

HERITAGE OHIO
ANNUAL REPORT

18



### REVITALIZATION

#### **OHIO MAIN STREET PROGRAM**

Growth and maturation were hallmarks in 2018 for the Ohio Main Street Program. Many programs have held strategic planning sessions to increase their future planning abilities, incorporate the Main Street Refresh approach from the National Main Street Center, and to strengthen board development. This year we welcomed back to the Ohio Main Street Program, Main Street Wellington. Efforts from this fantastic organization and community meant that they were able to make application and join the ranks again as an accredited Ohio Main Street Program. Congratulations to all of our Ohio Main Street programs for a year of excellence.

#### **DOWNTOWN AFFILIATE PROGRAM**

Heritage Ohio's Downtown Affiliate program is growing by leaps and bounds as communities across the state have brought us in on Downtown Assessment Resource Team (DART) visits and have begun the one-year process to develop best practices and work toward becoming full Ohio Main Street Programs. New Downtown Affiliate programs are using resources at a record level as they are also implementing the Main Street Refresh approach brought down by the National Main Street Center. Following DART visits, new Downtown Affiliate programs have a dedicated group working on a set plan for developing strong organizations focusing on downtown revitalization. Along with support from Heritage Ohio, these communities are striving to be the best of the best. Of the 9 communities participating in DART visits in 2018 there were 5 communities that were newly added to the Downtown Affiliate program, including Chillicothe, Bedford, Louisville, Bryan, and Akron's Kenmore District. A big congratulations to all Downtown Affiliate programs working hard and implementing the tried and true four-point approach.

# NEW IN 2018 OHIO MAIN STREET COMMUNITIES Wellington Ravenna DOWNTOWN AFFILIATES Chillicothe Bryan Bedford Akron Kenmore Louisville Lima Ashtabula

#### REINVESTMENT STATISTICS

Total Private Investment
Total Public Investment\$272,044,848
Total Investments\$1,929,856,911
Net new businesses
Net new jobs 5,064 Full-Time/5,063 Part-Time
Total cost per new full-time job created\$14,214
Reinvestment ratio
Volunteer hours donatedover 1 million
Value of volunteer hours donated
Jan 1998 - Dec 2018





#### **REVITALIZATION SERIES TRAINING**

It has been an exciting year for training as we held four Revitalization Series Trainings in 2018. The first focused on Promotion and was held in Kent. This was an exciting, out of the box, training on promotional events to bring communities back to their downtowns and keep them coming. Second, we were in Marietta for Design. In a beautiful downtown working toward increasing their own design standards and local protection, we learned from local experts how to incorporate design into daily life in our downtowns. Delaware graciously hosted us and focused on Economic Vitality. Seeing the constant evolution of such a small downtown gave Main Streets across the state examples of potential vibrancy in spite of local challenges. Lastly, we were in Painesville for Organization training. Learning all the ways in which the full community can be incorporated into our downtown organizational efforts means increases in funding and volunteer engagement.

#### **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 2018 helping communities around the state get a plan in place to preserve and revitalize their downtowns. A big thank you to staff and volunteers across the state who have participated on DART visits this year.

DART visits were held in: Paulding, Chillicothe, Bedford, Olmsted Falls, Coshocton, Louisville, Bryan, Defiance, and Akron's Kenmore District.





#### **RETAIL IS DETAIL**

Retail is Detail was a program Heritage Ohio provided to five Downtown Affiliate communities supported by a USDA Rural Business Enterprise Grant. Business coaching was provided to three businesses in the communities of Xenia, Sidney, Ravenna, Wellington, and Ashland. Wellington and Ravenna have since moved up to the Ohio Main Street Program level.



# **PRESERVATION**

#### TAX CREDIT COFFEES

Our tax credit coffees give owners of historic resources the building blocks of knowledge they need to tackle a building rehabilitation using tax incentives. We partner with Ohio Development Services Agency and the State Historic Preservation Office to connect the staff responsible for administering the programs with the building stakeholders interested in learning more about the process. We've been actively traversing the state for a few years now to provide these learning opportunities, and in 2018 we visited 16 communities, providing an intro to tax credit incentives.

