

2012 Heritage Ohio Annual Conference Session Descriptions May 8-10, 2012 in Toledo, Ohio

Demystifying the Syndication Process – Panel with Paul Nadin, Melissa Ferchill Swingos, Jonathan Sandvick, Mary Forbes Lovett, Brian Power, & Antonin Robert – **Salons E+F**
Every rehab project is looking for funding, and the syndication process acquires capital with your historic tax credits. This panel of experts will share how the process works from beginning to end. Moderated by Ron DeGrandis: each panelist representing the various partners that make a team: lawyer, developer, syndicator, investor, and architect will explain their individual role. The team then as a group will present a case study.

Hard Hat Tour of the Water Street Station Steam Plant - Jonathan Sandvick – **Lobby**
Jonathan Sandvick will lead a behind the scenes tour of the Water Street Station development located on the waterfront of Downtown Toledo. The Water Street Station was designed by famed architect Daniel Burnham in 1885 for the Toledo Traction Company, with construction being completed in 1898. The plant served the trolley lines of Toledo, and later the Willys-Overland Motor Company. We invite you to see this landmark of Downtown Toledo as it transitions into its new life; a 100-unit, high-end residential space.

Helping the Homeowner: A Loan Program for Residential Rehab - Thomas A. Jorgensen & Jessica A. Ugarte – **Indiana Room**
Residential rehab of older and historic homes is a challenge in every community. Repairing and maintaining a home is often dependent on the right tools. Learn about a successful program that has been in operation for 20 years in Cleveland, and is now available to other communities. Find out how this kind of program can be started in your community and the benefits that accompany it.

Affordable Ideas to Improve Main Street Businesses - Chris Boring & Deb Miller – **Salons E+F**
In 2009, Heritage Ohio launched "Retail is Detail," a program that offers Main Street businesses intensive one-on-one technical assistance on topics such as purpose and mission, product/service mix, inventory management, real estate improvements, store design, merchandising, lighting, graphics, e-commerce, staffing, marketing, key financial ratios, and many other details that small retailers and restaurants must address to compete successfully. Thanks to AARA-RBEG funding made available through the U.S. Department of Agriculture, the program has been rolled out to five businesses in each of eight Ohio Main Street communities (Cambridge, Defiance, Greenville, Norwalk, Port Clinton, Portsmouth, Van Wert, and Wilmington).

Boulevard Strategies is eager to share the results of this innovative program's initial launch, including the 15 most common issues for Main Street merchants (for example, No. 10 Curb Appeal: The Customer Experience Begins Long Before They Reach Your Door). Several before-and-after case studies with illustrative photographs will be presented, as time allows.

LEED and Historic Tax Credit Certification/ Green-Historic-Renovation versus New Construction - Michael Matts & Sanyog Rathod – **Salons C+D**

Learn about two real-world studies in Cincinnati's Over-the-Rhine Historic District. One study, the Over-the-Rhine (OTR) Green Historic Building Project, demonstrated that historic buildings can economically achieve green building certification and also qualify for historic tax credits. A second study, Life Cycle Assessment (LCA) Comparison of Green-Historic-Renovation versus New-Construction, compared the eco-profile of renovating existing historic homes to that of newly constructed homes. While the studies focused on historic buildings in Over-the-Rhine, the results are applicable in other neighborhoods throughout Ohio. Bottom line: the results are good for historic preservation, community revitalization, and sustainability.

Using BR&E to Help Downtown Businesses Succeed - Nancy Bowen & David Civittolo
Salons E+F

Downtown businesses typically consist of a mix of sole proprietorships and small mom and pop service and retail businesses that often struggle to be successful. As a ready resource, Main Street Managers can play a role in assisting downtown businesses to succeed. Business Retention & Expansion is a tool that managers can use to identify and inventory the strengths and weaknesses of downtown businesses, connecting these businesses with available resources. The expertise usually consists of a cadre of local professionals who volunteer to assist businesses in making the necessary improvements, whether it be pricing, inventory management, marketing, cash flow analysis, etc. This session provides a demonstration of the OSU Extension BR&E online toolbox, applications, and specific examples of how the program can help with downtown business improvement and development.

Salesmanship Techniques for Fundraising - Deirdre Jones – **Salons E+F**

Fundraising is essentially sales, you form relationships, you communicate a message and present a solution, professional sales techniques can be learned. Join Ms. Jones as she will form you into a better sales person sharing best practices in an overview of sales communication.

A Window of Opportunity: How to Evaluate Historic Windows & Determine the Appropriate Restoration & Retrofit Treatment – Karen Borland – **Sales Foyer**

This session will provide attendees with an overview of issues encountered when evaluating a project for window restoration, the basics of historic windows, and commonly encountered condition and project related issues that contribute to determining the final window restoration and retrofit treatment approach. We'll discuss why and when to restore historic windows, how to evaluate their condition, various treatment approaches, improving weatherization, thermal and acoustical efficiency, and issues related to restoring operation. The session will illustrate restoration techniques and issues by featuring past projects and a physical mock up to establish a practical understanding of window restoration issues and treatments.

