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Profiting from Preservation: Constructing a Report for New Orleans

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Profiting on Preservation: Constructing a Report for New Orleans

I am working on tailoring existing studies on the economic impacts of historic preservation into a framework that can be used to create a similar study in New Orleans. I want to find out how existing studies were conducted, by whom, for whom, and why. The goal is to understand how to implement this type of study in New Orleans, and how to tailor it to different audiences.

Historic preservation has proven its worth as a tool for economic development. In most cases, preserving an existing historic building is more efficient and sustainable than constructing a new one. Historic designation of an individual property or creation of a historic district has been proven to maintain, if not raise property values.¹ According to the *2013 New Orleans Culture Economy Snapshot Report*, the business of preservation is the third largest cultural business in New Orleans after Culinary and Entertainment.² A report documenting the economic benefits of historic preservation in New Orleans would be a beneficial tool for many. City Agencies, industry professionals, homeowners, tourists, developers, architects, and many others would value a report of this nature. As the sunset date for Louisiana Historic Tax Credit (HTC) program approaches in 2016, reporting the benefits of historic preservation becomes more crucial. Cities began commissioning reports on the economic impacts of historic preservation around twenty years ago. The majority of cities with existing reports are older, East Coast cities with significant historic value. The dense historic fabric of New Orleans makes it a prime candidate for a report of this kind and it is long overdue.

The purpose of this document is to create a framework for the Louisiana Landmarks Society (LLS) to produce a report about New Orleans. Research for this framework will consist of studying existing reports and locating existing possible data sources for a New Orleans report. Existing reports employ various methodologies and formats. They either rely on existing data or from data created by an economic research firm that has been commissioned to write a report.

¹ Donovan D. Rypkema, *The Economic Effect of National Register Listing*, 1994, 1-2, accessed April 7, 2015, <http://www.placeeconomics.com/pub/placeeconomicspub1994.pdf>.

² The Mayor's Office of Cultural Economy, *2013 New Orleans Cultural Economy Snapshot*, report, May 01, 2014, Economic Contributions of the Cultural Economy, accessed March 11, 2015, <http://www.nola.gov/getattachment/Cultural-Economy/2013-CE-Snapshot-Electronic.pdf/>.

Existing data sources include regional and national reports and studies produced by government agencies, advocacy groups, non-profits, and third party research firms.

The Louisiana Landmarks Society (LLS) is a preservation advocacy organization that has played a central role in protecting the state's historic properties and cultural landmarks since 1950. The Louisiana Landmarks Society was founded by Samuel Wilson Jr. and Martha Gilmore Robinson after witnessing the demolition of several historic properties in and around New Orleans. The organization is headquartered in the Pitot House, a 1799 French-colonial plantation home that the Louisiana Landmarks Society saved from demolition in 1965. LLS also successfully saved Gallier Hall from possible demolition and ran a successful campaign against the Riverfront Expressway. The mission of Louisiana Landmarks Society is to "promote historic preservation through education advocacy, and operation of the Pitot House."³ Each year, Louisiana Landmarks Society chooses "New Orleans' Nine Most Endangered Historic Sites" from a selection of sites that are nominated by the public and gives awards for excellence in preservation. The report that the organization hopes to produce would be a component of their educative mission, and would appeal to a wide variety of audiences including, real estate developers, the City Council and City Planning Commission, and homeowners.

There are many forms of preservation of the build environment and there are many qualifications for what is historic. Some reports use 50 years as the prerequisite, while others consider sites within the boundaries of a historic district to be historic. For this reason, it is important to define what historic preservation means in the scope of this report. The most popular qualification for historic used in existing reports is the Federal Historic Tax Credit criteria. By making use of this criteria, reports can use federal tax credit data as evidence of

³ "About Louisiana Landmarks Society," Louisiana Landmarks Society, accessed April 01, 2015, <http://www.louisianalandmarks.org/about-louisiana-landmarks-society>.

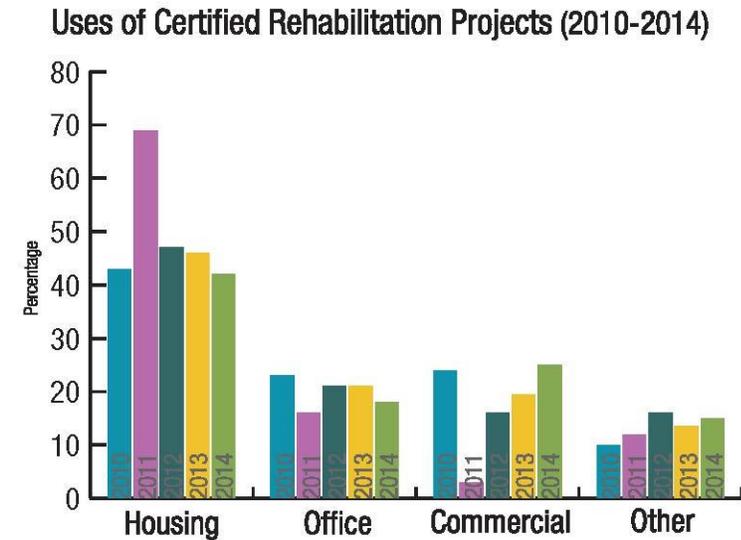
economic benefit. Federal Tax Credit data is collected by the National Park Service (NPS) and State Historic Preservation Offices (SHPO). In Louisiana, the Division of Historic Preservation also collects data on the State Historic Tax Credit. It is unclear as to whether the benefits reported for projects using both Federal and State HTCs are separated or lumped. For example, when reporting job creation for a project that stacks HTCs, is the number of jobs created divided between the two HTCs used, or lumped? This answer is unclear, and the issue needs further research before undertaking a report. Using Federal Historic Tax Credit data and State Historic Tax Credit data grants the opportunity to update the data presented in the report annually.

Historic Rehabilitation Tax Incentives

The Federal historic preservation tax incentives program is a 20% tax credit offered jointly by the U. S. Department of the Interior and the Department of the Treasury, with the National Park Service representing the U. S. Department of the Interior, in collaboration with the State Historic Preservation Office in each state. Any project that meets the Secretary of the Interior's Standards for a certified rehabilitation of a certified historic structure is eligible for the tax credit, except for private residences. In order to be a "certified historic structure," a building must be located in a registered federal (or federally certified state) historic district or listed individually in the National Register of Historic Places. If a building is not listed in the National Register of Historic Places, an owner must submit an Evaluation of Significance (Part 1 of the Historic Preservation Certification Application) to SHPO, who will determine if the structure contributes to the historic district. If so, it becomes a certified historic structure.⁴

⁴ National Park Service, *Historic Preservation Tax Incentives* (Washington, D.C.: U.S. Department of the Interior, National Park Service, Technical Preservation Services, 2009), 4-5, accessed April 6, 2015, <http://www.nps.gov/tps/tax-incentives/taxdocs/about-tax-incentives-2012.pdf>.

