



# REVITALIZE OHIO

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## REVITALIZE OHIO

Summer 2017

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HeritageOhioMainStreet

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## ON THE COVER



Historic Goetz Tower located on the corner of Main Street and Central Ave in downtown Middletown, a restoration project by Coon Restoration.



## DIRECTOR'S NOTE

As you can see on the cover of this issue, we welcomed Middletown into the Ohio Main Street family this spring. Middletown is located in Butler County, in the southwest corner of Ohio, with a population under 50,000. They have many assets, an enthusiastic board, and lots of work ahead of them. As with each community we work with, we learn from them, they learn from us. The Ohio Main Street network is our strength.

In May, we held our first "Sash Mob," a hands-on weekend-long workshop in window rehabilitation. What was special about this workshop, was not just empowering more people to repair their windows, it was repairing the windows in two buildings in the Lower Price Hill neighborhood on the west side of Cincinnati. Partnerships are so important to getting more work done in Ohio, and in Cincinnati we worked with Habitat for Humanity of Greater Cincinnati, and Community Matters to provide rehabilitation to projects in need. Our title sponsors, Marsh Building Products and Marvin Windows and Doors, made the weekend possible. Moreover, we always give a shout out to Jim Turner, Turner Restoration, our trainer extraordinaire, not just a guy who does windows, but a guy who knows how to teach and build confidence in what we do.



**Joyce Barrett,**  
Executive Director of Heritage Ohio



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Columbus, Ohio, October 16-18, 2017

## DATES TO REMEMBER

### Young Ohio Preservationists Books & Brews

**Book: *Wrestling with Moses***

Grow! Columbus

June 19

### Historic Tax Credit Coffees

Upper Sandusky, Kenton, Wapakoneta, Lima

June 19

### Rust Belt Takeover

Rochester, NY

July 14-15

### Heritage Ohio Board Meeting

Kelleys Island

August 11

### Quarterly Revitalization Workshop & Director's Roundtable: Main Street Refresh

Wooster

September 6-7

For more information about upcoming events visit us at [heritageohio.org](http://heritageohio.org)

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ATTORNEYS



# Meet a Main Street Director

Heather Dorsten of Downtown Tipp City

Heather Dorsten joined The Downtown Tipp City Partnership in May of 2014.

Heather was born in Vandalia on the northern edge of Dayton. Following college, Heather shifted her career focus and became manager of the Troy Strawberry Festival in 2011. The position allowed her to gain valuable experience which she still uses in her current position.

As executive director of Downtown Tipp City, Heather says working with volunteers is her favorite part of her job. "I have made lasting friendships in this town that I never felt in past positions. Everyone cares so deeply for the revitalization of our historic district and that energizes me every day."

Reflecting on her position, she states, "I have always found myself to be a bit quirky in general, but I'm finding that most Main Street [executive directors] are. We are cut from our own fabric, creative, and we are all very dedicated to our towns and what we do. I personally feel like I was meant to do this job because of how I can relate to people, plan creative events, and follow through with anything I put my mind to. I feel very blessed that my job meets my passion."

Looking to the future, Heather would like to continue to increase foot traffic in the downtown from residents and visitors alike. She would like to focus on making the downtown desirable for young adults so they continue to make the investments necessary to make Tipp City thrive.

Asked what she would do in Tipp City if a magical blank check appeared (wouldn't we all love that!), Heather said she would love to reopen the Tipp City Opera House in the



Photo by Courtney Denning

Visit  
Tipp City

downtown. "It is a beautiful building ... I have a vision that it could be used for parties, meetings, and performances."

Heather married her husband, Robert, 9 years ago. They live on their farm with their son, Henry, as well as one dog, a few cats, goats, chickens, honeybees, ducks, and a mini-pig named Hamilton.

When not working downtown, Heather co-manages Angry Hippie Farms, as well as serving as the choir director, praise team leader, and bluegrass band member at Polk Grove United Church of Christ.

Welcome to the Ohio Main Street family, Heather!

