

BUCKEYE • HILLS  
**regional  
council**

**Putting Wealth Creation into Action**

NADO – March 10, 2025

# SOMES NOTES BEFORE WE BEGIN

- ASSET-BASED COMMUNITY DEVELOPMENT = WEALTH CREATION
- Community building happens at the speed of trust
- Local ownership of the process makes for a better end product (CEDDS)

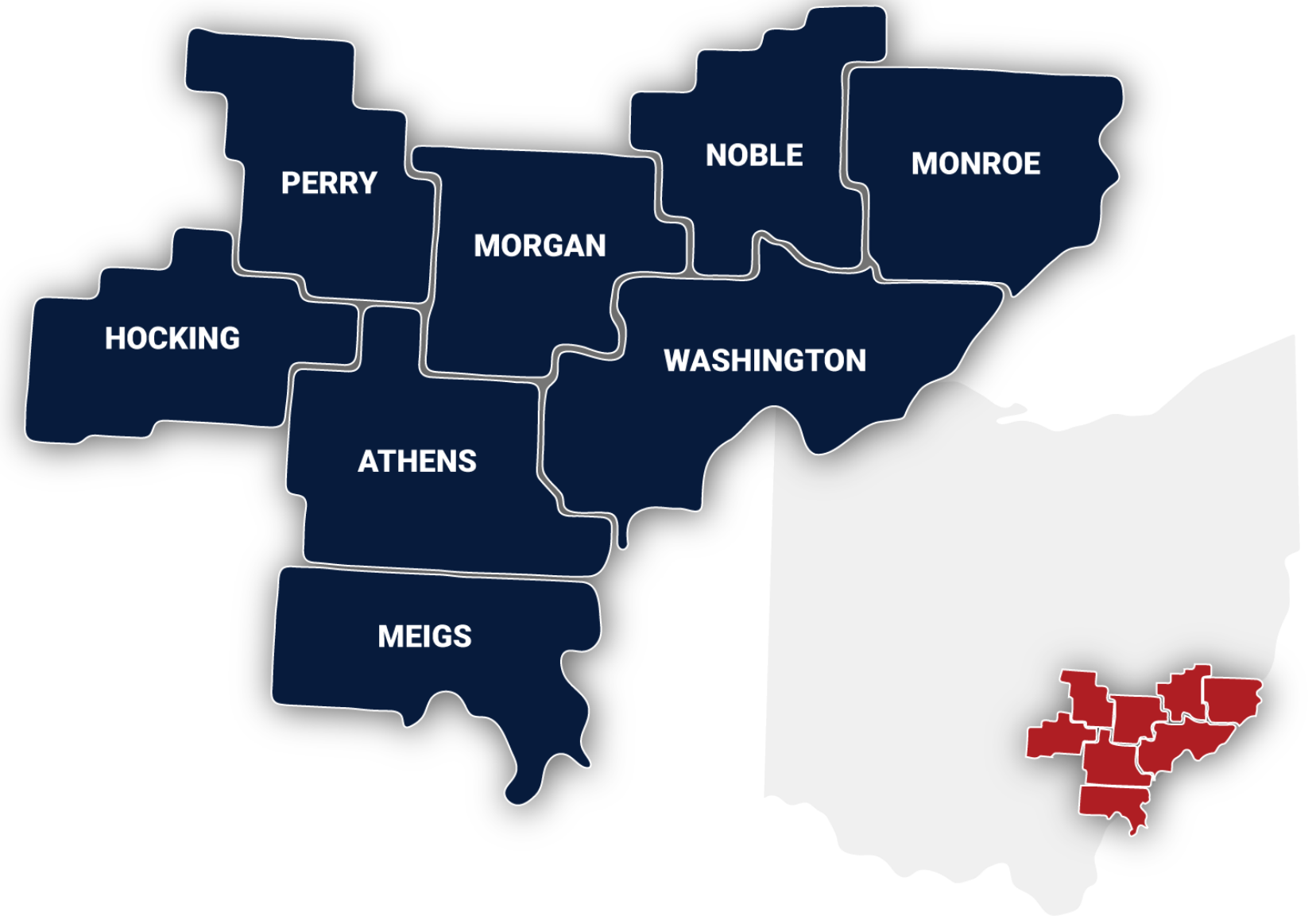


# ONE MORE THING...



# WHAT IS THE BUCKEYE HILLS REGION?

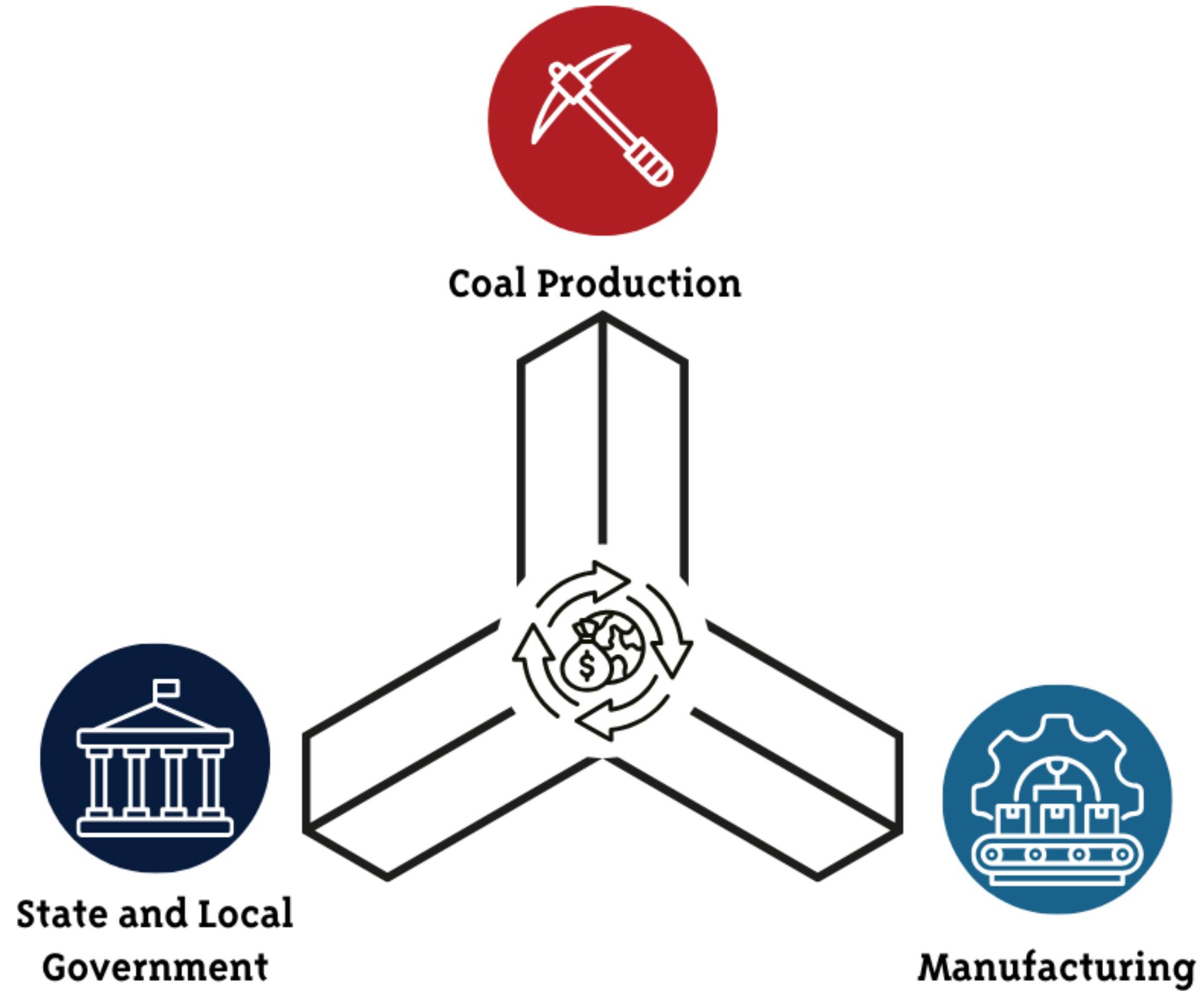
- Athens, Hocking, Meigs, Monroe, Morgan, Noble, Perry, and Washington counties in Southeast Ohio.
- Home to 244,000 residents with a decreasing population
- Encompasses 3,697 square miles, 121 townships, 5 cities, 53 villages, and 22 Census-designated places.



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# WHAT OUR ECONOMY USED TO BE



# OUR SITES



# WHAT IS NEEDED TO START:

1. An innovative leader willing to say “Yes, let’s try it!”
2. Data collection to analyze your region’s strengths
3. The viewpoint that community development IS economic development.
4. The belief that asset-based community development builds resiliency.





