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HERITAGE OHIO  
ANNUAL REPORT

17



# REVITALIZATION

## OHIO MAIN STREET PROGRAM

2017 proved to be a fantastic year for the Ohio Main Street Program. Quarterly Revitalization Series trainings were well attended and included an interesting array of topics. Public speaking, social media, and time management, held in Millersburg; event planning, networking, and fundraising, held in Piqua; grownup places to play and the National Register of Historic Places, held in Lakewood; and the Main Street Refresh, held in Wooster all played a role in continuing the education of our Ohio Main Street programs and their revitalization efforts. Heritage Ohio's State Conference was held in Columbus in October. Of the 23 Main Street Programs in Ohio, 17 achieved National Accreditation which reflects the continued level of excellence among our Ohio Main Street communities. Lastly, we welcomed one new community into the Ohio Main Street program. We were proud to welcome Middletown in 2017 and look forward to another successful year with the Ohio Main Street program.

## DOWNTOWN AFFILIATE PROGRAM

The Downtown Affiliate Program continues to grow and improve and has become a very effective tool for assisting communities with capacity building efforts and striving to become Main Street Communities. Affiliate Level Communities continued to take advantage of the workshops and webinars offered throughout the course of the year and made the most of the resources available to them. Affiliate program managers took advantage of an inclusive networking at the Heritage Ohio State Conference in 2017. Spending the day networking with Ohio Main Street Program Executive Directors provided an invaluable experience for everyone. There are a total of 30 communities participating at the Downtown Affiliate level, and in 2017 we welcomed 6 new programs.



## REINVESTMENT STATISTICS

Total Private Investment	\$1.49 billion
Total Public Investment	\$153 million
Total Investments	\$1.65 billion
Net new businesses	1,392
Net new jobs	4,510 Full-Time/4,647 Part-Time
Total cost per new full-time job created	\$11,609
Reinvestment ratio	\$31.00 to \$1.00
Volunteer hours donated	over 1 million
Value of volunteer hours donated	\$25 million



## DOWNTOWN WORKS

Thanks to an innovative partnership with Franklin County Economic Development, Heritage Ohio has been providing specialized technical service and support to Franklin County communities outside of the city of Columbus since 2015. We have been working closely with Worthington, Westerville, Grove City, and Hilliard and continue to reach out to the communities surrounding the capital city. Some of the services that we have provided through this program include specialized training, networking opportunities, strategic planning, organizational capacity building, work planning, and board development.

## DOWNTOWN ASSESSMENT RESOURCE TEAM VISITS

Downtown Assessment Resource Team Visits or DART visits are two-day intensive visits to launch a community on their path to successful downtown revitalization and are a required step on the path to becoming an Ohio Main Street Community. We were very busy in 2017 helping communities around the state get a plan in place to preserve and revitalize their downtowns.

DART visits were held in: Wellington, Franklin, Greenfield, Buckeye Lake, Cuyahoga Falls, and Circleville.



## RETAIL IS DETAIL

Heritage Ohio obtained a USDA grant to provide retail coaching to five Downtown Affiliate Communities working with Deb Miller of Boulevard Strategies. The communities chosen to participate in this round were Xenia, Sidney, Wellington, Ashland, and Ravenna. Businesses in each of these communities will, over the course of the program, receive coaching in topics relevant to increasing their success as a small business in their community. This is the third grant we've received from USDA to help small business owners in rural communities. The project will conclude in December 2018.





# PRESERVATION

## DOLLARS AND SENSE OF BUILDING REHABILITATION

This one-day workshop educates property owners and economic development professionals on how the federal and state historic tax credits work. The workshop was held in Toledo in January.

## TAX CREDIT COFFEES

Our tax credit coffees are high-energy intense doses of learning about incentives for historic building rehabilitations. We completed four one-day sessions, visiting 15 communities.

