

Sessions Descriptions

TUESDAY, OCTOBER 17

WELCOME

9:00 AM - 9:30 AM | GOVERNOR'S BALLROOM | W. KEVIN PAPE

Thank you to Plante Moran for sponsoring the conference welcome!

LeVeque Tower

9:30 AM - 10:30 AM | LEGISLATIVE A | ROBERT LOVERSIDGE | HSW

The LeVeque Tower, built in 1927, is Columbus' most iconic building in the downtown skyline. The 47-story Art Deco tower has been recently rehabilitated into apartments, offices, and a hotel using historic tax credits. The 9:30 session will be classroom-style presentation by architect Bob Loversidge, and will be followed with a walking tour of the building in the 10:45 AM session. You can attend either session independently. **HSW AIA Credits**

Documenting Places that Matter: Ohio's Civil Rights History

9:30 AM - 10:30 AM | LEGISLATIVE B | BARBARA POWERS, RORY KRUPP, & ROY HAMPTON | HSW

Thank you to the State Historic Preservation Office for sponsoring historic preservation sessions.

This presentation will introduce a project by the Ohio History Connection's State Historic Preservation Office to identify historic properties associated with the African American Civil Rights Movement in Ohio and encourage nominating them to the National Register of Historic Places. The session will include an explanation of the Multiple Property National Register approach to documenting significant historic sites. Session participants will be given the opportunity to identify important themes associated with African American efforts to achieve civil rights from the early 1900s through the 1960s and potential sites, buildings, neighborhoods, etc. in Ohio to consider for the project. This will be an introduction to the information gathering symposium to be held on October 21, 2017, 1-5 pm, at Shiloh Baptist Church, 720 Mount Vernon Ave. in Columbus. **HSW AIA Credits**

Operations 101: The Basics of Operations

9:30 AM - 10:30 AM | HOUSE A | DAVID POLAKOWSKI | LU

Thank you to Gray & Pape for sponsoring Main Street 101 sessions.

The Organization Committee works with the Main Street Manager, local businesses, property owners, residents, and other community stakeholders to facilitate a broad base of support for the downtown program in an effort to retain, promote, and attract downtown business. The committee also manages the coordination of volunteer, membership, & fundraising programs; focuses on instituting appropriate policies and procedures, including those that address the responsible management of financial, personnel, & physical resources; and develops long term resource and communication plans. **LU AIA Credits**

Show Me the Money!

9:30 AM - 10:30 AM | JUDICIAL | CINDY MUSSHEL & JEFF SHANER | LU

A panel of funders will share with you the grant programs they fund that your community could be using. Whether it be parks, transportation, or business related, Ohio Department of Transportation, US Department of Agriculture and Ohio Department of Natural Resources has opportunities you may be able to use. **LU AIA Credits**

Downtown Redevelopment Districts

9:30 AM - 10:30 AM | SENATE | CHRISTOPHER CLEMENTS & THOMAS SPRING | HSW

Christopher Clements will summarize the recently-enacted downtown redevelopment district (DRD) legislation and will describe how communities and developers can use it in conjunction with other types of tax increment financing and property tax exemptions to spur downtown redevelopment. Thomas Spring will explain the implementation of a DRD in the City of Circleville. **HSW AIA Credits**

Sessions Descriptions

Modernism in the Capital City Tour

9:30 AM - 10:30 AM | LEGISLATIVE FOYER | NATHALIE WRIGHT & ANDREW NEUTZLING | HSW

Explore Columbus' transformation from a 19th century town to a mid-20th century city, as this walking tour winds through downtown and what was once northern German Village. The tour will examine the role urban planning had on today's streetscape, including the massive Interstate Highway and Urban Renewal projects of the mid-20th century. The route will also highlight architectural trends of the era, viewing examples of modernist architecture in the city. See the sculptural forms of Brutalism, the more conservative New Formalism style, and the construction materials that defined the period. **HSW AIA Credits**

Financing from an Ohio CDFI's Perspective

10:45 AM – 11:45 AM | JUDICIAL | ANNE GEGGIE | LU

Thank you to the State Historic Preservation Office for sponsoring historic preservation sessions.

