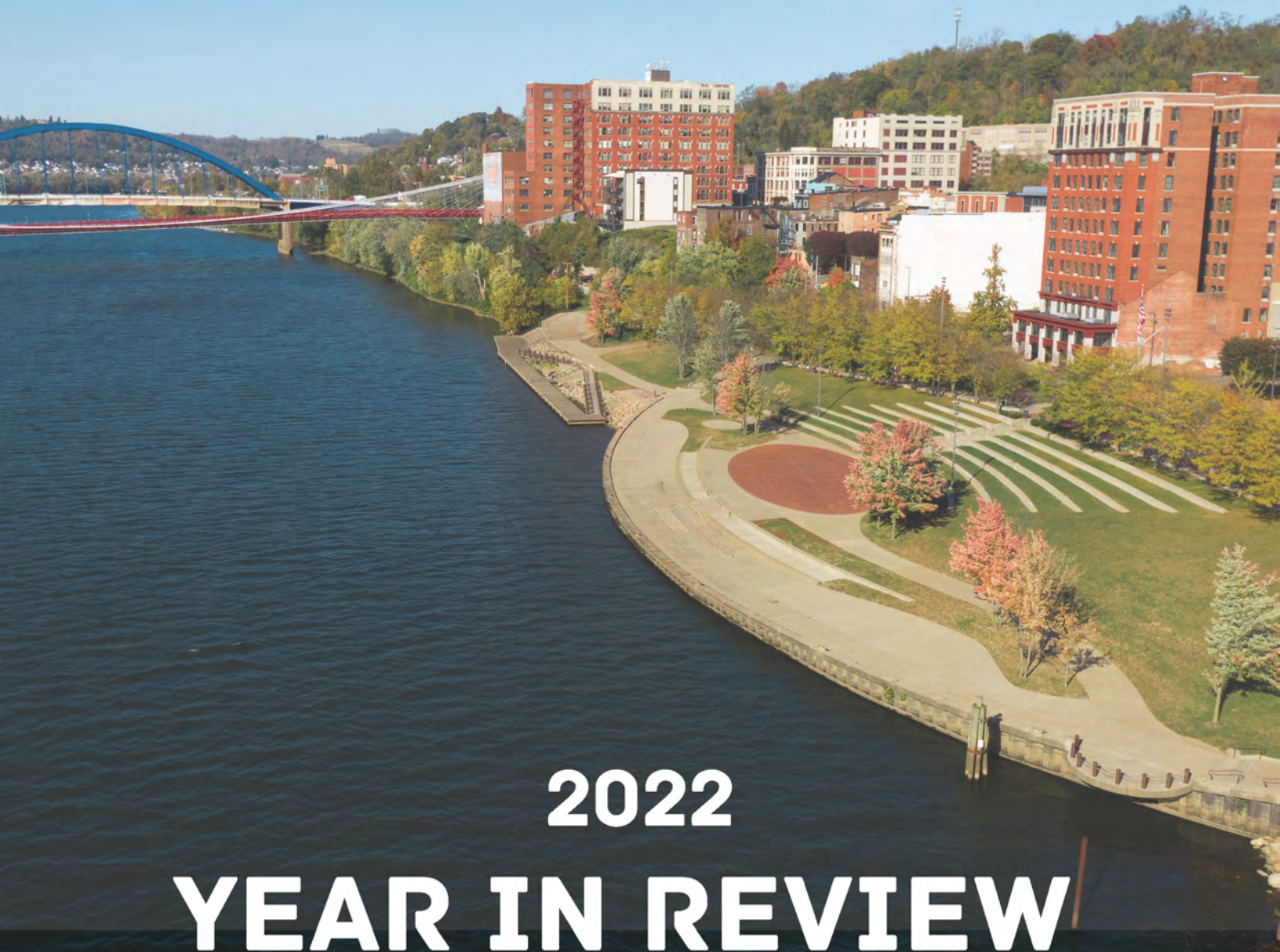




*Wheeling*  
**HERITAGE**



**2022**  
**YEAR IN REVIEW**

[WHEELINGHERITAGE.ORG](http://WHEELINGHERITAGE.ORG) | [@WHEELINGHERITAGE](https://www.instagram.com/WHEELINGHERITAGE)





