

EXECUTIVE SUMMARY

# Economic Impacts of Historic Preservation in Florida





## FROM THE SECRETARY OF STATE

Florida is built on a rich history of diverse peoples who lived here before us. Even though Florida did not become a state until 1845, evidence of early peoples' lives and work on this peninsula dates back 12,000 years. Today the nation's fourth most populous state is defined and distinguished by what we know and what we continue to learn about our predecessors—Native Americans, Spaniards, the French and British and African Americans who built the unique Florida we now cherish.

Florida's historic preservation efforts, built upon four decades of programs defined by the National Historic Preservation Act, are supported by citizens, private corporations, and elected officials. In 2001, the Florida Department of State, Division of Historical Resources initiated this study, *Economic Impacts of Historic Preservation in Florida*. With funding assistance from the National Park Service, United States Department of the Interior, this study examines the direct economic benefits and concludes that this investment yields over \$4 billion annually, a benefit directly attributable to investment of public funding for historic preservation work. Our state-initiated study is a public-private partnership between the University of Florida's Center for Governmental Responsibility and Levin College of Law, the Center for Urban Policy Research at Rutgers University and the Florida Trust for Historic Preservation, and relied on VISIT FLORIDA survey information.

Our study arrived at these figures by quantifying the effect of program components such as federal income tax credit incentives, Florida jobs, incomes and property values, and direct state revenues. Generated revenues are defined by a variety of projects including restoration, educational programs for schoolchildren, private investment in Main Street businesses, bricks and mortar, and heritage tourism.

*The Economic Impacts of Historic Preservation in Florida* also reveals the startling statistic that for every dollar generated in Florida's historic preservation grants, *two dollars* return to the state in direct revenues. A dollar directed to the Florida Main Street program, modeled after the National Main Street design, shows a tenfold return.

Since 1977, the 20% federal income tax credits for certified rehabilitation of historic buildings have returned nearly \$332 million to investors. Florida communities such as the internationally-acclaimed Miami Beach Art Deco district, Key West, Pensacola, St. Augustine and Orlando are just a few that have benefited.

*The Economic Impacts of Historic Preservation in Florida* provides striking evidence that Florida's investment in the preservation and protection of historic places and the legacy of the cultures that created it, are paying huge dividends.

# Economic Impacts of Historic Preservation in Florida

SEPTEMBER 2002

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**Photos:** (cover) Old Capitol, Tallahassee; (clockwise from top left) Colony Hotel, Delray Beach; Osceola County Courthouse, Kissimmee; Restoration of Custom House, Key West; historic residence, Tampa



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[www.law.ufl.edu/cgr/pdf/historic\\_report.pdf](http://www.law.ufl.edu/cgr/pdf/historic_report.pdf)

[www.flheritage.com](http://www.flheritage.com)

"The most important part of an historic district? It gives pride of ownership to the people living in them."

— Loretta Sharp, Realtor, Lake Worth

"We don't market historic [character]. We market charm and quaintness. We don't have to say it. It's part of it."

—Craig Willis, Executive Director of the Mount Dora Area Chamber of Commerce

"Between five and nine years ago, there was a problem with lending [for historic renovations], but not now. Whatever you get here [in a historic district] you can go somewhere else in the city and get forty percent more house for the same price. Values [in historic districts] have increased."

—Jeffery M. Wolf, Developer, Saint Petersburg

"If you just give a little eye to detail, to historic preservation, you'll get more money for it."

— John Jones, Real Estate Consultant, Tampa

"The value of the property [in Ybor City] has increased so much in the last five years, like 150 percent."

—Maricela Medrano de Fakhri, Urban Planner, Ybor City Development Corporation

"The whole city is founded on tourism, and the tourism base is historic preservation."

—David D. Birchim, Senior Planner, City of St. Augustine



# The Economic Impacts

Throughout its history, the state of Florida has attracted would-be and future residents with seductive visions of great climates, beautiful vistas, and year-round playgrounds. The end result of that lure and its accompanying dreams has been unprecedented growth for Florida, placing ever greater demands on the state's housing and infrastructure, as well as on its tax base.

While the state has rewarded the newcomers with much that is new, Florida also is among the most ancient of American states, with well over four centuries of historic settlement laid on the archaeological remains from millennia of prehistoric settlement. This study examines the value of retaining and maintaining historic properties and sites amidst the pressures of new development.

This study, **The Economic Impacts of Historic Preservation in Florida**, is the first of its kind in Florida. Commissioned by the Florida Department of State, Division of Historical Resources and the Historic Preservation Advisory Council (now known as the Florida Historical Commission), the study is intended as a statewide analysis of historic preservation activity in Florida. The

study examines direct and multiplier effects from investment in historic preservation throughout the state in such activities as historic rehabilitation of all types of properties, heritage tourism, Main Street investment, grants programs, tax credits and museum operations.

The final numbers reflect statewide findings and do not examine individual communities, with the notable exception of the property values analysis. However, as indicated in the numerous charts of Florida community involvement in various preservation programs, the report includes input from every region of the state and its cities, towns, and villages. In each chapter of this Executive Summary,



Jacksonville

individual communities are featured. These communities were selected at random, and their stories are intended to demonstrate

how these many programs have been implemented in creative ways throughout the State of Florida.

## GENERAL FINDINGS

While the numbers found in this report are admittedly conservative, several conclusions can be made about the final results, including:

- ✓ **Historic preservation creates jobs in Florida.**

More than 123,000 jobs were generated in Florida from historic preservation activities during 2000. The major areas of job creation include the manufacturing sector, retail trade sector, services sector, and construction sector.

- ✓ **Historic preservation makes a substantial contribution to tax collections for Florida state and local governments.**

More than \$657 million in state and local taxes were generated from spending on historic preservation activities during 2000.

- ✓ **Visitors to Florida spend billions of dollars while visiting historic sites.**

More than \$3.7 billion was spent in Florida by tourists who visited historic sites. The tourists are lured by Florida's historic sites, historic museums, state parks, and archeological sites. There are more than 1,400 Florida listings in the National Register of Historic Places and more than 135,000 historic structures and archeological sites in the Florida Master Site File of historic sites.

# Florida Historic Sites



Jacksonville



Tallahassee



Gainesville



Orlando



St. Petersburg



Delray Beach

The 135,000 archaeological sites and historic structures on the Florida Master Site File are widely distributed throughout all parts of the state. These sites reflect the unique environment and history of the Sunshine State.

- ✓ Public funds invested in historic preservation grants are matched many times over with private funds in local rehabilitation projects.

Since 1983, state historic preservation grants have been awarded to projects in every Florida county, representing 2,751 projects and a state investment of \$212.1 million, which the Secretary of State's office estimates is more than doubled by leveraged public and private funds in these local communities.

- ✓ The Main Street Program creates a greater sense of place in Florida communities.

Since the Main Street Program began in Florida in 1985, eighty Florida communities have leveraged a state investment of \$4 million into partnerships between private investors and local governments. This investment became a total public/private investment in these communities of \$486.5 million (as reported by May, 2002) designated to improve the downtowns of these communities.

- ✓ Historic preservation helps to maintain property values in Florida.

In an examination of the assessed values of mainly residential property in eighteen historic districts and twenty-five comparable non-historic districts throughout Florida, there was no case where historic district designation depressed the property values. In fact in at least fifteen cases, property in historic districts appreciated greater than comparable, targeted non-historic districts.

The conclusions cited above are the result of extensive analysis of data from various public and private entities involved in historic preservation activities throughout Florida. In collecting data for this project, the research team reviewed information available through the Bureau of Historic Preservation, including grant reports, federal rehabilitation tax credit data, and Main Street project reports; surveyed local officials regarding rehabilitation activities; and conducted site visits of historic districts and sites in cities throughout Florida.

The following chapters will detail how each category of historic preservation activity generates jobs and gross state product in Florida.



West Palm Beach

**SUMMARY OF BENEFITS**

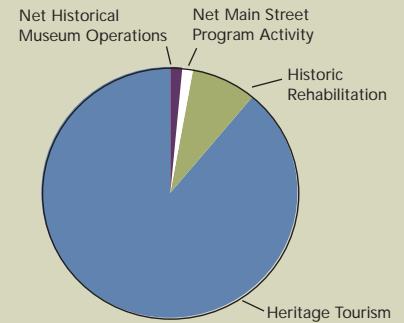
Historic preservation activities in Florida impact the state some \$4.2 billion annually. These impacts can be seen in job creation, income generated, increased gross state product, increased state and local tax collections, and increased in-state wealth.

For every category of historic preservation activity, the amount of economic benefit to the state of Florida is substantial, as indicated below:

**Direct Economic Benefit:**

**SPENDING**

- Heritage Tourism \$3.721B
- Historic Rehabilitation \$350M
- Net Historical Museum Operations \$58M
- Net Main Street Program Activity \$64M



**Total Impacts of Historic Preservation In Florida... \$4.2 billion annually**

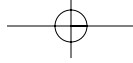
**Florida Benefits of the \$4.2 billion Direct Annual Investment, Based on Multipliers:**

Jobs	123,242
Income	\$2.766 billion
Gross state product	\$5.266 billion
Total Taxes	\$1.254 billion in taxes
State & local taxes	\$657 million
In-state wealth	\$4.672 billion

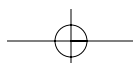
**Jobs and Income in Florida Supported by Historic Preservation:**

	<b>JOBS</b>	<b>INCOME</b>
Services Sector	33,621	\$751 million
Retail Trade	55,002	\$796 million
Construction Sector	3,893	\$174 million
Manufacturing Sector	9,627	\$322 million
Other Sectors	21,099	\$723 million
<b>Total</b>	<b>123,242</b>	<b>\$2.766 billion</b>





Gainesville





# Historic Rehabilitation

Local, state, and federal governments and private lending institutions throughout Florida are forming partnerships to invest in the redevelopment of commercial and residential historic properties and districts. Creative financing plans feature combinations of loans, grants, tax credits, and investments of public and private funds.