## FIRST EVER SASH MOB

We teamed up with Habitat for Humanity of Greater Cincinnati, Marsh Building Products, Marvin Windows & Doors, and Community Matters, as well as our favorite historic windows guru, Jim Turner, in May to hold a weekend workshop covering two project sites. Attendees learned all about the ins and outs of reconditioning and weatherizing old wooden windows, while helping two deserving local Cincinnati nonprofits.

## HERITAGE OHIO EASEMENT PROGRAM

We accepted our 12th easement on the H.C. Godman Co. Building, a historic Columbus property, in December. Heritage Ohio currently holds easements on historic commercial buildings in 5 communities. Our stewardship of the easements includes annual monitoring visits, as well as maintenance consultations as needed.

### TAX CREDIT COFFEES

Circleville	Lima
Chillicothe	Jackson
Washington Court House	McArthur
London	Logan
Upper Sandusky	Millersburg
Kenton	Canton
Wapakoneta	Akron
	Ravenna







### INDOW WINDOWS

In October, we announced a special partnership with Indow Windows: the *Save Ohio's Historic Windows* campaign. Throughout 2018, Indow will donate 10% of any Indow purchase made in Ohio to Heritage Ohio, to further our mission.

### THE YOUNG OHIO PRESERVATIONISTS

YOP hosted 16 events in 2017, including movie nights at historic theaters, visiting the Anti Saloon League Museum in Westerville, tours of historic structures, and an energetic lecture from McMansion Hell blogger, Kate Wagner. Group organizers continue to prioritize attracting new audiences to the historic preservation and providing support to emerging preservationists. With support from Schooley Caldwell architects the Young Ohio Preservationists were able to offer scholarships to emerging preservation leaders Erin Claussen and Matthew Rubin to attend the Heritage Ohio annual conference and present on their work in Toledo. You can keep up with the Young Ohio Preservationists on Facebook and Instagram and enjoy their regular content.





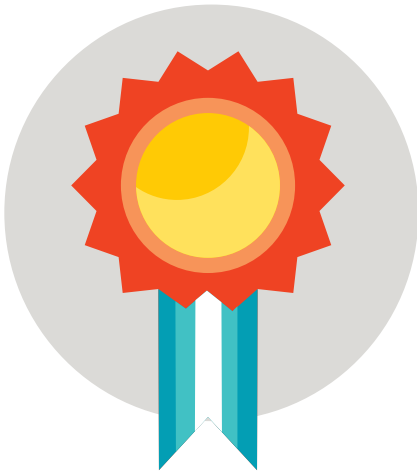
# ADVOCACY

## JOHN H CHAFEE AWARD

The highlight this year was national recognition of Heritage Ohio's leadership on the national stage in advocacy efforts for historic preservation and in particular the fight to save the federal historic tax credit. In November Heritage Ohio was awarded the John H Chafee Award at the National Trust for Historic Preservation Conference in Chicago.

## WORKING WITH WASHINGTON

In preparation for the anticipated tax reform challenge, Heritage Ohio, with our friends and supporters secured the endorsement of 13 of 16 Ohio congressional representatives for HR 1158 and 1 of 2 Senators co-sponsorship of S 425 both the Historic Tax Credit Improvement Act of 2017. During the fall of 2017, Heritage Ohio coordinated calls with advocates across the state to ensure that newspaper editorials and city council resolutions were being produced and forwarded to our Ohio delegation in Washington.







### STATEHOOD DAY

Heritage Ohio joined a coalition of history advocates at the Statehouse on March 1st. The state's birthday is the perfect time each year for history advocates to come together (on or near March 1) to help showcase the importance of Ohio's history, and how history, historic preservation and the organizations that help provide access to Ohio's rich history benefit the Buckeye State.

### HISTORIC TAX CREDIT DINNERS

Heritage Ohio hosted two Historic Tax Credit Dinners in Toledo and Springfield. These dinners are an opportunity to showcase historic tax credit projects with our elected state representatives. Seeing projects come to fruition shows how an abstract tax credit truly changes a neighborhood and provides increased tax revenue.