Next, Part 2 of the application describes the proposed rehabilitation. “A certified rehabilitation is a rehabilitation of a certified historic structure that is approved by the NPS as being consistent with the character of the property and, where applicable, the district in which it is located.”⁵ Owners must work closely with SHPO during the design process, construction



process, and upon completion to ensure that the rehabilitation meets the proper standards. Once the rehabilitation is complete, the owner submits the Request for Certification of Completed Work (Part 3) to the SHPO, who forwards the application to the NPS. If the NPS decides that the

proposed work was completed to the Secretary of the Interior’s standards, it approved as a certified rehabilitation. The 20% tax credit does not apply to all of the project’s expenses. Qualified rehabilitation expenditures (QRE) include permanent repairs or improvements and some soft costs like architectural fees, legal expenses, and development fees. Acquisition costs, new construction, parking lots, and landscape are not considered QREs.⁶ The chart above shows the program uses of certified rehabilitation projects from 2010-2014 (Data from NPS⁷, graphics by Rebeckah Blossman). In addition to the 20% credit, there are other rehabilitation tax credits offered by NPS and some states (See Table, page 6).

⁵ National Park Service, *Historic Preservation Tax Incentives*, 6.
⁶ National Park Service, *Historic Preservation Tax Incentives*, 7-8.
⁷ National Park Service Technical Preservation Services, *Federal Tax Incentives for Rehabilitating Historic Buildings*, report, March 01, 2015, section goes here, accessed April 9, 2015, <http://www.nps.gov/tps/tax-incentives/taxdocs/tax-incentives-2014statistical.pdf>.

A 10% Federal Rehabilitation Tax Credit is available for buildings that were placed in service before 1936 but are not considered historic. While NPS does not offer an explanation for as to why 1936 is the set date, they do stipulate that the building is ineligible if it was moved after 1935. The 10% credit applies only to buildings with a non-residential use, with a rehabilitation exceeding \$5,000 that keeps at least 75% of the building's existing external and internal structure in place. To use the 10% credit it is also required that the property be depreciable.⁸ The requirement that the building not be historic means that this credit cannot be layered with the 20% credit.

Table 11: Other Incentives Used In Completed Projects
In Addition to Historic Preservation Tax Credits in FY 2014*

None	8%
Low-income Rental Housing Credits	4%
Local Property Tax/Ad Valorem Tax Abatement	18%
Historic Preservation Easement	2%
Facade Grant Program	5%
State Historic Preservation Tax Incentives	50%
HUD Program	5%
Low Interest Loan	4%
Other	4%

*Many projects used more than one type of program. This is reflected in the percentage rates above. This data is taken from the post-certification questionnaire voluntarily returned by property owners.

Source: NPS

to the National Trust for Historic Preservation, a successful State HTC Program needs a variety of eligible building stock, a significant credit rate, transferability, and none to high program and project caps. Below is a table¹⁰ of all existing State HTCs and their terms. The terms often reflect goals of the state, including bonuses for sustainability initiatives and the creation of

Half of all Federal HTC projects were layered with a State HTC in 2014.⁹ In addition, the table shown (Table 11) lists other incentives layered with the Federal HTC in 2014. In Louisiana, a 25% State Commercial Tax Credit for the same QREs can be stacked with the 20% federal tax credit. Eligibility and terms for State HTCs vary greatly from state to state. According

⁸ National Park Service, *Historic Preservation Tax Incentives*, 16-17.

⁹ National Park Service Technical Preservation Services, *Federal Tax Incentives for Rehabilitating Historic Buildings*, 14.

¹⁰ Harry Schwartz, *State Tax Credits for Historic Preservation*, report (Washington, D.C.: National Trust for Historic Preservation, 2013), 4-9.

affordable housing in some instances. State and Federal Historic Tax Credit data is an essential resource for proving the economic value of historic preservation.

State	Credit Amount	Bonus Credits	Caps	End Date	Transferable
Arkansas	25% Commercial (Competitive)		Annual Program- \$4MM Per Project- \$125,000	2021	Direct Sale or Disproportionate allocation
Colorado	20% Income producing and homeowner		Per project- \$50,000	2019	No
Connecticut	(1) 25% Income producing (2) 25% commercial to residential conversion (3) 30% owner occupied residences	(1)+10% if 20% of housing units created are affordable	(1) Program- \$50MM over 3 yrs (2) Annual program- \$15 MM, Per Project: \$2.7MM (3) Annual program: \$3MM, Per dwelling: \$30,000		(1) Direct Sale or Disproportionate allocation among partners of a syndication (3) Only to offset corporate taxes, can be purchased
Delaware	20% Income producing 30% -homeowner	+10% for low income housing	Annual program: \$5MM	2020	Direct transfer or Disproportionate allocation
Georgia	25% Income producing and owner occupied	+5% for HUD target area	Owner occupied: \$100k Income producing: \$300k		Disproportionate allocation
Indiana	20% commercial, rental housing, barns and farm buildings		Annual Program: \$450k commercial, \$250k owner: occupied residences Per project: \$100k		No
Iowa	25% commercial, owner occupied and barns		High minimum expenditure rates		Disproportionate allocation
Kansas	25% commercial and owner	+5% for non-profits			Direct Sale or Disproportionate

	occupied				allocation
Kentucky	(1) 30% owner occupied residential (2) 20% all other properties		(1) Per Project: \$60k (2) Per Project: \$400k		Yes, except for disproportionate allocation
Louisiana	(1) 25% income producing (2) 25% owner occupies (3) 50% blighted homes over 50yo		(1) \$5MM per taxpayer	2016	Directly transferable
Maine	25% certified historic structure	+5% if > 33% of project is affordable housing	Project cap: \$5MM		Disproportionate allocation
Maryland	20% commercial and owner occupied (Competitive)	+5% for LEED Gold	Commercial per project: \$3MM Owner occupied: \$50k		No
Massachusetts	20% income producing	+5% affordable housing	Annual Program: \$50MM		Disproportionate allocation
Minnesota	Credit equal to 100% of federal credit allowed			2015	Direct transfer or Disproportionate allocation
Mississippi	25% commercial and owner occupied		Annual Program: \$60MM	2017	Disproportionate allocation
Missouri	25% commercial and owner occupied		Per Project: owner occupied, \$250k		Direct transfer or Disproportionate allocation
Montana	5% income producing				
New Mexico	50% rehab costs for properties listed on State Register		Per project: \$25k, unless in Arts and Cultural District, then \$50k		
New York	20% commercial properties and owner occupied, located in certain census tracts		Per project cap: \$5MM commercial, \$50K residential	2019	
North Carolina	20% income producing				

