



# REVITALIZE OHIO

WINTER 2013 | A HERITAGE OHIO PUBLICATION



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[heritageohio.org](http://heritageohio.org)



REVITALIZE OHIO  
WINTER 2013

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ON THE COVER

ABOVE

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## DIRECTOR'S NOTE

In November the Heritage Ohio Board of Directors held their annual strategic planning meeting in Cleveland. Lively discussion was focused on long term goals for the organization. Heritage Ohio wants to continue to provide and improve community revitalization services to Ohio, but we also have some exciting new projects on the horizon, and with your continued support we will get there!

AmeriCorps member Lindsay Marshall is working on a new Young Preservationists group, to facilitate younger people taking a more active role in seeing historic places saved statewide. Frank Quinn is working on Save Ohio's Treasures, a new revolving loan fund that is in its infancy, started with a generous gift of \$10,000 from the HM Turner Foundation. Meghan Kaple our second AmeriCorps member has just completed a grant application to the 1772 Foundation to help support the new revolving loan fund.

In addition to coordinating the Main Street Program Jeff Siegler has been continuing the advocacy efforts of for the Neighborhood Infrastructure Assistance Program (NIAP) legislation which would allow tax credits to corporations investing in local revitalization efforts. The staff has been working together to develop our training series for 2014 which will include four revitalization trainings; three Dollars and Sense of Building Rehabilitation workshops; twelve webinars, and the annual conference planned for September 22-24 in Kent. We hope we will see you at one of these. Your support helps people save the places that matter, build community, and live better here in Ohio.



### Highlights from the National Trust Conference:

There were so many great and informative sessions at this year's National Trust for Historic Preservation Conference. One session that stood out to us was *David Schalliol*, an author, photographer, and Ph. D. candidate at the University of Chicago.

His work is definitely worth checking out on his website:

<http://davidschalliol.com/blog/>.



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# HERITAGE OHIO'S ANNUAL CONFERENCE

**The 2014 Heritage Ohio Annual Revitalization and Preservation Conference will be hosted at the Kent State University Hotel & Conference Center, September 23-24.**

While the conference has been scheduled later in the year for 2014 than in previous years – in order to avoid conflict with other events – the agenda holds the same variety and excitement as always. This year's conference will once again present great learning opportunities for preservationists, community revitalizationists, and Main Street Programs and community members alike. There will be many activities such as field sessions, educational workshops, and hands-on training, as well as the chance to network with like-minded community members. In addition, AIA and AICP credits will be offered on many of the sessions, for interested professionals.

## **Keynote Speaker**

Patrice Frey, the newly appointed President and CEO of the National Main Street Center, has been a key player in historic preservation, community development, and sustainability for 15 years. Frey is a graduate of the University of Pennsylvania, where she received her master's degree in historic preservation with a concentration on real estate design and development; she has also received a bachelor's degree in politics and international relations.

Before joining the National Main Street Center, Frey found success working in community development, urban research, and environmental sustainability. Having served as the Director of Sustainability at the National Trust for Historic Preservation, Frey is well versed in building reuse, preservation standards, and public policies at the federal, state, and local levels.

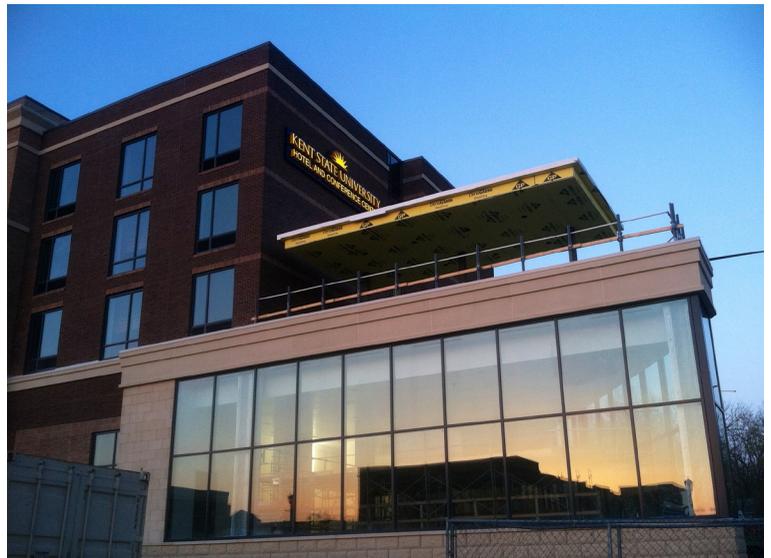
## **Importance of Main Street Communities**

As an extension of the 33-year-old Main Street program of the National Trust, the National Main Street Center was created to expand and extend the programs success. The program has been used successfully in approximately 2,000 communities nationwide, producing \$54 billion in investments. In Ohio specifically, 25 Main Street communities have found success, creating an average \$2.4 million in investments per year in each community. With well over 4,000 individuals trained in the four-point Main Street program since 1998, Ohio has also seen a \$23 return for every \$1 invested, as well as a net growth of roughly 4,000 full time jobs and nearly 3,500 part time jobs.