### ADVOCACY VISITS AND TOURS

Cincinnati staff from Senators Brown and Portman's offices, as well as staff from Congressmen Chabot and Wenstrup's offices toured historic tax credit projects in Over-the-Rhine and Congressman David Joyce visited the Steele Mansion in Painesville, to learn more about how critical historic tax credits are to rehabilitation projects. Heritage Ohio made calls and DC visits in the spring and summer to support National Park Service deferred maintenance in Ohio.

"Save  
Historic Tax  
Credits!"







## OTHER EVENTS AND PARTNERSHIPS

### THE WINDING ROAD

A heritage tourism project was initiated by Ohio Hill Country Heritage Area for Southeast Ohio, to grow their local economy by enhancing authentic local experiences through outdoor adventure, food, lodging and history. A one day conference was held at Burr Oak Lodge to engage more conversations through these various businesses and nonprofit sectors.

### CREATIVE OHIO


A special one-day convening was held December 4th in conjunction with our partners: Ohio Arts Council, Ohio humanities Council, Ohio History Connection, and Ohio Arts Council

### APPALACHIA HERITAGE LUNCHEON

The 7th Annual Appalachia Heritage Luncheon was held in partnership with Ohio Hill Country Heritage Area on December 12th at the Ohio Statehouse. This annual event celebrates the successes of people, projects, and businesses located in Southeastern Ohio's Appalachia Region.







Teamwork is the ability to work together toward a common vision.

The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

– Andrew Carnegie

## WEBINARS

Heritage Ohio offers monthly webinars on many topics throughout the year. We had a lot of great webinars in 2017 including topics such as "Using Google for Local Business", "Fire Awareness & Prevention Downtown", and "Financing Historic Theater Redevelopment."

## ANNUAL CONFERENCE AND AWARDS CEREMONY

Student Preservationist Conference Scholarship -Thanks to the generosity of former Trustee Glenn Harper, we were able to offer a conference scholarship for an emerging leader in the preservation field.

Scenic Ohio - This year Heritage Ohio partnered with Scenic Ohio to present a joint awards program to recognize the scenic downtowns of Chillicothe, Granville, Marietta, Oxford, & Zoar.

Emerging Professionals Scholarship - With support from Schooley Caldwell architects, YOP was able to offer scholarships to emerging preservation leaders Erin Claussen and Matthew Rubin to attend and present on their work in Toledo.