	30% homeowner			
North Dakota	25% for eligible properties in renaissance zones	Per Project : \$250k		
Ohio	25% for certified historic building	Annual program: \$60MM Per Project: \$3MM		Disproportionate allocation
Oklahoma	20% commercial and rental properties			
Pennsylvania	25% for properties that qualify for Federal HTC	Annual Program: \$3MM Per Project: \$500k	2019	Certificate only
South Carolina	25% for properties that qualify for Federal HTC, 10% for commercial	Per Project: owner occupied, 1 per structure		Disproportionate allocation (not for S-Corps)
Texas	25% income producing	credit is applied against a business's franchise tax liability		Yes
Utah	20% residential			
Vermont	10% commercial for Federal HTC projects, 25% for façade improvements	Annual Program:\$1.5MM Per project: \$25k		To bank in exchange for cash or interest rate reduction
Virginia	25% commercial and owner occupied			Disproportionate allocation
West Virginia	10% for Federal HTC projects, 20% owner occupied			Direct transfer or Disproportionate allocation
Wisconsin	25% owner occupied	Per project: \$10k	2017	

Report Types

Existing reports on the economics of historic preservation use five different methodologies: basic cost studies, economic impact studies, regression analysis, choice

modeling, and case studies. Basic cost studies include cost benefit analysis, development proformas, and audits of existing preservation projects. Economic impact studies assign a value in a dollar amount that a preservation project has contributed to the regional economy. The majority of existing reports use economic impact studies. Regression analysis provides a statistical relationship between the market price of historic preservation and various other terms. This method is often used to calculate the effect a historic designation will have on property values, by distance from the site. Choice modeling relies on surveyed responses and preferences and is not actual market data. Case studies are also a valuable tool for relaying the economics of historic preservation, using financial data, narratives, analysis, and descriptive statistics.¹¹ The framework created in this report will focus on basic cost studies, economic impact studies and case studies. These methods rely on existing data that can be collected from publicly available resources.

Existing reports can be divided into three general categories. The first is reports commissioned by non-profit advocacy groups and created by economics firms or university economics programs using existing data (“Wide Audience”). These reports range between 15 to 25 pages and use data from national and local studies. Donovan Rypkema (now with PlaceEconomics) is a prevalent source for studies. Rypkema produced many reports, including those for Philadelphia (1998), Maryland (2000), and New York (2000). These studies combine narrative, images, and data, appealing to a wide variety of audiences. All of these reports contain chapters on historic preservation and: job creation, heritage tourism, economic development, and film production. Although these reports have not been updated, whole reports or individual chapters can be easily updated as new studies are released, an attractive feature of this type of

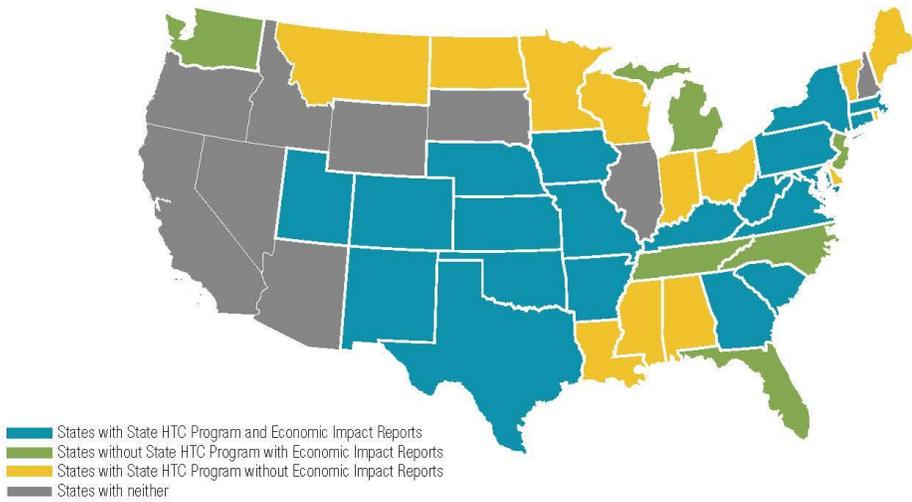
¹¹ Randall Mason, *Economic and Historic Preservation: A Guide and Review of the Literature*, report (Philadelphia: Brookings Institution Metropolitan Policy Program, 2005), Executive Summary.

report. Funding for the reports came from the commissioning non-profit or grants allocated to the commissioning party. PlaceEconomics now produces longer, more technical reports that are generally commissioned by State Historic Preservation Offices.

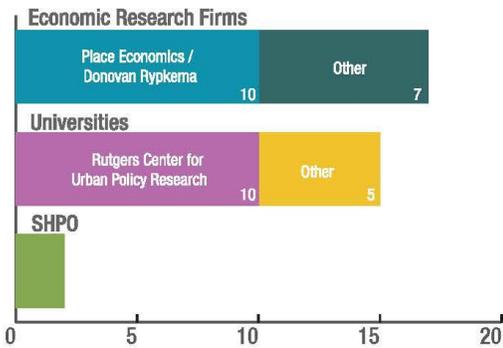
Third party economic research firms are another source for preservation impact reports (“Expert Audience”). These are usually commissioned by non-profit groups or the state. They are longer in nature (100-200 pages) and can include a smaller summary booklet. Data in the reports are the findings of the firm, using an in-house methodology and large appendixes are common. Due to the technical nature of this type of report the audience is sizably reduced to industry experts.

The third type of report is one self-produced by State Historic Preservation Offices using the National Trust for Historic Preservation’s research model, *The Economic Benefits of Preserving Community Character: A Practical Methodology* (“SHPO”). Created in 1991, the book is difficult to locate a copy of the book today. Reports are in a case study format, and lack the professional layout of the other two report types. The methodology examines construction activity, real estate market activity, tourism, and local case studies. The intended audience is unclear, and the product seems more like an exercise as opposed to an official report. The methodology used in this type of report is primitive and outdated. Today, these reports are no longer produced and most State Historic Preservation Offices produce reports in partnership with third party market economic research firms.

The following page shows a snapshot of existing reports on the economic impacts of historic preservation. Data was collected by studying existing reports, and graphics were created by Rebeckah Blossman.

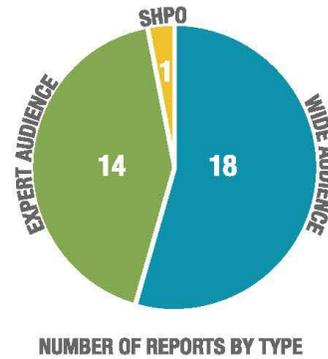
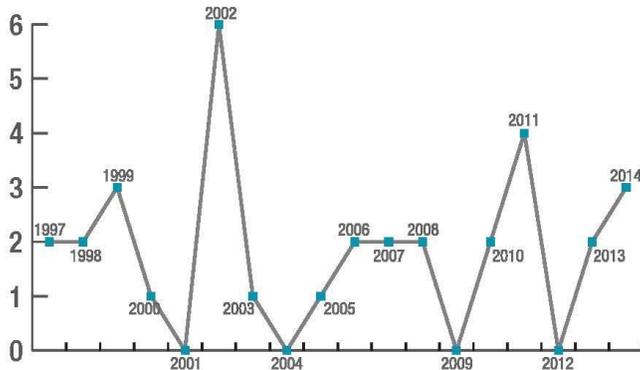


NUMBER OF REPORTS BY AUTHOR



10 YEARS AVERAGE PERIOD REPORTS ARE UPDATED

NUMBER OF REPORTS BY YEAR



Louisiana State Tax Credit Report (2011)

