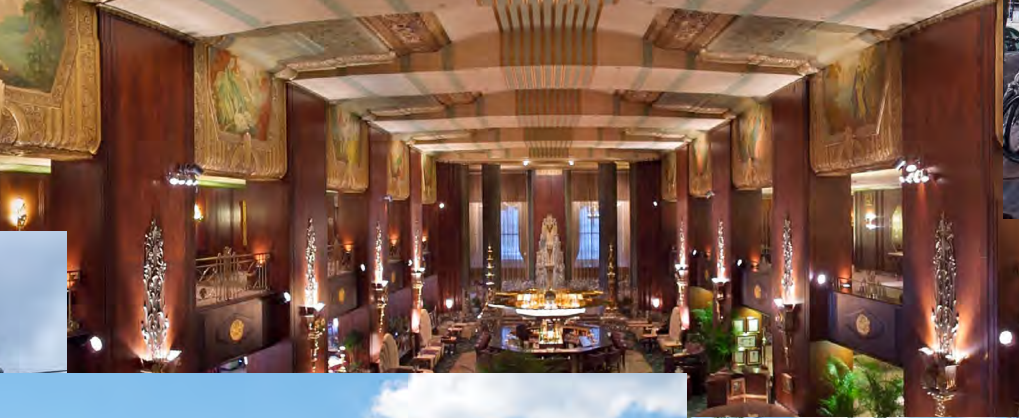
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