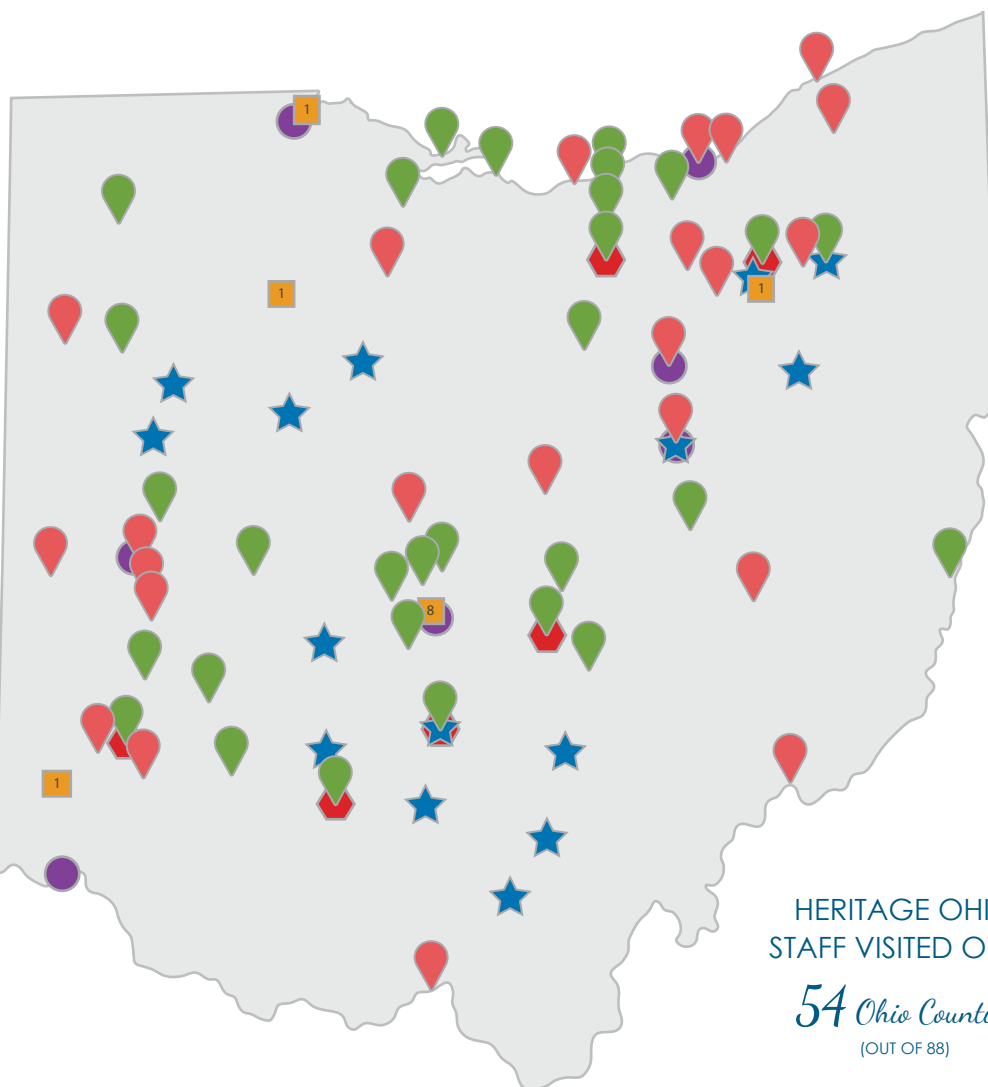
# 2017 OUTREACH

## OHIO MAIN STREET COMMUNITIES

Cambridge Main Street  
 Chardon Tomorrow  
 Downtown Middletown  
 Downtown Painesville  
 Downtown Tipp City Partnership  
 Historic Downtown Cleveland  
 Historic Downtown Millersburg  
 LakewoodAlive  
 Marietta Main Street  
 Main Street Delaware  
 Main Street Greenville  
 Main Street Kent  
 Main Street Lebanon  
 Main Street Medina  
 Main Street Mount Vernon  
 Main Street Portsmouth  
 Main Street Tiffin – SIEDC  
 Main Street Van Wert  
 Main Street Vermilion  
 Main Street Wadsworth  
 Main Street Wooster  
 Mainstreet Piqua  
 Troy Main Street

## DOWNTOWN AFFILIATE COMMUNITIES

Ashland Main Street  
 City of Circleville  
 City of Coshocton  
 City of Cuyahoga Falls  
 City of Franklin  
 City of Martin's Ferry  
 City of Newark  
 City of Olmsted Falls  
 CityWide Development (Dayton)  
 Defiance Development & Visitors' Bureau  
 Destination Ravenna  
 Downtown Delphos Development Association  
 Downtown Fremont  
 Downtown Xenia Now  
 Historic Downtown Sandusky  
 Lorain Growth Corporation  
 Main Street Amherst  
 Main Street Port Clinton  
 Main Street Wilmington  
 Main Street Wellington  
 Monument Square District (Urbana)  
 Oberlin Business Partnership  
 Our Town Coshocton  
 Sidney Alive



HERITAGE OHIO  
 STAFF VISITED OVER

*54 Ohio Counties*  
 (OUT OF 88)

Village of Greenfield  
 Village of Somerset

## DOWNTOWN WORKS

Destination Hilliard  
 Grove City Town Center  
 Old Worthington Partnership  
 Uptown Westerville