With capital for projects more and more difficult to find, we will introduce a representative from a statewide lending organization and discuss a variety of resources available, from non-traditional loans to grants. Finance Fund is a 30-year-old Community Development Financial Institution (CDFI) with a mission to connect low- and moderate-income communities with capital. **LU AIA Credits**

Get it Together: How Downtown and Design Review Commissions work together (CLG)

10:45 AM – 11:45 AM | LEGISLATIVE B | NATHAN BEVIL & MARK HATTEN | HSW

Downtown revitalization and design review work hand in hand in preservation. Find out how to build a better relationship and use the CLG (Certified Local Government) program to your advantage. The speakers will present tips and best practices for conducting reviews and helping applicants go through the design review process. **HSW AIA Credits**

Economic Vitality 101

10:45 AM – 11:45 AM | HOUSE A | AMY REINHART | LU

Thank you to Gray & Pape for sponsoring Main Street 101 sessions.

Rebuilding the economic vitality of traditional commercial districts is the focus of the economic vitality component of the Main Street Four-Point Approach and is the ultimate goal of all Main Street revitalization programs. Downtowns and neighborhood commercial districts have declined over the past few decades for a variety of reasons. Highway development, overbuilt commercial areas, strip-center and regional mall development, competition from large retail chains and discounters, and changes in retail technology have all played a role in diminishing downtown's role as the center of commercial activity. **LU AIA Credits**

Size Matters Not

10:45 AM – 11:45 AM | SENATE | LORNA SWISHER & JUDY LAMP

Size matters not, small communities versus larger ones, the Main Street approach to revitalization can meet you where you are. Community size can contribute to some logistical differences in process. In this session two Main Street managers from vastly different sized communities talk about the differences and similarities in their plight for revitalization as well as how the Main Street approach can be an effective revitalization template for communities big or small.

Cheers! Alcohol on Main Street

10:45 AM – 11:45 AM | LEGISLATIVE A | SANDRA HULL, MALLORY GREENHAM, ANNINA PARINI, & JUSTIN STARLIN

Confused about which permit is right for your community and how they can assist in your downtown revitalization? Special events, increasing liquor permit availability in your downtown, or want to enhance your on-sidewalk dining, these three communities will cover best practices as well as pitfalls in applying for these special permits. Wooster, Worthington and Middletown executive directors and specialists will hold a panel to discuss alcohol and Main Street.

Sessions Descriptions

LeVeque Tower Tour

10:45 AM – 11:45 AM | LEGISLATIVE FOYER | ROBERT LOVERSIDGE | HSW

The LeVeque Tower, built in 1927, is Columbus' most iconic building in the downtown skyline. The 47-story Art Deco tower has been recently rehabilitated into apartments, offices, and a hotel using historic tax credits. The 9:30 session will be a classroom style session presented by, architect Bob Loversidge, which will be followed with a walking tour of the building in the 10:45 session. You can attend either session independently. **HSW AIA Credits**

LUNCH WITH SPEED NETWORKING

12:00 PM - 1:45 PM | GOVERNOR'S BALLROOM

Thank you to The Burbick Foundation for sponsoring the networking luncheon.

Come have lunch and network with experts and professions from different sectors of the preservation and revitalization world.

Topics will include: CDBG Downtown Grants, Special Improvement Districts (SIDs), the Ohio Main Street Program, archaeological heritage, downtown planning, financial tools, historic tours, Alternative Building Code, working with the State Historic Preservation Office, historic preservation tax credits, financial accountability, the Young Ohio Preservationists, and advocating for your cause.

What is Scenic Ohio and Scenic Ohio's Green Highway Workshops with ODOT

2:00 PM – 3:00 PM | SENATE | GARY MEISNER & CRAIG CAWRSE | LU

A short history and overview of mission of Scenic Ohio, founded in 1933, "America's longest standing advocate of Safe and Beautiful Highway Corridors." We will also share some of our work to provide sustainable education to Ohio's 12 District Offices. **LU AIA Credits**

Utilizing the State Historic Preservation Office Online Mapping System

2:00 PM - 3:00 PM | LEGISLATIVE B | KYLE SMITH | LU

Thank you to the State Historic Preservation Office for sponsoring historic preservation sessions.

Learn how to use the Online Mapping System to access extensive historic and archaeological data electronically. This stand-alone web application includes tools for searching historic resources, printing maps and exporting GIS data. Beginners as well as more experienced users will benefit from attending this session to learn first-hand about the site's functionality. Come learn how to explore the full potential of the site. **LU AIA Credits**

Promotions 101: The Basics of Marketing

2:00 PM – 3:00 PM | HOUSE A | HEATHER MALARCIK | LU

Thank you to Gray & Pape for sponsoring Main Street 101 sessions.