The result of this is rehabilitation of older structures allowing for their continued contribution to our communities. This rehabilitation may be as simple as restoring a decayed older house in one of Florida's many residential historic districts, or as extensive as the adaptive reuse projects that have transformed old industrial buildings in Tampa's Ybor City to make a vibrant and exciting commercial and entertainment district.

Like other forms of construction activity, rehabilitation itself has an economic effect. State officials estimate that sixty to seventy percent of the cost of the typical historic rehabilitation project in Florida is expended on labor, and that usually benefits local laborers.

## **FINDINGS: Economic Impacts of Florida Historic Rehabilitation**

In examining the economic impacts of rehabilitation of historic properties in Florida, researchers defined rehabilitation as all construction work that the Census identifies as "alterations." Not included are minor repairs or struc-

tures added to buildings. "Historic" is defined as property that is:

1. Designated as a national or local landmark; or
  2. Is located in a national or local historic register district; or
  3. Might be eligible for historic designation because of age or other factors.
- More detailed methodology is discussed in the technical report of the study.

## **The findings of the study are:**

Historic properties accounted for about 6.5 percent of rehabilitation of existing residential and non-residential buildings in Florida in 2000.

That 6.5 percent of rehabilitation activity on historic properties represents an estimated \$350 million in spending.

The total economic impact on the state of Florida of the estimate \$350 million in spending includes:

- 10,443 jobs
- \$317 million in income
- \$496 million in gross state product
- \$111 million in taxes (including \$50 million in state & local taxes)
- \$446 million in in-state wealth



Jacksonville—Springfield



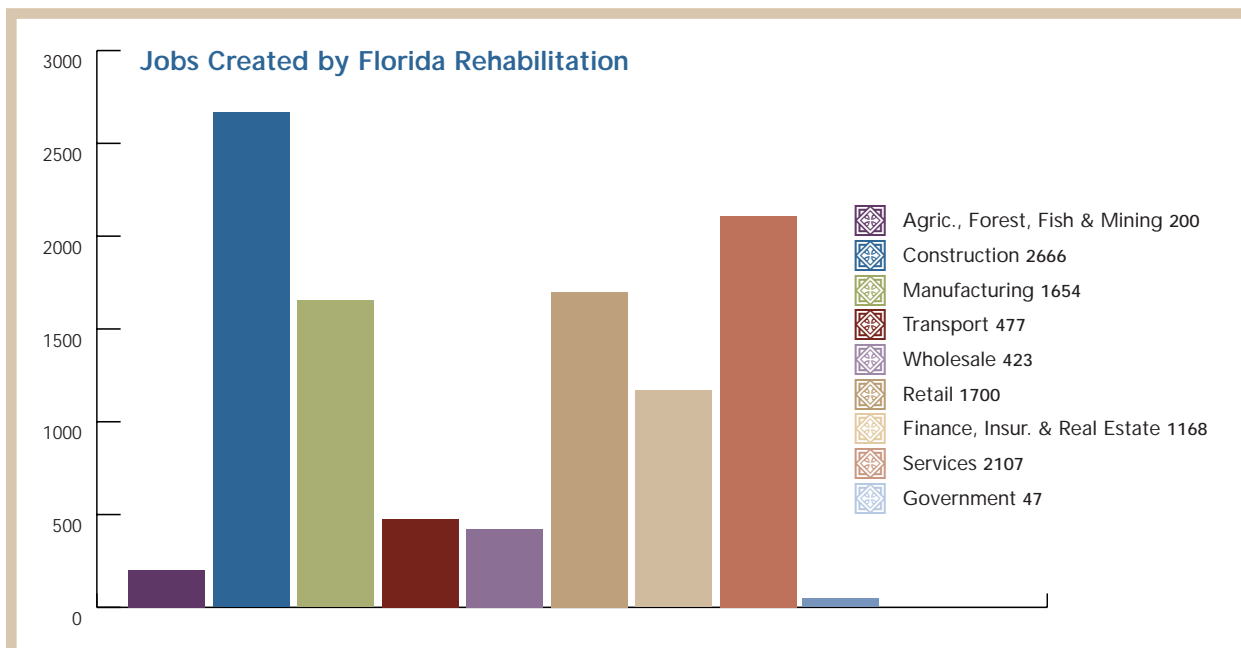
Lakeland

The 10,443 in-state jobs generated from historic building rehabilitation include jobs from the following categories:

- Construction 2,666 jobs
- Services 2,107 jobs
- Retail Industries 1,700 jobs

### SPRINGFIELD HISTORIC DISTRICT, JACKSONVILLE

Local communities are developing creative ideas about funding the rehabilitation of historic homes, many in districts located near the urban core of the city. The City of Jacksonville's Springfield community, located just blocks from downtown, is considered the city's first downtown neighborhood, and during the silent film era, was an eastern version of Hollywood.<sup>1</sup> Historic Springfield is a nationally and locally designated historic district.<sup>2</sup> In 1998, with leadership from the neighborhood and from Jacksonville Mayor John A. Delaney, the Historic Springfield Initiative began "as a pro-



gressive plan to provide much needed infrastructure improvements, home ownership incentives and assistance, and resources for community development," according to the Mayor.<sup>3</sup>

In 1998 the City sponsored the auction of twenty-three homes in the Springfield district. Prior to the auction, lending institutions were reluctant to invest in the neighborhood. Since the auction, the city has developed a consortium of five banks that make loans for housing in the neighborhood, supplemented by public funding programs for homeowners who qualify and by assistance from community-based non-profit organizations.<sup>4</sup> Since the auction and the investment work on properties in Springfield, property values have doubled, according to city staff.<sup>5</sup>

Springfield's redevelopment is a long-term project for the city,

with concentration of activity occurring by quadrant, due to the size of the district. The city's Neighborhoods Department conducts monthly meetings to review city services and needs in Springfield, and, ultimately, residents hope for development of a town center near their homes. The City of Jacksonville has received numerous awards for its innovative programs in Historic Springfield. The awards include selection by the National Community Development Association for an Audrey Nelson Community Development Achievement Award for use of Community Development Block Grant funds in Springfield. The city was also recognized by Freddie Mac® in 2000 as the eighth Alliance Community in the U.S. and the first in the Southeast, for expanding mortgage credit opportunities for homeowners.

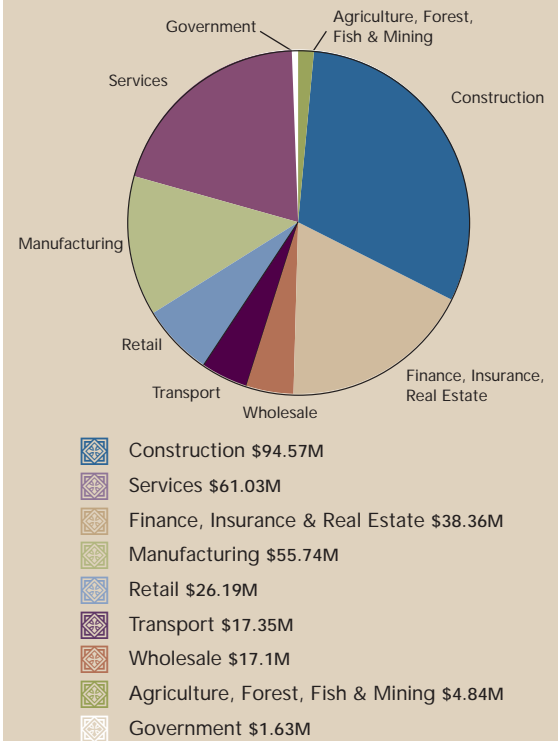
1. For additional information, see RICHARD ALAN NELSON, LIGHTS! CAMERA! FLORIDA! NINETY YEARS OF MOVIE MAKING AND TELEVISION PRODUCTION IN THE SUNSHINE STATE (Tampa: Florida Endowment for the Humanities, 1987).
2. For more information about Historic Springfield, see WAYNE W. WOOD, JACKSONVILLE'S ARCHITECTURAL HERITAGE: LANDMARKS FOR THE FUTURE. JACKSONVILLE'S HISTORIC LANDMARKS COMMISSION (1989).
3. "Historic Springfield Initiative." Brochure published by the Planning and Development Department, Jacksonville, Florida.
4. Interview with Carole A. Burchette, Program Manager, Housing Services Division, Planning and Development Department, City of Jacksonville (Mar. 28, 2002).
5. *Id.*

### FLORIDA'S CERTIFIED LOCAL GOVERNMENTS\*

Auburndale	Miami
Clay County	Miami Beach
Collier County	Miami-Dade County
Coral Gables	Micanopy
DeLand	Monroe County
Delray Beach	Mount Dora
Eatonville	New Smyrna Beach
Eustis	Ocala
Fernandina Beach	Orlando
Fort Myers	Palm Beach
Fort Pierce	Palm Beach County
Gainesville	Plant City
Gulfport	Pompano Beach
Highlands County	Quincy
Hillsborough County	Sanford
Hollywood	Sarasota
Homestead	Sarasota County
Jacksonville	St. Augustine
Jupiter	St. Petersburg
Key West	Tallahassee/Leon County
Kissimmee	Tampa
Lake Park	Tarpon Springs
Lake Worth	Welaka
Lakeland	West Palm Beach
Lee County	Windermere
Leesburg	

\* The Certified Local Government (CLG) Program is administered jointly by the states and the National Park Service. CLG's have established historic preservation programs, meeting federal and state requirements, which entitle them to certain grants and technical assistance. 36 C.F.R. pt. 61 <http://dhr.dos.state.fl.us/clg/index.cfm>

### Florida Income Generated by Historic Rehabilitation





St. Augustine

# Heritage Tourism

Tourism is a vital component of Florida's economy, as one of the state's top three revenue producers. Heritage tourism, one of the top reasons for pleasure travel, has become increasingly important both to travelers and to the communities they visit and offers significant benefits to the community. Heritage tourism can offset the costs of maintaining historic sites, help stimulate preservation efforts, and perpetuate the sense of place that lends communities their unique character and identity.