# SUCCESSSES

- Three-part training well attended by stakeholders across the region
- Eight county downtown revitalization workshops to teach the skills to develop community assets
- Development of a downtown revitalization guidebook with regional examples (a NADO Impact Award winner!)

RURAL ACTION > LEARN ABOUT OUR WORK > RESILIENT COMMUNITIES > WEALTHWORKS INSTITUTE 2022: CLEAN ENERGY FOCUS

## WealthWorks Institute 2022: Clean Energy Focus

### WealthWorks in Appalachia: Tools to Build a Resilient Energy Economy in the Buckeye Hills Region

Did you know that more than twice as many Ohioans work in clean energy than the number of lawyers, web developers, accountants, auditors, and real estate agents combined? Reducing energy waste and generating local electricity through renewables is a powerful way to stimulate economic growth, especially in communities recovering from shifts in other parts of the energy industry.

On **March 23-24**, we held a **free virtual event** examining how WealthWorks can help the Buckeye Hills Region catalyze growth in the local energy economy. The WealthWorks strategic capital



# SUCCESSSES CONT.

**Perry County Tribune**  
Thursday, October 13, 2022 | Print Edition

58° Partly Cloudy

News Sports Obituaries E-Editions Community Special Sections Reader Services Classifieds Local Ads Local Jobs

## Community meets to imagine downtown revitalization

By LILY ROBY PERRY COUNTY TRIBUNE REPORTER Jun 8, 2022



Community members turned out to a workshop Monday to discuss downtown revitalization.

**SHAWNEE** - The Perry County Downtown Revitalization Workshop was held Monday, June 6, from 5-7 p.m. at the Tecumseh Theater in Shawnee. Met with a full house of community members eager to discuss various ways to enliven and connect the county, Buckeye Hills Regional Council organized the workshop with the help of Columbus-based design firm Designing Local.

Sam Miller, Buckeye Hills Regional Council's Development Director, opened the meeting by explaining the project's intentions, sparked by Governor Mike DeWine's recent proposal to invest \$500 million into Ohio's Appalachian counties. Miller explained that the initiative to revitalize downtown spaces was born out of a project in Noble County, where Economic Development Administration (EDA) Cares Act funds were allocated to the Village of Caldwell for a downtown revitalization plan.

"Really, we just kind of looked back after that and said, 'You know what? We think there's a real need and interest in our communities to talk about these types of projects,'" Miller said. "So we asked for estimates of how much in each county a workshop series would be, and Designing Local had the best proposal."

Miller explained that the state funding won't go just to downtown revitalization projects, but also community infrastructure, developing a more robust workforce, providing healthcare to residents and more. However, the June 6 workshop was an important first step in educating attendees on how they can be part of the process of reinvigorating Perry County.

**Trending Now**

- 1 New pastor serves United Methodist churches in Glenford, Thornville
- 2 Panthers have MVL title in sight on Senior Night
- 3 Falcons take down Eagles, set sights on Irish
- 4 Perry County Common Pleas Court
- 5 Perry County real estate transfers

**Trending Recipes**

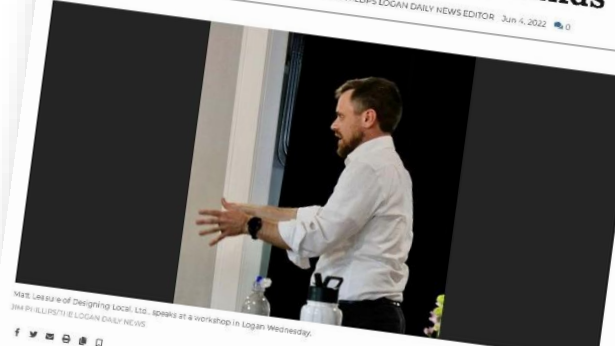
- Cheer's Old-Fashioned Apple Pie
- New England Style Grilled Cheese
- Killer White Chili

**Auto Racing**

- Bros and foes: Bills' Allen, Chiefs' Mahomes rivals, friends
- Alex Bowman to miss next 3 NASCAR races with concussion
- Smoke 'so mad' at NASCAR even as Stewart-Haas drops 1 appeal
- NASCAR fines Stewart-Haas Racing \$200K for race manipulation

## Workshop airs ideas for attracting state revitalization funds

By JIM PHILLIPS LOGAN DAILY NEWS EDITOR Jun 8, 2022



LOGAN - About 35 people showed up to a workshop in Logan Wednesday evening, to hear two representatives from a Columbus design firm offer advice on how to revitalize the downtown Logan area and beyond. Such a project has suddenly become timely based on the new prospect of \$500 million of state money, which has been earmarked for helping Ohio's 32 Appalachian counties restore their downtowns, improve community health, and rebuild their local workforces.