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# Downtown Middletown Joins The Ohio Main Street Program

Heritage Ohio Welcomes 23rd Main Street Community

On February 12, 2017, on a bustling Monday in downtown Middletown, a group of over 40 community leaders, city officials, downtown Middletown business, and building owners gathered to hear if Middletown would be Ohio's newest Main Street Community. Frances Jo Hamilton, Director of Revitalization with Heritage Ohio, happily delivered the news that Middletown had been accepted to the program. Amidst cheers and celebrations was also a huge sigh of relief and accomplishment by many who had been working since 2011 to make this a reality for Middletown.

"Since 2011 our organization, Downtown Middletown, Inc. (DMI), has been working tirelessly at the affiliate level with the Ohio Main Street Program to get all of our proverbial ducks in a row to officially apply. We sent our application



to Heritage Ohio in December of 2016 to become an official Main Street community, and we got the news that we had been hoping for, that we have been accepted to the program. What better gift to give to Middletown than both state and national recognition for all of the hard work our community has been doing to revitalize," said Mallory Greenham, Executive Director of Downtown Middletown.

In addition to becoming a Main Street Program, the last few years have been filled with many successes for Downtown Middletown. They celebrated being Ohio's first Designated Outdoor Refreshment Area (DORA), completed a highly collaborative Downtown Master Plan, welcomed 23 new

businesses to their district in 2016 alone, and hosted over 20 events including the sold-out Craft Beer Walk and Women's Wine & Chocolate Walk.

Downtown Middletown appears to be primed for redevelopment. 10 new businesses have already opened downtown in 2017, with three more opening in the next two months. Coon Restoration out of Canton is working on the Geotz Tower downtown, which will offer 16 new market-rate residential units within the district. In addition to the DORA district, downtown Middletown has a Community Reinvestment Area (CRA) District, an Entertainment District (which allows for additional D5J low-cost liquor licenses through the State of Ohio), a Micro Loan Program, and a façade grant program.

Greenham added, "Although the designation seems like we have reached a finish line of sorts, the real fun is just beginning. It truly is an exciting time to be here in Middletown, there are so many people and organizations all working together to bring about real, positive change in our community. We have seen an uptick in Middletonians moving home after years of being away because they want to be a part of the movement. There's been a huge surge in young entrepreneurs investing and opening businesses here in Middletown. Revitalization takes a village, and Middletown is proving time and time again that we have what it takes, and that our community is worth investing in."







# Hamilton Easement

Our easement program has been active since 2004, when we accepted our first easement on the Rawson Block in Findlay. Over the years we've seen how the program can be adapted: we've worked with owners in a variety of communities, and we've worked with a variety of property owners, including commercial property owners, nonprofit owners, and municipalities. Additionally, easements have been placed on buildings well before a full-scale rehab has been completed, and years after a large-scale rehab was completed.

In Hamilton, we accepted an easement on the Mercantile Block in 2011 as the owner was completing a full rehabilitation. The rehabilitation and subsequent leasing of the building represented a turning point in downtown Hamilton's revitalization. Since the completion of the Mercantile Block, nearby buildings have been rehabilitated, and Hamilton's downtown is enjoying a resurgence.

Director Joyce Barrett commented on the Hamilton project: "When the building owner came in, he had a vision for upscale housing that was non-existent in the downtown at the time. There were plenty of doubters who questioned whether he could ever rent the apartments, but he created a unique living opportunity downtown, and tapped into a housing need that residents flocked to. We were excited to play a small part in downtown's resurgence by placing an easement on the Merc."

As the series of images on the right show, there's no such thing as too far gone when a building owner leverages private capital with tax incentives, and a vision for how a forgotten building can be reborn to once again play a key role in the vibrancy of its downtown.



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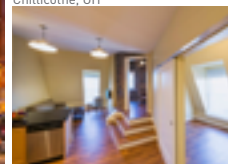


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Pictured: the Carlisle Building in Chillicothe, OH



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# Catch Up With The Young Ohio Preservationists!

## BREWS & BOOKS

The Young Ohio Preservationists have launched a book club! Every other month, we meet over locally-brewed beer or coffee to discuss a preservation related book. We will be discussing books dealing with community advocacy, museums, architecture, historic events, preservation, and more. Preservation covers a breadth of topics, and we hope our book club ensures we are informed advocates.