Florida had 71.5 million visitors during 2000. Some 89 percent of those visitors were from the United States; 8 percent from overseas countries; and 3 percent from Canada. Domestic visitors identify vacationing as their primary reason for coming to Florida, followed by visits to friends and relatives and business trips.

Florida is home to hundreds of opportunities to host tourists who are interested in historic sites. From the abundance of historic hotels in places like Miami Beach or St. Petersburg to such seasoned and historic attractions as Silver Springs, Parrot Jungle, Cypress Gardens, Marineland and Sunken Gardens, diverse sites attract thousands of annual visitors. In a survey released in March, 2002, Visit Florida found that six in ten respondents to their survey (61%) participated in some history-based

activities while vacationing in Florida in the past year. These activities included visits to historical museums or memorials, old homes, historic villages, Native American sites, military sites, parks or other historically important sites. In 1997 Visit Florida's *Florida Visitor Study* listed three historic sites among the top ten attractions for air visitors – Kennedy Space Center Visitor Complex, Ernest Hemingway House, and St. Augustine Historic District. The same survey found five historic sites and museums among the top ten major attractions of auto visitors surveyed – Kennedy Space Center, St. Augustine Historic District, Cypress Gardens, National Museum of Naval Aviation, and Silver Springs.<sup>1</sup> More than one-half of Florida's museums are historical, representing more than 9.7 million visitors last year, according to the Florida Association of Museums.



Silver Springs

## FINDINGS: Economic Impacts of Florida Heritage Tourism

No detailed statewide analysis has yet been conducted, focusing on the travel and spending patterns of heritage tourists in Florida. However, findings of this study relating to heritage tourists who listed historic visits as a major reason for travel to the state still yielded substantial information about heritage tourism, including:

• An estimated \$3.721 billion in expenditures in Florida was generated by heritage tourism in 2000.

• In Florida, that \$3.721 billion means:

- 107,607 jobs
- \$2.314 billion in income
- \$4.552 billion in gross state product
- \$1.093 billion in taxes (including
- \$583 million in state and local taxes)
- \$4.042 billion in in-state wealth creation



Mount Dora

**ST. AUGUSTINE**

St. Augustine epitomizes heritage tourism in Florida. The city's 13,000 residents and 14.4 square miles host 3.5 million tourists annually.<sup>2</sup> The tourists relive the history of the nation's oldest continuously occupied city, strolling along St. George Street, peering from atop the fortress of Castillo de San Marcos, or driving across the Bridge of the Lions. The charms of St. Augustine even lured one of the most famous Floridians, Henry Flagler, who was so impressed that he built the Hotel Ponce de Leon and the Alcazar Hotel and purchased the Hotel Cordova.<sup>3</sup> Flagler also platted the Model Land Company district for his employees of the Florida East Coast Railroad, and that area remains today as one of St. Augustine's residential historic districts.

Heritage tourism is the industry of St. Augustine. "The whole city is funded on tourism, and the tourism base is historic preservation," observed David D. Birchim, Senior

Planner for the City of St. Augustine.<sup>4</sup> The Economic Development Council of the St. Augustine and St. Johns County Chamber of Commerce estimates that tourism county-wide brought in \$490 million in 2000.<sup>5</sup>

**KEY WEST & PENSACOLA**

Old Town, in Key West, is a 190-block area that contains 2,580 structures.<sup>6</sup> Heritage tourism has been a mainstay for Key West and

Pensacola. Key West's Old Town and Hemingway House and Pensacola's Seville Historic District have attracted tourists for decades.

**MOUNT DORA**

In recent years heritage tourists are making their own Florida discoveries. Historic Mount Dora in Central Florida<sup>7</sup> is a charming mix of commercial and residential properties. The 9,800 residents of the city host an estimated one million visitors annually, largely through a calendar filled with festivals built around the downtown historic shopping district.<sup>8</sup>

"Events put us on the map. People come for the charm," said Craig Willis, Executive Director of the Mount Dora Area Chamber of Commerce. About one-half of Mount Dora's annual visitors come for a festival. "Our topography has a lot to do with it. The hills, oak trees, overlooking a lake. The historic character and quaintness. . . We don't market historic. We market charm and quaintness. We don't have to say it. It's part of it."

The festivals are the biggest business in Mount Dora, and Willis said urban sprawl is the biggest threat. "If we sit back, Orlando's going to be knocking down the front

ACTIVITY	TOTAL	AIR VISITORS	AUTO VISITORS
Beaches	32.4%	30.8%	36.9%
Shopping	32.4%	34.8%	30.6%
Theme/Amusement Park	26.5%	30.5%	22.8%
Nightlife/Dancing	12.0%	13.2%	9.6%
Outdoor (Hunt, Fish, Hike)	10.7%	10.2%	11.6%
Historical Places/Museums	9.1%	8.9%	9.4%
Golf/Tennis	6.3%	6.6%	6.5%
Cultural Events/Festivals	6.3%	6.4%	5.6%
National/State Park	5.1%	5.1%	5.3%
Sports Event	4.4%	4.5%	4.8%
Gambling	2.0%	1.7%	2.4%
Other	3.2%	3.1%	3.1%

\*Travel Industry Association, TravelScope Data as cited in Florida Visitors Study. 2000.

door. That's why the preservation ordinance was passed a few years ago by 80 percent. The downtown village is our main draw. You've got to keep your character. If we lose it, it's over," Willis said.

#### YBOR CITY

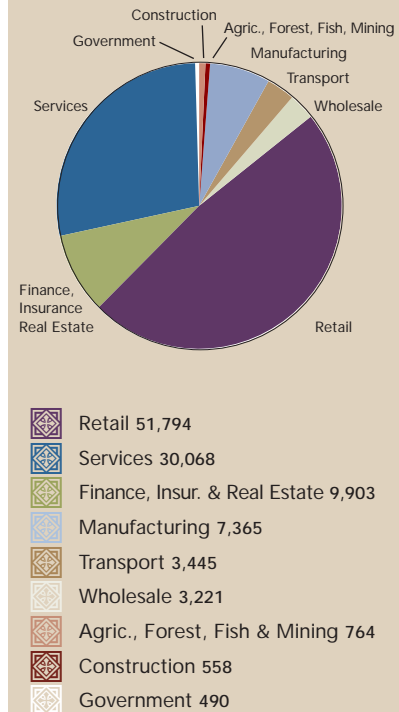
In Tampa, a resurgent Ybor City Historic District is drawing a new breed of heritage tourists. The com-

munity is a mix of thirty percent commercial buildings and seventy percent residential property.<sup>9</sup> It is now a fashionable entertainment district, rediscovering its potential as a tourist attraction in the wake of massive destruction after the promises of urban renewal. The City of Tampa is investing in the former immigrant community that is emerging as a lure for Florida's international visitors.<sup>10</sup>

1. VISIT FLORIDA, FLORIDA VISITOR STUDY/1997, 9, 20 (1998).
2. Interview with David D. Birchim, Senior Planner, City of St. Augustine, Florida (Mar. 28, 2002).
3. "Historic St. Augustine," St. Augustine & St. Johns County Chamber of Commerce Visitor Information, available at <http://www.staugustinechamber.com/visitor/visitor8.html>. (last visited Mar. 29, 2002).
4. Birchim interview, *supra* note 2.
5. "Tourism Industry Profile..." Economic Development of St. Augustine & St. Johns County Chamber of Commerce, available at <http://www.staugustinechamber.com/edc/community/tourism.html>. (last visited Mar. 29, 2002).

6. "Key West Facts," available at <http://www.keywestcity.com/city/welcome/cityhistory/cityhistory.html> (last visited Jan. 15, 2002).
7. For more information on Mount Dora and other picturesque Florida small cities, see, e.g., BRUCE HUNT, VISITING SMALL-TOWN FLORIDA, (Sarasota: Pineapple Press, Inc., 1997).
8. Interview with Craig Willis, Executive Director, Mount Dora Area Chamber of Commerce (Feb. 15, 2002).
9. Interview with Maricela Medrano de Fakhri, Urban Planner, Ybor City Development Corporation (Feb. 20, 2002).
10. Interview with Del Acosta, Administrator, Historic Preservation, City of Tampa (Feb. 20, 2002).