In April of 2011, Dr. Timothy Ryan produced a report titled, *The Economic Impact of Louisiana's Historic Tax Credit Program*. Dr. Ryan is the former chancellor of the University of New Orleans and now a consulting economist. Dr. Ryan has conducted over 100 economic impact reports on critical economic issues in Louisiana. The study produced examines Louisiana's Rehabilitation Tax Credit and whether the law should be extended upon its original sunset in 2011. The HTC program in Louisiana was extended and the bill will sunset on January 1, 2016. The following are the key findings¹² of the study:

- The Louisiana HTC Program has generated \$651.13 million in historic restoration construction at the cost of \$140.59 million in tax credits.
- In total, the construction and operations of the projects supported by the Louisiana HTC created a total of \$142.51 million in new State tax revenue.
- The projects supported by the HTC have created 11,034 construction jobs and 5,711 permanent jobs in the State.
- In total, the construction and operations of the projects supported by the HTC created a total of \$104.76 million in new tax revenue for local governments.
- **For every dollar that the state has invested in the program it has or will collect \$3.22 in new tax collections, measured in 2011 dollars.**

Dr. Ryan ends the study with a strong endorsement to extend Louisiana's HTC. The extension ultimately allowed projects like the restoration of the Saenger Theater to move forward. Dr. Ryan modeled the economic impacts of two scenarios: if the law was extended and if the law was not extended. Using graphs, Dr. Ryan was able to clearly illustrate the positive economic

¹² Timothy Ryan, Ph.D., *The Economic Impact of Louisiana's Historic Tax Credit Program*, report (2011), i.

impact that the program has on Louisiana and the loss of economic potential if the law was not extended. Supporters of Louisiana's Historic Tax Credit program will once again have to fight to extend the bill past 2016.

Philadelphia

As a city, Philadelphia is the most advanced when it comes to producing reports on the economic impact of historic preservation on a singular city. Preservation Alliance for Greater Philadelphia has commissioned numerous reports on the economic value of historic preservation to their City. They are a non-profit advocacy group that promotes the protection and appropriate use of Philadelphia's historic buildings. New Orleans should strive for what Philadelphia has created. In 1998, Preservation Alliance for Greater Philadelphia contracted Donovan Rypkema and Katherine Wiehagen to create the first report for Philadelphia. *The Economic Benefits of Preserving Philadelphia's Past* is a 15 page report on how historic preservation directly affects the City's economy. The report contains chapters on: job creation, center city renewal, investment, tourism, the film industry, commercial district revitalization, historic neighborhoods, and religious landmarks. Chapters are 1 to 2 pages long and contain a mix of 1 to 3 paragraphs of text, pictures, financial charts, and diagrams. While some GIS based original research was done, most of the information was derived from existing local and national studies. The report combines narrative with graphics and data to create a readable and easy to comprehend report on historic preservation in Philadelphia. *The Economic Benefits of Preserving Philadelphia's Past* is attractive to a wide range of audiences, and is a strong model of what should be produced for New Orleans.

In 2010, Preservation Alliance for Greater Philadelphia called on Econsult Corporation to create another report on the economic impacts of historic preservation in Philadelphia.

Econsult Corporation is a Philadelphia-based economic research and analysis firm. *The Economic Impact of Historic Preservation in Philadelphia* is very different from the previous report. Consisting of a 33 page report with an 80 page index, *The Economic Impact of Historic Preservation in Philadelphia* is highly technical and contains chapters on the economic impact, additional benefits, and economic incentives of historic preservation. Econsult used RIMS II to estimate total expenditures, employment and earnings data. RIMS II was developed by the Bureau of Economic Analysis (U. S. Department of Commerce) for economists to “analyze the potential impacts of economic activities on regional economies.”¹³ Econsult also used an internally constructed model to estimate other data, like the increase in earned income taxes by county. A report for Southeastern Pennsylvania was also released with the Philadelphia report. The report is a hefty read, severely limiting the audience to industry professionals and economists. This type of report cannot be easily updated using new data, and is not recommended for New Orleans.

Report Case Studies

In order to construct a framework for a report for New Orleans, it is necessary to closely examine existing examples. While a number of varying studies have been produced over the past 20 years, included in nearly all of them is an effort to measure the impact in four areas: job creation and household income, the impact of heritage tourism, the impact on property values, and economic development indicators from preservation-based downtown revitalization programs such as Main Street. This section will examine the first three, plus common and region specific chapters. The reports created by Donovan Rypkema are the closest to what the Louisiana Landmarks Society strives to create for New Orleans. While the reports studied were

¹³ Bureau of Economic Analysis, *RIMS II*, November 01, 2012, iii, accessed April 4, 2015, https://www.bea.gov/regional/pdf/rims/RIMSII_User_Guide.pdf.

conducted over fifteen years ago, the methods used remain relevant. The reports examined are listed in the chart below. The chapters on job creation, tourism, economic development, property values, film production, and region-specific chapters will be analyzed for findings and methodologies in this section. Also discussed will be the methodologies used to create and assemble the data that are cited by economic impact reports.

Title	Commissioning Party	Year	Funding
<i>The Economic Benefits of Preserving Philadelphia's Past</i>	Preservation Alliance for Greater Philadelphia	1998	Preservation Alliance for Greater Philadelphia
<i>The Value of Historic Preservation in Maryland</i>	Preservation Maryland	2000	The Maryland Historical Trust
<i>New York Profiting Through Preservation</i>	Preservation League of New York State	2000	Chase Bank / New York State Council of the Arts

Historic Preservation and Job Creation

Job creation is the most frequently cited indicator of the economic impact of historic preservation. Demonstrating that historic preservation creates jobs is a vital aspect to proving the point that historic preservation has economic value. In fact, it is the first chapter of the reports listed above and countless others. Job creation and economic stability are codependent. Job creation data measures the impact created by the number of jobs and household income created through the process of rehabilitating a historic building. Using economic modeling based on expenditures, calculations reveal the number of jobs, amount of household income, and sometimes value added through the rehabilitation process. The expenditure amounts generally

come from the amount reported for projects utilizing the Federal HTC and State HTC, where they exist.¹⁴

The Philadelphia, Maryland, and New York reports all cite a federal impact model¹⁵ which found that “every million dollars spent rehabilitating an older building creates two more jobs than the same amount spent on new construction.”¹⁶ The reports stress that historic preservation is a labor intensive field and creates skilled labor jobs. In addition, bringing formerly blighted buildings back online means increased property tax revenues for the city, housing, and employed workers. The Philadelphia report examines the estimated number spent on federal historic tax credit projects in Philadelphia, the total number of projects, and the number of housing units created. Using the RIMSII model, the report found that federal rehabilitation tax credit projects have produced 55,000 jobs and over a billion dollars in salaries (as of 1998). RIMS II considers a job to be a one year, full time position.¹⁷ The Maryland report also reviewed the number and estimated expenditures of federal historic tax credit projects in the state. Since 1978, (and up to 2000) there have been 1,058 historic tax credit projects resulting in \$501,545,102 in private investment.¹⁸ RIMS II is also used to model job creation. The New York report takes a different approach to demonstrating job creation. Instead of auditing federal historic tax credit data, the chapter relies on case studies and analysis done by existing third-party studies. According to a study by Real Estate Services Group, rehabilitation produces \$86,000 more to local household income than new construction. The Lower Manhattan Task

¹⁴ Donovan Rypkema and Caroline Cheong, *Measuring the Economic Impacts of Historic Preservation*, report (Washington, D.C.: Advisory Council on Historic Preservation, 2011), 17.

