

Economic Development and Historic Preservation

TRADITIONAL MINDSETS

- Traditionally Historic preservation has been restoring historically significant architectural or geographical sites for aesthetic value or for the benefit of future generations to better understand the ways and styles of the past.
- When historic buildings and neighborhoods are torn down or allowed to deteriorate, a part of our past disappears forever. We lose history that helps us know who we are, and we lose opportunities to live and work in the kinds of interesting and attractive surroundings that older buildings can provide.
- Some see it, not as a means to revitalizing local communities, but rather, as an impediment to redevelopment.

RECOGNIZED ECONOMIC BENEFITS OF HISTORIC PRESERVATION

- Helps enhance cultural vitality and identity, which in turn works to attract tourists and inspire community-based volunteerism
- Aids in local economic and community revitalization
- Increases tourism and employment
- Preserves regional history, culture, and pride
- Creates a bond between a community and its citizens
- Attracts residents and visitors with discretionary income
- Increases the demand for labor and increases business for local suppliers
- Is an ideal economic development strategy for attracting and retaining small businesses
- Stabilizes neighborhoods and creates viable business districts
- Effectively targets areas appropriate for public attention
- Connected to saving tax money by reusing buildings and infrastructure
- Conserves resources
- Prevents urban sprawl
- Revitalizes community centers
- Can impact and encourage private investment in an area by demonstrating public commitment
- Reduces crime in areas attracting more visitors, businesses and spending
- Creates jobs (short term construction, long term tourism, entertainment, retail, creative sector)
- Increases tax bases and property values
- Promotes environmental sustainability
- Improves the quality of life
- Federal, state and local governments also use tax credit programs to encourage historic preservation in the area. An advantage of tax incentives is in attracting businesses and homebuyers to older urban areas and historic districts in hopes of encouraging the re-use of old buildings rather than adding to suburban sprawl with new buildings

- Many legislators and urban planning specialists are coming to see historic preservation as a new way to combat urban blight, reduce crime and address affordable housing issues.

PROOF IN THE NUMBERS

- Every \$1 million spent on the preservation of buildings in Colorado generates approximately 32 new jobs, \$1.28 million in indirect expenditures and \$773,000 in household income.
- For every \$1 million in Acquisition and Development projects distributed from the State Historical Fund between 1993 and 2010, approximately \$4 million in additional funds was leveraged for historic preservation.
- Since 1981, historic preservation projects in Colorado generated almost 35,000 jobs and generated approximately \$2.5 billion in direct and indirect economic impacts to Colorado's economy. These expenditures generated:
 - \$843 million in household earnings
 - \$6.5 million in business income taxes
 - \$17.5 million in personal income taxes
 - \$49.1 million in Colorado sales taxes
- Tourism is currently the third largest industry in the United States and heritage tourists are the largest growing group of tourists with the most money to spend. Heritage tourists tend to be older, likely have a post-graduate degree, take longer trips, spend more money, and participate in more activities.
 - Heritage tourists in Colorado spent an average of \$447 in total expenditures, whereas overnight leisure visitors spent an average of \$333 in total expenditures.
 - Heritage tourists are also more likely to come from out of state and their trips generally last longer than other overnight leisure trips (5.8 nights compared to 5.2 nights).
 - In 2008, 11.8 million trips in Colorado involved heritage tourism activities, and;
 - Heritage tourists spent \$190 million on cultural activities and \$54 million on historic activities. (Longwoods International's Colorado Travel Year 2008 Visitor Study)