#### Florida Jobs Generated by Heritage Tourism

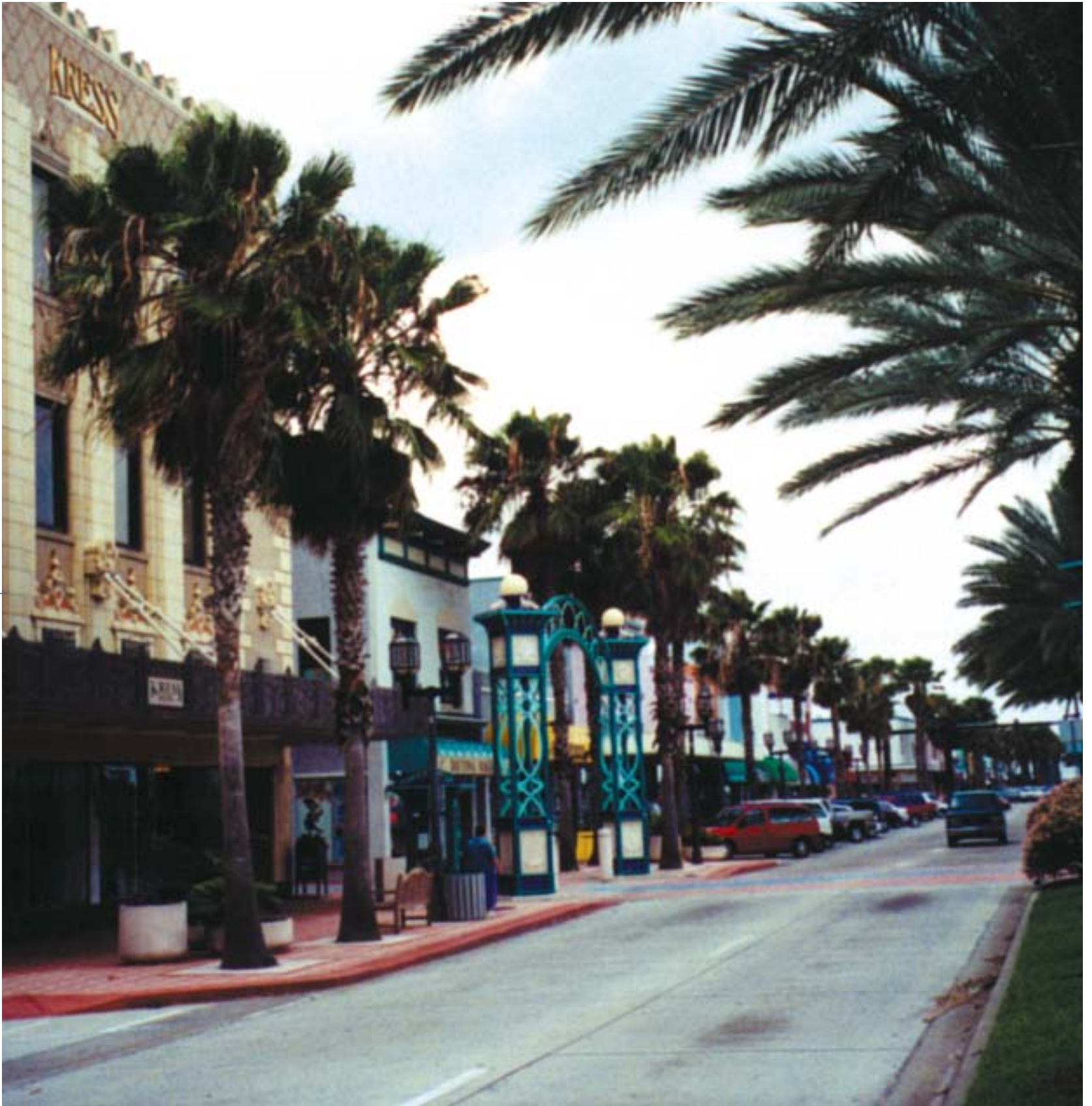
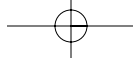


## Heritage Tourism Study: St. Johns County

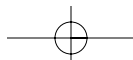
The St. Johns County Tourist Development Council (TDC) commissioned the University of Florida's Center for Tourism Research and Development within the Department of Recreation, Parks and Tourism in 2001 to conduct a study of the impact of tourism on St. Johns County and St. Augustine, Ponte Vedra and The Beaches. The study, coordinated by Drs. John Confer, Lori Pennington-Gray, Brijesh Thapa and Stephen Holland, was supported by the Florida Department of State, Division of Historical Resources; the National Trust for Historic Preservation; and the City of St. Augustine.

Specifically, the study will seek to address the following areas:

1. The size, relative to all St. Johns County visitors, of the heritage traveler segment, including overnight and excursionists.
2. Key factors in the heritage travelers' decision to visit St. Johns County, including the role of historic preservation in selecting St. Johns County as a vacation destination.
3. Key activities that heritage travelers to St. Johns County participated in while visiting.
4. The economic impact generated by the heritage traveler segment on the St. Johns County economy, including expenditure patterns while visiting, the average length of stay, and lodging, shopping, and dining choices.



Daytona Beach







# Main Street Program

Downtown revitalization is an important economic component of historic preservation, and Florida communities of every size have restored their main streets and rediscovered their sense of place. Diverse investment programs, through leveraging of public and private funds, are redesigning the way Floridians think about and use their downtowns.

Florida's Main Street program, a technical assistance program for communities of 5,000-50,000 in population, though the program may be tailored to smaller communities and pocket historic commercial areas of larger cities, has invested \$4 million in state grant funds to eighty participating communities, yielding a total public/private investment of \$486.5 million since the program began in 1985.<sup>1</sup> The investment also resulted in 1,816 new businesses and more than 7,000 jobs.<sup>2</sup>

## FINDINGS: Economic Impacts of Florida Main Street Program

Florida's Main Street program represents a net investment of \$64 million in construction plus retail job benefits in FY2000-2001.

Estimated average new full-time jobs created by this investment is 850 in Florida in FY2000-2001.

The overall economic impact in Florida of the \$64 million direct investment is:

- 3,202 jobs
- \$81 million in income
- \$132 million in gross state product

- \$31 million in taxes (federal, state and local)
- \$116 million in in-state wealth

The largest number of in-state Florida jobs fostered by Main Street investment is in the retail sector.

Other large sectors of Florida jobs benefitting from Main Street investment are construction, services, and manufacturing.

## KISSIMMEE

Local officials in Kissimmee are working to restore a community history steeped in Florida's ranching and cowboy heritage. Kissimmee joined Florida Main Street in 1997 in an effort at downtown revitalization, and completed a \$2.3 million streetscape project that contributed to the beautification of downtown.<sup>3</sup> City officials are using a Community Develop Block Grant program to extend the renovation to building facades. They have designed the city's entry gate and logo to reflect the cowboy heritage. The city has just hired its first historic preservation official in an effort to continue the restoration efforts.



## AUBURNDALE

Auburndale became a Main Street community in 1992 and merged its Main Street efforts with the Auburndale Chamber of Commerce in 1997, becoming the first such merger in Florida.<sup>4</sup> Downtown Auburndale received another boost through a grant from the Florida Department of State to reconstruct the old train station, which was dedicated in 2002 and serves as a museum and tennis center for the city.<sup>5</sup>

## DELAND

Established in 1985 as one of Florida's first Main Street programs, DeLand's initiative remains alive today. The Main Street program in DeLand has generated \$55 million in public construction and is credited with increasing occupancy rates from forty to ninety-eight percent. Other benefits the city has seen as a result of being a Florida Main Street community include increased sales tax revenue from new businesses; increased interest in historic preservation; and store front renovations aided by local matching grants.<sup>6</sup>

## PANAMA CITY

Panama City Main Street is a program of the Panama City Downtown Improvement Board, Community Redevelopment Agency. In the past year, more than \$12.4 million has been invested in the



Delray Beach

community, and more than eighty-three new jobs have been created. The occupancy rate for commercial space along the main business corridor has risen from 82% to 95% with 34 businesses starting or relocating into the District. With the assistance of Florida Main Street, district merchants have received retail consultation and promotions have begun such as the “Celebrate Downtown Festival of Nations” and the “We’re

Diggin’ Downtown” streetscape public relations campaign.<sup>7</sup>

**HAMILTON COUNTY**

The state’s only countywide Main Street program, in Hamilton County, serves the communities of Jennings, Jasper, and White Springs. Main Street is assisting local officials and businesses in promoting ecotourism of the region.<sup>8</sup>

**HOMESTEAD**

Homestead showcases its Main Street achievements the first Friday of each month with an evening known as “Friday Fest”. Sightseers can take in live music as they stroll around restored historic buildings such as the Old Town Hall, which was constructed in 1917. Rehabilitation on the 7,000 square foot building began

prior to Hurricane Andrew; not surprisingly, the storm necessitated further work on the structure. Replacement trusses were crafted from trees felled by the hurricane.

Begun in 1993, Homestead’s Main Street program relies largely on the local spirit of volunteerism. Recently, the program’s lead organization has hired an outside consultant to assess the current market situation and identify areas in which improvements could be made. Homestead’s downtown has witnessed an influx of more than \$300,000 toward efforts to beautify and rebuild the area. Homestead Main Street’s Design Committee is currently working on a historic district designation report requested by the City of Homestead. The report will consist largely of a series of maps depicting structures over fifty years old, architecturally significant structures, proposed improvements, and sites of historic or cultural significance.<sup>9</sup>

**FORT PIERCE**

Main Street Fort Pierce was established in 1988 and is supported in part through paid memberships with support levels from \$15 to \$1,000. The winner of several awards (such as “Outstanding Florida Main Street Image Campaign” in 2000), the program sponsors dozens of local events annually, including “Coffee with the Mayor”. This monthly opportunity runs September through May and allows organizations and businesses to present themselves to others in the community. August brings the Reverse Raffle and Silent Auction, a themed event held the third Saturday of the month. And the first Sunday in December is “Sights and Sounds on Second”, a festival that culminates in the lighting of the city’s Christmas tree.