The Logan workshop was one of eight organized by the Buckeye Hills Regional Council, one in each of the eight counties in its service area. Workshops now have been held in Athens and Hocking counties, with such events still to come in Perry, Meigs, Noble, Morgan, Washington and Monroe.

On April 28 Gov. Mike DeWine announced a proposal for an "historic investment" by the state of \$500 million in Ohio's Appalachian counties. The rollout featured visits by U.S. Gov. Amy Klobuchar to communities across the region to talk about the plan, including a visit to the Logan Theater, site of Wednesday's workshop. The funding proposal has since been enacted into law in the form of an amendment to Ohio House Bill 377, which has passed both houses of the state General Assembly.

The program includes \$50 million in funding for a planning phase, in which Appalachian communities and regional partnerships will develop plans that incorporate each of the three funding priorities mentioned above. Once the plans are in place, \$450 million in implementation grants will be distributed to help carry them out.

Wednesday's workshop focused on the downtown revitalization priority, through its broader focus was on ways to reimagine and "brand" the entire county and communities within it, to make them more attractive to both local residents and visitors.

Josh Lapp and Matt Leasure, of the firm Designing Local, Ltd., gave an overview of the many ways communities can improve quality of life for locals, give themselves a unique identity, and spread the word far and wide about their attraction as a visitor destination. Much of their advice dealt with ways to create and market a really recognizable marketing "brand" for the community, which reflects its personality and what it has to offer.

They stressed the importance of putting serious thought into what this brand should convey and how it communicates its well worth it to spend a little more for a certain quality. One area where this is true, they suggested, is visual images and online graphic layout.

**Trending Recipes**

- Old Timey Fudge
- Perry's Home Baked
- Sevenside Biscuits

**Auto Racing**

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**The Marietta Times**  
October 12, 2022 | Today's Paper | Submit News | Subscribe Today | Welcome: Drew - Logout

**BREAKING NEWS** Williamstown, Tyler Consolidated playing Friday

## Re-imagining downtown workshops scheduled

From staff reports

With the recent announcement of a possible historic \$500 million investment in Appalachian Ohio by the DeWine administration, Buckeye Hills Regional Council is partnering with Designing Local to host a series of workshops aimed at helping communities reimagine their downtowns.

The series is free and open to all Southeast Ohio community leaders, elected officials, nonprofits, and anyone working to make their community a better place to live, work, and play.

Each workshop will cover the topics of outdoor recreation, historic preservation, public art, streetscapes, and pedestrian infrastructure.

Designing Local, a certified woman-owned business dedicated to helping communities connect people to place through culture, will guide communities through the best practices of developing both small- and large-scale revitalization projects.

Buckeye Hills Regional Council and Designing Local are excited to help communities translate their vision into a unique, interesting, and powerful built environment through these workshop sessions. Participation is free, but space is limited.

Registration and workshop details are available at [buckeyehills.org/events](http://buckeyehills.org/events).

The series is presented with support from the U.S. Economic Development Administration. Questions regarding content or locations can be directed to Jada Riley, development specialist, at [jriley@buckeyehills.org](mailto:jriley@buckeyehills.org).

Workshops include:

- Noble County, 4-6 p.m. June 13 at the OSU Extension Office, 46049 Marietta Road, Caldwell.
- Morgan County, 5-7 p.m. June 16 at Stockport Mill, 1995 Broadway Ave., Stockport.
- Washington County, 5-7 p.m. June 22 at the Buckeye Hills Regional Council, 1400 Pike St., Marietta.
- Monroe County, 5-7 p.m. June 27 at the Generations Complex, 47115 Black Walnut Parkway, Woodsfield.

