

Ohio Main Street Program: *economic development through historic preservation and community engagement*





HERITAGE
OHIO

OUR MISSION IS TO:

Save the places that matter

Build community

Live better

Community Development



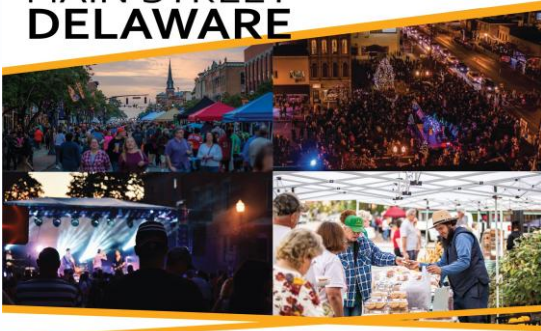
OHIO MAIN STREET PROGRAM



<https://www.youtube.com/watch?v=7UsGyYye1JY&t=2s>



MAIN STREET DELAWARE



Creating a Vibrant Downtown Experience for All

Our mission is to transform Downtown Marion into a thriving, vibrant destination for shopping, dining, entertainment, and cultural experiences. By fostering economic growth, supporting local businesses, and enhancing community engagement, we aim to create a welcoming and dynamic downtown for residents and visitors alike.

The mission of Uptown Westerville Inc. is to strengthen and beautify Uptown Westerville while fostering economic vitality, historic preservation, and a sense of community.