Focus on Historic Masonry - Steve Coon – Sales Foyer

Historic masonry structures that are in need of repairs typically require some degree of mortar pointing work and masonry (stone, brick and terra cotta) restoration. The careful selection of appropriate repair materials mitigates any detrimental effects on the masonry structures that may be caused by restoration work. Learn how historic mortars differ from the cement-based mortars that are used in the construction of modern day structures, and learn why the use of historic lime-based mortars is vital to the preservation of historic masonry. The basic characteristics of historic stone, brick and terra cotta will also be discussed to foster an understanding of appropriate surface repairs which are recommended for these masonry materials. Following a demonstration on basic masonry repairs and pointing with lime-based mortar, session attendees will have the option of getting some hands-on experience in making repairs to masonry pieces and mixing/installing lime-based mortar on sample panels.

Downtown Design Review - Todd Zeiger – Salons E+F

Design review, the issues you fear most: windows and signs. This does not have to make your blood run cold. Todd will smooth the way for you and your downtown properties owners by discussing the best practices for downtown design review.

Walking tour of Downtown Toledo – Paul Sullivan - Lobby

Here is your chance to take a stroll through Downtown Toledo with historian and architect Paul Sullivan. The tour will include stops at the Valentine Theatre, Madison Avenue Historic District, and the historic downtown waterfront. Visit some normally unseen spaces and one of the earliest certified-rehabilitation projects in the state.

Warehouse District tour – Paul Sullivan - Lobby

Starting at the corner of Monroe & Summit Streets, take a tour of one of Toledo's greatest success stories. The Warehouse District is a shining example of public and private investment to revitalize a downtown commercial district. With the addition of Fifth-Third Field and warehouse loft spaces, the Warehouse District has become a downtown destination for food, libations, and entertainment. Tour stops include loft space, downtown farmers' market, Fifth-Third Field, and Mudhen's offices.

Ditching the Velvet Ropes: New Ideas for House Museums and the Organizations that Run Them – Dana Groves & Jenifer Belt – Indiana Room

As the traditional revenue streams for house museums continue to dry up, organizations are seeking new ways to sustain their operations. Learn about innovative approaches and programs select organizations have embraced to not only preserve their historic community landmarks, but to generate additional income.

Tours = Education + Advocacy + Revenue – Kevin Rose – Salons C+D

An annual walking tour series fosters pride, encourages tourism, and creates advocates in your local community (not to mention an additional revenue source for your organization!). Anyone can develop and manage a successful series, so why don't you? Join us for this workshop with tour expert Kevin Rose as he discusses the how, what, where, when, and why of developing a successful tour series, including how to plan tours, recruit volunteers, and attract participants.

Alphabet Soup – Lisa Patt-McDaniel – Salons C+D

Navigating the abbreviated world of community and economic development organizations can be a chore and still leave you wondering what exactly do these organizations do? Find out who these organizations are, what they offer, and how these organizations could benefit your community.

Show Me the Money – Salons C+D

Here is your opportunity to meet with representatives from a variety of programs that you can use to fund your downtown revitalization efforts. Funding that you may not know about is available for streetscapes, building preservation, community development, parks, and many others. Come meet the program leaders and see how they can help your projects succeed!

Presenters

- Nathan Bevil – Certified Local Government
- Chris Spellmire – USDA
- Deputy Treasurer Bill Bishilany - ECO-Link
- Shyna Gawell – ODOT
- Carol Guercio – ODOD
- Angela Kwallek Evans - Toledo Foundation

Main Street 101: Marketing – Cindy Czubko & Kristi Trevarrow – Ashley Room

While events are an important part of any revitalization strategy, learn how to successfully market your district 365 days a year. The marketing committee should help brand the district and develop a consistent image, market the district year round and identify a series of events that bolster the image and help drive sales in local businesses.

Main Street 101: Operations – Danielle Steinhauser & Jeff Siegler - Ashley Room

A well-structured organization is necessary to implement business development strategies, physical improvements, marketing, and commercial district revitalization projects. We'll explain the basics of establishing and running a program and draw connections among all four points of the Main Street Approach. Learn all aspects of organizational structure, including the roles of the board, the organization committee, and the executive director in volunteer recruitment, fund raising, public relations, and more.

Main Street 101: Design – Aaron Domini & John Grossman – Ashley Room

Good design doesn't happen by accident and every successful downtown depends on good design to attract people and business. Join us and learn from Ohio experts what can be done to make your district friendly, inviting and aesthetically appealing. This session will cover the treatment of public space, design education and design regulation.

Main Street 101: Development – Della Rucker & Craig Gossman – Ashley Room

The primary responsibility of a Main Street economic restructuring committee is to reverse the cycle of disinvestment by increasing investment in infrastructure, property, and businesses. Improving the commercial dynamics of your Main Street requires activities such as hands-on business assistance, streamlining the real estate development process and coordinating and communicating incentives.