The job of the Promotion Committee is to PROMOTE downtown as the center of commerce, culture, and community life for residents and visitors alike. To be effective, your committee must move beyond the typical "fried-and-true" downtown promotion ideas of yesteryear. You must think about promotion in a broader sense and develop new strategies by: identifying downtown assets, including people, buildings, heritage, and institutions; defining Main Street's market niche - its unique "position" in the marketplace; creating NEW image campaigns, retail promotions, and special events to lure people back downtown. **LU AIA Credits**

ODSA Funding Opportunities

2:00 PM - 3:00 PM | LEGISLATIVE A | MARY OAKLEY | LU

Throughout Ohio, small communities use the State Administrated Community Development Block Grant (CDBG) Downtown Revitalization program to preserve their historic central business districts. The program assists building owners with repairs, and communities with downtown public infrastructure improvements. In this session, learn more about compliance in the areas of national objective, environmental review, procurement, contract management, and federal labor standards. **LU AIA Credits**

Sessions Descriptions

What the 'H' is Going on in Retail?: Can Independent Retailers Survive the Retail Industry's Meltdown?

2:00 PM – 3:00 PM | JUDICIAL | DEB MILLER | LU

What the heck is going on? 7 things are happening. Amazon and mobile shopping, most physical stores are boring and they look the same, and we are shifting our spending from materialism to experience. But, on the flip side hyper-local is all the rage, Gen Y and Z prefer stores, small is better and personal touch is a necessity. Put quite simply, the customer is very much in charge. They want authenticity, relevance and the remarkable. So, what's a small independent retailer to do? Join Deb, and learn the key practices that will help your downtown retailers succeed in today's retail disruption. **LU AIA Credits**

Historic Taverns of Columbus Tour

2:00 PM – 3:00 PM | LEGISLATIVE FOYER | DOREEN UHAS SAUER | HSW

Take a guided walking tour to two nearby Columbus taverns rich with history and architectural detail. Starting at the Sheraton, the tour will cross the Ohio Statehouse grounds to the 1897 Ringside Café on Pearl Alley, and then proceed to Gay Street to visit one of several historic bank buildings that has been adaptively reused for a different form of liquidity! Sparkling narration, historic gossip, and architectural knowledge of the taverns and their environs is cheerfully included in the tour; alas, you are on your own for refreshments. **HSW AIA Credits**

Cincinnati Union Terminal Restoration

3:15 PM - 4:15 PM | LEGISLATIVE A | STEVEN KENAT & NICHOLAS CATES | HSW

Thank you to the State Historic Preservation Office for sponsoring historic preservation sessions.

Identified as one of the nation's "11 Most Endangered Historic Places" by the National Trust in 2014, Cincinnati Ohio's Union Terminal is an Art Deco masterpiece from 1931, a National Historic Landmark, and home to Cincinnati Museum Center. Upon making the case in the community to fund the preservation of this icon with taxpayer funding and Historic Tax Credits, GBBN Architects was selected to lead the Architecture & Engineering team. In crafting a plan for documentation and analyzing the condition of this 500,000 sf structure, GBBN undertook the latest laser-scanning documentation and investigative research of both the exterior and interior of the building. The point-cloud generated from the laser-scans, and its integration into a Revit-based model of the building, has been an invaluable design and documentation tool for the entire design and engineering team.

In determining the best means of preserving the building, we have uncovered unique stories about its evolution and its meaningfulness to the culture of Cincinnati. Armed with this amazing technology for coordination, collaboration, and presentation, our team is going about preserving the building façade and envelope; restoring significant spaces, artifacts and finishes; replacing all environmental and electrical systems; and to remake the experience of Cincinnati Museum Center to serve as a new destination for memories of future generations. **HSW AIA Credits**

