



NEWARK DEVELOPMENT PARTNERS **ANNUAL REPORT** 2019

OVERVIEW

Newark Development Partners (NDP) is pleased to summarize events in 2019, a year filled with success not imagined at our inception over 7 years ago. This summary includes several bullet points from last year. Several additional key events are included in the following pages. Our city moved forward with increased pride in 2019. As identified in previous reports, collaboration of our public and private sectors continues the theme that fuels our success.

As the 2019 Annual Report goes to the printer, we find ourselves, along with our entire country, engaged in the battle with our collective invisible enemy: COVID-19. We are grateful for the leadership in our country and at the state and local levels where all hands are on deck to save as many lives as possible. We remain confident in our future and will rise above COVID-19 to help our city regain the road to continued success. Our thoughts and prayers go out to our friends and neighbors in this struggle.

We close by expressing our gratitude for those who invested their time, talent and treasure to make Newark a model of progress. We appreciate the leadership of our city by Mayor Hall, his administration and our city council. Our board reaffirms our commitment to continuous improvement and we welcome input (positive or negative), advice and support!



Fred Ernest, Executive Director



C. Daniel DeLawder, Board Chairman



Fred Ernest



C. Daniel DeLawder

- ♦ Last year, NDP purchased a small parking lot at the northwest corner of the intersection of North 4th and West Church Streets. More parking is now available in our downtown. Adjacent to the parking lot, the Gummer family contributed the property they owned, formerly home of Jeffries Supply, a branch of Gummer Wholesale, Inc. We plan to remove the building to create even more parking downtown.
- ♦ Newark's Special Improvement District (SID) experienced its best year yet and makes a huge visible difference in Downtown Newark. Availability of parking through consistent and reasonable limitations increased revenue for businesses in downtown Newark. An outstanding summer planting program and a fresh display of winter greens, both provided by Wilson Lawn & Garden Center and maintained by Mark Patznick, embellished an already beautiful downtown. Safety patrols, maintenance and beautification keeps the sidewalks clean, plants watered and the downtown litter free. The SID board delivered on promises to provide a meaningful return on the investment of the property assessments. The "painting project" begun in 2018 was largely completed this past year, thanks largely to SID Chairman Steve Layman's efforts. Downtown Newark has never looked as good!

- ◆ United Way of Licking County and NDP joined to form a collaboration to address the challenges of the homeless in Licking County. Deb Tegtmeier, Executive Director of the Licking County Coalition of Housing, agreed to serve as the spokesperson for a new Task Force charged with coordinating with consultants engaged to identify alternatives to consider. Kudos to Deb and the Task Force for investing time and quality effort to help us address unique needs of the homeless.
- ◆ The Thomas J. Evans Foundation purchased the former Family Dollar store on East Main Street in Newark. It will be converted to an additional emergency shelter. Many thanks to the Evans Foundation for making the potential additional low barrier shelter a possibility.
- ◆ Groundbreaking on the new John and Mary Alford Center for Science and Technology occurred at the Newark campus of OSU Newark and COTC. This investment, in excess of \$ 32 million, will bring 60,000 square feet of classroom, laboratory and faculty space, allowing for enrollment increases in critical STEM curriculum areas. Donors have been very generous and highly supportive of this wonderful addition to the Newark campus.
- ◆ The former Babe Ruth Park, owned by the city of Newark and managed by our local Family YMCA, added a 5th ball field last year. The superb relationship between the “Y” and the city led to over 850 baseball games in 2019 and over 1,000 were originally scheduled in 2020.
- ◆ The Louella Reese Boys and Girls Club opened this past year in the former Maholm School, to rave reviews. Attendance swelled and the facility became immediately popular with students spending after-school and summer hours at the facility. We thank the Boys and Girls Club Steering Committee co-chaired by Denison University president Adam Weinberg and Sarah Wallace for their leadership and the entire community for the overwhelming support at so many levels.
- ◆ We extended out thanks last year to the Murphy family for the generous donation of the Commerce Building to our organization. NDP made improvements in the facility resulting in increased revenue. We still have space available for rent and are financially stronger thanks to the generosity of Herb Murphy and his family.
- ◆ An anonymous donor allowed the campaign for the new St. Francis de Sales Parish Faith and Family Center on Granville Street to get rolling. The property and the new building were dearly needed to serve pre-school through 8th grades to further help the parish strengthen and grow.
- ◆ Another great success in the Newark Catholic educational community last year was successful fund raising, chaired by Laura Lewis, that enables a new auditorium and performing arts center addition to Newark Catholic High School. Blessed Sacrament, St. Francis and Newark Catholic High School are critically important elements of educational opportunity in Newark, and we were delighted to learn of both building additions to the schools.
- ◆ Last year concluded the board term of Andrew Morrison of Buckeye Winery. A charter board member of NDP, Andrew's service and investment of his time and quality efforts during his tenure were greatly appreciated. Anne Peterson, of Licking Memorial Hospital, was appointed to replace Andrew's position and we welcome Anne to our board.