# STARTING ON THE RIGHT FOOT

- Find what your peers are doing and “borrow” their good ideas
  - Mix and match best methods to find the right mix for your region
- Re-think your CEDS committee membership
  - Who is missing but has a great perspective
- Engage your community in thoughtful ways early in the writing process
- Simplify language and jargon
  - Create a glossary of shared terms



# STAYING ON THE RIGHT FOOT

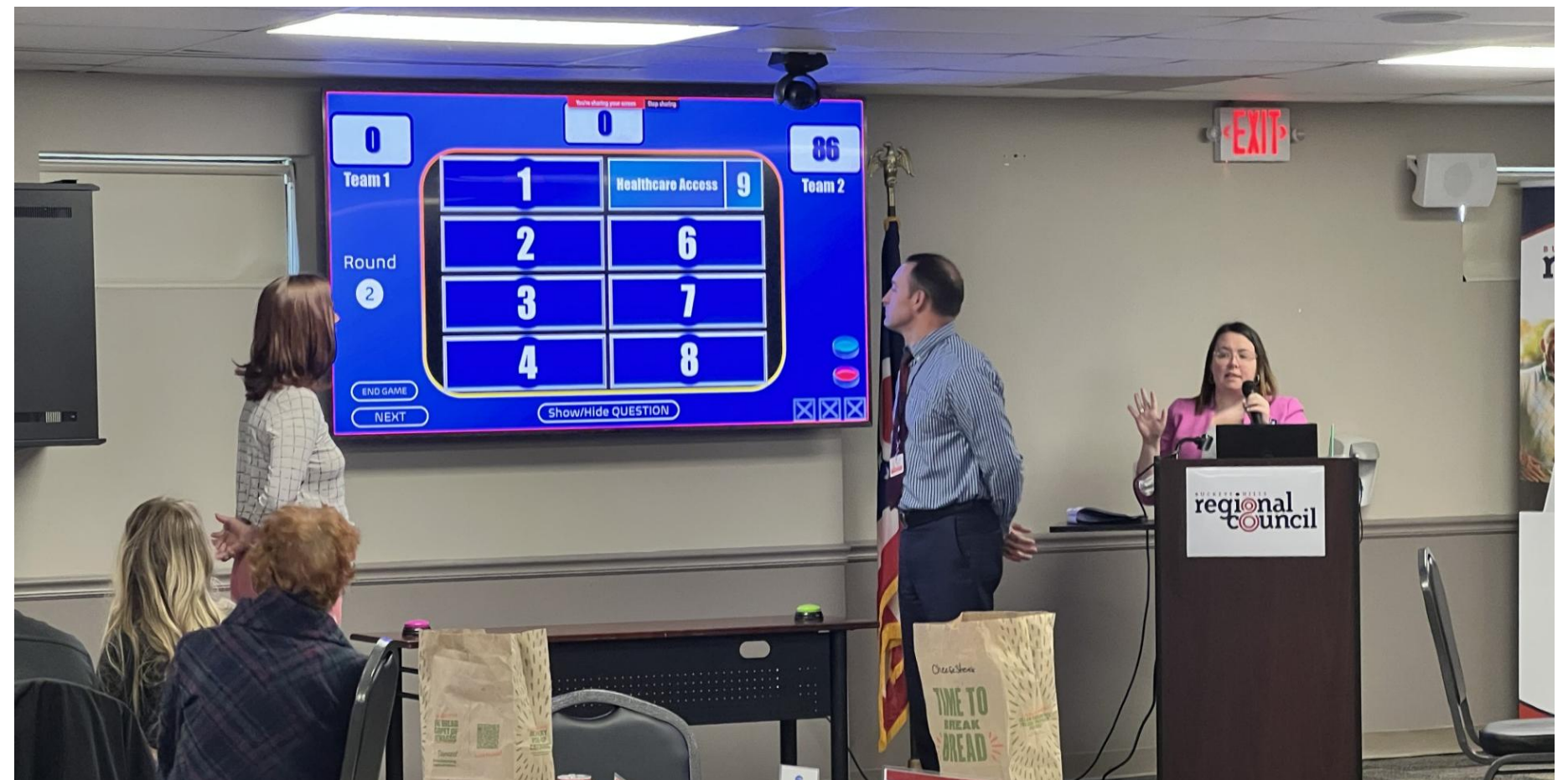
- Listen to what the community shares and incorporate it
- Don't take yourselves too seriously

## *Strengths:*

- Appalachian Culture and Heritage
- Agriculture & Natural Resources
- Educational Assets
- Rail, River and Road Access