Data-Driven Rightsizing: Integrating Preservation into the Legacy City Landscape

3:15 PM - 4:15 PM | SENATE | BRIANA GROSICKI | HSW

Legacy cities, whose built environments are undergoing transformations due to population loss, are at a critical juncture in their urban history and the historic preservation field has an important role to play. Rapid mobile surveys provide an opportunity for data collection that expands beyond traditional historic criteria, and positions preservationists to be proactive decision-makers and to align with multidisciplinary partners. Rapid mobile surveys are being utilized in conjunction with in-depth data analysis of comprehensive livability metrics at the parcel, neighborhood, and citywide levels to develop recommendations for reactivating vacant properties. This session dives into how historic preservationists are spearheading these efforts through recent survey examples and a tool called Relocal. These new survey techniques generate usable data sets for historic preservation practitioners, land banks, planners, and other entities to inform strategic decisions across legacy cities. **HSW AIA Credits**

Sessions Descriptions

Design 101: The Basics of Good Design

3:15 PM – 4:15 PM | HOUSE A | THOMAS STARINSKY | LU

Thank you to Gray & Pape for sponsoring Main Street 101 sessions.

The Design Committee works with the Main Street Manager, local businesses, and property owners to facilitate a positive visual image of the central business district that will help retain, promote, and attract downtown business. The Design Committee will focus on downtown aesthetics & appearance, working on matters such as streetscapes, building façade, signage and/or banners, attractive window displays, parking areas, building improvements, street furniture, sidewalks, and landscaping. The Design Committee will instill good maintenance practices within the district and encourage the rehabilitation of historic buildings & appropriate new construction. The Design Committee will develop sensitive design management systems and long-term planning strategies. **LU AIA Credits**

How We Get There: Streets for All People

3:15 PM - 4:15 PM | JUDICIAL | KATE MOENING | HSW

Every community has transportation infrastructure, roads, streets, highways, sidewalks, paths, bike lanes, transit stops and more that connect people to places they need or want to visit. In this session we will explore why transportation options are important to community development and how planning "streets for all people" help communities develop stable and accessible neighborhoods and business centers, promote good health, encourage vibrant and diverse neighborhoods, and improve safety for all types of transportation options. **HSW AIA Credits**

School of Architecture: An A to Z Vocabulary

3:15 PM - 4:15 PM | LEGISLATIVE B | FRANK QUINN | LU

It's happened to the best of us: you're gazing up at a gorgeous building, when you turn to your friend, and utter, "Check out that...thing..."

If your snooty preservation friends have scoffed at your lack of mastery when it comes to architectural nomenclature, fret no more! Come to this session, where Frank will cover an A to Z of some of the most common terms used when describing the elements of old buildings. We'll go off on "arch" tangents, tell you when you can say "jerkinhead" with a straight face, and learn why a "diaper" doesn't just belong on a baby's butt. **LU AIA Credits**

Heritage Ohio Annual Awards

5:45 PM - 7:30 PM | OHIO STATEHOUSE ATRIUM

Thank you to Miller-Valentine Group for sponsoring this year's award ceremony and reception.

Join us in honoring Ohio's outstanding people and projects in historic preservation and community revitalization.

Sessions Descriptions

Special Event: McMansion Hell: LIVE

8:00 PM – 10:00 PM | OHIO STATEHOUSE ATRIUM

Thank you to MKSK and Designing Local for sponsoring this special event.

The Young Ohio Preservationists are pleased to present McMansion Hell: LIVE featuring speaker Kate Wagner. Kate Wagner is well-known for "McMansion Hell", which is a bi-weekly blog that aims to educate the masses about architectural concepts, urban planning, environmentalism and history by making examples out of the places we love to hate the most. Since its launch in July 2016, the blog has been featured in a wide range of publications, including the Huffington Post, Slate, Business Insider and Paper Magazine. During McMansion Hell: LIVE, blogger Kate Wagner will discuss merits of good design, contemporary architecture, and answer crowd questions.

Proceeds of this event benefit Heritage Ohio's Save Ohio's Treasures program, which aims to provide a funding bridge to make preservation of threatened or neglected historic properties a reality. Save Ohio's Treasures is a revolving loan fund that will provide financial opportunities for historic property owners.

Tickets can be purchased onsite at the Ohio Statehouse atrium.

WEDNESDAY, OCTOBER 18

Town & Gown

9:00 AM - 10:00 AM | LEGISLATIVE A | ROCK JONES & FRANCES JO HAMILTON

Main Street communities often share downtown with a college or university. In this session we will cover best practices and a case study for combining these two entities and how each can contribute to the success of the other. Parents, students, staff and faculty alike require an active, adjacent downtown. The downtown should feel a part of the university or college so they can cater to this demographic in their district. Join us as we explore the process of integration of the Main Street program in Delaware and Ohio Wesleyan University.