Revitalization



- 4-Point Approach
- Ohio Main Street Program
- Technical Assistance

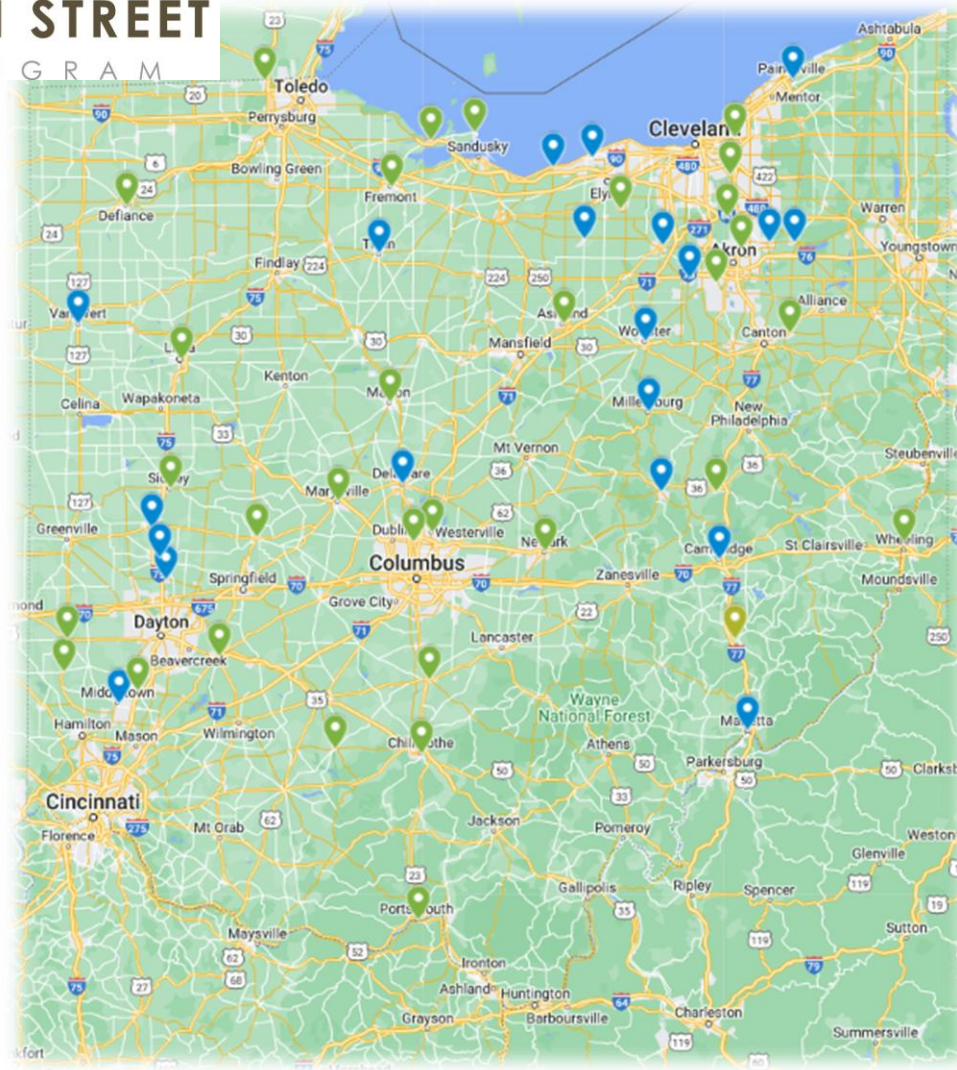




OHIO

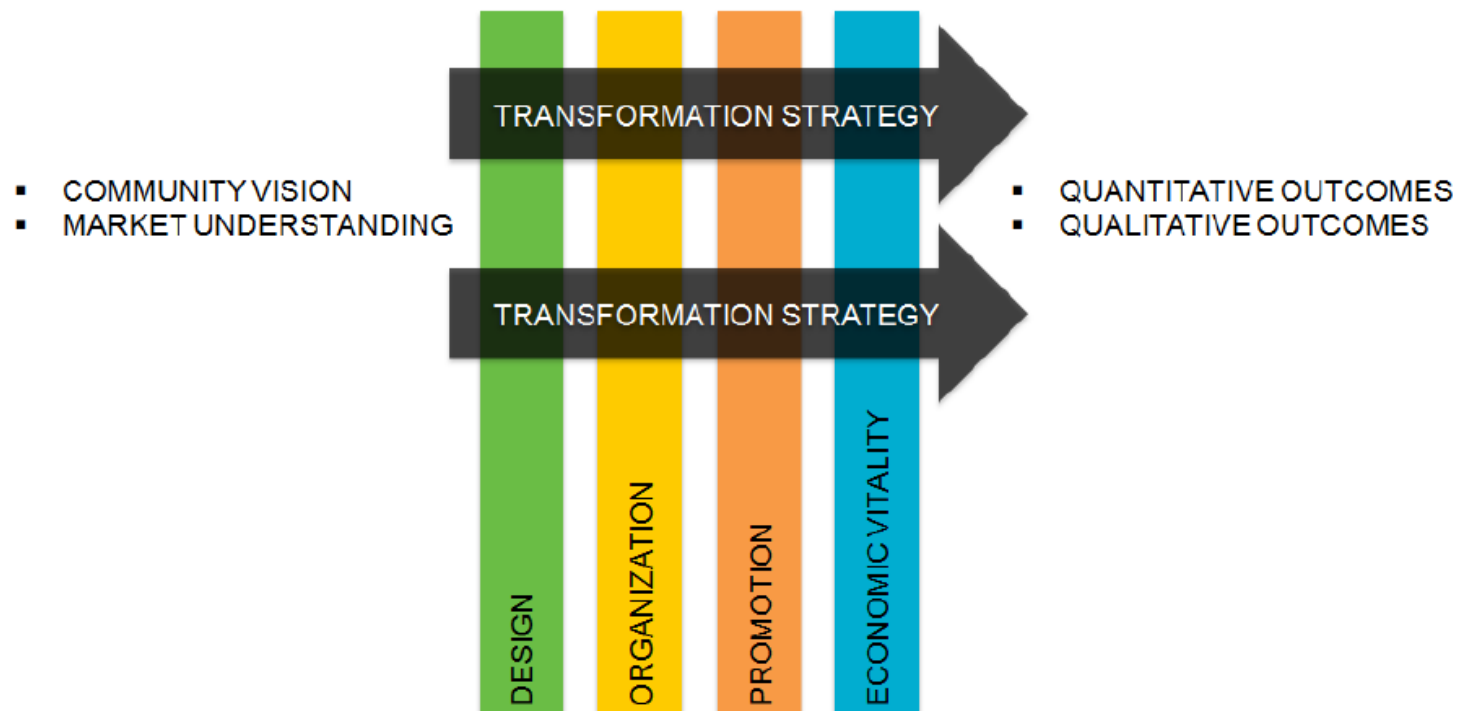
MAIN STREET

PROGRAM



The Main Street Approach

- Identify the community vision for success
- Create community transformation strategies





THE EIGHT PRINCIPLES

COMPREHENSIVE APPROACH

Relies on quality

Meaningful public/private partnerships

Involves changing attitudes

Focuses on existing assets

A self-help program

Incremental in nature

Implementation-oriented

Ohio Main Street Program Requirements

- Full-time paid professional manager
- Work plans for board and committees
- On-going training for manager, board members and volunteers
- Grassroots driven
- Accountability: monthly statistical reporting & annual evaluation





Organization

- Strong organizational foundation
- Formation of standalone non-profit organization
- Governmental side of managing a non-profit

NEWS > LOCAL FIRST

Marion, Ohio Crowned "Strongest Town" in International Competition

By Staff Reporter · Thu, Apr 10, 2025



Introducing Your 2025 Strongest Town Champion

Marion, Ohio

Marion, OH – April 10, 2025 – In a stunning victory that has local residents and officials celebrating, Marion, Ohio, has been named the "Strongest Town" in the prestigious international competition held by Strong Towns, a non-profit media advocacy organization





Design

- Enhancing physical elements
- Capitalizing on unique assets
- Historic preservation
- Enhance appeal to residents
- Pedestrian friendly streets
- Public art
- Visual merchandising



Promotion

- Hub of economic activity
- Creating positive image
- Celebrating and preserving architecture and history
- Encouraging local businesses to market cooperatively