Florida Main Street Communities Since 1985

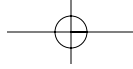
Arcadia	Hamilton County	Pahokee
Auburndale	Homestead	Palatka
Avon Park	Immokalee	Palm Harbor
Bartow	Indialantic	Panama City
Blountstown	Key West	Perry
Bonita Springs	Kissimmee	Plantation
Chipley	Lake City	Plant City
Clermont	Lake Park	Quincy
Clearwater	Lake Wales	Riviera Beach
Clewiston	Lake Worth	St. Cloud
Cocoa	Largo	St. Petersburg/ Grand Central
Crestview	Leesburg	St. Petersburg/ 22nd Street South
Dade City	Marathon	Sanford
Dania Beach	Marianna	Sarasota/Newtown
Davie	Miami Beach	Sebring
Daytona Beach	Miami Downtown	Stuart
DeLand	Miami Overton	Tarpon Springs
Delray Beach	Miami Shores	Titusville
Dunnellon	Milton	Venice
Eustis	Monticello	Vero Beach
Ft. Lauderdale/ Sistrunk Blvd.	Naples	Wauchula
Ft. Myers Beach	New Port Richey	Winter Garden
Ft. Myers	New Smyrna Beach	Winter Haven
Ft. Pierce	Oakland Park	Ybor City
Ft. Walton Beach	Ocala	Zephyrhills
Goldenrod	Okeechobee	
Haines City	Orlando	
	Ormond Beach	



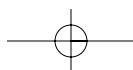
Ybor City

Main Street Fort Pierce bought and is in the process of restoring the historic Sunrise Theater with more than \$5 million raised from private donations and state grants. Fifteen facade projects also benefitted from state grants, as did the renovation of the Historic City Hall, a landmark constructed in 1925 that was once slated for demolition. In 1995, the program sponsored a charette to generate a master plan for the historic downtown area. Results of this master plan include a new \$2.5 million library. Main Street Fort Pierce also has supported the works of the St. Lucie Mural Society in bringing four murals to downtown depicting images of local significance.<sup>10</sup>

1. "Florida Main Street Communities Quarterly Report Data Base," Information supplied by Thadra Stanton, Florida Mainstreet Program Assistant, Florida Department of State (Mar. 7, 2002). Main Street initially was developed by the National Trust for Historic Preservation. Since 1980, Mainstreet has contributed some \$16.1 billion in public and private investment in forty states and over 1,600 American cities. Further information about this nationwide program is available at <http://www.mainstreet.org/>.
2. As of August, 2002, Florida's Main Street Program has yielded a total public/private investment of more than \$855.2 million resulting in the creation of more than 2,300 new businesses, and more than 8,900 jobs. "Florida Main Street Quarterly Report Data Base" (Aug. 14, 2002)
3. Katherine Harris, *Making It Count: How the Arts and Historic Preservation Can Make a Difference in Your County*, FLORIDA COUNTIES (Nov./Dec. 2000).
4. "Auburndale Chamber Mainstreet," Information published by the Auburndale, Florida, Chamber of Commerce, 2001/2002.
5. Interview with Doug Taylor, Building and Zoning Director, and Cindy Hummel, Director, Parks & Recreation, City of Auburndale. (Feb. 5, 2002).
6. E-mail from Taver Cornet, DeLand Main Street Program Manager (April, 2002). Further information is available at <http://www1.flausa.com/interests/mainstreet/ce.php>.
7. E-mail from Laura Lee Corbett, Florida Main Street Program Coordinator, Florida Dept. of State (Aug. 2002)
8. Harris, *supra* note 3.
9. E-mail from Dale Cunningham, Homestead Main Street Program Manager (April, 2002). Further information is available at <http://www1.flausa.com/interests/mainstreet/se.php> and <http://www.homesteadmainstreet.com>.
10. Information about these local Main Street Programs is available at <http://www.mainstreetfortpierce.org> and <http://www.visitstluciefla.com/history.html>.



Bonnett House Museum and Gardens, Fort Lauderdale a property of the Florida Trust for Historic Preservation



# Historical Museums, Parks & Sites

Archaeologists estimate that humans have inhabited Florida for more than ten thousand years.<sup>1</sup> Monuments and sites commemorating that long history lure the adventurous and the just plain curious to the state. These richly diverse historical resources include Native American sites, museums, battlegrounds, parks, courthouses,<sup>2</sup> downtowns, hotels, motels, beaches, historic markers and heritage trails.<sup>5</sup>

While Florida's tourism of 2002 might be better known for the Central Florida theme parks, which pump millions of dollars into the state's economy annually, tourism steeped in yesterday continues as a growing segment of the tourist economy as well. Visitors to the state frequently combine both theme parks and historic sites on their itineraries.

A recently released survey by Visit Florida, found that six in ten respondents (61%) among Floridians who took a vacation in Florida last year participated in a history-based activity. These activities included visiting historical museums or memorials, old homes, historic villages, Native American sites, military sites, parks or other historic sites.<sup>4</sup> These findings are comparable to similar surveys of all Florida visitors in 1998 and 1999. In

1998, 52.9% of all vacationers and 57.5% of Floridians who vacationed in Florida said they visited historic sites during their trip. The figures were similar for 1999, when 54.3% of all vacationers and 55.5% of Floridians said they visited historic sites while a tourist in Florida.<sup>5</sup> With Visit Florida reporting 58.8 million tourists in 1999,<sup>6</sup> the number of visitors interested in historic sites and activities is quite significant.

These "heritage tourists" can visit a wide variety of sites in the state. Florida has more than 1,400 listings on the National Register of Historic Places.<sup>7</sup> Of the state's 356 museums, some 183 are considered historic, representing 1,610 employees, welcoming some 9.7 million visitors last year and having operating budgets totalling \$67.8 million.<sup>8</sup>

The Florida Department of State's Division of Historical Resources awards grant funds to



Marjorie Kinnan Rawlings House, Cross Creek

non-profit Florida history museums for operating budgets and to museums for exhibits regarding the history of Florida. Since 1997, the Division has awarded 338 grants, totaling more than \$8.4 million.<sup>9</sup>

## FINDINGS: Economic Impacts of the Operations of Florida Historical Museums

■ Historical museums represent more than one-half of all the museums in Florida.

■ Historical museums in Florida had an operating budget of \$68 million for 2001.

■ Of the \$86 million of Florida gross state product generated by historical museums, \$29 million benefits the services sector, and \$23 million benefits the finance, insurance, and real estate sectors.

■ The total economic impact of Florida historical museums net



Henry B. Plant Museum, University of Tampa

spending is 1,989 jobs, representing an income of \$54 million and \$19 million in total federal, state, and local taxes.

#### FLORIDA STATE & NATIONAL PARKS

Florida's historic diversity might best be reflected in the state park system, which stretches from the Alabama line to the Florida Keys. From the creation of a monument at Olustee Battlefield in Baker County in 1899, the Florida State Park system has celebrated the significant events and locations in state history.<sup>10</sup> The Civilian Conservation Corps, created in 1933, assisted in the development of the state park system. By 1938 the Florida State Park System consisted of nine parks: Highlands Hammock in Hardee

County, Hillsborough River in Hillsborough County, O'Leno in Alachua and Columbia counties, Myakka River in Manatee and Sarasota counties, Fort Clinch in Nassau County, Suwanee River in Hamilton, Madison, and Suwanee counties, Gold Head Branch in Clay County, Torreya in Liberty County and Florida Caverns in Jackson County.<sup>11</sup>

Today, Florida's network of state parks crisscrosses the state, reporting 18.1 million visitors in 2000-2001.<sup>12</sup> Of the 156 Florida state parks, 46 include sites in the National Register. Among those visitors, more than 46.2 percent traveled to a state park that is historic or includes some historic or archeological site within its borders.<sup>13</sup> Visitors to these parks take advantage of both the traditional recreational facilities of state parks and the historically significant sites.

Florida's national parks also include historic sites. Visitors to national parks located within Florida's borders, including the Castillo de San Marcos National Monument in St. Johns County and Dry Tortugas National Park in Monroe County, accounted for more than 5.2 million of the 8.7 million visitors to national parks during 1999.<sup>14</sup>



Cape Florida Lighthouse

## National Register of Historic Places: Florida Listings\*

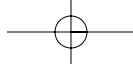
Alachua	45	Lake	20
Baker	3	Lee	44
Bay	4	Leon	55
Bradford	3	Levy	3
Brevard	42	Liberty	4
Broward	23	Madison	7
Calhoun	2	Manatee	24
Charlotte	16	Marion	29
Citrus	8	Martin	5
Clay	22	Monroe	38
Collier	19	Nassau	12
Columbia	10	Okaloosa	7
Dade	164	Okeechobee	2
DeSoto	1	Orange	36
Dixie	2	Osceola	7
Duval	78	Palm Beach	67
Escambia	33	Pasco	7
Flagler	4	Pinellas	54
Franklin	10	Polk	61
Gadsden	14	Putnam	15
Gilchrist	0	St. Johns	32
Glades	2	St. Lucie	16
Gulf	3	Santa Rosa	17
Hamilton	4	Sarasota	78
Hardee	2	Seminole	12
Hendry	10	Sumter	2
Hernando	5	Suwannee	7
Highlands	13	Taylor	2
Hillsborough	77	Union	2
Holmes	1	Volusia	78
Indian River	23	Wakulla	7
Jackson	9	Walton	5
Jefferson	19	Washington	3
Lafayette	0	<b>TOTAL</b>	<b>1429</b>

\*Florida Master Site File and the Bureau of Historic Preservation, Survey & Registration Section. August 15, 2002. The National Register is the official Federal list of properties throughout the country that reflects the prehistoric occupation and historic development of our nation, states, and local communities.