#### HERITAGE OHIO EASEMENT PROGRAM

We accepted our 13th and 14th easement donations on historic buildings in downtown Columbus, including one of downtown's oldest buildings. The easement donations added to properties we monitor in Akron, Findlay, Hamilton, Toledo, and Columbus.

The Easement Committee and the Board of Trustee embarked on a yearlong review of the organization's easement policies and procedures, eventually approving a document that will facilitate all aspects of Heritage Ohio's easement program.

#### PRESERVATION MONTH ACTIVITIES

We struck up a new partnership with the National Alliance of Preservation Commissions for our 2018 webinar series, focused on best practices for design review boards. Webinar topics for the series included legal basics, meeting procedures, standards and guidelines, preservation planning, and public support and community outreach. We're grateful for the generous sponsorship support of the State Historic Preservation Office of the Ohio History Connection to make the series possible.

Our 9th Annual Preservation Month Photo Contest with the theme "This building isn't empty...it's full of opportunity!" attracted some stunning entries and some very competitive voting! Congratulations to Ashley Combs for her winning entry





One of the most important roles Heritage Ohio plays is building and maintaining relationships with elected officials, making sure they know how various programs work to save the places that matter.

#### **NATIONAL ADVOCACY WEEK**

In mid-March, Ohio had a delegation of 10 individuals visit with all 16 congressional representatives and our two senators, to thank them for saving the federal historic tax credit in 2017. Rep Gibbs (OH-7) was recognized as one of the champions of the Historic Tax Credit. We were back on the Hill again in June, visiting with 10 of our Ohio representatives.

#### STATEHOOD DAY

Heritage Ohio joined a coalition of history advocates at the Statehouse on February 28th. We held 11 visits with state senators and representatives, sharing with them the success stories of the Ohio Main Street Program and Ohio Historic Preservation Tax Credits.





# **AWARDS & RECOGNITION**

#### THE OHIO HISTORY CONNECTION PUBLIC EDUCATION AND AWARENESS AWARD

Heritage Ohio is thrilled to join the Ohio History Connection in recognizing Joyce Barrett, our very own executive director, who was awarded the Public Education and Awareness Award for her extraordinary work to protect and retain the Historic Rehabilitation Tax Credit Program.

Joyce Barrett led the statewide effort to save the federal Historic Tax Credit when it was threatened with elimination in the fall of 2017 during federal tax reform efforts. As soon as it was known that the tax credit was not included in the House of Representative's first draft of tax reform legislation, Joyce sprang into action, convening weekly strategy conference calls with dozens of supporters across the state. She had editorials placed in key newspapers to educate about the importance of the tax credit and the threat to it. She engaged the National Trust for Historic Preservation to recommend Ohio-specific action items based on leadership roles of our legislators.

Joyce prepared and distributed many advocacy tools for use by a variety of groups, such as resolutions for city governments and sample letters to be written by tenants of tax credit-rehabilitated buildings, and compiled large amounts of data that proved the power of the tax credit and its impact on Ohio communities. Joyce activated Heritage Ohio members, trustees, and supporters to make calls and visits to legislators. She provided guidance to citizens about how to contact their legislators and how to express concern.

Joyce was the champion that the historic preservation community needed at a very critical time. She utilized partnerships effectively to maximize her impact. She leveraged her network in order to reach and influence the Ohio legislators that could make a difference in this process. Ultimately, at the end of December, the tax credit was saved! It was included in the final Senate tax reform bill with relatively small changes and the bill was signed into law by the President.

The Historic Tax Credit has been an important preservation and revitalization tool in Ohio and across the country for over forty years. To lose it would have been a devastating blow to historic communities large and small. Joyce's advocacy, education, and awareness activities are usually energetic and effective, but last fall they were particularly outstanding. This award was a symbol of recognition and appreciation for her efforts to save the Historic Tax Credit.