## EMERGING PROFESSIONAL SCHOLARSHIP

Are you working on an interesting preservation project? We want you to apply for our Emerging Professional Scholarship! Thanks to the support of Schooley Caldwell, we are hosting our 2nd annual competitive scholarship program. Recipients of these scholarship will receive complimentary registration to the Heritage Ohio Conference, 2-nights at the conference hotel, a travel stipend, and the opportunity to present! Submit your application by July 28 (application on [heritageohio.org](http://heritageohio.org)).

Follow the Young Ohio Preservationists on Facebook and Instagram to keep up with events, preservation news, and special announcements.



Photo by Stephen Newport

The Young Ohio Preservationists were honored with the Frederick J. Holdridge Outstanding Group Award by the Columbus Landmarks Foundation at their Annual Awards on May 11, 2017.

## RUST BELT TAKEOVER

Join the Young Ohio Preservationists in Rochester (July 14-16) and Detroit (October 20-22) for a Rust Belt Takeover. People passionate in preservation from around the region meet for exclusive tours of the city, local cuisine, and an opportunity to learn new tactics for preservation. There is no registration fee for Rust Belt Takeover weekends.

# Nominations Open For Our 2017 Annual Awards

New Awards Across 16 Categories!

The nomination period has begun for the 2017 Heritage Ohio Annual Awards. This year, we are accepting nominations in 16 categories, including the new Young Preservation Leader and Best Upper Floor Rehabilitation Project Awards. Recognize Ohio's leaders in revitalization and preservation for the amazing work they do.

## PLACE AWARDS

- Historic Theater of the Year
- Historic Farmstead of the Year
- Best Downtown Placemaking

## INDIVIDUAL AWARDS

- Leader in Revitalization
- Young Preservation Leader of the Year
- Preservation Hero

## PROJECT AWARDS

- Best Public/Private Partnership
- Best Public Building Rehabilitation
- Best Residential Building Rehabilitation
- Best Commercial Building Rehabilitation
- Best Upper Floor Rehabilitation

## MAIN STREET AWARDS\*

- Best Committee Project or Event
- Volunteer of the Year
- Business of the Year
- Executive Director of the Year
- Spirit of Main Street

\*Ohio Main Street Program Communities Only

Details on required materials and nomination forms can be found on our website, [www.heritageohio.org](http://www.heritageohio.org). All nominations must be received by July 17, 2017. If you have questions about submitting a nomination, please contact Frank Quinn at [fquinn@heritageohio.org](mailto:fquinn@heritageohio.org).





# Top Ten Reasons to Visit Downtown Marietta

It only takes one visit to Marietta, Ohio to absolutely fall in love. From our past to the present and looking forward to our future, the passion of Marietta's community can be felt wherever you walk. Downtown Marietta is truly the heart of our town, and although you don't need a reason to visit what we know will be your new favorite place, we've decided to give you ten anyway!

## 1. IT ALL STARTED HERE

Marietta is Ohio's First Adventure. Located at the confluence of the Ohio and Muskingum Rivers, Marietta has served as the threshold to western expansion. Established in 1788 as the first permanent settlement of the Northwest Territory, Marietta has retained its history with a large historic downtown and many Victorian era homes. As one of the oldest and most intact historic districts in southern Ohio, Marietta boasts a healthy mix of cultural sites. Museums, walking tours, and number of historic sites make the Marietta area a great place to visit for anyone looking for a weekend immersed in the past!



## 2. ADVENTURE IS OUR MIDDLE NAME

National Geographic Adventure has ranked Marietta #1 in outdoor recreation in the state of Ohio and a Top 100 Adventure Town in the U.S.. Marietta is central to six different trail systems with over 200 miles of trail in a 45-minute radius of our downtown. We are home to the North Bend Rail Trail that offers an additional 70+ miles for recreational bike riders and over 30 miles of track for mountain biking. That, paired with our location on the confluence of two rivers and adjacent to Ohio's only national forest, allows the outdoor adventurer full access to biking, hiking, kayaking, and more all within a few miles of our commercial district.