Columbus's 10 Most Endangered Places

9:00 AM - 10:00 AM | LEGISLATIVE B | MATT LEASURE | HSW

This session will explore Columbus Landmark Foundation's 2017 Most Endangered Buildings List as well as its background, purpose, and use. Learn how the featured sites are identified and how the organization prioritizes its efforts and builds programming to keep them in the spotlight. Learn the current status of each building and how Columbus Landmarks intends to turn more buildings into "saves" through direct and indirect advocacy efforts. **HSW AIA Credits**

The Main Street Manager 101

9:00 AM – 10:00 AM | HOUSE A | SANDRA HULL | LU

Thank you to Gray & Pape for sponsoring the Main Street 101 sessions.

The Main Street manager works at the epicenter of downtown revitalization: a juggler, a mediator, a financier, so many hats and how do you maintain your sanity? Join Sandra Hull as she unlocks the mystery of staying out of therapy and being respected as an economic development professional in your community.

LU AIA Credits

Sessions Descriptions

Volunteers: Experiential, Energetic, Essential

9:00 AM – 10:00 AM | SENATE | IAN ANDREWS

Volunteers are the lifeblood of a successful Main Street program and its projects. They want to support their communities and have a positive experience making their hometown better. They have offered to help and bring significant energy to the table. How to harness that energy effectively is the tough part. And without these incredibly generous folks, we couldn't host incredible events, tap into skill sets that drive projects forward, or develop relationships that will ensure the longevity of our organizations. This session will walk through three volunteer projects to discuss what worked and didn't, from the minute details to the final product large or small. Every step of the process is critical, just like our volunteers.

Small Historic Projects Developers Panel

9:00 AM - 10:00 AM | JUDICIAL | BRAD WINGFIELD & JOHN BLATCHFORD | HSW

Thank you to the State Historic Preservation Office for sponsoring historic preservation sessions.

Historic Tax Credit projects can be used effectively on small projects. They are worth the trouble. Two developers will discuss their projects. Brad has rehabilitated the Merriman Building in downtown Kenton, and John has been part of seven projects with historic tax credits in Cincinnati. Come find out how the under \$1 million projects use historic tax credits. **HSW AIA Credits**

Ohio Theatre Tour

9:00 AM – 10:00 AM | LEGISLATIVE FOYER | MICHAEL HURWITZ | HSW

Designed by Scottish-born architect, Thomas W. Lamb who envisioned the Ohio Theater as “a palace for the average man.” Opened in 1928 as a Spanish-Baroque movie house, 40 years later it faced demolition. The citizens of central Ohio mounted a “Save the Ohio” campaign, raising over \$2 million in less than a year. Take a tour of this beautiful theater with Michael Hurwitz who has worked back stage. **HSW AIA Credits**

The State of Historic Preservation: Policy Update

10:15 AM – 11:45 AM | LEGISLATIVE A | DAVID WILLIAMS & ROBERT NAYLOR

Rob Naylor from Preservation Action and Dave Williams from the Heritage Ohio Board will lead an informal discussion about policy issues the preservation community is facing.

State & Federal Historic Preservation Tax Credits

10:15 AM – 11:45 AM | LEGISLATIVE B | LISA BROWNELL & MARIANGELA PFISTER | HSW

In this session learn about the application and competitive scoring process used to evaluate applications for the Ohio Historic Preservation Tax Credit program. Lisa Brownell from the Ohio Development Services Agency will review all scoring measures and explain funding pools, application review timing, and program requirements. Lisa will also review the Pipeline Initiative, which provides grants and technical assistance to prepare properties for tax credit redevelopment through National Register nomination, explaining current funding opportunities and application processes.

This session will also review the application for federal historic preservation tax credits, where you will learn how to perfect your submissions, including what is involved in submitting a complete/reviewable submission to the State Historic Preservation Office and National Park Service. Mariangela Pfister from the State Historic Preservation Office will explain best practices and considerations when completing the federal and state Historic Preservation Certification Application documents to ensure your rehabilitation will be reviewable and will meet the U.S. Secretary of Interior's Standards for Rehabilitation. Tips will be offered on submission requirements, efficiently navigating the application review process, and rehabilitation work items that may require additional attention (e.g. window work). **HSW AIA Credits**

Sessions Descriptions

Food and Community: Stories of Growth and Connection in Delaware, Ohio

10:15 AM – 11:45 AM | HOUSE A | CHRIS FINK

In this session, we will explore various ways that food and community has been central to growth and connection in Delaware, Ohio. Participants will have an opportunity to consider their own conceptions of community, and hear stories from local food-forward proprietors about how their work in this area has contributed to the vibrancy of the downtown area, and fostered connections in the community that move beyond the walls of their businesses.