CITY OF NEWARK SNAPSHOT



PUBLIC & PRIVATE INVESTMENT
\$130 MILLION IN RENOVATIONS



POPULATION GROWTH
50,000+ PEOPLE, 16TH LARGEST CITY IN OHIO

DEVELOPMENT

Economic Overview/Summary of Projects





*Original Arcade Façade, Circa 1915 -
Photo Courtesy of Joe Tebben & Jack Metcalf Collection*



Arcade Today - November, 2019



*Interior of Arcade, Circa 1910 - Photo
Courtesy of Joe Tebben & Jack Metcalf
Collection*



*Rendering of Renovated Arcade -
Northpoint Architects*

NEWARK ARCADE

Through a patient and loyal group of donors, Newark Development Partners was able to acquire the Historic Newark Arcade on November 22, 2019.

The Arcade is located between Third and Fourth Streets in downtown Newark. It was formally opened June 7, 1909, and was one of only eight glassed-in shopping centers in Ohio. The original space was a collection of livery stables, buildings, and storage sheds.

Arcade Realty, a “group of distinguished businessmen” that include Carl Weiant, F. Kennedy, Charles Spencer, E.T. Rugg and Harry & John Swisher, purchased and designed the Arcade with Columbus architect Carl E. Howell; E.K. Hoban was the contractor.

Originally, the Arcade was built for twenty-three stores, but at one point, thirty businesses occupied the space. In its early years, the Arcade was known for more than its businesses. It had a beautiful fountain, a theater called the Arcade Theater, and it was rumored to have a speakeasy on the second floor and poker parties in the basement.

One area of the Arcade was referred to as the Union Block which is now Thirty-One West. At one time it was full of life with children playing around the fountain, orchestras filling the Arcade with music, and dances taking place every night except for Sundays.

Newark Development Partner’s intentions are to bring back the original look of the 1909 structure with parapet wall, arched windows, original facade, flag pole on the top and a building full of energy, loft housing, stores and perhaps even with the fountain! NDP has hired local architect Northpoint Architecture and Columbus historic specialized architect Schooley Caldwell to lead this project to its former grand appearance.

To date, this project has been funded by a great group of community partners. The community excitement has been terrific as demonstrated with over 60,000 views on Northpoint’s Facebook page.



THE SULLIVAN BUILDING

The 1914 Louis Sullivan Building is currently undergoing a multimillion-dollar facelift that will bring it back to its former glory and make it accessible to the public. In 2013, Newark native Stephen Jones gave the historic building to the Licking County Foundation. The revived building will provide a new home for Explore Licking County as well as meeting areas, retail, office space and exhibits. The Licking County Foundation is leading efforts to renovate the building.



DOWNTOWN PARKING IMPROVEMENTS

In 2019, NDP purchased the former PNC parking lot at the corner of North 4th Street and West Church St. In addition to the property acquisition, the Gummer Family donated the former Jeffries Supply building, which is adjacent to PNC parking lot, to NDP. The Jeffries Supply Building will be removed to make the entire property into public parking. This additional area will be available for free public parking.

