

PRESERVATION, ARCHEOLOGY, MAIN STREET WORKGROUP

DEFINITION OF THE SEGMENT:

Sub-segments:

- Chambers of Commerce
- Government agencies
- Historical sites
- Renovation
- Public schools

Distinction between nonprofit and commercial:

- There are distinctions—but people come to certain areas because of historical value
- Nonprofit (historical significance) = commercial (bed & breakfast) = private (tax incentives)
- Marketability of history can have a trickle-down effect

State/regional importance:

- Regional emphasis (or local) should have state connections—How will state market historical significance
- Should explore cultural and historical links
- Example: River Creole historical area—link of sites, involves education

Major stakeholders:

- Residents
- Government agencies
- Incenters
- Public schools

COMPETITIVE STRENGTHS:

- Strength of brand—Louisiana is the Brand and our cultural diversity is strong. We must work harder to get our message out.
- Proximity to markets/customers—Looking at these ingresses and egresses of the state and marketing own tools/culture/etc.
- Attractiveness of talent pool from outside the state—LA has a large pool of talent throughout the state. It's a matter of marketing the talent and product.
- Strong SHPO office, public outreach at all 3 levels
- Historic architecture and the fact that the French Quarter is a living/functioning area
- Number of focused groups around the state
- Age of the Preservation movement on the state level
- Diversity of the housing stock
- Contiguous nature of homes
- Fact that we are a port state/city

Weaknesses:

- Need a listing of organizations in every facet of preservation on our website
- Funding for a Regional Archeologist for the New Orleans area

COMPETITION:

Who or what:

- Shopping center—developers
- Contractors—sway owners

Workgroup Notes

- Buildings
- Building owners
- Politicians—lack of \$ incentives
- Funding—groups have to compete against one another for funding
- Big box trends—trend of attracting businesses to an out-of-place area and the magnet effect—“franchise cluster”
- Grayfield (franchise abandonment)
- Zoning—use of building—inappropriateness
- State fire marshal
- Abuse by neglect
- Community indifference
- Lack of education
- SHPO office admin changes

Impact on segment:Archeology:

- Asset and barrier—could slow down a project
- Could unearth history
- Must be called out for projects with federal \$

Preservation of the culture:

- Lack of this at conference
- Stereotypical view of LA
- New Orleans culture
- Outside interest
- Film competition—view of us
- Misrepresentation of culture

Competition’s advantages:

- \$\$
- Political power
- Laws
- Public perception
-

BARRIERS:**Competition:**

- State of LA is lagging behind other states
- Lots of people doing different things—preservation is incremental and this doesn’t lend itself to grant \$ & government \$ because it’s not noticed

Historic preservation:

- PR—We rank #1 (Pelican Books #1 seller of preservation material)--but remain invisible as a category—need more publicity as an economic development issue
- Needs to be connected to legislative issues so it’s talked about
- Demographic information and census information is needed to exemplify the amount of preservation that is occurring—this leads to invisibility
- Need UNO to be a preservation data watchdog
- Too much dependence on government and other entities

Private sector:

- Promotion of preservation
- Lack of knowledge of what private sector is doing to support preservation and to partner with nonprofits
- Nonprofits don’t know private sector resources

Workgroup Notes

- Nonprofits/government need to provide content that can be used by private sector

Government sector:

- Government needs to recognize that private sector wants the nonprofit sector to develop preservation content and needs to invest in nonprofits to do so→there is a market
- Government needs to be more supportive→what public resources required
- Not an issue at state and federal level so it's diff for government to invest in nonprofits, etc.—to do this when there isn't grant \$ to do so.

Public barriers:

- Public education and support for Main Street
- No resources because it is not a top government commitment
- Preservation vs. Promotion—new development may hinder the authenticity of a neighborhood which hurts tourism draw

Nonprofit environment:

- Nonprofit empowerment
- No partnerships between nonprofits and government
- No cultural tourism planning at public and private levels

INFRASTRUCTURE FOR ECONOMIC CAPITALIZATION:

- No \$ for micro projects—big focus is on big industries and big development even though preservation ranks #1 for job creation and development
- Lack of awareness of public policymakers about how successful the segment is
- Human capital is worth more and needs to be made a priority and encourage micro businesses
- Increase taxes
- Make state more competitive for development investment
- Programs are too complicated, and private sector/small business don't have time to figure out programs
- Small business is overly burdened by taxes assessed on borrowing funds

Venues/studios/facilities:

- Opportunities—rehab historic structures—low-mod housing
- Venue = historic landscape
- Rehab old place—use more of the local workforce
- Education: Training programs for workforce in rehab skills; Archaeology PhD programs

Intermediaries:

- Need credible person, neutral
- Educational assistance—available, but no outreach

Linkages with econ development:

- Communication issue—talk to economic development—let them know preservationists are not obstructionists just to be difficult
- If we didn't have this historic landscape, we wouldn't have movie companies, tourists, etc.
- Money invested because of tax

Technology:

- Needs to be user-friendly for smaller developers
- Technology available and accessible
- Communication

Financial resources:

- Not good access to financial resources—in fact, shrinking
- Government cuts, donor fatigue

- Money would have to come locally

EXAMPLES OF SUCCESS:

Group 3:

Successes:

- Main Street communities
- French Quarter
- Urban Roots Project (IPNL)
- National Heritage area
- National Center for Preservation Technology and Training
- Nonprofits
- Preservation Resource Center
- UNO courses
- Tulane and LSU architecture schools
- A lot of programs that are invisible

Limited or widespread:

- Success has not been limited—it's statewide—in certain pockets of the state
- We have to think at the edge of our competency
- Building satisfying cities

Economic impact:

- Real estate values go up
- Attracting national investment \$'s
- Increased visitors