The World of Tomorrow: The Rise of Autonomous Transportation

10:15 AM - 11:45 AM | SENATE | JUSTIN ROBBINS, RICK STEIN, & JASON SUDY | HSW

Autonomous vehicles are coming. At the start of 2016, typical predictions for implementation ranged from 15 to 20 years. Much has changed in a year. The pace of implementation has rapidly increased and driverless cars . Uber, Tesla and others are now on the roads in locations throughout the country. It is technology that will fundamentally change much of what we know about personal transportation; changing our habits, our preferences, and our opportunities, and nothing will be more impacted by these changes than our cities.

As city planners and leaders, we must be on the forefront of understanding this technology and how we can prepare for the potential impacts. Our research team will present findings on a regional and local scale, in order to outline the immediate and near-term steps needed to prepare your city for this inevitable change.

HSW AIA Credits

Wonder Women: Successful Women Developers

10:15 AM - 11:30 AM | JUDICIAL | LIZ ARGYLE, KATE FISHER, LOIS FISHER, CAROL SHAMAKIAN, & ELISSA PETROZZI | LU

Thank you to the State Historic Preservation Office for sponsoring the historic preservation sessions.

Ohio has many women engaged in developing historic projects, both large and small. Come hear their stories, learn what hurdles they have faced and tips and techniques for making your projects run smoothly.

LU AIA Credits

Downtown Panorama Tour

10:15 AM - 11:45 AM | LEGISLATIVE FOYER | EDWARD LENTZ & NATHANIEL KAELIN | LU

See downtown Columbus from the top of the world, or at least from the observation deck of Rhodes Tower, Columbus' tallest building. Discover the key landmarks of downtown and learn how the city came to be. **LU**

AIA Credits

KEYNOTE LUNCHEON & MAIN STREET AWARDS

12:00 PM – 1:45 PM | GOVERNOR'S BALLROOM | ROBERT STANTON | HSW

Thank you to Ohio Capital Corporation for Housing for sponsoring this year's keynote luncheon and Main Street Awards.

"Why We Do What We Do" is the theme of this year's keynote presentation by former National Parks Service Director Robert Stanton.

Mr. Stanton will discuss programs and progress realized under the National Historic Preservation Act of 1966 with an emphasis on the educational, economic and cultural values of historic preservation. He will discuss how our current challenges and opportunities in connecting our youth and the broad spectrum of our population with the nation's rich and diverse cultural heritage. **HSW AIA Credits**

Sessions Descriptions

Low-Capacity High-Impact Events for Main Street

2:00 PM – 3:15 PM | LEGISLATIVE A | CRISTIE THOMAS

The issue of capacity is ever-present for many Main Street Communities. There's always more work to be done than hands to do it and volunteer burn out is high. By evaluating the impact of your events, and assessing those against the capacity required to implement your programs, Main Street Communities can streamline with a focus on sustainable development. This session will address the importance of low-capacity, high-impact events for community building and fundraising. This session will also allow participants to brainstorm fresh ideas together to bring back to their communities.

How to make Retailers Demand to be your Tenant

2:00 PM – 3:15 PM | LEGISLATIVE B | RON BURBICK | LU

Ron Burbick will share his experience in finding and placing tenants in his Acorn Alley project in downtown Kent. Ron has recruited and mentored dozens of retail and restaurant establishments. Don't take anyone; be selective with the few you want. It really works! **LU AIA Credits**

Incentives for Successful Preservation Projects

2:00 PM – 3:15 PM | HOUSE A | GORDON GOLDIE, GEOFF LEDER, ANDREW SPOOR, & SADIE ERICKSON | HSW

Restoring or adaptively reusing historic buildings can bring valuable financial incentives and favorable loan terms to real estate development projects. In this session, we will take an in-depth look at the power of combining available incentives, with a primary focus on Federal and Ohio New Markets Tax Credits (NMTCs), tax increment financing (TIF), and property tax abatements. We will also discuss such practical experiences as closing NMTC and historic tax credit syndication transactions, obtaining bridge financing, and choosing a good team of consultants to complete historic tax credit projects. An active historic tax credit investor will also provide examples of projects where they were able to function as a "one-stop shop" for the project's financing needs. Our session is intended for those with a basic knowledge of project development. By presenting examples of actual deal structures for some great historic properties, this session shows how these programs work and function together, and how you can work with the government agencies, investors, lenders, accountants, attorneys, and preservation consultants who can bring these incentives to your project. **HSW AIA Credits**

