



HERITAGE OHIO

Vital Places. Vibrant Communities.

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

Organization 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.

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

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

MEMBERSHIP

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. New communities who host a Downtown Assessment Team Visit will receive a free 1 year Affiliate membership.



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\$1.44 billion
Total Public Investment \$146.8 million
Total Investments\$1.59 billion
Net new businesses 1,303
Net new jobs 4,256 Full-Time/4,483 Part-Time
Total cost per new full-time job created \$11,479
Reinvestment ratio \$33.00 to \$1.00
Volunteer hours donated 931,156
Value of volunteer hours donated \$21.5 million

Jan 1998 - Dec 2016



OHIO MAIN STREET AND AFFILIATE COMMUNITIES