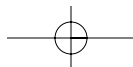
1. CHARLTON W. TEBEAU, A HISTORY OF FLORIDA 8-18 (7th prtg. 1980). See also FLORIDA DEPT. OF ENVIRON. PROTECTION, OUTDOOR RECREATION IN FLORIDA 2000, FLORIDA'S STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN (2000) available at <http://www.dep.state.fl.us/parks/planning/pdf/scorp-2000.pdf> (last visited May 30, 2002).
2. For more information about Florida's historic courthouses, see HAMPTON DUNN, HISTORIC FLORIDA COURTHOUSES (Gloucester Point, Va.: Hallmark Pub. Co., 1998).
3. For more information about Florida's historic sites, see ELIOT KLEINBERG, HISTORICAL TRAVELER'S GUIDE TO FLORIDA (Sarasota: Pineapple Press, Inc., 1997).
4. *Cultural, Heritage, and Naturism in Florida*, Memorandum from Vicki Verhine, Sr. Market Research Analyst, Visit Florida (Mar. 27, 2002).
5. "History-Based Activities and the Florida Tourist" (Visit Florida Research Dept., 2000).
6. VISIT FLORIDA, FLORIDA VISITOR STUDY 2000 (2000).
7. General information about the National Register of Historic Places is available from the National Park Service online at <http://www.cr.nps.gov/places.htm>. For more information about Florida listings on the National Register, see MORTON D. WINSBERG, FLORIDA'S HISTORY THROUGH ITS PLACES: PROPERTIES IN THE NATIONAL REGISTER OF HISTORIC PLACES (Gainesville: Univ. Press of Fla., 1995), updated online at <http://www.freac.fsu.edu/HistoricPlaces/Atlas.html> (last visited August 16, 2002).
8. E-mail from Malinda Horton, Executive Director, Florida Association of Museums, to JoAnn Klein, University of Florida College of Law (Jan. 14, 2002). Further information about the Florida Association of Museums is available at <http://www.flamuseums.org>.
9. Information supplied by the Division of Historical Resources, Museum Grants Program.
10. Florida Dept. of Environ. Protection, *History of the Florida State Park System*, available at <http://www.dep.state.fl.us/parks/information/history.htm> (last visited May 30, 2002).
11. *Id.*
12. *State Parks and Areas: Attendance at Parks by Dept. of Environ. Prot. Districts in the State and Specified Counties of Florida, Fiscal Years 1998-1999 & 1999-2000*, in FLORIDA STATISTICAL ABSTRACT 2000, 546-47 (Univ. of Fla. Bureau of Econ. & Bus. Research, 2000).
13. *Id.*
14. *Id.*



Wakulla Springs Lodge



Lake Worth





# Historical Resources

## Grants-In-Aid Program and Rehabilitation Tax Incentives

More than 1,400 historic properties in all 67 Florida counties have been restored or rehabilitated since 1985 through the Historical Resources Grants-In-Aid Program of the Bureau of Historic Preservation, Division of Historical Resources in the Florida Department of State.<sup>1</sup> This program has awarded more than \$212.1 million in grants to 2,751 projects, which has been matched by \$360 million in local funds, and the Florida Department of State reports that this represents a 200 percent return on the public dollars invested.<sup>2</sup>

Former Florida Secretary of State Katherine Harris has noted that approximately \$10-15 million annually in matching grant funds are available to "assist a wide variety of historic preservation projects, including cultural resource surveys, preservation education and planning, archaeological excavations, and the restoration and rehabilitation of historic buildings."<sup>3</sup> The photographs included in this book illustrate many of the historic sites in cities throughout Florida which have benefitted in some way from these state grant funds, and their successful combination of public and private investment.

State officials estimate that sixty to seventy percent of the cost of the typical historic rehabilitation project in Florida is expended on labor, and that usually benefits local workers.<sup>4</sup>

### FINDINGS: Economic impacts of the Historical Resources Grants-In-Aid Program

For the purposes of this study, the analysis was conducted on the grants which are used largely for capital improvement purposes, including the historic preservation grants and special category grants. Florida offers one of the nation's most successful programs to foster historic rehabilitation through these grants programs.

The Florida Historical Resources Grants-In-Aid Program has economic effects from both the one-time historic rehabilitation (construction) it engenders and from the ongoing historic tourism it supports through renovation of Florida's historic resources, thus resulting in visitation to historic sites.

From FY1996 through FY2001, the Florida Historical Resources Grants-In-Aid Program resulted in \$333 million in historic rehabilitation through capital improvements.



South Beach, Miami Beach

Within Florida, the \$333 million resulted in total cumulative economic impacts for FY1996-2001 of:

- 10,452 jobs
- \$317 million in income
- \$495 million in gross state product
- \$111 million in total taxes
- \$434 million in in-state wealth

Of the \$495 million in gross state product, the following sectors of the Florida economy were most greatly impacted:

• Construction	\$111 million
• Services	\$86 million
• Manufacturing	\$85 million

### PENSACOLA

Pensacola dates back more than 450 years and has one of the oldest and most active historic preservation programs in the state.

## Historic Rehabilitation and Tax Incentives

Since 1976, the Federal Historic Preservation Tax Incentives Program has been instrumental in preserving the historic places that give Florida cities, towns and rural areas their special character. Administered in Florida by the Department of State's Division of Historical Resources, this federal program provides an investment tax credit (a dollar-for-dollar reduction of tax liability) equal to 20% of planning and construction -related costs for substantial rehabilitation of properties listed in the National Register of Historic Places, if after rehabilitation they are used for income-producing purposes.<sup>11</sup> The tax credit is available for owners and long-term lessees of historic properties. Projects must be carried out in conformance with the *Secretary of the Interior's Standards for Rehabilitation*. Over 500 buildings across the state have been rehabilitated with benefit from this program, representing private investment of more than \$367 million.<sup>12</sup>

### MIAMI BEACH

In the 1970s, a push to save the unique Art Deco architecture of Miami Beach began after local residents became concerned that the brightly colored buildings of the 1930's and 1940's were seriously endangered by decay and neglect.<sup>13</sup> Activist Barbara Capitman began a drive to save the buildings, and today the city boasts the first and largest historic district of Art Deco architecture in the world.<sup>14</sup>

The Miami Beach Architectural District (the Art Deco Historic Architectural District), one of six

historic areas in Miami Beach, hosts an estimated seven million tourists annually, making the area the number one tourist attraction in South Florida and the number two tourist destination in Florida, after the Disney attractions.<sup>15</sup> City officials estimate that the influx of tourists to South Beach contributes more than \$11 billion annually to the area.<sup>16</sup> The city benefits from a combination of rehabilitated historic hotels and apartments, new hotels, a thriving beachfront, and a vibrant community, all of which emerged with the city's renaissance.

Miami Beach has been one of the largest beneficiaries of the federal tax incentives program. Since the last major change to the program occurred in 1986, rehabilitation projects qualifying for the federal tax credit in the Art Deco Historic Architectural District have accounted for more than \$40.7 million in private investment — with the historic properties being reused as hotels, offices, retail space and apartments.

Several other cities, including Lakeland and West Palm Beach, have seen significant improvements in their downtown commercial areas as a result of this program.

In addition to the federal incentives program, two types of local option ad valorem tax exemption programs and a broad range of discretionary local incentives also encourage preservation of historic properties in Florida communities. These incentives are often enacted through the efforts of the community's Certified Local Government program.

Much of the preservation effort in the downtown area has focused on the Historic Pensacola Village, composed of twenty properties constructed between 1800 and 1900. Ten of these properties have been transformed into a museum complex depicting the history of the city.<sup>5</sup>

In 2000-2001, three Historic Pensacola Village buildings received a \$250,000 grant from the state for restoration and continued museum use. The grant applicant, Historic Pensacola, Inc., estimated that, once restored, these buildings would host more than 500,000 visitors annually.<sup>6</sup>

Another \$250,000 grant was awarded to Pensacola in 1999-2000 for rehabilitation work on the Old Pensacola City Hall, which now houses the T.T. Wentworth, Jr., Florida State Museum, with an estimated annual visitation of 40,000.<sup>7</sup>

These and other historic projects in Pensacola and Escambia County have received more than \$6.6 million in state grant awards since 1983.

### KEY WEST

Key West's historic treasures differ from those of many other Florida cities because most of the structures of historical significance in this southernmost city are homes and cottages, representative of the late 1800's.<sup>8</sup> The charm of Key West, recreated from its cultural and island getaway reputation, lures tourists by car, by air, and even by cruise ship in the hundreds of thousands annually. The continued restoration and rehabilitation investment in Key West has been encouraged by a mixture of the state grants and federal tax credits programs.

During the decade of the 1990's, the Key West Custom House, an 1891 public building that has served many government uses, underwent a major restoration for use as a museum today. Abandoned in 1974, the large structure received a variety of state grants from 1992 to 2000, totaling



Old Christ Church, Pensacola

\$1.25 million in public funds.<sup>9</sup> The Custom House is now open as a historic museum and is estimated to attract 150,000 tourists annually.<sup>10</sup>

Key West also has received grant funds for other properties such as the Audubon House, Bahama Village Preservation, the Old Firehouse, Fort Zachary Taylor, Key West Cemetery, Key West Lighthouse, Old City Hall, the Oldest House, Truman Little White House, and archaeological programs.

#### SPECIAL CATEGORY GRANTS

While the three cities cited above are well-known for their

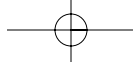
historic projects, the special category grants program also made awards to a variety of other types of projects. Recent examples include:

- Governor Stone Schooner, Apalachicola Maritime Museum, Inc., \$99,015
- Gulfview Hotel, Fort Walton Beach, \$174,500
- Key West Naval Storehouse, \$359,000
- Stetson University Historic District, \$350,000
- Wakulla Springs Lodge, \$97,875
- White Hall, Bethune-Cookman College, \$400,000