Group 4:

Successes:

- Main Street and Preservation (but needs to have an impact)

Barriers:

- Needs to be more residential
- State investment in urban areas which also requires municipalities to focus on community-based economic development programs
- Tax credit and incentive districts
- Cultural tourism→#1 reason people visit NOLA is for authenticity

Group 5:

Successes:

- Live in a Landmark (Preservation Resource Center)
- Main Street (1→130 on reinvestment)
- Ancient Mounds Trail
- Designation increases

Limited or widespread:

- Statewide
- Historic districts provide setting
- Build community support for archeology and preservation

Factors that contributed to success:

- Community involvement and support
- Publicity

- Public/Private Partnership
- Individual buy-in
- Financial incentive (tax credits façade grants)

Economic and social impact:

- Sense of place
- Pride in place
- Continuity of population in place
- Livable, walkable neighborhoods

Group 6:

Successes:

- Main Street Program at state level
- LA Gulf Coast Birding Trail
- State parks→CRT
- Ecotourism concept
- Eagle Festival
- Natchitoches Cane River
- Ancient Mounds brochures—central to north LA

OPPORTUNITIES & STRATEGIES FOR GROWTH:

Group 3:

- Cultural Economy Task Force—historic preservation needs to be there—preserving buildings and culture
- Sustainable, affordable on the local level and increase
- Better communication—link local neighborhoods, local governments, and state government together
- State level needs a local voice
- We should all be involved—nonprofit, corporate, local & state government
- State Historic Preservation Officer needs more \$ and more staff
- We are different—national models don't always work
- Urban Main Street

Group 4:

- Tax credit rehab
- Encourage individuals to invest in city and preservation
- Limited government barriers
- Pay attention to successful social strategies that value nationalities
- Preservation needs to be our economic development program
- Create more Business Improvement Districts
- Create more communication between programs at the local level that do development and preservation—integration
- Need local ordinances that encourage rehab and historically compatible design (has to be flexible)
- Direct connect between DED and DHP's preservation programs—meet with economic development organizations to produce a unified voice

Group 5:

- Partnership with universities, business leaders, civic associations

- Stabilization without Gentrification
- Communication

Who involved:

- Must include residents
- Historic landscape as learning lab

Group 6:

- Main Street areas → trained facilities are lacking
- LA Division of Archeology → education component—programs designed for students
- Artifacts that travel & xuchiology
- Need in LA jobs available on all levels. Earn a living doing preservation—depend on family tradition—is not good
- List of good tradesmen
- Trade Schools—good venue—wiring a house sympathetically and maintain architecture
- Association of General Contractors—specialized force as a trade union—“No preservation approach available”—continue rehabbing
- Bring in trade unions—“Unemployment Sectors”
- Architect:
 - Personal project
 - New sympathetic—building looks old
 - Brick mason—hourly rate up
 - Build architecture in firm place
 - Possibly make a good living
 - Communities with local trade unions
- State Preservation: list of architects—data base—regionals
- Trade School level → market and prices—specifications related to building and supplies
- Partnership between unions and classrooms
- Architect graduates → 26 at U.S.L., only 3 stayed in state
- Archeology:
 - Moving to South America
 - Archeologist on staff or consultant
 - Large construction companies
 - Great opportunities occur outside states
 - Main Street programs can handle work load
 - “Mayors Stand” point people don’t understand why people put money into it
 - Leverage Main Street funds with tax dollars with activities
- Public school system—not enough
 - Programs that bring children to job site
 - LA Preservation → program for preservation
 - Teacher lesson plans
 - Are there programs available for traveling?
 - LA History 8th grade studies—requirement to visit site
 - Re-enact cultural events at historic sites
- Skills don’t exist—not available to their particular industry
- Victorian Christmas—need a niche
- Great opportunities—natural resources
- State has lacked product development, marketing technique, package one-self
- Marketing correctly:
 - Success, identify

- R.V. park
- Services and structure must be available for visitors

REPORTS

Group 3:

- PRC report
- CVB's—visitor stats
- Main Street reports
- Tax assessors

RECOMMENDATIONS:

Group 3:

- LA is leaving money on the table by not recognizing the reality of sustainable economic development through historic preservation, which has a verifiable track record.

Group 4:

- Link up with state DED to meet monthly with preservation groups, DDDs, and other community-based economic groups
- Community-based Economic Development has to be a top priority at local and state levels
- More focus on community-based economic development programs at local and state levels so that there is local investment to allow local small businesses to grow
- The state Division of Historic Preservation should add additional staff to assist with providing resource information about existing economic development programs that impact local level
- Local organizations need more control over design/rehab standards (state building codes) to allow for redevelopment
- Tax incentives for rehab that outweigh new development costs
- Main Street/State needs to require community groups to have a plan to obtain funds—show capacity
- State needs to invest in capacity-building in nonprofit community to partner with local universities to better educate nonprofit about management issues
- State/local government needs to invest in partnerships/joint ventures between nonprofit and private sector
- Arts can't grow without neighborhood investment which includes housing development and investment in community programs
- Every state program should be reviewed based on its impact on existing neighborhood culture and tourism programs and its ability to detract from local authenticity

KEY POINTS:

- Rehabilitation of older buildings has a larger ripple effect on economic development than new construction.
- Historic preservation should be a key focus of CE initiative.
- LA's historic preservation program is nationally ranked, but that program is not well known here in LA.

OPPORTUNITIES AND STRATEGIES FOR GROWING THE SEGMENT:

- Grow partnerships among stakeholders to improve collaboration and communication.
- Link historic preservation efforts to economic development with a focus on small business development.
- Create jobs by connecting skilled workers with potential entrepreneurs and schools.