



HERITAGE
OHIO

2021 Annual Impact Report



The Gift Corner in downtown Wooster was 1 of over 100 small businesses that participated in the Heritage Ohio Main Street Grant Program for facade renovations.

Program Highlights

MAIN STREET

24 CERTIFIED MAIN STREET COMMUNITIES

Using the Main Street Approach™, these communities have utilized their downtowns unique assets: historic buildings, small businesses, and the hard work of hundreds of citizens to revitalize their downtowns into thriving regional destinations. To become a Certified Main Street community, each of these communities met criteria centered on the Four Point Approach, as well as passed a rigorous annual evaluation, to ensure standards of the Ohio Main Street Program are being upheld for our ambassadors around the state.

In 2021, the Ohio Main Street family welcomed **2** new communities: Coshocton and Cuyahoga Falls.



Main Street and Downtown Affiliate executive directors from across Ohio at the 2021 annual conference in Springfield.

"Without exception, the attendees all agreed that the training session was invaluable. As one attendee stated 'I am taking what I learned here today, and sharing with every association to which I belong!' What more can be asked out of any training; it was fabulous!"

Lois Fisher - Marion

2021 OHIO MAIN STREET PROGRAM REVITALIZATION STATISTICS

Total Jobs Created (Net)	404
Full-Time Jobs Created (Net)	181
Part-Time Jobs Created (Net)	223
New Businesses Created (Net)	76
Total Public & Private Investment in Downtown	\$38,833,821
Total Private Investment	\$26,487,391
Total Public Investment	\$12,346,430
Total Value of Donations & Volunteer Hours Leveraged	\$1,698,623

DOWNTOWN AFFILIATES

26 DOWNTOWN AFFILIATE COMMUNITIES

Downtown Affiliate communities are using the Main Street Approach™ to revitalize their historic downtowns. Many of these communities join the Downtown Affiliate program after completing their DART assessments and are working toward becoming Certified Main Street communities. In 2021, we welcomed 3 new Downtown Affiliate communities: Eaton, Newcomerstown, & Westerville.

OHIO MAIN STREET AND AFFILIATE COMMUNITIES



OHIO MAIN STREET PROGRAM COMMUNITIES

Cambridge
Cleveland
Coshocton
Cuyahoga Falls
Delaware
Kent
Lebanon
Marietta
Medina
Middletown
Millersburg
Mount Vernon

Painesville
Piqua
Portsmouth
Ravenna
Tiffin
Tipp City
Troy
Van Wert
Vermilion
Wadsworth
Wellington
Wooster

DOWNTOWN AFFILIATE COMMUNITIES

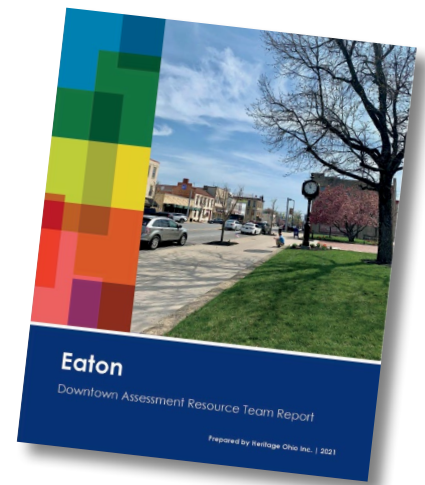
Ashland
Ashtabula
Bedford
Chillicothe
Circleville
Defiance
Dublin
Eaton
Franklin
Fremont
Greenfield
Kenmore
Lima

London
Louisville
Lorain
Marion
Martins Ferry
Newark
Newcomerstown
Paulding
Port Clinton
South Euclid
Urbana
Westerville
Xenia

DOWNTOWN ASSESSMENT RESOURCE TEAM

IN 2021, WE COMPLETED **3** DOWNTOWN ASSESSMENT RESOURCE TEAM (DART) REPORTS FOR EATON, LONDON, AND NEWCOMERSTOWN.

Resource team visits and their reports give communities a clear direction on how to start undertaking and developing a sustainable downtown revitalization plan. Using the Main Street Approach™ as a guiding principle, the plans are custom tailored to every community's needs. Once the report is presented to the community, they can start day one to implement the strategy outlined in the report. All DART participating communities start off as Downtown Affiliate members to provide them with the support they need to become successful in their downtown revitalization missions.