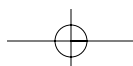
1. FLORIDA DEPT. OF STATE, DIV. OF HISTORICAL RESOURCES, FISCAL YEAR 2001-2002, RESTORATION OF HIST. PROPERTIES, SPECIAL CATEGORY PROJECTS, APPROVED & RANKED BY THE FLA. HIST. PRESERVATION ADVISORY COUNCIL VII (2000).
2. Katherine Harris, *Making it Count: How the Arts and Historic Preservation Can Make a Difference in Your County*, FLORIDA COUNTIES (Nov./Dec. 2000).
3. *Id.* Further information about the Historical Resources Grants-In-Aid Programs, including examples of recent grants and application information, is available from the Division of Historical Resources at <http://dhr.dos.state.fl.us/bhp/grants> (last visited Mar. 10, 2002).
4. Harris, *supra* note 2.
5. City of Pensacola, Architectural Review Board, Planning and Neighborhood Development, available at [www.ci.pensacola.fl.us](http://www.ci.pensacola.fl.us).
6. FLORIDA DEPT. OF STATE, DIV. OF HISTORICAL RESOURCES, FISCAL YEAR 2000-2001, RESTORATION OF HIST. PROPERTIES, SPECIAL CATEGORY PROJECTS, APPROVED & RANKED BY THE FLA. HIST. PRESERVATION ADVISORY COUNCIL 22 (2000).
7. FLORIDA DEPT. OF STATE, DIV. OF HISTORICAL RESOURCES, 1999-2000 BUDGET REQUEST, RESTORATION OF HISTORIC PROPERTIES, SPECIAL CATEGORY PROJECTS 35 (1999).
8. City of Key West, "Key West Facts," available at <http://www.keywestcity.com>
9. "Historic Preservation Grants Awarded," Information supplied by Florida Dept. of State, Div. of Historical Resources, May, 2001.
10. See 1999-2000 Budget Request, *supra* note 7, at 21.
11. I.R.C., 26 U.S.C. §47 (2002).
12. "Florida Projects Qualifying for Federal Rehabilitation Tax Credit, 1/1/1987-3/7/2002," information supplied by Florida Dept. of State, Div. of Historical Resources.
13. For more information about Miami Beach's Art Deco district, see FROM WILDERNESS TO METROPOLIS: THE HISTORY AND ARCHITECTURE OF DADE COUNTY (1825-1940), 153 (Metropolitan Dade Co., Office of Community Dev., Hist. Pres. Div., 2d ed.1992).
14. Further information about this important restoration is available from The Miami Design Preservation League, at [www.mdpl.org](http://www.mdpl.org).
15. City of Miami Beach, "Tourism Overview," available at <http://www.ci.miami-beach.fl.us>.
16. *Id.*

#### Total Grant Projects, 1983-2002

COUNTY	NO.	VALUE
Alachua	64	\$3,715,724
Baker	12	876,388
Bay	13	615,075
Bradford	2	125,615
Brevard	49	2,577,887
Broward	83	6,289,838
Calhoun	12	1,395,647
Charlotte	13	274,274
Citrus	28	2,059,967
Clay	23	1,194,577
Collier	15	836,927
Columbia	11	738,860
Dade	237	18,712,701
DeSota	3	275,000
Dixie	9	83,715
Duval	111	11,672,080
Escambia	69	6,652,967
Flagler	12	998,167
Franklin	29	1,937,755
Gadsden	23	2,374,170
Gilchrist	2	50,000
Glades	5	300,510
Gulf	9	658,728
Hamilton	13	393,917
Hardee	8	660,145
Hendry	13	977,994
Hernando	3	108,632
Highlands	25	1,576,874
Hillsborough	128	12,425,146
Holmes	1	20,500
Indian River	18	1,078,430
Jackson	13	929,225
Jefferson	37	3,729,073
Lafayette	2	466,977
Lake	51	2,679,060
Lee	55	3,543,064
Leon	96	11,976,800
Levy	14	532,802
Liberty	3	112,317
Madison	11	1,738,940
Manatee	33	1,759,618
Marion	49	1,489,183
Martin	23	2,471,720
Monroe	110	8,384,800
Multi-County	28	341,092
Nassau	37	2,960,373
Okaloosa	18	982,868
Okeechobee	4	798,625
Orange	73	6,551,380
Osceola	13	760,625
Palm Beach	140	9,429,150
Pasco	44	2,975,385
Pinellas	106	7,462,969
Polk	103	10,454,884
Putnam	28	1,403,673
Santa Rosa	37	1,292,377
Sarasota	77	8,164,860
Seminole	21	1,048,207
St. Johns	123	11,793,983
St. Lucie	27	1,978,992
Statewide	104	3,607,287
Sumter	6	842,674
Suwannee	11	1,696,965
Taylor	12	334,585
Union	3	868,750
Volusia	162	12,577,525
Wakulla	12	953,938
Walton	14	694,669
Washington	8	697,350
<b>Total</b>	<b>2751</b>	<b>\$212,144,448</b>



West Palm Beach





# Property Values

Historic preservation is dependent upon local ordinances and programs. These ordinances are usually part of zoning ordinances and administered through zoning mechanisms. These ordinances typically create a board to designate historic districts or landmarks, together with criteria for designation.

The ordinances then set forth a process under which designated properties must seek review for certain external alterations, demolitions or other construction.<sup>1</sup> A review of assessed values of historic properties in Florida has shown that historic preservation helps to maintain property values. The results are similar to studies in other states and show that historic property often appreciates at higher rates than similar non-historic property.<sup>2</sup>

Project staff collected property appraiser information for more than 20,000 parcels in eight Florida cities for the years 1992, 1997 and 2001.<sup>3</sup> They then reviewed changes in assessed property values in eighteen historic districts and twenty-five comparison neighborhoods. The review compared property of a similar description (e.g., Single Family Residential), measuring percentage changes from 1992-1997, 1997-2001 and 1992-2001. Assessed property values over the ten-year period from 1992-2001 were reviewed for the following cities:

- Jacksonville: 1 historic district (both National Register & local), 2 comparison neighborhoods
- Gainesville: 2 historic districts (both National Register & local), 2 comparison neighborhoods
- Ocala: 2 historic districts (both National Register & local), 3 comparison neighborhoods
- Tampa: 2 historic districts (both National Register & local), 2 comparison neighborhoods
- St. Petersburg: 4 historic districts (local), 6 comparison neighborhoods
- Lakeland: 4 historic districts (3 National Register & local, 1 local), 5 comparison neighborhoods
- West Palm Beach: 2 historic districts (1 National Register & local, 1 local), 2 comparison neighborhoods
- Lake Worth: 1 historic district (local), 1 comparison neighborhood

Although the property values review was not a comprehensive survey of all Florida property, its conclusions are based on a fairly representative sample of mainly residential historic districts in eight large and medium-sized Florida cities.

## FINDINGS: Comparative Property Values Analysis

- Historic preservation helps to maintain property values in Florida.
- In at least fifteen of the eighteen cases studied, property in the historic district appreciated greater than in the non-historic comparison neighborhoods
- No instance was found where historic designation depressed property values.

## FLORIDA COMMUNITIES

In a desire to live near their downtown offices or in communities reminiscent of their grandparents' homes, young professionals have joined long-time local residents trying to improve declining urban neighborhoods, and are creating a market throughout Florida for homes located in historic districts. As demand increases, value of these properties increases, according to city staff in a sampling of Florida communities.

## ORLANDO

The City of Orlando conducted an informal analysis of sale prices in two historic districts during the 1990's. They found a pattern of increased sale price per square foot, using information from neighborhood association newsletters and from the local property appraiser. Their analysis of selected properties indicated that: (a) in the Lake Lawsona historic district, which was designated in 1994, the sale price per square foot increased from \$55.12 in



Tampa

1992 to \$129.11 in 2001; and (b) in the Lake Eola Heights historic district, which was designated in 1989, the sale price per square foot increased from \$45.55 in 1990 to \$117.55 in 2002.<sup>4</sup>

#### TAMPA

In the past twenty-three years, the Hyde Park Historic District of Tampa transformed from a depressed area with rooming houses and boarding houses to a premier neighborhood with homes now selling for \$1 million.<sup>5</sup> According to a Tampa real estate consultant, Hyde Park is experiencing a 10 percent appreciation per year and houses can be sold in as quickly as a matter of hours.<sup>6</sup>

Tampa Heights is being transformed through home ownership investment and city investment in infrastructure.<sup>7</sup> Throughout the district, neighborhood redevelopment is apparent.

#### OCALA

The Ocala Historic District, centered on Fort King Street, has been brought back to life from a declined neighborhood in the 1980's to a highly desirable residential area today.<sup>8</sup> The district began with a group that wanted to save the homes in the area, and worked to achieve an ordinance through the city.

#### WEST PALM BEACH

The combination of living in a historic district, and proximity to a booming historic downtown corridor along Clematis Street and a new large-scale mixed-use development, have contributed to increased property values during the past two or three years in the West Palm Beach districts of Grandview Heights and Flamingo Park.<sup>9</sup>

#### LAKELAND

The City of Lakeland, which encourages historic districts with city-supported infrastructure such as historic light fixtures, brick street repair and tree replanting, has four residential and one commercial historic districts. The oldest district is South Lake Morton which has emerged from divided houses used as apartments fifteen years ago to single family home ownership today. City staff estimate that five years ago a property in South Lake Morton, where many properties are bungalows, could be acquired for rehabilitation for \$45,000-\$50,000. Today, they estimate, it will cost closer to \$100,000.<sup>10</sup>