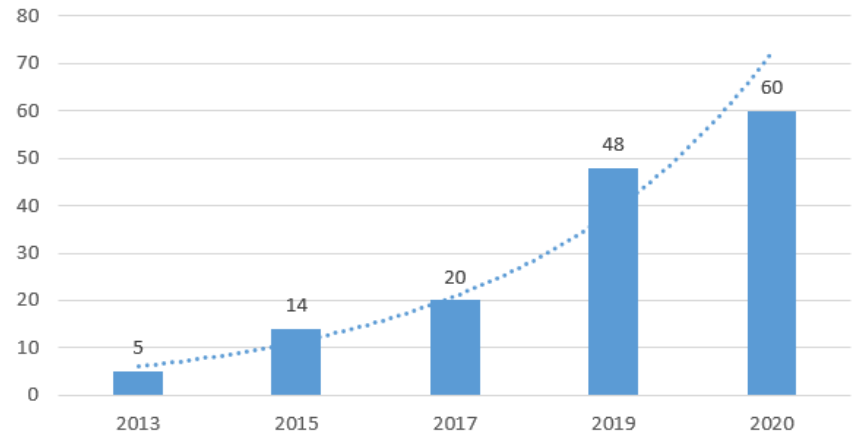


JOHN & MARY ALFORD CENTER

The John & Mary Alford Center for Science and Technology at OSUN/COTC was announced in March 2019 and groundbreaking occurred in the Spring of 2020. The center will allow both institutions to expand academic programming, enhance student success and better meet local workforce needs. The new center will allow OSUN and COTC to increase enrollment, currently at capacity.



LOFTS & APARTMENTS IN THE DOWNTOWN



DOWNTOWN HOUSING

As demand for downtown housing increases more housing is being developed. The above graph demonstrates available downtown lofts and apartments. The 2020 is a projected figure. Pictured left: Local developer Steve Layman converted the former Central Elementary School into a residential property with one and two bedroom apartments.



DOWNTOWN IN-FILL PROJECT

NDP continues to work on potential housing and commercial building projects in Downtown to meet demand as projected by housing studies and requests. NDP has contracted the services of Gossman and Associates to do density studies and design concepts to attract a potential developer to the 2.3-acre Downtown property as displayed in the renderings. The proposed project named "Town Center" could add an additional dynamic to the downtown with rooftop entertainment, upscale condominium and loft housing and increased public parking.

VISION 2028

Update on Brand Pillars

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The intent of the Newark Vision Plan 2028 is to align community perspectives with local leadership to create a path for change that will continue to enhance the local quality of life. Newark Development Partners, along with the City of Newark and local leadership have been working throughout the year on the following pillars:

IMAGE & BRAND The Image & Brand committee along with city officials, marketing professionals and Guide Studio worked together to develop and launch a brand and image strategy for the City of Newark. The team developed messaging and logos to incorporate the revitalized spirit of Newark. A launch event was held in November with nearly 200 people in attendance to celebrate the new brand, hear the updated messaging and view the brand elements. Many promotional items were given away at the event, including t-shirts, mugs and koozies. The event also announced Newark's ranking as one of Ohio's best hometowns by Ohio Magazine. The city implemented the brand internally and will begin adding the new look on flags, signs and banners. Look for the new brand all around the City of Newark as we incorporate with the wayfinding and vehicle lettering.

MOBILITY & TRANSPORTATION A county-wide transit task force has been working diligently with consultants and the Licking County Area Transit (LCATS) board and staff to expand and enhance the current transit system. Public meetings were held, as well as interviews with leaders and elected officials to survey the needs of the community. Representation from the NDP board of directors and several community leaders are serving on this task force to map the county for new routes, discuss funding for expanded services and provide input on the need for a fixed route bussing to retail/medical/work cluster locations. The consultants will unveil a Transit Development Plan to the community by mid-2020.

NEIGHBORHOOD REVITALIZATION The volunteers in this committee spent a significant amount of time visiting other city neighborhoods who have been revitalized. With that knowledge in hand, they canvassed the south side of Newark, surveying the residents and mapping the homes and businesses. A neighborhood event is scheduled in the Spring of 2020 to collaborate with residents on their ideas and discuss the possibilities for the neighborhood, including residential repair programs, pocket parks, clean up day and revitalization efforts.

VIBRANT DOWNTOWN In conjunction with the Newark SID, the vibrant downtown committee installed hanging baskets and landscaping areas throughout the downtown with the help of Wilson Lawn and Garden Center. The SID provided funding for labor for sidewalk clean-up and landscape care. A painting project commenced with matching funds for business owners to paint their buildings. Over 22 buildings were painted and the effect of the newly painted buildings on the landscape of the downtown are significant.

ARTS & RECREATION With financial help and guidance by the Reese Foundation, and in conjunction with business owners and the Licking County Library, a historic walking tour map and brochure are in the works. Plaques have been designed for dozens of historic buildings with details of the buildings age and history. Once the plaques are installed on the buildings, residents and visitors alike will be able to walk through downtown on a historic self-guided tour of the buildings and learn about the rich historic significance of designated buildings.