# BOARD OF DIRECTORS

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Dean Connors

Natalie Hamilton

Michael Mistovich

Zahra Mohebbi

DeMarr Moulton

Don Nickerson

Frank O'Brien

# MEET THE TEAM



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Executive Director

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**Haley Steed**

AmeriCorp Member





# LETTER FROM THE EXECUTIVE DIRECTOR AND BOARD PRESIDENT

Dear Friend,



Scott Schenerlein  
Executive Director

Wheeling Heritage's mission is to serve as a catalyst for the revitalization of our community. After years of conversations about Wheeling's future, all around us there is tangible evidence that our city is now on a trajectory for a major comeback. Many of our initiatives have contributed to realizing Wheeling's potential:

- Increased the number of historic districts, allowing more properties to qualify for historic tax credits and other incentives. We continue to work to identify other areas of Wheeling that could qualify as historic districts.
- Conducted 2021 Housing Study providing a planning roadmap for developers. We then created a national Live Here campaign in 2022, driving over 41,000 clicks to our relocation guide on Weelunk.
- Received a National Park Service Paul Bruhn Historic Revitalization Grant for \$750,000 to be used for a subgrant program for the preservation of Wheeling's historic buildings.
- Awarded over \$100,000 to projects or small businesses in Wheeling with our Show of Hands programming.
- Showcased over 10 local artists during our Artist Spotlight Series and brought in more than 20 new vendors to our Artisan Shop.