## **Legacy Circle Reception**

The 2014 Legacy Circle Reception will be held on Sept. 22. The reception, held every year at the annual conference, is meant to honor our legacy circle members.

## **Kent, Ohio.**



**PHOTO ABOVE:** Kent State Hotel and Conference Center. Heritage Ohio's 2014 conference location!



**PHOTO ABOVE:** Kent, Ohio: Riveredge Park.

## **To Learn more about Kent, Ohio.**

Visit: [www.mainstreetkent.org](http://www.mainstreetkent.org)

Or follow Main Street Kent on Facebook & Twitter!

**Stay tuned to [heritageohio.org](http://heritageohio.org) for more information as the conference date approaches.**



## A Look at Heritage Tourism

### **Let's Go on Vacation!**

*Written by Lindsay Marshall*

If you asked someone on the street what the fourth biggest industry in Ohio was today, most would probably not have guessed tourism. Tourism in Ohio continues to grow and is vital to the economy, accounting for approximately \$36 billion in sales and \$2.5 billion in state and local taxes, while providing nearly 437,000 full time jobs in 2009, according to the Ohio State University Tourism Toolbox. Studies have shown that heritage travelers tend to spend more money and stay longer compared to the average traveler. Heritage tourism has been defined by the National Trust for Historic Preservation as, "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past." Examples of heritage tourism include living history museums, culinary tourism, or shopping at local main streets.

### **A Picture's Worth 1,000 Words.**

With budgets still tight, many people are changing where and how they vacation. Many people are staying close to home with "staycations", and the majority of people will use the internet or a social media site to plan their vacation. One such site is Instagram. Instagram, the fastest growing social media site, allows users to



**PHOTO ABOVE:** *Kelton House. "For Sophia's Secret" Columbus, Ohio. Photo by: Georgetanne Reuter.*

upload photos or 15-second videos on their mobile devices and tag them by both topics and people in the photos. In just three years, Instagram has 150 million monthly users, an average of 55 million photos uploaded each day and 1.2 billion photos "liked" each day. Part of the success of Instagram is that it passes what I call the "coffee shop line" test. You can go in, post something, check out what other people have posted, like the pictures or videos, make comments all while getting in line, ordering, and picking up your drink. We have all seen pictures and said "that's cool, I want to go there!" Think of how advantageous having a sign at your entrance with a hashtag people could list when they take pictures of their visit and post it on the internet.

### **Experience Tourism.**

Cleveland is one example of a city which has developed a very successful heritage tourism program. "Take a Hike" is comprised of five free walking tours complete with costumed guides who teach tour-goers about the history, architecture, and fun trivia of the area. Started in response to requests for neighborhood tours, Take a Hike has provided tours to over 10,000 people since it started four years ago. Available tours include: Gateway District, Historic Warehouse District, Canal Basin, Playhouse Square, and Civic Center, each lasting approximately 1 ½ hours.

Another area increasing in popularity is experiential tourism. What comes to mind most often with experiential tourism, as it relates to heritage tourism, is living history. Hale Farm and Village, for example, takes the visitor back in time to mid 19th century life. Historic buildings, gardens, farm animals,



**PHOTO ABOVE:** *Cleveland's "Take a Hike Tour".*

and costumed interpreters doing daily chores and crafts set the mood. Special events, educational programs for children and adults, rental facilities, and places to shop, dine, and relax all contribute to Hale Farm's success.