Tracking Economic Impacts of Tax Revenue

2:00 PM – 3:15 PM | SENATE | JOHN MLCKOVSKY, JOE BRYAN, GRAYE ELLIS MILLER, & JAKE DAVIS | LU

OSU students from the John Glenn School are working with Heritage Ohio volunteer John Mlckovsky to develop a model for Main Street programs to track their economic impacts. The initial project is looking at property values in a Main Street Program™ downtown district and tracking the improved value over time compared to similar downtown districts without a Main Street program. **LU AIA Credits**

Historic Municipal Light Plant Tour

2:00 PM – 4:30 PM | LEGISLATIVE FOYER | BRAD DEHAYS | HSW

On the west side of Columbus sits the 115-year old Columbus Municipal Light plant, in which Brad DeHays is planning a massive \$20 million adaptive reuse project. This project will use historic tax credits to transform industrial space into modern office and event use. **HSW AIA Credits**

Reviewing Historic Tax Credit Projects

2:00 PM – 4:30 PM | JUDICIAL | JOHN SANDOR | HSW

Thank you to the State Historic Preservation Office for sponsoring the historic preservation sessions.

John Sandor will walk us through applying the Secretary of Interior's Standards for Rehabilitation for some of the challenging scenarios facing the adaptive reuse of historic buildings. Avoid pitfalls and understand that each project is unique in successfully completing federal historic tax credit projects. **HSW AIA Credits**

Sessions Descriptions

Analyzing Your Membership Program: Moving from Stuff to Substance

3:30 PM – 4:30 PM | LEGISLATIVE A | LORI OVERMYER

Membership programs can be the gateway to deeper donor relationship . . . or they can be caught in a vortex of tchotchkes. When member programs promote and focus on premiums, it becomes increasingly difficult to move members from transaction to philanthropy. In this session, we will examine optimal program structures, measure the current effectiveness of your upgrade and retention efforts, explore how to identify and establish donor-centered benefits, and learn how to move beyond the "stuff" to uncover and highlight philanthropic intent.

CDBG Downtown Revitalization Grants: The Historic Review

3:30 PM – 4:30 PM | LEGISLATIVE B | NANCY CAMPBELL & KRISTA HORROCKS | LU

SHPO reviewer Nancy Campbell will conduct an informal session sharing how projects are reviewed for CDBG downtown grants. **LU AIA Credits**

Emerging Young Professionals Sessions: You Will Do Better In Toledo: How Young Developers and Preservationists are Seizing Opportunities in Downtown Toledo

3:30 PM – 4:30 PM | HOUSE A | ERIN CLAUSSEN & MATTHEW RUBIN

Brought to you through the generosity of Schooley Caldwell.

Downtown Toledo is undergoing a renaissance. Fueled by consumer demand, public-private leadership and a flood of investment dollars, downtown apartment buildings are bursting at the seams and businesses are rushing to open their doors in the city's urban core. The revitalization has given rise to several young developers who are leading bold and visionary preservation projects. Learn about how two up-and-coming developers, Erin Claussen and Matt Rubin, are bringing historic buildings back to life and shaping for years to come the places where they live, work and play.

Diversity & Inclusion in Community Development

3:30 PM – 4:30 PM | SENATE | CAITLIN HAWKINS

Our communities are fascinating places, with residents and guests representing a vast diversity of ethnic, racial, religious, socio-economic, educational, sexual orientation, and physical ability life experiences. Together, we will explore the phenomenon of unconscious bias, and how community development and Main Street professionals can minimize its effects upon their community.

In this session, we will learn how our own unique identities shape our experiences, while examining the role they play in communicating micro-messages both interpersonally and organizationally. We will build skills that will help address these issues when they occur, along with strategies for minimizing the effects of unconscious bias in a community setting. Participants will leave with greater confidence in their ability to communicate value and foster a more inclusive organization.