OHIO MAIN STREET GRANT PROGRAM

Through a generous appropriation from the Ohio General Assembly in 2019, small businesses and historic building owners in Certified Ohio Main Street communities were able to take advantage of a 50/50 building improvement grant program. Over the course of the grant distribution period, 112 projects were completed, utilizing \$370,637 in grant dollars and leveraged \$1,127,607 in building improvements. Many of these projects saved buildings and saved businesses during the COVID pandemic.

"We were thrilled to be recipients. We were able to purchase and install blade signs which call attention to our new store front, and increased foot traffic in our new shop. Thank you for helping small businesses across Ohio."

Micah Roberts
Owner, Erie and Anchor
Vermilion



Erie & Anchor in Vermilion

HIGHLIGHTED PROJECT:

The Greenhouse Café – Lebanon

The Greenhouse Café in Lebanon was able to add much-needed outdoor patio space during the COVID-19 pandemic, allowing the business to continue operations. A small \$2,950 grant leveraged over \$6,000 in investment when it was needed most.



Greenhouse Café after.



Greenhouse Café before.

PRESERVATION EASEMENTS



HERITAGE OHIO HOLDS **16** HISTORIC PRESERVATION EASEMENTS IN **5** COMMUNITIES ACROSS OHIO. THESE EASEMENTS PROTECT HISTORIC BUILDINGS VIA ANNUAL PROPERTY INSPECTIONS TO ASSURE THE PROTECTED HISTORIC NATURE OF THE BUILDINGS IS MAINTAINED IN PERPETUITY. OUR CURRENT PORTFOLIO OF EASEMENT HOLDINGS EXCEEDS **\$19 MILLION.**

LEFT: The Municipal Light Plant in downtown Columbus. Heritage Ohio has held an easement on the building since 2015.

PAUL BRUHN HISTORIC REVITALIZATION GRANTS

HERITAGE OHIO, WITH THE STATE HISTORIC PRESERVATION OFFICE, HAS SECURED **2** PAUL BRUHN GRANTS TO INVEST **\$1.3 MILLION** IN OHIO.

In 2020, Heritage Ohio, with our partners at the State Historic Preservation Office, received a National Park Service Paul Bruhn Historic Revitalization Grant for \$556,327. This money was regranted in 2021 to 4 projects in Painesville, Piqua, Ravenna, and Van Wert.

In 2021, Heritage Ohio and the State Historic Preservation Office were awarded a second Paul Bruhn Historic Revitalization Grant, this time for \$750,000. During 2022, we will be in the process of awarding the money to projects in 4 Certified Main Street communities in Appalachia: Cambridge, Coshocton, Marietta, and Millersburg.



Lake County National Bank Building in Painesville

SAVE OHIO'S TREASURES

Heritage Ohio formally activated our Save Ohio's Treasures loan program in 2021. Our initial round of funding has been earmarked for recipients from our initial Paul Bruhn Historic Revitalization Grant. Stay tuned for an announcement about our first official Save Ohio's Treasures loan, and notices about eligibility to apply for future Save Ohio's Treasures loan funds.

TECHNICAL ASSISTANCE AROUND OHIO



Heritage Ohio joins local advocates to tour downtown Glouster in March 2021.

Even though COVID-19 halted many of our technical service visits around the state, the Heritage Ohio team transitioned to virtual visits. Once things improved, we conducted a few in-person visits in 2021, where we provided assistance and recommendations on how to move forward with the historic rehabilitation projects.

"We connected two years ago for assistance in saving the Macedonia Missionary Baptist Church, Heritage Ohio's expertise, guidance, advocacy, has significantly contributed to a path forward for our Restoration Project — towards tangible progress & outcomes that we believe will lead to the proper preservation & protection of the sacred Church. We are so grateful to have such a powerful ally in Heritage Ohio and are thankful for all they do."

Jessica Lucas
Macedonia Church Restoration Project
volunteer



The Macedonia Missionary Baptist Church in Burlington.



The Newton Falls USO, believed to be the last remaining in Ohio.

"Newton Falls is honored to have the support of Heritage Ohio with our project to save for the public our rare WWII era U.S.O. facility, the only one remaining in Ohio and one of only five of its type left in our nation."

Connie Smith Talcott
Newton Falls Historic Preservation
Committee Chair

Government Relations

STATE

Heritage Ohio is the lead organization advocating for the Ohio Historic Preservation Tax Credit (OHPTC). The state credit provides up to 25% on qualified rehabilitation expenditures (QREs), up to \$5 million. After 27 rounds, tax credits have been approved for 541 projects to rehabilitate over 766 historic buildings in 77 different Ohio communities while leveraging more than \$7.3 billion.