#### ST. AUGUSTINE

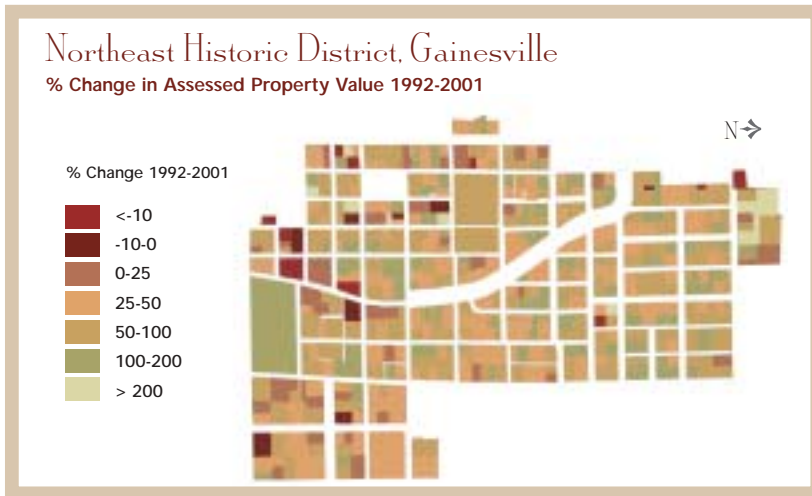
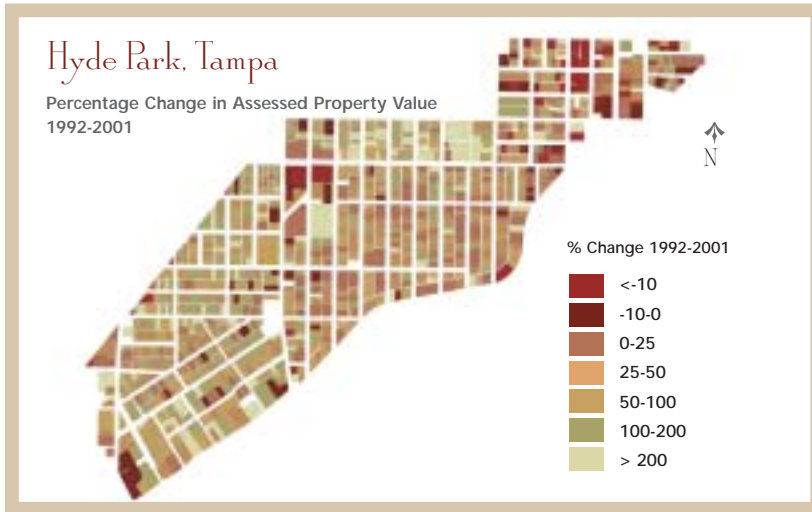
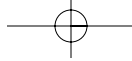
Lincolntonville, the last remaining historic neighborhood in St. Augustine, which is undergoing

rehabilitation, has experienced an increase in buying/selling in the past five years. City staff estimate that five years ago, a house in disrepair could be purchased for \$10,000 and resold. The cost of such a house in disrepair has climbed to in excess of \$65,000, and today small vacant lots are selling for that amount.<sup>11</sup>

#### GAINESVILLE

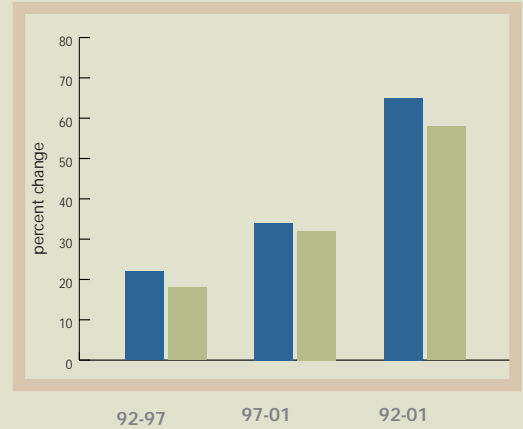
Property values in two Gainesville residential historic districts were evaluated over the period 1992-2001.<sup>12</sup> The Northeast Historic District has about 160 acres of homes dating from 1875 through the 1920's, including Epworth Hall, part of the old East Florida Seminary, which later became the University of Florida. Listed on the National Register since 1980, the area saw much rehabilitation work in the 1990's. The Northeast Historic District was compared with the Golfview neighborhood, a residential area in southwest Gainesville near the present UF campus. Over the ten-year period from 1992-2001, average single family residential property values rose by more than 67% in the Northeast Historic District, compared with 52.5% for Golfview.

Pleasant Street Historic District, Gainesville's oldest African-American neighborhood, was listed on the National Register in 1989, and contains more than 270 homes built between 1870 and the 1930's. This neighborhood was compared with the mixed use area immediately west known as the Fifth Avenue neighborhood. Single family property in Pleasant Street increased by some 48% from 1992-2001, compared with 41% for the Fifth Avenue neighborhood. (See charts on following page.)



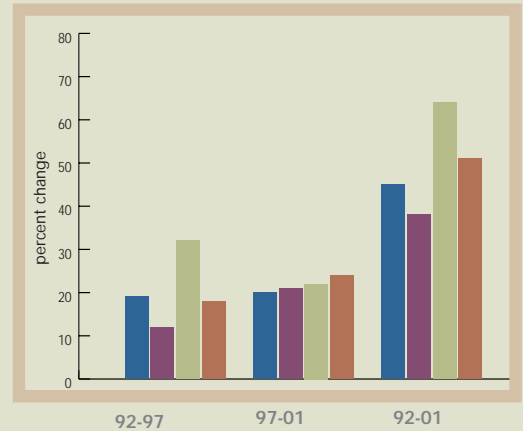
1. See generally *Florida Certified Local Government Guidelines* Pt. B.1. (Revised Nov. 1993) (available from the Bureau of Hist. Preservation).
2. For more information on affects of historic preservation on property values in other states, see, e.g., JONI LEITHE & PATRICIA TIGUE, *PROFITING FROM THE PAST: THE ECON. IMPACT OF HISTORIC PRESERVATION IN GEORGIA* 8-9 (1999); CENTER FOR URBAN POLICY RESEARCH, RUTGERS UNIV., *PARTNERS IN PROSPERITY: THE ECON. BENEFITS OF HISTORIC PRESERVATION IN NEW JERSEY* 16-18 (1998); DONOVAN D. RYPKEMA, *THE VALUE OF HISTORIC PRESERVATION IN MARYLAND* 3-4 (1999).
3. For comparison, Florida had more than 9.6 million parcels statewide with a value of \$1 trillion in 2000. General information on Florida property valuation is available from the Florida Department of Revenue, at <http://sun6.dms.state.fl.us/dor/property/>.
4. Interview with Jodi Rubin, Historic Preservation Officer, Planning & Development Dept., City of Orlando (April 10, 2002).
5. Interview with Del Acosta, Administrator, Historic Preservation, City of Tampa (Feb. 20, 2002).
6. Interview with John Jones, real estate consultant, Tampa, Florida (Feb. 20, 2002).
7. Interview with Linda Saul-Sena, City Council, City of Tampa (Feb. 20, 2002).
8. Interview with Holly Lang and David K. Herlihy, Planning Dept., City of Ocala (Feb.15, 2002).
9. Interview with Emily Stillings, Senior Historic Preservation Planner, West Palm Beach (Feb. 4, 2002).
10. Interviews with Randy Mathews, Community Development Dept. Planner; Ken Hancock, Community Development Intern; and David Pipkin, Realtor, Picard & Picard Realtors, Lakeland (Feb. 5, 2002).
11. Interview with David D. Birchim, Senior Planner, City of St. Augustine (Mar. 29, 2002).
12. For further information about Gainesville historic districts, see Ben Pickard, *Historic Alachua County and Old Gainesville: A TOUR GUIDE TO THE PAST* 10-61 (2001); Morton D. Winsberg, *FLORIDA'S HISTORY THROUGH ITS PLACES* 2-4 (Gainesville, Univ. Press of Fla., 1995).

### Tampa Single Family Residential Assessed Values

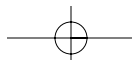


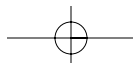
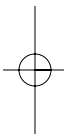
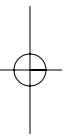
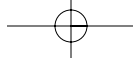
- Hyde Park Historic District
- Davis Island

### Gainesville Single Family Residential Assessed Values



- Pleasant Street Historic District
- NE Historic District
- 5th Avenue
- Golfview







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Research for the report was conducted by:

**At the Center for Governmental Responsibility, University of Florida Levin College of Law:** Timothy E. McLendon and JoAnn Klein of the Center for Governmental Responsibility, Levin College of Law, University of Florida, with assistance from Stephanie Mickle, Coordinator; Kelly Samek & Michael Moyer, Legal Research Assistants; Laura Coates, Office Manager; Lenny Kennedy, Senior Secretary; Barbara Seiger, Secretary; Linda Baldwin,

Coordinator; Alexandra Amador, Justin Barbour, and Jenny VanDerVliet, Student Assistants

**At the Center for Urban Policy Research, Rutgers State University:** David Listokin and Michael Lahr of the Center for Urban Policy Research, Rutgers State University, with assistance from Sachiyo Takata, Leena Basynet, Uzoma Anukwe, and Shannon Darroch.

Heather Mitchell, Executive Director, and Caroline Tharpe, Membership & Events Coordinator, Florida Trust for Historic Preservation, Inc.

Paul Zwick, Professor and Chair, Department of Urban and Regional Planning, and Director, Geo-Facilities Planning and Information Research Center (GeoPlan), College of Design, Construction and Planning, University of Florida

Stanley Latimer, Research Scientist, Geoplan, Department of Urban and Regional Planning, College of Design, Construction and Planning, University of Florida

James C. Nicholas, Professor of Urban and Regional Planning, College of Design, Construction and Planning, and Affiliate Professor of Law, Levin College of Law, University of Florida

Julian C. Juergensmeyer, Ben F. Johnson Chair in Law, College of Law, Georgia State University, and Emeritus Professor, Levin College of Law, University of Florida

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Janet Snyder Matthews  
*Director and State Historic Preservation Officer*

**Florida Department of State Office of General Counsel**  
Gerard T. York  
*Assistant General Counsel*

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E.L. Roy Hunt  
*Professor Emeritus*

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John Confer  
Steve Holland  
Lori Pennington-Gray  
Brijesh Thapa





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Ed Crapo  
*Property Appraiser*

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Carolyn Walker

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Amy Carbajal  
Gail Hamilton

**City of Lakeland**  
Ken Hancock  
Randy Mathews  
Connie Rossman

David Pipkin  
*Realtor*

**City of Lake Worth**  
Ron Gaff  
Frederike H. Mittner

Loretta Sharp  
*Realtor*

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Thomas R. Mooney

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David D. Birchim  
Mark Knight

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Rick Smith

Karl J. Nurse  
*Businessman*

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*Developer*

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Laura Williams

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Beth LaCivita  
Alyssa McManus

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Nick D'Andrea

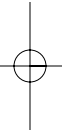
Linda Saul-Sena  
*Tampa City Council Member*

John Jones  
*Real Estate Consultant*

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Richard Jones  
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Sherry Music

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