## 3. WE LOVE TO EAT

Downtown Marietta is home to over 22 eateries and restaurants, ranging from Mediterranean to Indian to Mexican to Asian Fusion and more. Marietta's craft brewery serves as an anchor for craft beer lovers while pizza lovers have their fair share of choices with a wide-variety of restaurants to choose from. Whether it's casual dining or fine dining, indoor seating or outdoor seating, a date night or a business lunch, downtown Marietta's hot spots for dining local are guaranteed to satisfy.

## 4. SHOP 'TIL YOU DROP

There is no shortage of downtown shopping - you can pick up your next pair of leather boots at the oldest family owned business in Ohio, a one of a kind outfit from a number of women's fashion retailers, or any kitchen gadget your heart desires from a downtown shop focused solely on being any cook's best friend. From antiques to primitive décor and modern home goods to kayaks and cookware and unique gifts, you can find it all in Downtown Marietta.

## 5. WE GO WAY BACK

The cultural sites in Marietta date back to before the pioneers landed on the banks of the Muskingum. The Hopewell and Adena cultures living in this area constructed earthwork and mound structures which have been preserved to this day. Most iconic is "Conus," a conical burial mound, located in Mound Cemetery. If you're visiting sites like Serpent Mound or the Newark Earthworks, you won't want to miss Marietta's diverse mound structures.

## 6. WE HAVE A HEART FOR ART

Marietta is not only home to adventurers and shoppers alike, but our arts community is strong and growing. With a handful of art galleries, full-time working studios, and photography spaces, creativity is on display in our commercial district. The passion of Marietta's artist community continues to come to life through downtown's public art program, including art murals, sculptures, and more.





## 7. FEST WITH THE BEST

Marietta's annual festivals bring thousands into downtown every year. Festivals like our Ohio River Sternwheel Festival, our Sweetcorn Festival, the Riverfront Roar, and our Rivers, Trails, & Ales Festival put our best assets on display. These signature events keep tourists coming back year after year, and locals plan family visits to Marietta during these weekends to show off just how great their hometown is.

## 8. DOWNTOWN STAYS UP LATE

Downtown Marietta claims two historic theatres, a music hall, and a diversity of nightlife that includes acoustic open mic nights, live rock music, a dance club, and a unique opportunity to party in bubbles and foam.



## 9. WE FOCUS ON WELLNESS

Managing the health of a community often times starts with the health of an individual, and downtown Marietta is chock full of opportunity to focus on mind, body, and soul. Not only can you adore ornate architecture on a handful of historic churches in downtown, but walkable access to healthy foods, smoothies, and supplements are within mere blocks. Plus, two yoga studios, a spa, and a number of medical facilities representing an array of specialties can all be found in our commercial district.

## 10. YOUR NEW BEST FRIEND IS HERE

Sure, every town has the best people, but it couldn't be more true than in Marietta. Around every corner is a friendly face ready to lend a hand. In fact, studies show that if you visit Marietta once, the likelihood of you adding us to your calendar again is 71%. Chalk it up to customer service in our commercial district being top notch and the feeling that comes from experiencing a community that cares.

# Heritage Ohio's Newest Business Member

**Western Specialty Contractors** is America's Master Craftsmen in Restoration and Preservation

Since 1915, Western has stood by dedication to quality craftsmanship. Family-owned, the company has evolved to become America's largest specialty contractor in masonry, concrete, waterproofing and facades restoration. Now, with a century of experience and more service offerings than ever before, Western Construction Group has now become a nationally-recognized Top 20 Masonry and Concrete restoration firm.

### MESSAGE FROM THE CEO:

"Western Specialty Contractors' success extends beyond the facades of the buildings we restore. It's much deeper. It starts with building relationships and taking the time to do things right.

For 100 years, we have focused on our employees and our clients as well as the innovations and changes in the industry. Without great people, we would not be able to do great work.

As a third generation owner, this is my family's business. In the time since my grandfather started Western, the family has grown to include people in over 30 offices across the country and clients with projects in major cities all over the U.S. The people who work for us and the people for whom we work, are the key to everything we do.