¹⁵ Susan Robinson, "The Effectiveness and Fiscal Impact of Tax Incentives for Historic Preservation," *Preservation Forum*, 1988, 8-15.

¹⁶ Donovan Rypkema and Katherine Wiehagen, *The Economic Benefits of Preserving Philadelphia's Past*, report (Philadelphia: Preservation Alliance for Greater Philadelphia, 1998), 2.

¹⁷ Rypkema, *The Economic Benefits of Preserving Philadelphia's Past*, 2.

¹⁸ Donovan Rypkema, *The Value of Historic Preservation in Maryland*, report (Baltimore: Preservation Maryland, 2000), 1.

Force of the City of New York found that five more construction jobs and three more permanent jobs were created by preservation construction, as opposed to new construction (for every one million dollars spent).¹⁹ All three reports stress that preservation is more labor intensive than new construction and creates more skilled labor positions. While there are many ways to measure economic development, job creation is the strongest measurement. In New Orleans, data on jobs and historic preservation is released by the Mayor's Office in an annual *New Orleans Cultural Economy Snapshot Report*.

Historic Preservation and Tourism

Tourism is vital to the economies of Philadelphia, Maryland, and New York. For this reason, all three reports had many existing studies on regional tourism from which to pull data. The link between historic preservation and tourism lies in the concept of heritage tourism. According to the National Trust for Historic Preservation, heritage tourism is “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and heritage tourism can include cultural, historic and natural resources.”²⁰ Since many states report tourism as one of their largest industries, many regional and national reports are released annually on the economic impacts of tourism. Many regional studies use the data released annually by the Tourism Industry Association (TIA) as the base for their own studies. TIA measures the economic impact using the MGM2—Money Generation Model. Using a

¹⁹ Donovan Rypkema, *New York: Profiting Through Preservation*, report (Albany: Preservation League of New York State, 2000), 5-10.

²⁰ The National Trust for Historic Preservation, "Heritage Tourism," [Preservationnation.org](http://www.preservationnation.org), section goes here, accessed April 06, 2015, <http://www.preservationnation.org/information-center/economics-of-revitalization/heritage-tourism/>.

given input, this model calculates: sales, jobs, personal income and value assets, broken down in the twelve industries most affected by tourism expenditures.²¹

The tourism narrative for the Philadelphia report includes a survey that found that Philadelphia's historic fabric was the top attraction to visitors. In addition, spending characteristics of heritage tourists are given based on an existing national study. The overall narrative suggests that Philadelphia's historic buildings, sites, and neighborhoods appeal directly to heritage tourists, who spend more money than average tourists.²² The Maryland report uses a mixture of cases studies and tourism data to show the impact historic preservation has on tourism. Case studies show the economic impact of tourism on historic districts in Annapolis and Berlin, including hospitality industry jobs. The report compares preservation visitors against other visitors in the areas of length of stay in Maryland, visitor dollars into Maryland's economy, average daily expenditure of Maryland visitors, and average household trip expenditures. The data shows that preservation visitors stay long and spend more than other visitors.²³ The New York report uses national data, regional data, and case studies in the narrative for historic preservation and tourism. Like the other reports, the narrative creates a profile of historic travelers and their advanced spending over other travelers. While a significant number of visitors choose New York City as their destination, the report notes that the majority of these tourists visit a historic site, like the Statue of Liberty, during their trip.²⁴ In regions with a hospitality based economy, it is essential to demonstrate that preservation of the overall historic fabric of the region, including historic buildings and sites has a direct effect on the regional

²¹ Donovan Rypkema, *Measuring the Economic Impacts of Historic Preservation*, report (Washington, D.C.: Advisory Council on Historic Preservation, 2011), 20.

²² Rypkema, *The Economic Benefits of Preserving Philadelphia's Past*, 5.

²³ Rypkema, *The Value of Historic Preservation in Maryland*, 5-6.

²⁴ Rypkema, *New York: Profiting Through Preservation*, 18-22.

economy. In New Orleans, a report is released annually by the University of New Orleans detailing the tourism industry in New Orleans for a given year.

Historic Preservation and Property Values

The direct effect of historic preservation activities on jobs and tourism is considerable, but historic preservation also offers benefits for individual property owners. In order to show the link between historic designation and property value the following are examined: the value of the affected property, the rate of change of the properties, and the value of being within a local historic district. Three factors are generally given as evidence: simple value comparison, before and after designation comparison, and appreciation analysis.²⁵

The reports for Philadelphia and Maryland present the argument that historic preservation is beneficial to property values. Using GIS research, the Philadelphia report illustrates that household income is greater in most historic districts and that historic districts are more diverse, culturally active neighborhoods.²⁶ In Maryland's report, the average annual value change is compared for communities with historic and non-historic neighborhoods. The chart shows that the historic districts in these communities have had the greatest increase in property values.²⁷ The author of these studies, Donovan Rypkema, wrote a journal article titled *The Economic Effect of National Register Listing* on the topic in 1994. His research found that National Register listing alone does not usually result in an increase in property values. Rather, he found that when National Register listing was a trigger for the creation of a local historic district, property values in virtually every instance increased or were maintained. "In every heritage district designated in Canada in the last 20 years, property values have risen despite the fact that

²⁵ Donovan Rypkema, *Measuring the Economic Impacts of Historic Preservation*, report (Washington, D.C.: Advisory Council on Historic Preservation, 2011), 22.

²⁶ Rypkema, *The Economic Benefits of Preserving Philadelphia's Past*, 8-9.

²⁷ Rypkema, *The Value of Historic Preservation in Maryland*, 3-4.

development potential has been reduced.”²⁸ He gives some credit to the protection offered by local historic districts from inappropriate design and scale that could tarnish the historic nature of a neighborhood. While there is no annual report on the relationship between historic preservation and property values in New Orleans, data can be generated using GIS and property tax data.

Historic Preservation and Film

All three reports make the argument that their historic fabric is attractive for film production. Philadelphia’s report uses quotes from industry professionals, as well as hotel expenditures, local wages, and taxes generated by four feature films that were shot at historic locations in Philadelphia.²⁹ The report for Maryland also uses quotes by film professionals and case studies. In addition, the report lists what exactly makes Maryland attractive to filmmakers, including, “historic and varied architecture is one of Maryland’s biggest selling points.”³⁰ According to the New York report, “the historic built environment of New York is a major contributing factor to the recent growth of filming in the state.”³¹ The goal of the chapter is to convey that the rest of New York State is an attractive location to film, not just New York City. The narratives and methodologies offered by these reports are not quantitative enough for the robust film industry that has sprouted in New Orleans, nor is there any mention that these states have film incentives. In New Orleans, data on film activity is released by the Mayor’s Office in an annual *New Orleans Cultural Economy Snapshot Report*. As an exercise, publicly available data on film was compiled to create a sample chapter on historic preservation and film production in New Orleans.