## EASEMENTS

Akron – Naval & Marine Corps Reserve Center  
 Columbus – H.C. Godman Company Building  
 Columbus – The Historic Columbia Building  
 Columbus – The Historic Del Monte Apartments  
 Columbus – The Julian & Kokege Company Building  
 Columbus – Municipal Light Plant Building  
 Columbus – Ohio Finance & Gaetz Music House Buildings

Columbus – Stoddart Block & Zettler Buildings  
 Columbus – Yuster Building  
 Findlay – Rawson Block  
 Hamilton – The Historic High Street Commercial Block Building  
 Toledo – The Toledo Club

## HERITAGE OHIO WORKSHOPS

Cincinnati -- Sash Mob Weekend  
 Columbus --Annual Conference  
 Lakewood -- Design Rev. Training  
 Millersburg -- Organization Rev. Training  
 Piqua -- Promotion Rev. Training  
 Toledo --Dollars and Sense  
 Wooster -- Economic Vitality Rev. Training

## TAX CREDIT COFFEES

Circleville  
 Chillicothe  
 Washington Court House

London  
 Upper Sandusky  
 Kenton  
 Wapakoneta  
 Lima  
 Jackson  
 McArthur  
 Logan  
 Millersburg  
 Canton  
 Akron  
 Ravenna

## DART VISITS

Buckeye Lake  
 Circleville  
 Cuyahoga Falls  
 Franklin  
 Greenfield  
 Wellington