If you are looking for a quality firm to take on your restoration project, I invite you to look through our work or contact us to learn more."

**- Benjamin Bishop, Jr. - CEO**

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# Main Street Wooster 30th Anniversary!

Timeline: 1985 - 2017

This year Main Street Wooster will be celebrating 30 years of revitalization, and its director, Sandra Hull, has been with them every step of the way. Demonstrating the powerful economic impact of the Main Street Approach, at the end of 2016, reinvestment since 1987 totaled \$190 million in the downtown district. Wooster has successfully blended historic rehab with new buildings, creating a vibrant college town personality. Congratulations Wooster!

## 1985

Main Street Wooster founded in June.

## 1987

**Sandra C. Hull hired as project manager.** \$1,775,000 Loan fund established by local banks for downtown façade and building rehabilitations. Banner program initiated. Kent State University architectural study and book completed for downtown buildings.



A major Downtown Wooster street prior to the Main Street Program!

## 1988

Main Street Wooster raised \$10,000 toward lighting the Wayne County Courthouse Tower.

## 1989

Business Recruitment Packet initiated. Parking meters removed from downtown streets and city owned lots.

## 1990

Grant from CDBG funds creates a new revolving loan fund. City of Wooster erects downtown signage. Ad Hoc Committee for Improvement of Downtown Wooster established. Vacant warehouse purchased for a non-profit organization.

## 1991

A walking tour of downtown Wooster is published. Properties purchased, by City, to build Human Services building and a bank.

## 1992

Kids Day on the Square kickoff.

## 1993

Printing of first "Downtown Wooster Shoppers Guide." Plans announced for the "Everything Rubbermaid" store, 26,000 sq.ft. of retail in a vacant department store building. **Resolution by City Council for a \$3M appropriation for infrastructure and streetscape beautification,** \$1M of which to be assessed to downtown property owners.

## 1994

First holiday focused event "Window Wonderland" 3 hour free parking instituted: 438 free spaces, 278 leased spaces in 6 city lots.

## 1995

Monthly Concerts on the Square initiated, May through August. Main Street Wooster received Economic Development Award from East Ohio Gas and Cleveland Magazine.

## 1996

**All-American Main Street Award to Main Street Wooster by National Trust for Historic Preservation.** Downtown Wooster information kiosk installed on the square. 1 hour FREE parking in three quadrants of Public Square. \$1M additional monies allocated, by City Council, for continuation of infrastructure and streetscape on East Liberty.



The beginning; the building on the far right, one of the first rehabilitation projects in the downtown.

## 1997

City Bed Tax initiated on 3% of hotel receipts within city Main Street Wooster to receive a portion of the bed tax. Farmers Market opens each Saturday June-September.

## 2000

Washington Properties purchases multiple downtown buildings for development of mixed use.

## 2001

Liberty Street Commons opens with seven buildings renovated for mixed use; retail, office and residential.

## 2002

Former US Post Office rehabbed for Board of Education. Children's Arch public art project placed on Public Square.

## 2004

7 new market rate lofts, of the 17 total. 14 Main Street Wooster events.

## 2005

Downtown building survey to establish an economic baseline for recruitment of new businesses. Plans finalized for \$10M infrastructure/streetscape from College of Wooster to East Liberty Street.

## 2006

**The initial utilization of CRA-Community Reinvestment Area** "What's Up: Living in Downtown Wooster" an event to showcase lofts. Main Street Wooster Foundation established.

## 2007

Main Street Wooster, Inc. is 20 years old! 123 year old privately owned department store closes at end of year; a public/private

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New Orleans-style parade at the Wooster Arts Jazz Fest

partnership plans for an infill project of condominiums and retail. **D5L Liquor License: state legislation initiated by Main Street Wooster.** A milestone for economic development of entertainment and dining in small Ohio downtowns. A local developer purchases downtown buildings for renovation; retail and restaurants.

### 2009

Two new major events "Artfully Delicious" and "Ladies Night Out". Howey

Houses, LLC project underway; renovation of 2 historic homes from multiple to single family.

