



# HERITAGE OHIO

Vital Places. Vibrant Communities.

## OHIO MAIN STREET - DOWNTOWN AFFILIATE

### MAIN STREET PARTNERSHIP

Heritage Ohio is the designated State Main Street coordinating program of the National Trust Main Street Center. As the state partner of the Main Street Center, we provide participating downtown revitalization organizations access to the training, tools, information, and networking needed to be successful. Structured as a non-profit organization, Heritage Ohio is positioned to give downtown organizations professional advice and guidance in the use of the proven Main Street Four-Point Approach™ to start or strengthen their revitalization efforts.

### HOW THE MAIN STREET APPROACH WORKS

The Four-Point methodology works to create a total image for the community: providing the retail/professional area with its necessary market niche, creating a cohesive visual identity unique to the community, and nurturing a cultural ambiance associated with the community's location, appearance, and way of life. The Main Street Approach builds on existing resources and fosters improved community leadership and support on behalf of the Central Business District for long term benefits.

### THE FOUR POINTS

**Organization** is the building of consensus and cooperation between the groups that play a role in the downtown.

**Design** involves improving the downtown's image by improving its physical appearance.

**Promotion** involves promoting the downtown's unique characteristics to shoppers, investors, new businesses, tourists, and others.

**Economic Vitality** means strengthening and diversifying the existing economic base of the downtown.

### MEMBERSHIP

Downtown Affiliate membership requires an annual fee of \$1,000 and is a required first step for communities and programs with the goal of becoming an official Main Street Community. New communities who complete a Downtown Assessment Team Visit will receive a free 1 year Affiliate membership.



### PROGRAM BENEFITS

- » One complimentary registration to each of the Quarterly Revitalization Workshops and the Heritage Ohio Annual Conference. Additional registrations at member rate.
- » Monthly Webinar Series
- » Executive director orientation
- » Email/phone consultation
- » Community visit/presentation
- » Revitalize Ohio magazine

800 East 17th Avenue  
Columbus, OH 43211

**Office** 614.258.6200

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

## REINVESTMENT STATISTICS

Total Private Investment	\$1,859,294,920
Total Public Investment	\$390,963,952
Total Investments	\$2,250,258,872
Net new businesses	1,656
Net new jobs	6,151 Full-Time/5,888 Part-Time
Total cost per new full-time job created	\$14,214
Reinvestment ratio	\$.27 to \$1
Volunteer hours donated	over 1 million
Value of volunteer hours donated	\$.29+ million

Jan 1998 - Dec 2022



## OHIO MAIN STREET AND AFFILIATE COMMUNITIES