Similar to the experience at Hale Farm is that of the Kelton House Museum & Garden. Located on the edge of Downtown Columbus, the Kelton House provides a glimpse into a prominent family's life during the 19th century in Columbus. Tourists can experience life at the Kelton House, including being introduced to one of the many runaways escaping to Canada, or enjoy tea with Sophia Kelton following a tour

### **Additional Resources**

To help you get started, the National Trust for Historic Preservation suggests the following four steps for success when creating heritage tourism program: assess the potential of the program; plan and organize; prepare for visitors (protect and manage your resources); and market for success. While it may seem obvious, the following five principles will also help with the success of you program: collaborate (no need to do everything on your own!); find the fit between community and tourism (be sure your community can handle the amount of tourism you seek, and be sure you focus on the right demographic); make sites and programs come alive (90% of people will best

remember what they have learned by doing); focus on quality and authenticity (your area or site is unique, show off its edge); and preserve and protect your resources (treasure your resources).

Look for grants! There is no need to fund everything yourself if you don't have to. An example of a grant that could be applied towards heritage tourism is available through Ohio Humanities, funded by the National Endowment for the Humanities and private contributions. The cultural and heritage tourism initiative grant program has two categories available; planning and implementation. The maximum awarded for a planning grant is \$2,000 and the maximum for an implementation grant is \$10,000. All grants are \$1.00 for \$1.00 matched grants, meaning if you found a sponsor or raised \$2,000 Ohio Humanities would provide an additional \$2,000.

**Additional details and the application package are available online at:**

<http://www.ohiohumanities.org/grants1.html>

**For more info on Heritage Tourism check out these websites:**

[www.discoverohio.com](http://www.discoverohio.com)

[www.preservationnation.org/information-center/economics-of-revitalization/heritage-tourism](http://www.preservationnation.org/information-center/economics-of-revitalization/heritage-tourism)



# HOW TO STRENGTHEN AND SUSTAIN OUR LOCAL ECONOMIES.

*IT'S REALLY QUITE SIMPLE...SHOP LOCAL!*

*Written by Meghan Kaple*

Sure it may be convenient to run straight to the nearest big box store for a one stop shop. But why not spend some time purchasing a one of a kind item and have a personalized shopping experience, all while stimulating your community's economy by up four times the amount compared to shopping at a national chain.

Every week we go on our regular shopping commute to the same stores over and over again. We jump onto the same highway to the same crowded parking lot and enter into the same generic big box store. We end up filling our carts with unnecessary items we never knew we wanted or needed, leaving the store with a feeling being overcome with exhaustion.



**PHOTO ABOVE:** Taken at the Delaware farmer's market.

Alternatively I would prefer to drive (or even walk or bike!) to my local Main Street festively decorated for the holidays to pick up a few unique items. Considering both options shopping local is often a much more enjoyable alternative.

Shopping locally can become an experience of social interaction and an opportunity to build relationships with community store owners. Sure local shopping is often more social, and enjoyable, but it also offers a huge economic benefit to the community.

As stated in "Guide to Going Local... Building stronger, healthier, and more vibrant communities"...

- 2012 national poll found "having a locally owned business nearby is the #1 factor in creating an ideal community.

- 2011 study found that "countries with a vibrant small business sector have lower rates of mortality and lower prevalence of obesity and diabetes.

- Each dollar spent at a local, independent merchant generates up to four times as much wealth in the local economy compared to a dollar spend at a chain-owned business.

- Local retailers are more likely than chains to hire locally and have a higher percentage of locally produced goods

- For every \$100 spent in a local retailer \$45 stays in the local community, compared to \$13 at a big box retailer.

To download a PDF of the article visit: <http://bealocalist.org/guide-going-local>

Big box stores are nothing new, they offer the same merchandise and are the same exact store in every state. People want to live in a community that has a *strong local identity, sense of place, and pride* that is created through local retailers.

As consumers we have the power to shape our local economy, when we choose to shop local we are ensuring our money will support and sustain our local economy.

## Book Review.

### **Preservation Politics: Keeping historic districts vital**

By: **Bill Schmickle**

**Alta Mira \$28.00**

Bill Schmickle provides readers with a further look into the eyes of an historic preservation commission. Building on what Schmickle wrote in his first book, *The Politics of Historic Districts: A Primer for Grassroots Preservation*, Schmickle focuses on the political issues that come with historic districts. With years of both positive and negative experience, Schmickle explains each point with personal insight, allowing the reader to better understand what could happen in various situations. Short chapters, bulleted points, and colorful stories make this book a quick and easy read for anyone who is the least bit familiar with historic districts.

The first part of the book addresses the political issues confronted with historic districts and Historic Preservation Commissions [HPCs]. One of Schmickle's key points is that one of the main issues many people have with historic districts is that they don't want to be controlled. Schmickle states people tend to be of the "we're not anti-preservation, we're anti-HPC" mindset. Schmickle encourages the reader to break that mindset; to use a preservation plus strategy. The big picture, and one of the big benefits of historic districts, is a sense of community. Arguably, that sense of community is often why people love living where they do.