QUALITY EDUCATION Web resources have been developed for parents that help define career pathways and educational opportunities. They were developed and researched by business partner, RevLocal and hosted by The Works.





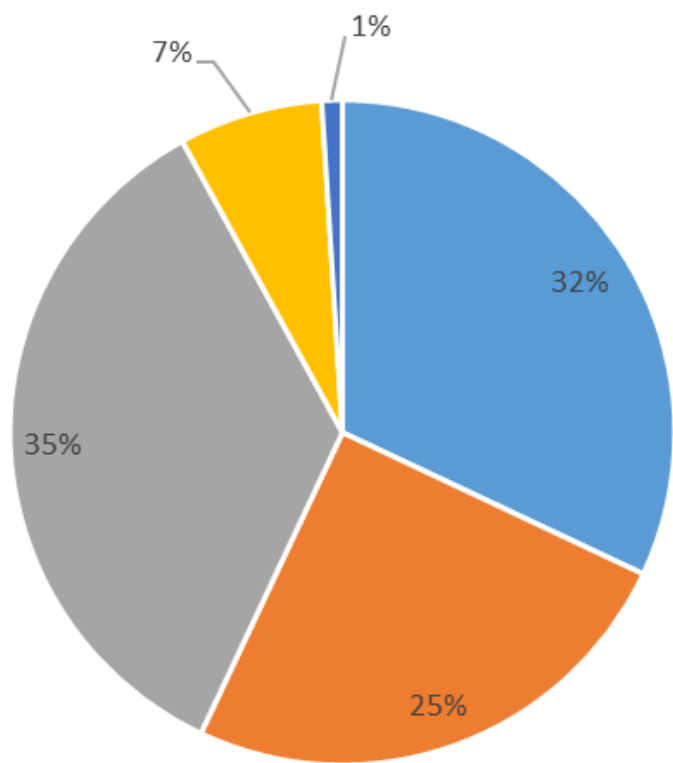
FINANCIAL

2019 Year End Summary

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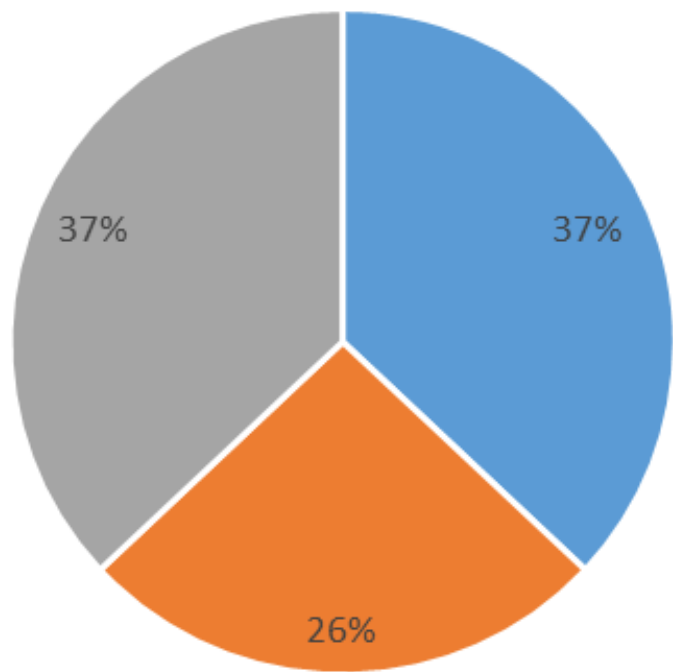


NEWARK DEVELOPMENT PARTNERS FINANCIAL SUMMARY



INCOME

- Property Rental & Other Income - 32%
- Special Project Revenue - 25%
- Contributions - 35%
- Grants - 7%
- Administrative & Misc Income - 1%



EXPENSES

- Rental Property Expenses - 37%
- General & Administrative Expense - 26%
- Special Project Expense - 37%

*Operations in 2019 generated a surplus of revenue over expenses that was added to NDP’s net worth, with zero term debt.

COMMUNITY

Advancement & Awards

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LONGABERGER BASKET DEVELOPMENT Announced at the Basket Building during the Legacy Circle Reception, which kicked off the Heritage Ohio Conference, Steve Coon shared that the Basket would live on, retaining its unique architecture and charm as a boutique hotel, complete with 150 rooms, a pool, restaurant and wine bar.