²⁸ Donovan D. Rypkema, *The Economic Effect of National Register Listing*, 1994, 1.

²⁹ Rypkema, *The Economic Benefits of Preserving Philadelphia’s Past*, 6.

³⁰ Rypkema, *The Value of Historic Preservation in Maryland*, 10.

³¹ Rypkema, *New York: Profiting Through Preservation*, 25.

Region-Specific Chapters

Chapters specific to regional programs and priorities are presented in all three reports. The report for Philadelphia highlights their efforts to revitalize the Center City and various Main Street Program projects that have revitalized blighted commercial districts. National Main Street is a program administered by the National Trust for Historic Preservation that links commercial revitalization and historic preservation. Philadelphia's report also has a section on preserving religious landmarks. The chapter cites a study by Partners for Sacred Places that found that congregations housed in older churches and synagogues provided greater community services like child care, youth programs, soup kitchens, and vocational training.³² Philadelphia's report presents historic preservation as a catalyst to meet the needs of urban Philadelphia.

Region specific-chapters on historic preservation's link to sustainable communities and smart growth demonstrate that environmental issues are important to Maryland. Citing population growth models, the report presents adaptive reuse of buildings in dense urban neighborhoods with existing infrastructure as the best way to create sustainable communities:

Historic preservation is an automatic commitment to the environment. Environmental issues—saving farmland, preserving wetlands, keeping forests and open space, reducing solid waste disposal, reducing automobile emissions, increasing pedestrian traffic—are made easier if there is a solid historic preservation policy. At the heart of environmentalism is recycling; historic preservation is the ultimate recycling.³³

In 2009 Maryland released a technical report titled, *The Environment and Energy Conservation Benefits of the Maryland Historic Tax Credit*. Maryland's report celebrates the tools available for historic preservation and the efforts that Maryland as a state has taken to promote historic preservation.

³² Rypkema, *The Economic Benefits of Preserving Philadelphia's Past*, 7-10.

³³ Rypkema, *The Value of Historic Preservation in Maryland*, 11-14.

New York's report features a long chapter on historic preservation, arts, and culture. According to a study commissioned by the New York State Council on the Arts and the City of New York Department of Cultural Affairs, the arts industry was directly responsible for \$480 million in tax revenue in 1995. The chapter highlights preservation efforts at the Metropolitan Museum of Art and Carnegie Hall, in addition to the 38 locally designated landmarks in Manhattan's Theater District.³⁴ New York's report differs greatly in style from the reports for Philadelphia and Maryland. The report is a narrative on New York's preservation efforts and included minimal data compared to the other reports. Overall, the three reports are good guidance for the type of report to produce for New Orleans. With more publicly available data now than there was 15 years ago, it is not necessary to hire a consulting company to complete a report like this today.

The following chart is an excerpt from Donovan Rypkema's *Measuring the Economic Impacts of Historic Preservation*. The chart³⁵ shows the recommended economic measures for historic preservation, and the inadequacies of accepted methodologies. The information is included to show the ongoing struggles of reporting the link between historic preservation and economic benefit and the need for a nationally recognized methodology.

Measurement	Purpose	Methodology	Why new approach is needed
Jobs/ Household Income	Quantify job creation and income generated by historic rehabilitation activity or other preservation related employment	Input-Output Multipliers (RIMS, Im-Plan, etc...)	<p>One done sporadically on statewide levels</p> <ul style="list-style-type: none"> • Generally only includes projects that are receiving tax credits; • Does not take fullest advantage of data that could be retrieved from NPS, Commerce, Labor, and GSA reports

³⁴ Rypkema, *New York: Profiting Through Preservation*, 23-24.

³⁵ Donovan Rypkema, *Measuring the Economic Impacts of Historic Preservation*, report (Washington, D.C.: Advisory Council on Historic Preservation, 2011), 3-4.

			<ul style="list-style-type: none"> • Need to distinguish permanent full-time vs. seasonal or part-time short duration employment
Property Values	Demonstrate impact on property values of being within local historic district	Measurement of year to year value change relative to local market in general; will require selection of representative communities and annual testing by national real estate data firm	<ul style="list-style-type: none"> • Research is done irregularly and only on local or sample communities within a state • No national data • Measurement approaches vary widely. • Recent regional and local market fluctuations skew picture and may create difficulties for baseline
Heritage Tourism	Quantify absolute economic impact of heritage tourism and incremental impact relative to other forms of tourism	<ol style="list-style-type: none"> 1. Establish definition of “heritage tourism” 2. Incorporate 2-3 questions that will more clearly identify heritage tourists into existing regular tourism surveys 3. Based on surveys, quantify absolute and relative contribution of heritage tourism over time 	<ul style="list-style-type: none"> • No clear definition of “heritage tourist” or focus of “heritage tourism” visits • Specific research on heritage tourism impact irregular and rarely on national level • No way to track on an annual basis if heritage tourism is growing, shrinking, changing, etc., especially since visitation is lumped with other travel and recreation
Environmental Measures	Demonstrate the contribution of historic preservation to broader “sustainable development,” “smart growth,” “energy conservation,” and environmentally sensitive or “green” community planning	Develop 2-3 standard measurable that might include: 1) Infrastructure costs savings from historic rehabilitation; 2) embodied energy of rehabilitated buildings; 3) Greenfields not developed because of historic rehabilitation activity	<ul style="list-style-type: none"> • No standard definition or approaches for measuring historic preservation/ environment relationship • No national data • Weak understanding among environmentalists, preservationists, and general public of link
Downtown Revitalization	Understand the role of historic preservation and downtown commercial district revitalization	Expand and supplement existing aggregated data collected by the National Main Street Center. Commission regular academic analysis of comparative and non-Main Street approached to revitalization and how historic resources are	<ul style="list-style-type: none"> • Main Street data as currently gathered while useful, does not meet the standard of robust, defensible research • There is no ongoing measurement of preservation-based commercial revitalization not affiliated with Main Street, except in limited

incorporated or used in the process.

- ways through CDBG
- There is no comparison of what is happening in Main Street communities and similar non-Main Street communities

Creating a Study for New Orleans

In a few years New Orleans will celebrate the 300-year anniversary of the city's founding. Few other cities can compete with the quality and quantity of historic building stock that remains in New Orleans today. It is my opinion that LLS does not need to hire an economic research firm to produce their desired report. Instead, LLS should self-produce a report in conjunction with the University of New Orleans and the Preservation Resource Center.