The last portion of the book focuses on how to get everyone to play well together. Like in his previous book, Schmickle divides the players into personality categories. This time dividing the preservationists into Rooters, and Rotters, and the political

personality into four categories based upon if they are sociable and/or formidable. Schmickle then dives into a discussion on how to best work with each personality. The ultimate goal is that everyone feels they're still better off with us than without us. Schmickle reminds the reader that not every fight will be worth fighting, and that sometimes you will lose. It is more important to have the community support, and to follow through every time.

The colorful, easy-to-follow language, complete with personal stories makes this book a good and quick read. If you enjoyed his first book, you should find this sequel equally as fun of a read. Kudos, Bill Schmickle, for another success.

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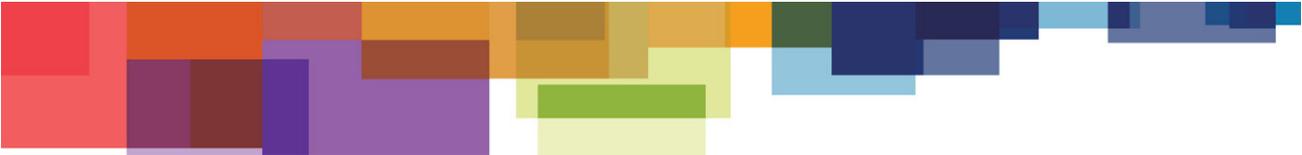
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## Thank you to our Sponsors! and Committee!

Heritage Ohio's Fundraising event *Celebrate Cleveland* was a great success! We enjoyed a night of music by Pete Cavano, performances by actors from Cleveland's *Take A Hike* program, and heard stories of successful historic preservation projects from around the state in the historic Cowell and Hubbard Building; a beautiful example of a historic preservation tax credit project.

### Committee Members

**Steve Coon:** Coon Restoration

**Antonin Robert:** globalX

**Tom Yablonsky:** Historic Warehouse District,

Historic Gateway Neighborhood,

Downtown Cleveland Alliance

**Ron Degrandis:** McGladery

**Jonathan Sandvick:** Sandvick Architects

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Heritage Ohio would like to extend a special thank you to **Cleveland State University, Playhouse Square Foundation, and Kelly Lange** for an amazing and successful night!

# Main Street Revitalization Series 2014

Save The Dates!

## MAIN STREET QUARTERLY REVITALIZATION SERIES

### **March 19 - Design**

*Unlocking the Building Code. (Wooster, Ohio)*

### **June 12 - Organization**

*Building a Better. (Marietta, Ohio)*

### **September 3 - Business Enhancement**

*Growing a Culinary Community. (Sandusky, Ohio)*

### **November 5 - Marketing**

*Maximizing the Media. (Van Wert, Ohio)*

## CONFERENCES

### **May 18-21**

*National Main Street Conference. (Detroit, Michigan)*

### **September 22-24**

*Heritage Ohio Annual Conference & Awards. (Kent, Ohio)*

### **November 10-14**

*National Trust for Historic Preservation. (Savannah, Georgia)*

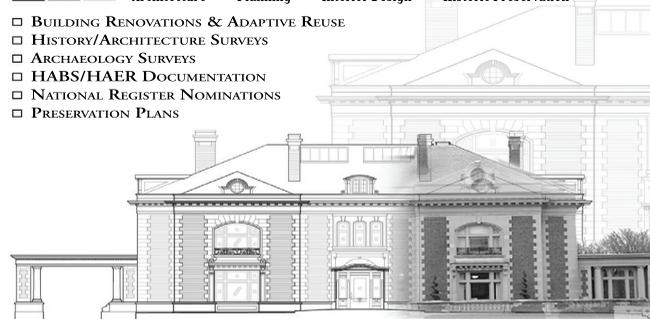
### **February 27**

*Statehood Day. (Columbus, Ohio)*

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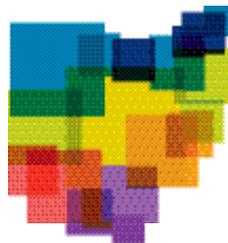
**PHOTOGRAPH MYSTERY CHALLENGE**

Does this face look familiar? We will list the architectural detectives who let Heritage Ohio know the correct place in our next issue!

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