## OTHER EVENTS AND PARTNERSHIPS

Professional partnerships keep Heritage Ohio relevant and engaged beyond our Ohio borders.

#### MIDWEST PRESERVATION PARTNERS

In February 2018, Heritage Ohio collaborated with Cleveland Restoration Society to host the Midwest preservation partners for their regional meeting in Cleveland. Preservation leaders from Minnesota, Illinois, Indiana, New York, and Michigan discussed common issues we face in the Midwest.

#### NATIONAL PRESERVATION PARTNERS NETWORK

In June, Heritage Ohio co-hosted with the Cincinnati Preservation Association the inaugural meeting of the National Preservation Partners Network. Preservationists from across the country (including Guam) congregated in Cincinnati to discuss the future of preservation at the state, local and regional levels.

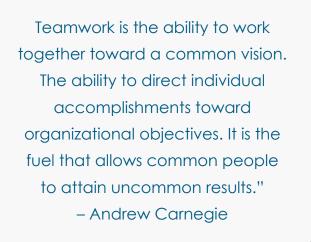
The National Main Street Center also hosts coordinators meetings twice a year, which were held in Kansas City and San Francisco.

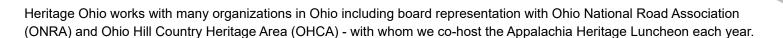












#### **WEBINARS**

Heritage Ohio offers monthly webinars on many topics throughout the year. We had many great webinars in 2018 including topics such as "Developing a Request for Proposal," "Opportunity Zones," and "Funding for Historic Preservation."

#### ANNUAL CONFERENCE AND AWARDS CEREMONY

Heritage hosted our Annual Revitalization and Preservation Conference and Awards Ceremony in the great City of Cleveland in 2018. We were thrilled to have Donovan Rypkema, a world-wide expert in the economics of historic preservation, returned as a keynote and crowd favorite. The annual awards ceremony took place at the fabulous historic Allen Theater and we were thrilled to honor and celebrate those who are saving places and building communities across Ohio.









# 2018 OUTREACH

#### **OHIO MAIN STREET** COMMUNITIES

Cambridge Main Street

Chardon Tomorrow

Historic Downtown Cleveland

Main Street Delaware

Main Street Kent

LakewoodAlive

Main Street Lebanon

Marietta Main Street

Main Street Medina

Downtown Middletown

Historic Downtown Millersburg

Main Street Mount Vernon

Downtown Painesville

Organization

Mainstreet Piqua

Main Street Portsmouth

Main Street Ravenna

Main Street Tiffin - TSEP

Downtown Tipp City Partnership

Troy Main Street

Main Street Van Wert

Main Street Vermilion

Main Street Wadsworth

Main Street Wellington

Main Street Wooster

#### **DOWNTOWN AFFILIATE** COMMUNITIES

Main Street Amherst

Ashland Main Street

Ashtabula Downtown **Development Association** 

Lift Bridge Community Association

City of Bedford

City of Bryan

City of Circleville

Downtown Chillicothe

Our Town Coshocton

City of Cuyahoga Falls

CityWide Development (Dayton)

Defiance Development & Visitors

Downtown Delphos Development Association

City of Franklin

Downtown Fremont

Village of Greenfield

Main Street Greenville

Kenmore Neighborhood Alliance

Downtown Lima

Lorain Growth Corporation

City of Louisville

Project Forward (Martins Ferry)

Newark Development Partners



Oberlin Business Partnership

City of Olmsted Falls

Village of Paulding

Main Street Port Clinton

Sidney Alive

Monument Square District (Urbana)