Appealing to the proper audience is essential to the success of the report. A highly technical and complicated report will not be beneficial to the greatest number of people. The recommended format for the report follows that of the three reports examined in this paper. An intelligent mixture of narrative, key graphics, and demographic and financial data should be used to assemble the report. With this format, the report will appeal to private citizens, city officials, developers, architects, real estate agents, contractors, and other professionals. The content of the report should also be thoughtfully considered. Chapters on job creation and tourism are industry standard. In addition, the rise of the film industry and its relationship to historic preservation should be included in the report. The following is a complete list of suggested chapters for the report.

- Job Creation
- Economic Development
- Tourism
- Film Industry
- Historic Neighborhoods and Property Values
- Sustainability

- Museums and the Arts
- Relevant Case Studies

While it does not necessarily have a profound and measurable economic impact, a chapter on preservation education in New Orleans is worth considering. Between advocacy education, Tulane's Preservation Studies program, and real world training, New Orleans is producing preservation professionals. As sustainable building practices slowly becomes mainstream, it is important to highlight the direct link between historic preservation and sustainability. Including relevant case studies is a good way to show that preservation is progress and not a tool to fight development. While in the past it was required to hire professionals to create a report of this kind, with the amount of information publicly available today it is no longer necessary.

From 2001-2013 Louisiana completed 501 Federal Historic Tax Credit projects, with a total tax credit amount of \$1,774,994,483.³⁶ The total number of projects makes Louisiana fifth in the country for total number of projects. A publicly available report on the economic impacts of historic preservation in New Orleans is long overdue but was not possible for a period of time. Many of the methodologies used examine building permit data in local and national historic districts. In 2005, Hurricane Katrina flooded a significant portion of New Orleans. The subsequent rebuilding effort, most of which occurred between 2006 and 2010, caused skewed building data that cannot be used to produce data on the economic impacts of historic preservation. As New Orleans transitions from rebuilding and prepares to celebrate its tricentennial, now is the time to produce a public report on how historic preservation benefits the local economy.

³⁶ Place Economics, *The Federal Historic Tax Credit: Transforming Communities*, report (Washington DC: National Trust for Historic Preservation, 2014), 20.

Appendix

Relevant Data Sources

The following is a section of relevant data sources that can be used to construct a report for New Orleans. The sources include both national and local reports and studies. The sources are listed in a hierarchy based on their relevance and importance.

<i>Measuring the Economic Impacts of Historic Preservation: A Report to the Advisory Council on Historic Preservation</i>
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Rypkema, Donovan, and Caroline Cheong. <i>Measuring the Economic Impacts of Historic Preservation</i> . Report. Washington, D.C.: Advisory Council on Historic Preservation, 2011.
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Rypkema's report outlines the metrics needed to measure historic preservation's economic impact. This report is not a how-to guide, but advises on content, and the type of source materials that should be used. The report was produced in the hopes that a national metric for measuring the economic impact of historic preservation will one day be developed. Anyone attempting to write a report of this type, should first consult this document.

<i>New Orleans Cultural Economy Report</i>

The Mayor's Office of Cultural Economy. 2013 New Orleans Cultural Economy Snapshot. Report. May 01, 2014. Accessed March 11, 2015. http://www.nola.gov/getattachment/Cultural-Economy/2013-CE-Snapshot-Electronic.pdf/ .

In 2010 the Mayor's Office released its first "Cultural Snapshot" report. The annual reports are a qualitative analysis of the City's cultural economy. The reports define cultural economy as having six key segments: culinary arts, design, entertainment, literary arts and humanities, preservation, and visual arts and crafts. Within the scope of the report preservation is defined as, "economic activities focused on the restoration and redevelopment of the built environment including architecture, landscape architecture and a percentage of construction activity focused on preservation and renovation." The report focuses on job creation in these industries, in addition to tax revenue. Job growth in cultural industries in New Orleans is compared to that in Louisiana and the United States. The report found that preservation accounted for 14% of the total cultural jobs in 2013. These annual reports are very valuable to the desired study. The data given can be used to report on tourism, film production, the arts, and preservation as an industry. Since the report is updated annually, new data can be updated in the proposed report annually.
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<i>New Orleans Area Visitor Profile</i>
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City of New Orleans. Mayor's Office. "New Orleans Achieves 9.28 Million Visitors in 2013."
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News release, April 22, 2014. City of New Orleans. Accessed April 08, 2015.
<http://www.nola.gov/mayor/press-releases/2014/20140422-tourism-numbers/>.

The Mayor's Office releases an annual press release detailing the finding of *The Area Visitor Profile Studies* completed annually by UNO's Hospitality Research Center for the New Orleans Convention and Visitor's Bureau. While the full study is not available online, the press release highlights the major findings of the study. Data given includes: total visitors, estimated visitor spending, lodging spending, restaurant spending, reason for visit, length of stay, household income of visitors, demographic of visitors, method of travel, and other factors. This data, along with national data on heritage tourism is crucial to reporting the relationship between historic preservation and tourism. The annual nature of the report and subsequent press releases allows for data in the desired report to be updated annually. New Orleans' hospitality based economy makes reporting on this relationship in the desired report essential.

Real Estate Market Analysis for Metropolitan New Orleans and the Northshore

Institute for Economic Development and Real Estate Research. Real Estate Market Analysis for Metropolitan New Orleans and the Northshore. Report. New Orleans: University of New Orleans, 2014.

The Institute for Economic Development and Real Estate Research at the University of New Orleans releases an annual report on the real estate market in New Orleans. The report details overall trends, and trends by neighborhood. The report is a good source for data demonstrating the properties located in New Orleans' historic core are more valuable and desirable. Data from the report can be used in conjunction with GIS data to show the relationship between historic preservation and property values in New Orleans. The report can be purchased from UNO for \$50.

Louisiana Tourism Forecast

The University of New Orleans Hospitality Research Center. Louisiana Tourism Forecast 2014-2107. Report. April 01, 2014. Accessed April 8, 2015.
<http://www.crt.state.la.us/Assets/Tourism/research/documents/2013-2014/LATourismForecastReport2014-2017.pdf>.

UNO's Hospitality Research Center releases tourism forecasts every three years. The forecast includes the number of visitors, visitor spending, tax revenue, jobs, and destination. The report includes a review of each region in Louisiana, excluding New Orleans (New Orleans has its own report). The data in this report is useful for comparing travel figures in New Orleans with the rest of Louisiana.

Cultural and Heritage Traveler Reports

Mandala Research, LLC. The Cultural and Heritage Traveler. Alexandria, VA: Mandala Research, LLC, 2009. Accessed April 8, 2015.
http://mandalaresearch.com/images/stories/free_download_CH_2013.pdf.

Every three years Mandala Research released a report on the demographics of cultural and

heritage travelers in the United States. While the full report costs around \$300, a free sample is available to the public with all the necessary information needed for the desired report. Mandela Research has been providing data on the tourism industry in the United States for over two decades. Their principle, Lauren Mandala, was appointed by the U.S. Department of Commerce Secretary to serve on the Travel and Tourism Advisory Board. Data provided includes survey responses, estimate number of travelers, and estimated traveler spending.