HOMELESS TASK FORCE Licking County Task Force on Homelessness, in collaboration with NDP and the United Way of Licking County, has been working to address homelessness in Licking County. The Thomas J. Evans Foundation purchased the former Family Dollar Store at 200 East Main Street to perhaps transform into a shelter to compliment some of our other shelters in the area. Two consultants have been engaged to address the scope of challenges faced by the homeless population.

THE GAZEBO The restored Gazebo was dedicated to the memory of the staff and hundreds of children who lived at the Licking County Children's Home on the site. Community members, businesses and groups combined to pay for the restoration of the gazebo for all to enjoy.

NEWARK "BEST HOMETOWN" AWARD Newark was recognized as one of 2019 –2020 Ohio's Best Hometowns by Ohio Magazine because of its thriving sense of community, historic preservation efforts and a welcoming downtown filled with shops and arts venues. To determine the honorees, Ohio Magazine solicited nominations and conducted site visits across the state. The editors evaluated the nominees in six categories -- Community Spirit, Education, Entertainment, Health and Safety, Business Environment, Culture and Heritage -- to help finalize their selections.

SKATEBOARD PARK The Thomas J. Evans Foundation and the Gilbert Reese Family Foundation provided \$2 million in funding to improve the city's Everett Park -- including \$770,000 for a new 16,000-square foot skate park. Also part of the project is a new pavilion, dog park, playgrounds, public restroom, community gardens and two new baseball practice fields.

HERITAGE OHIO ANNUAL CONFERENCE The 2019 Conference took over Historic Downtown Newark in October and shared with the visitors all of the amazing work and transformation that has been taking place in the city. Communities from all over Ohio and the Midwest attended to see the transformation of Newark over the past six years. Two Newark Projects were honored with awards; Courthouse won "Best Public Building Rehab Award" and the NEWork Space was "Best Commercial Building Interior Improvement Award"

NATIONAL ROUND ABOUT CONFERENCE An all-day roundabout conference brought more than 225 civil engineers, transportation planners, government officials and consultants to The Midland Theatre. Newark was chosen as an example to other communities because the excellent setup with roundabouts around the Square which have helped invigorate the central business district.

CHERRY VALLEY LODGE Investors have spent \$13 million transforming the former Cherry Valley Lodge into the Cherry Valley Hotel. A big change was replacing CoCo Key Water Resort with a 45,000-square-foot event and exhibit space. Every corner of the property was redone, from hotel rooms to the restaurant to the grounds and spa.