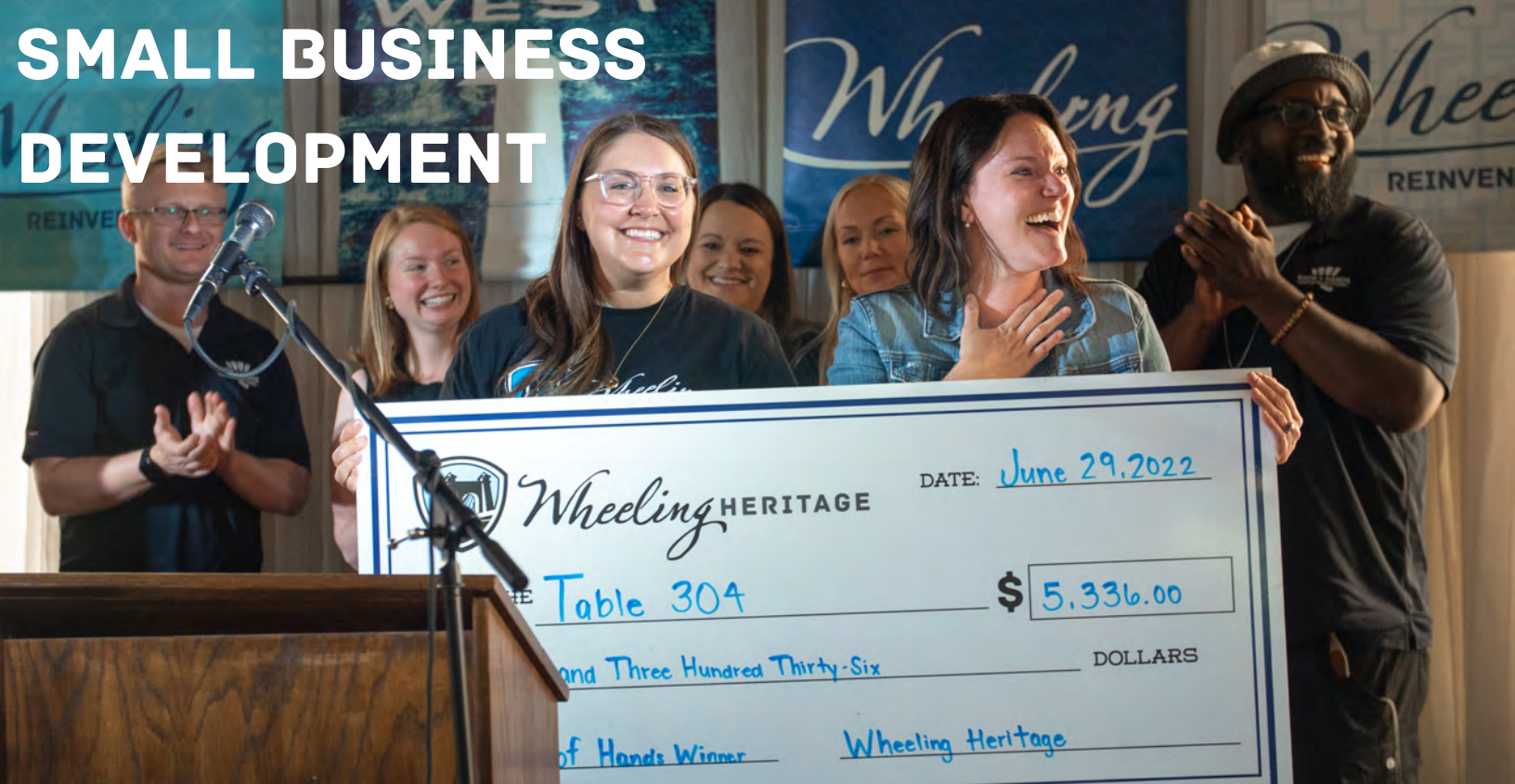
Walker Holloway  
Board President

We work to provide cultural and social experiences for our community. We're continuing to be an ally in preserving Wheeling's history, using our platforms to tell our story locally and nationally. There is a sense of pride and a sense of purpose. People are hearing the West Virginia hills calling to them to come home and that all are welcome here.

To preserve, invite and make new, it takes philanthropic support. We invite you to invest in our work and donate to our annual appeal by visiting [wheelingheritage.org/donate](https://wheelingheritage.org/donate).

Help us maintain the momentum for Wheeling's bright future! Thank you for your support!





# SMALL BUSINESS DEVELOPMENT

## SHOW OF HANDS AWARDS OVER 100K

Since its inception in 2014, Show of Hands has awarded over \$100,000 toward organizations, projects, or small businesses that positively impact Wheeling.

## DOG-FRIENDLY WHEELING WORKSHOP

Wheeling Heritage hosted a workshop led by Oriana Solutions to guide the community on positioning for being a pet-friendly downtown. We learned that Ohio County has more than 12,000 homes with pets which equals more than \$9 million in opportunity.

## WOMAN IN BUSINESS PANEL

For women's history month, Wheeling Heritage hosted a panel of young female entrepreneurs who shared their experiences in forging their own career paths. They shared the advantages, challenges and opportunities that come with being a female entrepreneur in Wheeling, while reflecting on how their respective industries have evolved through time.







# HISTORIC PRESERVATION

## WHEELING HISTORIC REVITALIZATION SUBGRANT

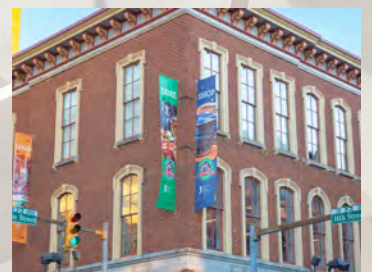
Wheeling Heritage awarded the first round of the Wheeling Historic Revitalization Subgrant selecting 4 projects to be awarded a cumulative of \$375,000.

## DIMMEYDALE NOMINATED

Wheeling Heritage completed a historic district nomination for the neighborhood of Dimmeydale. Once listed on the National Register, contributing properties will have access to resources and incentives like the Historic Tax Credit.

## 1400 BLOCK

In collaboration with the City of Wheeling, Wheeling Heritage facilitated the search and selection of a qualified developer to assume ownership of four buildings on Market Street that are currently owned by the City. Work is expected to begin in the New Year.



# PARTNERSHIP GRANTS

WHEELING HERITAGE  
AWARDED \$22,400  
GRANTS TO 29  
ORGANIZATIONS IN  
2022



PROPOSALS ARE  
REVIEWED QUARTERLY  
BY AN AD-HOC  
COMMITTEE.



PARTNERSHIP GRANTS  
WILL FUND UP TO 75%  
OF DIRECT PROJECT  
COSTS

## GRANT CATEGORIES

### Education and Interpretation Grants

Education and Interpretation Grants provide funding for projects that support the heritage area, interpret its historic importance, and provides long term benefits to the community.

