

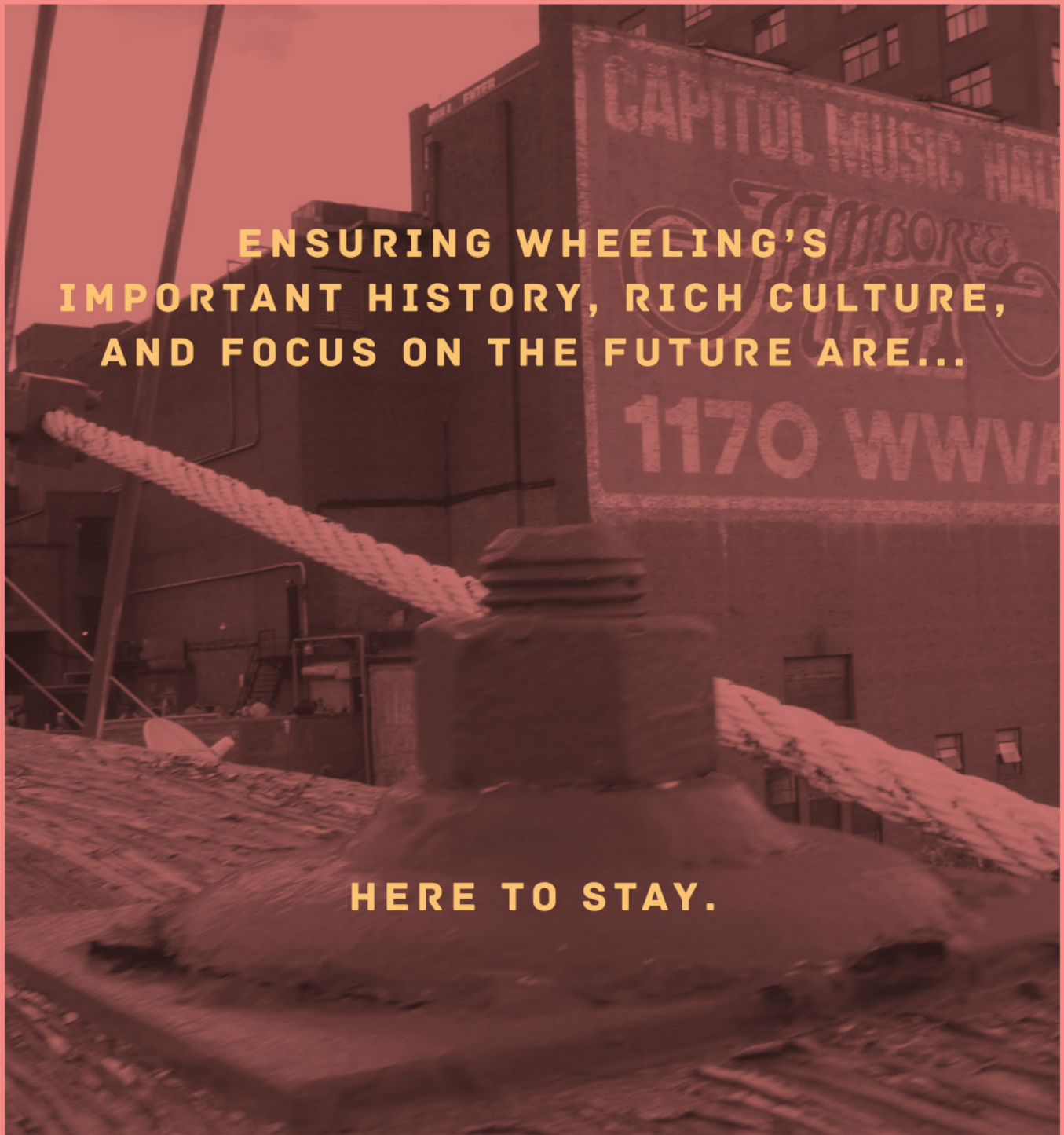
WHEELING REVITALIZATION THROUGH PRESERVATION.