In September 2021, the Ohio Senate introduced SB 225, which would offer temporary improvements to the OHPTC to expand its impacts in Ohio's communities.

KEY IMPROVEMENTS PROPOSED IN SB 225

- Increase appropriation from \$60 million to \$120 million
- Increase project cap from \$5 million to \$10 million
- Increase credit from 25% to 35% for smaller population communities

2021 OHIO HISTORIC PRESERVATION TAX CREDIT PROGRAM

	Tax Credits Awarded	Number of Buildings	Number of Communities	Expected Leverage
Round 26	\$36,000,000	27	10	\$478,000,000
Round 27	\$35,000,000	51	13	\$368,000,000

FEDERAL

A TOTAL OF **379** FEDERAL HISTORIC PRESERVATION TAX CREDIT PROJECTS HAVE BEEN COMPLETED IN OHIO OVER THE PAST FIVE YEARS. THIS REPRESENTS **\$2.6 BILLION** IN QUALIFIED REHABILITATION COSTS.

CURRENTLY, **OHIO RANKS 5TH** IN COMPLETED PROJECTS, JUST BEHIND LOUISIANA, NEW YORK, VIRGINIA AND MISSOURI.

2021 FEDERAL HISTORIC TAX CREDITS FOR OHIO

Part I Applications Approved	Part II Applications Approved	Part III Applications Approved	Estimated QREs
109	106	61	\$516,800,000



Senator Sherrod Brown touring the \$160 million Dayton Arcade project with project developer, and Heritage Ohio board member, Dave Williams in 2021.

Education and Outreach



ANNUAL CONFERENCE

Heritage Ohio returned to in-person events with a hybrid conference in Springfield in October 2021.

149 Registrants attended **7** tours, and **15** classroom sessions that gave participants the tools to rehabilitate and revitalize their historic buildings and communities. The historic Wescott House provided a magical twilight venue for our Legacy Circle reception, which was broadcast live via Facebook. For the first time ever, Central State University student-scholars made presentations at the conference for what we hope will be an annual partnership allowing for a diverse offering of student presentations.

WEBINARS

18 Webinars were presented in 2021 with topics ranging from *Demystifying Social Influencers*, to the *History of Redlining*, to *Evaluating When to Replace Historic Windows*. In 2020 and 2021, we partnered with the US Small Business Administration to continue to bring timely information to our constituents about COVID-19 relief programs. While 713 joined our live webinars in 2021, you can always watch the recordings on our YouTube channel, joining the nearly 5,000 people who have already viewed them.

REVITALIZE OHIO MAGAZINE

4 issues of *Revitalize Ohio* magazine were published in 2021 and featured 76 pages of useful and entertaining information. In 2021, we introduced you to Don Gille's *Structure Column* on structural engineering issues he's seen in historic buildings in Ohio and to Ohio's Civil Rights Trail where we feature 2-3 important Civil Rights sites around the state.

REVITALIZATION SERIES WORKSHOPS

4 Revitalization Series workshops were held throughout 2021.

Our first three workshops were held virtually with hundreds of participants. In September, we hosted a hands-on rehabilitation workshop in Wellington, featuring 8 preservation trades professionals.

OUR 2021 REVITALIZATION WORKSHOPS AT A GLANCE

Storytelling for Business Professionals - February

The Art and Economics of Filling Vacant Spaces - April

Raising More Money for Main Street - June

Getting Hands-On: Caring for Your Elderly Buildings – September



Christian Minor and his assistant from Capital C Masonry present masonry repair techniques during our September workshop in Wellington.

PRESERVATION MONTH

10 finalists competed in our annual Preservation Month Photo Contest. The winning photo graces the cover of our summer issue of Revitalize Ohio. This year's winning photograph was Sunrise over Big Four by Devin Brautigam. It depicts the Big Four Bridge in Sidney.



YOUNG OHIO PRESERVATIONISTS

During the summer of 2021, the Young Ohio Preservationists (YOP) rebooted. The Yoppers have restarted hosting young professionals networking events and presented three sessions at our annual conference.

ANNUAL AWARDS

In October, **15** Awards were presented to hardworking, creative Individuals and organizations, as well as spectacular rehabilitation projects from around the state, for their achievements in preservation and revitalization.



Delaware's historic 1868 courthouse was honored for the Best Public Building Rehabilitation.



Main Street Kent's Kent Rainbow Weekend was recognized for Best Main Street Event.

10TH ANNUAL APPALACHIA HERITAGE LUNCHEON

The 10th Annual Appalachia Heritage Luncheon was held in early December at the Ohio Statehouse. With our partners, Ohio's Hill Country Heritage Area, we honored 10 organizations and individuals for their contributions to the culture of Appalachia.