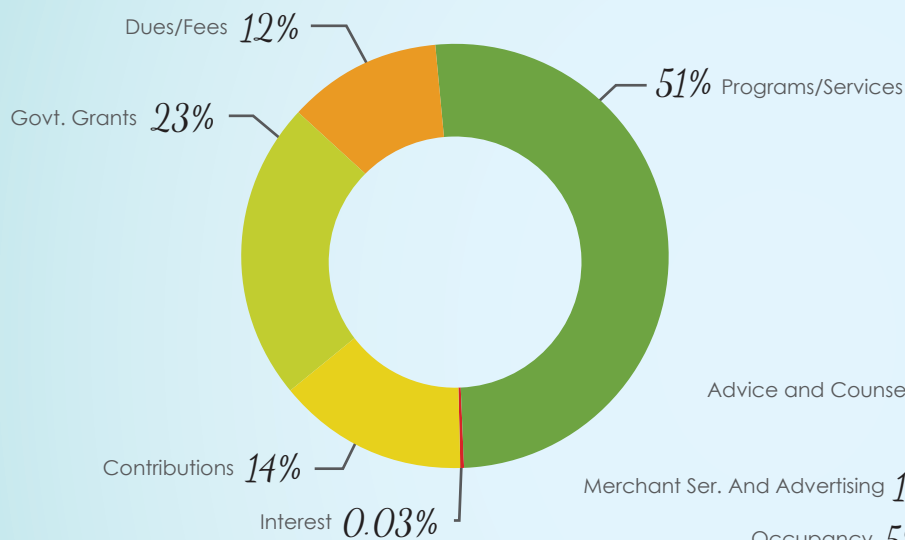
892 People  
ATTENDED  
IN PERSON

790 People  
ATTENDED  
DIGITALLY

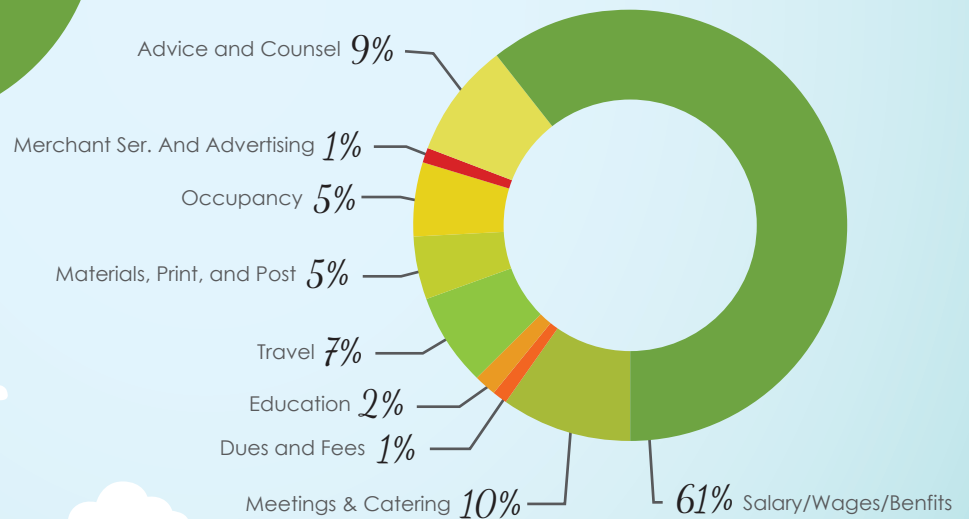
1,682 People  
ATTENDED OUR EVENTS

171 Hours  
EDUCATION  
PROVIDED

## INCOME



## EXPENSES



33,618 Miles

DRIVEN IN-STATE BY HERITAGE OHIO STAFF





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Thank you to all of our members, donors, and sponsors. With your support, we can save the places that matter, build community, and live better.

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 City of Chardon  
 City of Chillicothe  
 City of Cleveland  
 City of Defiance  
 City of Delaware  
 City of Greenville  
 City of Hubbard

City of Hudson  
 City of Kent  
 City of Lakewood  
 City of Lebanon  
 Village of Lewisburg  
 City of Lima  
 City of Marietta  
 City of Medina  
 Village of Millersburg  
 City of Mount Vernon  
 City of Norwalk  
 City of Oberlin  
 City of Oxford  
 City of Painesville  
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 City of Port Clinton  
 City of Portsmouth  
 City of Tiffin  
 City of Tipp City  
 City of Troy  
 City of Van Wert  
 City of Vermilion  
 City of Wadsworth

City of Washington Court House  
 City of Waterville  
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 Village of Woodsfield  
 City of Wooster  
 City of Zanesville

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 Canton Development Partnership  
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 Cleveland Restoration Society  
 Community Matters  
 Decorative Arts Center of Ohio  
 Destination Downtown Lancaster  
 Destination Hudson  
 Detroit Shoreway Community Development  
 Downtown Lima  
 Downtown Marion  
 Fostoria Area Chamber of Commerce  
 German Village Society

The Gloria Theatre  
 Grand Theatre Restoration Project  
 GrandWorks Foundation  
 Henry County Economic Development  
 Historic Bear's Mill  
 Ironton-Lawrence County CAO  
 Kenton Historic Court House District  
 Lisbon Area Chamber of Commerce  
 Mantua Downtown Revitalization Corporation  
 Mantua Restoration Society  
 Maumee Valley Planning Organization  
 Meigs County Economic Development  
 Ohio Mid-Eastern Governments Association  
 Paulding County Economic Development  
 Peoples Bank Theatre  
 Tiffin Historic Trust  
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 The Turner Foundation  
 Unionville Tavern Preservation Society  
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 Ursuline College  
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## TAX ASSET EQUITY FOR HISTORIC PRESERVATION

We have a variety of products, including proprietary funds, to meet the needs of project developers. Please contact us for more information.



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## OUR MISSION

As Ohio's official historic preservation and Main Street organization, Heritage Ohio fosters economic development and sustainability through preservation of historic buildings, revitalization of downtowns and neighborhood commercial districts, and promotion of cultural tourism.

We strive to help Ohioans to save the places that matter; build community; live better.

## HERITAGE OHIO'S BOARD OF DIRECTORS

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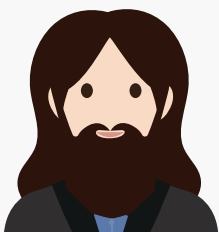
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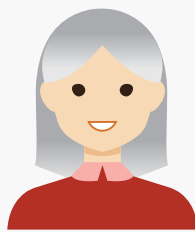
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