Annual Report on the Economic Impact of the Federal Historic Tax Credit

Center for Urban Policy Research. Annual Report on the Economic Impact of the Federal Historic Tax Credit for FY 2013. Report. August 01, 2014. Accessed April 8, 2015. <http://www.nps.gov/tps/tax-incentives/taxdocs/economic-impact-2013.pdf>.

The National Park Service releases an annual report on the economic impact of the federal historic tax credit. The report focuses around the relationship between historic preservation and jobs, labor incomes, wealth, output, and taxes. The report also compares the annual figures to the cumulative sum of all categories since the tax credit was implemented. Included in the analysis is the public cost of the federal historic tax credit.

Annual Statistical Report and Analysis

The National Park Service Technical Preservation Services. Federal Tax Incentives for Rehabilitating Historic Buildings. Report. March 01, 2015. Accessed April 9, 2015. <http://www.nps.gov/tps/tax-incentives/taxdocs/tax-incentives-2014statistical.pdf>.

This annual report focuses on highlighting the year's investment in historic rehabilitation, number of housing units created, job creation, and total program accomplishments. The report also features a chart on state-by-state project activity and estimated QREs by state. The chart is divided by approvals in the various parts of the application process. According to the report, Louisiana had the highest number of Part 1 and Part 2 applications in the country.

Film L.A. Inc.'s Feature Film Production Report

McDonald, Adrian. 2013 Feature Film Production Study. Report. March 06, 2014. Accessed March 10, 2015. http://www.filmla.com/uploads/FilmL.A.%20Production%20Report%20011315_1421174017.pdf.

Film L.A. Inc.'s *Feature Film Production Report* examines the location, budget, studio, and jobs created by every feature film produced in the United States for a given year. Released annually, the report is a valuable tool for reporting on feature film production in New Orleans. The relationship between film production and preservation is important to highlight, especially if New Orleans continues to remain a major competitor in the film industry.

Sample Chapter: Historic Preservation and Film

As an exercise demonstrating how to compile data into a chapter, a sample chapter was written on historic preservation and film production in New Orleans. The following is the text from the chapter, followed by the methodology used for the sample chapter, and a sample layout of the chapter.

Louisiana, especially New Orleans, has become a major competitor in the film industry. In 2013 Louisiana became the world's film production capital, surpassing California and Canada. Of the 108 live action films released by major United States studios in 2013, 18 were filmed in Louisiana. New Orleans was the location for 15 of the state's 18 films, tying the total number filmed in both California and Canada. In addition to these films, 7 television series were filmed in New Orleans in 2013.³⁷ While much of the activity is driven by recent state film incentives, New Orleans has long been a destination for filmmakers.

New Orleans' many diverse and vibrant neighborhoods make it ideal for filming. Historic neighborhoods like the French Quarter and the Garden District provide a vivid background for modern and period films alike. In the past, New Orleans was a destination for films set in the city, while today it is a surrogate for many different settings. The city's streets have played the part of Los Angeles, New York, Washington D.C. and many other cities in recent films.³⁸

Film productions make an impact on the local economy through the purchase of goods and services, employment of local workers, taxes, permit fees, and more. Local spending of productions quadrupled between 2009 and 2011. This increase is attributed to investment in

³⁷ Adrian McDonald, *2013 Feature Film Production Study*, report, March 06, 2014, Appendix C, accessed March 10, 2015, [http://www.filmla.com/uploads/FilmL. A. %20Production%20Report%20011315_1421174017. pdf](http://www.filmla.com/uploads/FilmL_A_20Production20Report%20011315_1421174017.pdf).

³⁸ McDonald, *2013 Feature Film Production Study*, Appendix C.

post-production infrastructure in Louisiana and positive experiences of major productions in the city. The estimated local impact for the 60 tax credit projects hosted by New Orleans in 2013 is \$457 million.³⁹

Without its historic fabric, New Orleans would not be the film capital that it is today. While New Orleans may be able to play many roles, it cannot be substituted. Retaining historic neighborhoods and building stock will ensure that New Orleans will remain a film powerhouse.

Methodology

The majority of information on the local impact of film production comes from state tax credit data. For this reason, it was necessary to refine data from the state level, to a city level in order to discuss the direct local impact in New Orleans. Raw data on film tax credit spending is not publicly available, so in order to decipher the role of New Orleans in Louisiana's film production it was important to distinguish between production done in New Orleans and production done elsewhere in the state. A spreadsheet of feature films, documentaries, television movies, and television episodes that were produced in Louisiana between 2010 and 2014 was created using the following resources:

- Website for Film New Orleans
- Website for Louisiana Entertainment
- Website for Baton Rouge Film Commission
- Website for Shreveport-Bossier Film Office
- Film L. A. Inc. 's annual Feature Film Production Report
- Searching locations tags like "Baton Rouge", "New Orleans", "Shreveport" and "Lafayette" on Internet Movie Database

The spreadsheet was organized by production year, with tables for projects shot in New Orleans and projects shot elsewhere in the state. The tables were divided into columns denoting the

³⁹ The Mayor's Office of Cultural Economy, *2013 New Orleans Cultural Economy Snapshot*, Film and Video.

project name, project type, Production Company, and whether the company was a major studio. Short films were not included in this exercise.

For the purpose of this exercise, “major studios” are noted as one of the 6 major studios and 5 mini-major studios. Majors include Disney, Warner Brothers, NBC Universal, Paramount, Sony, and 20th Century Fox. Mini-majors include Lionsgate, The Weinstein Company, Relativity, Open Road Films, CBS Films, DreamWorks, Gaumont Film Company and MGM. Other divisions and brands from these two categories were also included as major studios.⁴⁰ This is a well-known and accepted way to categorize production companies.

The local economic impact data is from the Film and Video chapter of the *2013 New Orleans Cultural Economy Snapshot*, a report produced by The Mayor’s Office of Cultural Economy. The report was done in conjunction with Mt. Auburn Associates, Inc. The Mayor’s Office of Cultural Economy has released annual reports on the impact of cultural economy since 2010.

After all of the data was collected, figures were summarized on an annual basis. To find the percentage of feature films, major studio films, and TV series filmed in New Orleans, the count of New Orleans projects was divided by the total number of Louisiana projects. The result was a refined estimate of film activity in New Orleans compared to film activity in the rest of Louisiana from 2010-2014. While this exercise did not contain every project during the period, it included all major projects and the majority of activity. The exercise found that New Orleans produced about 66% of Louisiana’s projects during this period. This is a significant percentage, proving that New Orleans is invaluable to Louisiana’s film economy. New Orleans’ existing

⁴⁰ McDonald, *2013 Feature Film Production Study*, 1.

infrastructure, including historic neighborhoods and historic sites, contributes greatly to its appeal to film makers. Access to film permit data would reinstate this point and show how historic neighborhoods are desirable film sets, but this data is not publicly available.

The sample chapter aimed to highlight the relationship between the film industry and historic preservation in New Orleans. Film production is a rapidly growing sector of New Orleans' economy. Historic neighborhoods, sites and houses provide tangible sets for filmmakers. Maintaining and restoring historic resources in New Orleans directly contributes to the film economy in New Orleans.

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