### Fairs & Festivals

Fairs and Festivals Grants are available for events that take place within the heritage area and advance Wheeling's culture and history. Fairs and festivals can be organized as community-based celebrations or large-scale events tailored for special events.

### Recreation Grant

Recreation Grants are available for projects or programs that enhance or encourage recreation in the heritage area, with priority given to projects that take place on the trail system.

### Artist Grants

Artist Grants help fund specific projects related expenses for artists living in or advancing the heritage area.

### Small Business Development

Small Business Development Grants are open to organizations or small businesses for projects that contribute to Wheeling's economic vitality.





## DISCOVER WHEELING'S PUBLIC ART COLLECTION

In 2022, Wheeling Heritage created a public art map showcasing Wheeling's vibrant collection of public art. On the Art trail, there are more than 65 works of art created by talented artists near and far.

You can download the public art map or pick up a physical copy at the artisan center.

This map is designed to grow and change as the city's public art does.



Artisan Shop added over 20 new vendors

Hosted two markets with over 70 total vendors





## SMALL SCALE BEAUTIFICATION PROJECTS AROUND WHEELING

Volunteer Wheeling is a group organized through Wheeling Heritage and the City of Wheeling that tackles small-scale beautification projects in Downtown Wheeling and surrounding neighborhoods.

Volunteer Wheeling is an inclusive group open to anyone interested in lending a hand to better our community.

In 2022, Volunteer Wheeling executed approximately 50 projects from curb painting to litter pick-up. One of their largest projects included building and painting 12 Adirondack Chairs that were placed at local community spots for the public to enjoy.

In 2023, Volunteer Wheeling hopes to complete their pocket park project located at the Market Street Plaza, along with hosting the first FidoFest at Fitzsimmons Dog Park in East Wheeling.





# WEELUNK

By the community, for the community

## Live Here Campaign

### WHAT IS LIVE HERE

Wheeling Heritage ran a digital campaign serving nationwide ads directing users to Weelunk's 'Live Here' page.

Users researching relocation, remote work, affordable housing and the best places to live were the target demographics.

This campaign ran from July 1 to September 30.

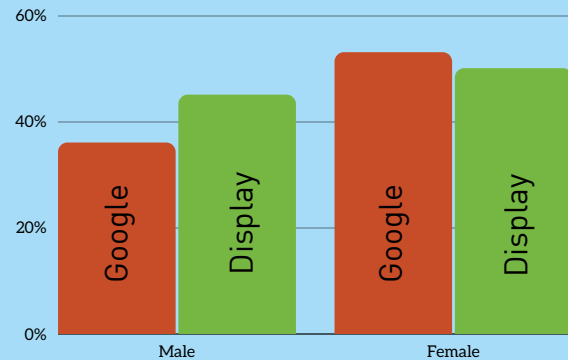
### The numbers

#### Google Adwords

- 22,183 Clicks
- 548,676 Impressions
- 7.04% Click through rate

#### Display Ads

- 19,57 Clicks
- 2,596,000 Impressions
- 0.78% Click through rate



### Top Cities by Interaction

- |             |                |                 |                 |
|-------------|----------------|-----------------|-----------------|
| • Las Vegas | • Orlando      | • San Francisco | • Philadelphia  |
| • Phoenix   | • Jacksonville | • Miami         | • Boston        |
| • Austin    | • Baltimore    | • Charlotte     | • San Antonio   |
| • Denver    | • Los Angeles  | • Atlanta       | • Chicago       |
| • Houston   | • Dallas       | • Seattle       | • New York City |