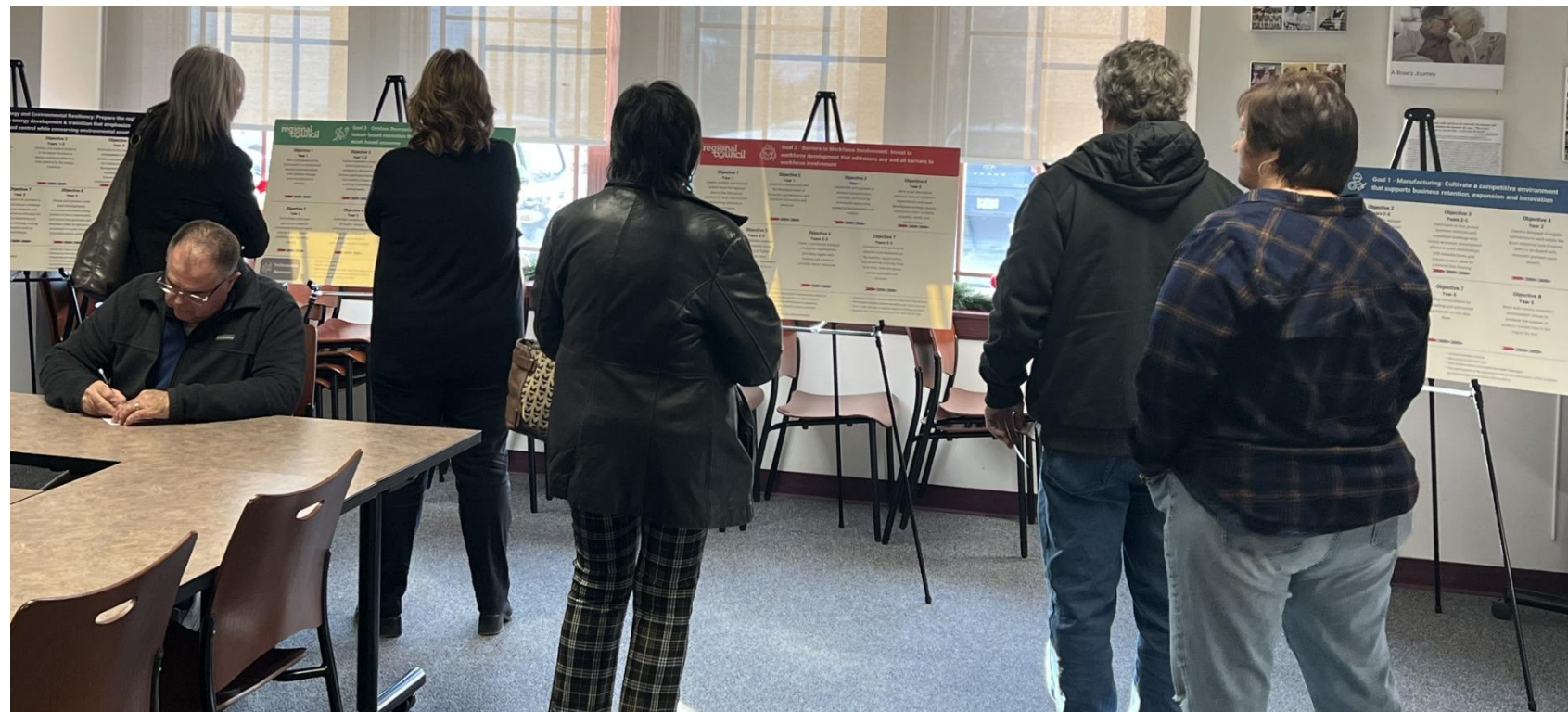
## *Weaknesses:*

- Lack of Workforce Enablers
- Utility & Infrastructure Access
- Housing Supply
- Broadband Access



# STAYING ON THE RIGHT FOOT CONT.

- Continue to engage AND build a bigger network
- Always follow up them on final product



**BUCKEYE HILLS FORWARD**  
Working Group Meetings

**JOIN US**

All meetings will be held on Microsoft Teams from 12:00 pm - 2:00 pm

**Manufacturing:**  
Wednesday, Sept. 18

**Barriers to Workforce:**  
Wednesday, Oct. 2

**Outdoor Recreation:**  
Wednesday, Oct. 16

**Energy:**  
Wednesday, Oct. 30

**Housing:**  
Wednesday, Nov. 13

**Agriculture:**  
Wednesday, Nov. 20

**Small Business:**  
Wednesday, Dec. 4

**Buckeye Hills Forward Working Groups**

After reviewing the SWOT analysis conducted for our region, seven (7) working groups were identified. These groups of community members will dig into the identified strategies for the CEDS Action Plan. After reviewing, the groups will then prioritize and identify the eight (8) strategies that will make their way into the final document.

**BUCKEYE HILLS regional council**

**IT'S WORKING! (PROBABLY)**



# QUESTIONS?



**Sam Miller**

**Development Director**  
**[smiller@buckeyehills.org](mailto:smiller@buckeyehills.org)**