WHEELING
Rubber
PRODUCTS

SARAH'S
OR MAIN

HERE
TO
STAY

WHEELING, WEST VIRGINIA



**ENSURING WHEELING'S
IMPORTANT HISTORY, RICH CULTURE,
AND FOCUS ON THE FUTURE ARE...**

HERE TO STAY.



**Will you ensure
Wheeling Heritage is
here to stay, too?**





"NEW IDEAS NEED OLD BUILDINGS."

**JANE JACOBS,
PRESERVATION ADVOCATE**

Can you imagine a Wheeling without Heritage Port, the Artisan Center, the Wheeling Stamping Building (Orrick's Global Operations Center), and the Capitol Theatre?

Neither can we. **Wheeling Heritage helped make these projects possible and changed the trajectory of Wheeling's future.** Wheeling would look very different but for Wheeling Heritage.

Wheeling Heritage has been making history while preserving it. After decades of economic and population decline, Wheeling is poised for growth. New industries, new buildings, and new leaders are shaping a bright future for Wheeling.

“Without Wheeling Heritage, Wheeling would be a much colder, more detached place.”

SUSIE NELSON,

Executive Director of the Community
Foundation for the Ohio Valley





**WHEELING HERITAGE IS ON
AN AMBITIOUS JOURNEY TO PROTECT
AND LEVERAGE WHEELING'S RICH
HERITAGE INTO THE FUTURE.**

The excitement in downtown Wheeling is palpable.

Since 2015:

More than

**\$50 million
invested**

by public and private entities

More than

**100 buildings
enhanced**

**vacancy rate
decreased**

from 32% to 15%

With new momentum comes new

challenges. As development pressures bear down on our historical resources, it's imperative that we preserve and fully appreciate their importance.

Wheeling Heritage is on an ambitious journey to protect and leverage Wheeling's rich heritage into the future.

To do that successfully, we will:

- ➔ Recognize historic resources throughout the city that have gone unnoticed for too long
- ➔ Expand our reach with innovative storytelling that engages new audiences
- ➔ Communicate our compelling history
- ➔ Provide more resources to business and building owners than ever before



**SINCE 1994,
WHEELING HERITAGE HAS
BEEN MAKING HISTORY
WHILE PRESERVING IT.**

In 1984, President Ronald Reagan signed the National Heritage Area Program into law. In his dedication speech, Reagan referred to National Heritage Areas as “a new kind of national park” that marries heritage conservation, recreation, and economic development. Today, the program includes 49 Heritage Areas across the country. **Wheeling Heritage is one of those Heritage Areas.**

Established in 1994 as a comprehensive program based on Wheeling’s rich historic past, Wheeling Heritage makes landmark investments throughout the city.

Through large public space and historic preservation projects, as well as community-based heritage programs, Wheeling Heritage has built the foundation from which our community can now thrive.

Wheeling Heritage also runs Wheeling’s Main Street program. A nation-wide network, Main Street programs are preservation-based economic development and community revitalization entities. They create comprehensive and incremental revitalization of historic central business districts.

Wheeling Heritage is not fully funded by the federal government. We are a community based nonprofit. While we do receive funding from the National Park Service, Wheeling Heritage has diversified its funding over the years and strives for self-sustainability.

Wheeling Heritage is a small and dynamic staff dedicated to advancing the community by celebrating its rich past and promising future. Our staff members are deeply integrated into the community and devoted to providing resources to those who can best use them.

A black and white photograph of a group of people laughing together. The central figure is a Black man wearing a dark beret and a dark jacket over a white shirt, laughing heartily with his head tilted back. To his left, a man with glasses is also laughing. In the background, another person with glasses is visible, also smiling. The image has a semi-transparent blue overlay, and the text is centered in a bold, orange-red font.