### THE NUMBERS OVERALL

# 216K

Yearly  
Users

# 361K

Annual  
Pageviews

# 52

States &  
Territories

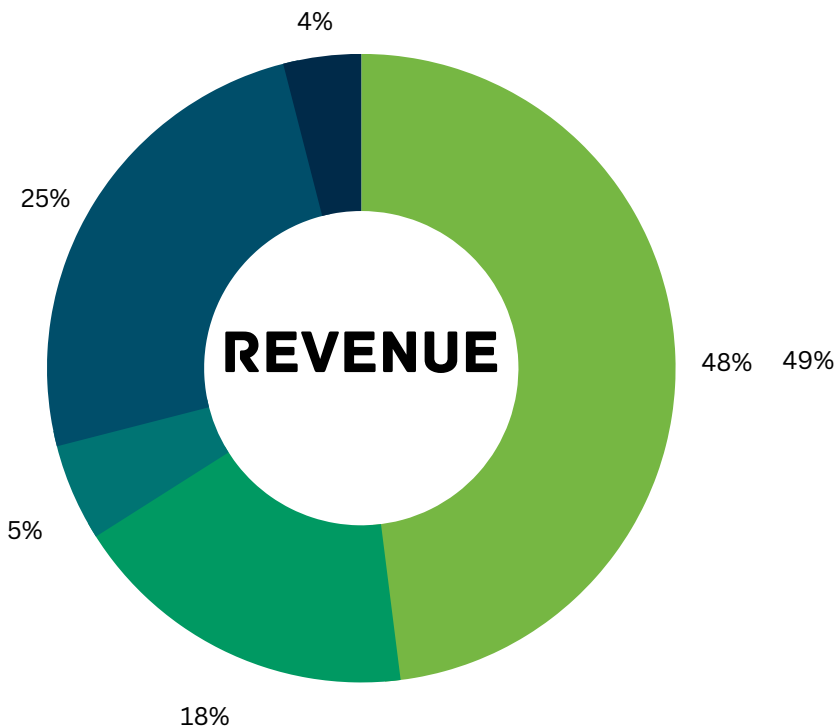




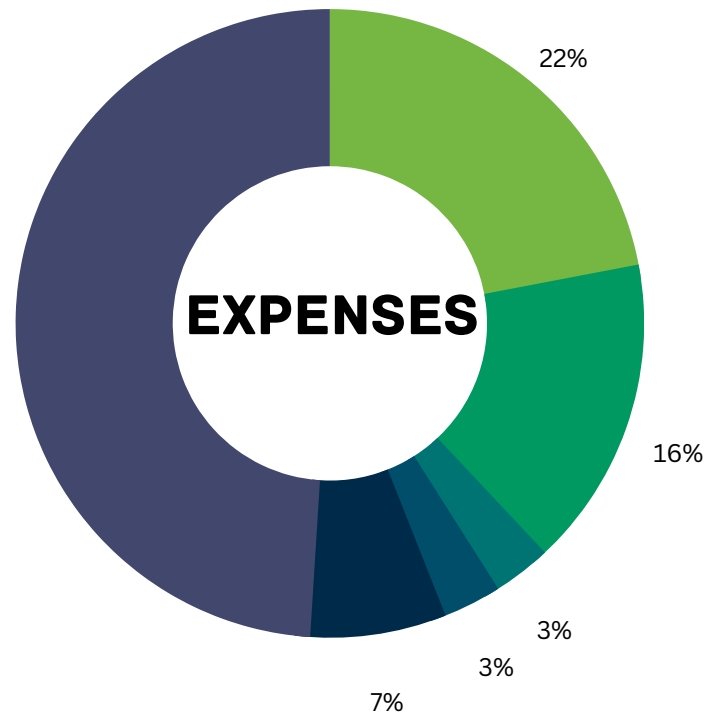
# FINANCIALS

Wheeling Heritage's financial position is strong, and we continue to make progress toward sustainability. This year, our programming and program-related investments provided 30% of our annual revenue. We continue to work to increase the percentage of annual revenue from private and public philanthropies.

We continue to work to keep general & administrative costs under half of our expenses so we are able to invest our resources by in the community by providing technical assistance with our staff and qualified professionals across several fields, which is something that is critical to Wheeling's revitalization.



- National Park Service 48%
- Grants 18%
- Programming Income 5%
- Program-Related Investment Income 25%
- Contributions & Other Revenues 4%



- Artisan Center 22%
- Preservation & Interpretation 16%
- Arts & Culture 3%
- Downtown Development 3%
- Partnership Grants 7%
- General & Administration 49%



2022 YEAR IN REVIEW

# THANK YOU



## WHEELING HERITAGE

A catalyst for revitalizing Wheeling since 1994  
Invest in Wheeling

1400 Main Street, Wheeling, WV 26003

304.232.3087

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