



# HERITAGE OHIO

Vital Places. Vibrant Communities.

## OHIO MAIN STREET - MAIN STREET COMMUNITY

### 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 local Main Street organizations with the training, tools, information, and networking they need to be successful. Structured as a non-profit organization, Heritage Ohio is positioned to give local Main Street programs 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

Main Street Communities are chosen after a community visit to assess the organization's capacity to successfully implement a comprehensive revitalization program. Membership requires an annual fee of \$3,950. Full Main Street Communities are also required to hold a \$500 annual municipal membership to reinforce the public commitment to the program and provide training to municipal staff.



### PROGRAM BENEFITS

- » Quarterly Training/Networking Series
- » National Main Streets Conference registration
- » Heritage Ohio Annual Conference registration
- » Executive director orientation
- » Email/phone consultation
- » On-site technical assistance visit
- » Strategic Planning visit
- » Annual Evaluation
- » Rehab Resource Team
- » Retail-Minded, and Revitalize Ohio magazine
- » Main Street Google Groups List
- » Organization use of the trademarked "Main Street America" branding.

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[heritageohio.org](http://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