Main Street Wilmington

Downtown Xenia Now

#### **DOWNTOWN WORKS**

Grove City Town Center

**Destination Hilliard** 

Uptown Westerville

Old Worthington Partnership

#### **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 & Kokenge Company Building

Columbus - Municipal Light Plant

Columbus - Ohio Finance & Gaetz Music House Buildings

Columbus – Stoddart Block & Zettler Buildings

Columbus - Yuster Building

Columbus – Hayden Buildings

Columbus – Standard & Winders **Buildings** 

Findlay – Rawson Block

Hamilton – The Historic High Street Commercial Block Building

Toledo - The Toledo Club

#### HERITAGE OHIO WORKSHOPS

Cleveland - Annual Conference

Delaware – Economic Vitality

Painesville - Organization

Kent - Promotion

Marietta - Design

#### TAX CREDIT COFFEES

Ashtabula

Batavia

Caldwell

Chardon

Cleveland Heights

Eaton

Franklin

Greenville

McConnelsville

Painesville

Ripley

St. Clairsville

Troy

Wilmington

Woodsfield Xenia

#### **DART VISITS**

Bedford

Bryan

Chillicothe

Coshocton

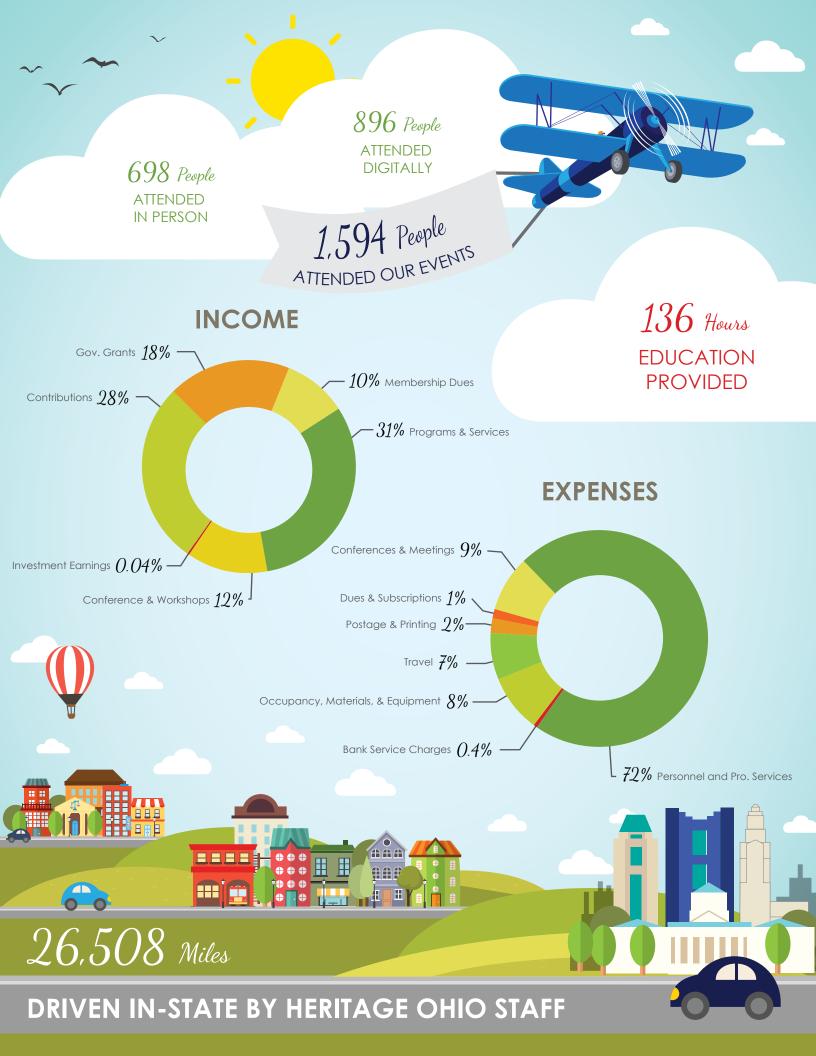
Defiance

Akron's Kenmore District

Louisville

Olmsted Falls

Paulding





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City of Alliance City of Bellbrook City of Bellevue City of Cambridge City of Canal Fulton City of Chardon 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
City of Middletown
Village of Millersburg
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Partnership

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Society

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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.

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