**WHEELING HERITAGE
IS A COMMUNITY BASED NONPROFIT,
POWERED BY THE PEOPLE
IT SERVES.**

Wheeling Heritage has a rich legacy of forming dynamic partnerships that make significant community projects come to life. It adapts to the community's changing needs and delivers important programs year over year.

Our comprehensive and incremental approach to revitalization adds up. An economic impact report conducted by a third party found that:

**Wheeling Heritage
generated**

**\$86.6
million**

**in economic impact
between 2014 and 2016**

Wheeling Heritage works persistently to achieve results like these. It is not easy. It takes dedication to find asset-based solutions to our community's most challenging problems. It takes excellent implementation to reach and meet the needs of our audience. And it takes building and leading incredible partnerships to move the needle and affect change.

Our program portfolio consists of four areas:

- 1 Historic Preservation,
- 2 Arts & Culture,
- 3 Downtown Development, and
- 4 Grants & Investments.



In the years to come Wheeling Heritage will meet our mission to be a catalyst for the revitalization by:

Recognizing, communicating, and preserving Wheeling's heritage.

- * Continuing to be a leader and facilitator of projects that celebrate Wheeling's rich historical past and promising future
- * Maintaining and creating interpretive signs to make Wheeling's history public and accessible to residents and visitors alike
- * Increasing the number of properties on the National Register of Historic Places, providing them with the recognition they deserve and the resources they need

Actively collaborating with others, including through public/private partnerships.

- * Working with local and state partners like the City of Wheeling; the Regional Economic Development Partnership; Friends of Wheeling; WV Independence Hall; and the WV Department of Arts, Culture and History, to name a few
- * Helping private organizations – from small businesses to large historic developers – fill their role in our city's revitalization
- * Ensuring that building owners are able to take full advantage of restoration resources and tax credits through technical development assistance





Focusing investments in downtown and the riverfront area.

- * Allocating significant resources in the core of the heritage area, where cultural resources are ripe for significant interpretation.
- * Making grants and Program Related Investments (PRIs) that preserve and incentivize the reuse of cultural resources.
- * Providing necessary funding to support important programs and projects through our Partnership Grants Program

Engaging the citizens of Wheeling in our projects, programs, and activities, to benefit all.

- * Seeking broad and diverse participation in activities and opportunities in the community, improving Wheeling's economic environment for all our residents
- * Ensuring that it is easy to participate in the programs we offer through free or accessible cost of entry
- * Seeking new outlets to engage new audiences

Since our founding, Wheeling Heritage has invested more than

\$8 million

in the preservation of historic buildings in downtown.

**AT THIS TURNING POINT
IN WHEELING'S ECONOMIC
DEVELOPMENT, IT IS ESSENTIAL
THAT OUR HISTORICAL ASSETS
PLAY A PART IN OUR
BRIGHT FUTURE.**

**EVERY GIFT
MAKES A DIFFERENCE.**



You can help!

It is imperative that Wheeling's resources are recognized, communicated and used if they are to play a role in the future of our city. But we cannot do it alone. We need your support.

With your help Wheeling Heritage will:

- ➔ Take on the most aggressive expansion of National Register of Historic Places nominations in more than two decades
- ➔ Expand and responsibly steward products that tell Wheeling's story
- ➔ Explore innovative ways to tell Wheeling's important story throughout history
- ➔ Expand investment strategies that protect historic properties and contribute to a sustainable organization
- ➔ Empower community members through the expansion of the Partnership Grants program
- ➔ Expand community programs that celebrate Wheeling's cultural past and present
- ➔ Provide assistance that enables Wheeling's businesses and building owners to thrive

What you are funding

More than ever before, people are drawn to places that have a unique sense of place and historical character. Wheeling Heritage will protect Wheeling's sense of place and character and create an environment in which people and businesses can thrive.





HERE TO STAY



WHEELING, WEST VIRGINIA

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