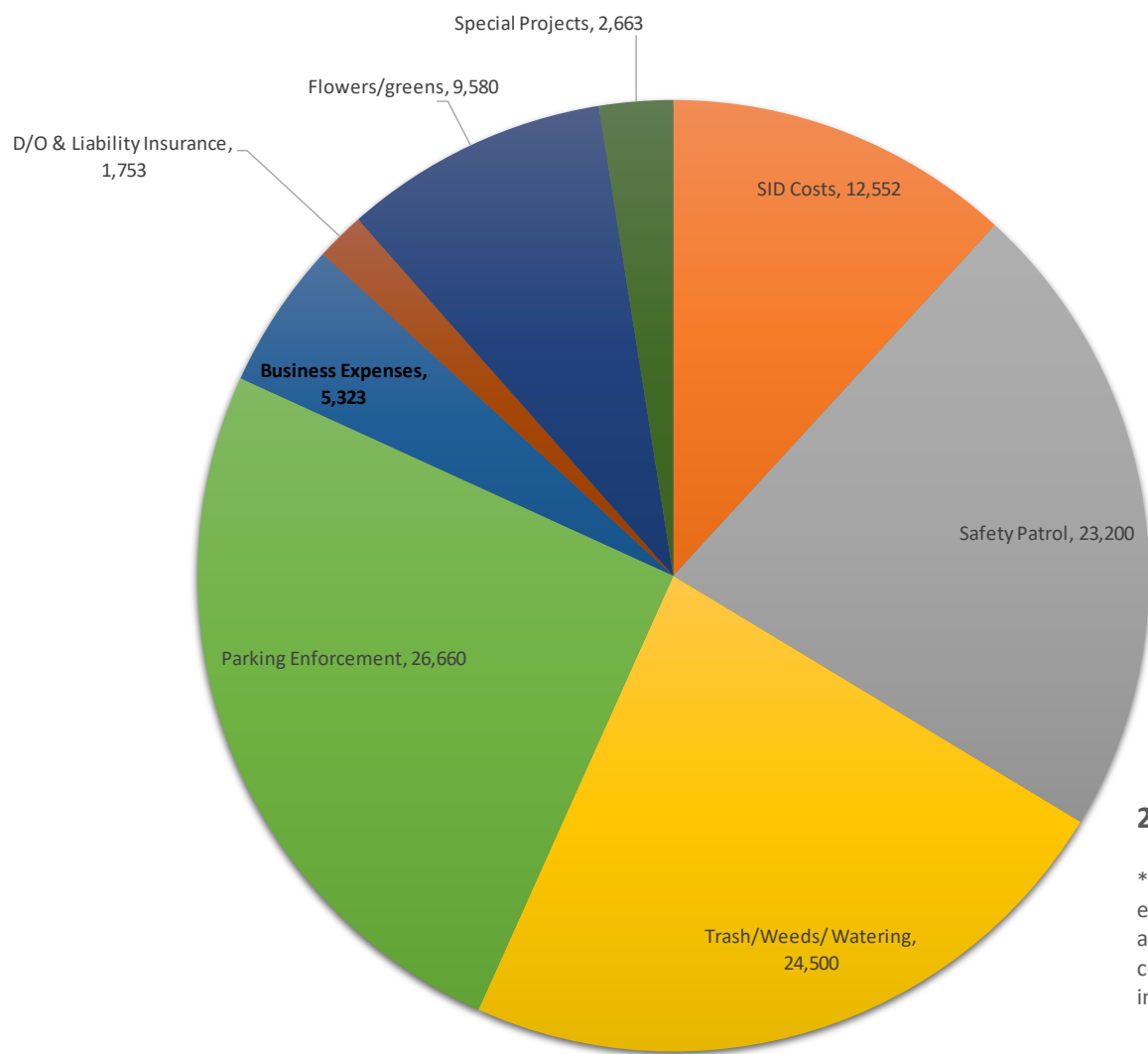


SID UPDATES

Special Improvement District

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SPECIAL IMPROVEMENT DISTRICT EXPENSES



2019 SID Expenses—\$106,231

* Revenue from property assessments exceeded expense in 2019 resulting in a surplus carried forward to fund continuing expenses and further investments in Downtown.

- SID Costs
- Safety Patrol
- Trash/Weeds/ Watering
- Parking Enforcement
- Business Expenses
- D/O & Liability Insurance
- Image & Brand
- Flowers/greens
- Special Projects

The Downtown Newark Special Improvement District is a private, not-for profit organization (501c3 application pending) through which property owners assess themselves to provide funding for district-wide parking enforcement, business resources, physical environment enhancement services, safety, marketing and promotion, as well as special project services. Under an agreement, NDP administers the services plan for the SID. The Downtown SID concentrates on long-term development, as well as short-term tasks including trash pickup, watering and general safety.

NEWARK DEVELOPMENT PARTNERS

P.O. BOX 4532
NEWARK, OHIO 43058-4532

Address Service Requested

BOARD OF DIRECTORS

Mary Albright, Partner Reese Pyle Meyer PLL	Jennifer McDonald, President Licking County Chamber of Commerce	Andrew Morrison, Partner Buckeye Winery	Noble Snow, CPA, Partner WSS, LLC
Mark Mauter, Community Development Director City of Newark	Brian Morehead, City Engineer City of Newark	David Rhodes, Service Director City of Newark	

OFFICERS

EXECUTIVE DIRECTOR Fred Ernest Newark Development Partners	CHAIRMAN Dan DeLawder The Park National Bank	VICE CHAIRMAN Jerry McClain Jerry McClain Company	SECRETARY Stephen Layman Shai Commercial Real Estate	TREASURER Cheri Hottinger The Park National Bank
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OUR MISSION

Newark Development Partners is a collaborative venture engaging the public and private sectors dedicated to incentivizing investments in Newark, Ohio in order to sustain economic development, create jobs and further improve the business, individual and residential living areas of our vibrant and attractive city.

NDP is a 501(c)(3) organization formed in 2012 under the Ohio Revised Code as approved by the City of Newark Administration and Council.

We love to hear your feedback. Email us at info@newarkcic.com or write us at NDP, PO Box 4532, Newark, OH 43058-4532