Over the past 10 years, **98** people, businesses, and organizations have shared their success stories and have been recognized as important leaders of Appalachian culture.

The honorees from the 10th Annual Appalachia Heritage Luncheon.



A postcard of the historic Mt. Zion Baptist Church in Athens.

OHIO'S AFRICAN-AMERICAN CIVIL RIGHTS TRAIL

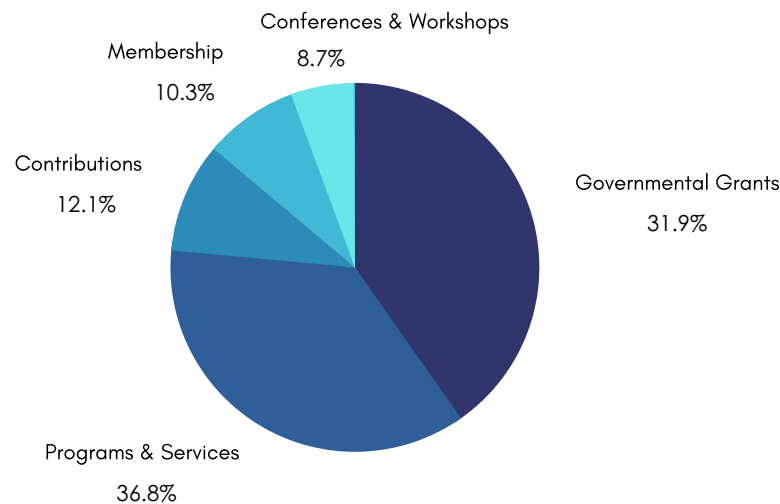
In 2017, Ohio's State Historic Preservation Office received a grant from the National Park Service's African American Civil Rights Grant Program to develop a National Register Multiple Property Documentation of sites from Ohio's African-American Civil Rights movement. Since then, several sites have been added to the National Register of Historic Places and they have created a digital map of all the sites.

Heritage Ohio received a \$10,000 donation from Sandvick Architects to promote Civil Rights sites around Ohio. Each quarter, we feature several

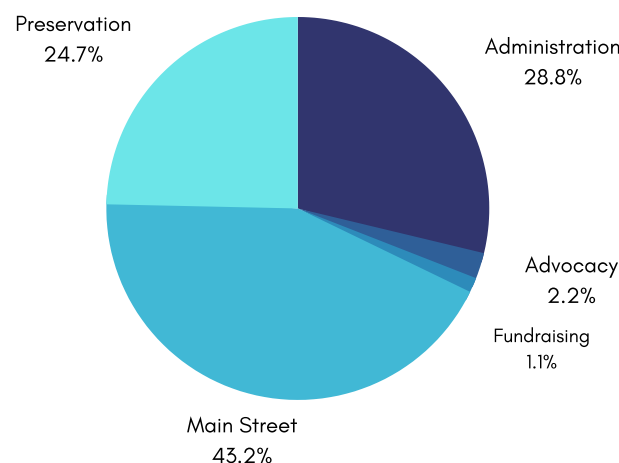
in Revitalize Ohio. Heritage Ohio is worked to expand the research and promotion of these sites by partnering with Columbus State Community College on a National Endowment for Humanities Grant submission in Summer 2021.

FINANCIALS

Revenue 2021



Expenses 2021



BOARD OF TRUSTEES

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Lorna SwisherPiqua

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Mary Oakley Columbus

Ohio Department of Development

Amanda Terrell Columbus

State Historic Preservation Office

STAFF

Joyce Barrett Executive Director

Frances Jo HamiltonDirector of Revitalization

Frank Quinn..... Director of Preservation

Devin Miles.....Office Manager

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.

ABOUT HERITAGE OHIO: Heritage Ohio began as Downtown Ohio, Inc., organized in 1989 as a statewide nonprofit corporation that encouraged the development, redevelopment, and improvement of downtowns and neighborhood commercial district areas throughout Ohio. Heritage Ohio works as a catalyst for downtown and neighborhood district development by gathering together revitalization organizations, conducting statewide seminars and conferences, and providing a network of members to share knowledge, common experiences and challenges concerning downtowns and neighborhood commercial districts. Heritage Ohio is dedicated to assisting self-motivated communities through technical assistance, training, and networking in all facets of downtown and commercial district development. Heritage Ohio advocates for revitalization and historic preservation issues at the state and federal levels.



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