### 2010

**City of Wooster receives \$200,000 for wayfinding.**

### 2011

The St. Paul Hotel opens as a 12-room boutique hotel. 13 new businesses.

### 2012

Visioning project for 3 blocks of East Liberty Street for redevelopment.

### 2013

Historic mural program initiated. Merchant Block completed; 12 condos, 6 retail spaces, 2 food.

### 2014

Wayne County Courthouse \$5.5M restoration begins,

1 year in duration of project. City of Wooster commissions a 5 year Strategic Plan for Downtown Wooster.

### 2016

**\$190M in reinvestment since 1987.** First historic tax credit project, the Faber Building, in Wayne County. \$20,000 marketing contract with 20 participants; bloggers visiting to highlight downtown and county destinations.

### 2017

Main Street Wooster celebrating 30 years of a continuous program. City of Wooster creates two Welcome to Downtown Wooster major entries. City of Wooster completes wayfinding signage in the downtown.



Window Wonderland 2017, the culmination of 30 years! People, People, People!



## GENOA TOWN HALL & OPERA HOUSE

# Historic Theaters & Opera Houses

We Need Your Help to Tell These Ohio Stories!

A new feature starting with this issue, we are going to be sharing the story of a historic opera house or theater in Ohio. To make these stories come alive, we need your help in gathering information, histories, and experiences about these historic venues.

Henrietta, one of our interns, is currently working on putting

The building's exterior has several interesting features, including a mask depicting Dionysus, the Greek God of Theater, adorning the entryway. Significant renovation of the building took place in 1979 with reconstruction work restoring the 8 ornamental chimneys, bell tower, slate roof, and glass windows.

The opera house continues to be used for public performances. You can find upcoming performances on the Genoa Civic Theatre's website, [www.genoacivictheatre.com](http://www.genoacivictheatre.com).

these stories online. You can see all the work completed on our website. Use this shortened link to get you directly to the stories: [bit.ly/2q79sHM](http://bit.ly/2q79sHM) . Please comment on the page or contact us at [info@heritageohio.org](mailto:info@heritageohio.org) if you have information on any of these venues you would like to share.

The Genoa Opera House opened with a performance of A.O. Miller's The Three Wise Owls on January 2, 1883. The neo-gothic structure also houses the town hall on lower floors. The venue is often used for council meetings and important public presentations. The opera house was listed on The National Register of Historic Places in 1976.

# KNOW

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## Highlighted Main Street Summer Events Near You!

8 July	Lakewood Summer Meltdown Downtown Lakewood, OH Saturday, 4pm- 10pm	4 AUG	August First Friday Downtown Mount Vernon, OH Friday, 6pm- 9pm	12 AUG	Chardon Tomorrow BrewFest Historic Chardon Square Chardon, OH Saturday, 12pm- 5pm 6pm- 9pm
8 July	Town Creek Live Wassenberg Arts Center, Van Wert, OH Saturday, 3pm- 1am	4 AUG	Artisan Stroll Downtown Greenville, OH Friday, 5:30pm- 10pm	12 AUG	Down the River, Down a Beer Lock 9 Park, Downtown Piqua, OH Saturday, 3pm-10pm
26 July	Farm to Table Lake Erie College, Painesville, OH Wednesday, 6pm- 10 pm	5 AUG	Antiques in the Alley Courthouse Lawn and Shops of Historic Downtown Millersburg Millersburg, OH Saturday, 9am- 5pm	19 AUG	Cambridge Classic Cruise Historic Downtown Cambridge Cambridge, OH Saturday, 10am- 4:30pm
27 July	Taste of Downtown Wooster Downtown Wooster, OH Thursday, 6pm- 9pm	5 AUG	Craft Beer Walk Downtown Middletown Middletown, OH Saturday, 12pm- 6pm	25/26 AUG	Tiffin Music and Arts Festival Seneca County Commissioners Tiffin, OH Fri. 6pm- 12am, Sat. 9 am - 12am
29 July	Kent Potterfest Downtown Kent, OH Saturday, 12pm- 9pm	6 AUG	Warehouse District Street Festival Warehouse District Cleveland, OH Sunday, 12:00pm – 8:00pm		