- Changing perceptions of the district





Economic Vitality

- Harnessing local economic opportunity
- Creating supportive business environment
- Supporting downtown housing
- Make the most of the community's unique sense of place



REINVESTMENT STATISTICS



Our mission is: Save the places that matter.
Build Community. Live better.

2024 Economic Development



Direct Economic Impact
(\$20 per person)
\$14,287,640



Net New Full Time Jobs
187



Net New Part-Time Jobs
206



New Businesses Opened
66



Private Rehab Investment
\$80,112,743



Special Event Attendance
714,382



Events Hosted in 2024
908



Façade Improvements
81



Building Rehab Projects
139



Downtown Housing Units
2,452



New Housing Units



Ohio Main Street Program

2024 Community Profile

(20 communities, 2020-2024)



2024 Population
412,645
.81% increase
24,273 average population



2024 Median Family Income
\$65,640
22.07% increase



2024 Median Home Value
\$235,950
73.80% increase



Median Average Age
38.79
2.24% increase

REINVESTMENT STATISTICS



Public Investment
\$33,781,488



New Housing Units
134



Downtown Vacancy Rate
13.14%



Volunteer Hours Donated
39,532



Avg rent per sq ft
\$16.86



Value of Volunteer Hours
\$1,323,927



OHIO
MAIN STREET
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MAIN STREET
AMERICA



HERITAGE
OHIO
Vital Places. Vibrant Communities.



2.24% increase

Heritage Ohio, Inc.



Facebook Followers
6,700



Instagram Followers
2,117



Linkedin Followers
1,082



Website Visits
54,000

2024



OHIO

MAIN STREET

PROGRAM



UPTOWN
WESTERVILLE





HERITAGE
OHIO

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QUESTIONS?

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HERITAGE OHIO

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