

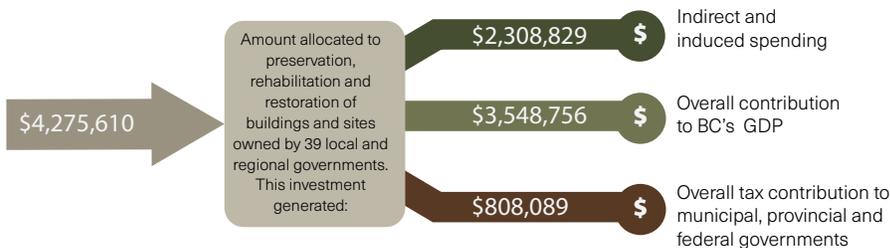
### The Impact of Heritage Conservation

The Heritage Branch enables public and private investment, conservation and rehabilitation, heritage promotion and interpretation, and increased tourism spending.

Public and private expenditures on historic place promotion and rehabilitation create economic activity within B.C., which in turn generates GDP, employment, and tax revenues for all levels of government. In addition, tourists from outside the province are drawn to B.C. for the purpose of visiting heritage sites, thereby further stimulating the economy.

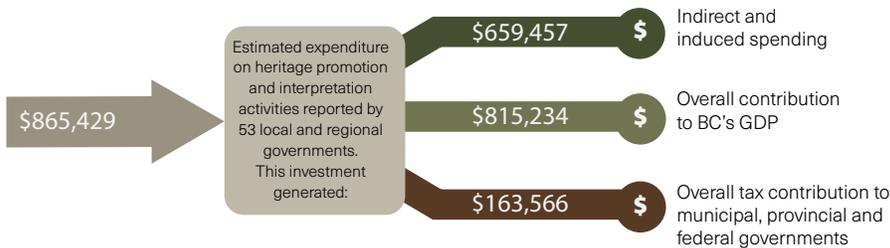
This report illustrates the economic impacts of the initial investments for heritage conservation made by local and regional governments and highlights six case studies that reflect these impacts.

#### Conservation Activities<sup>1</sup>



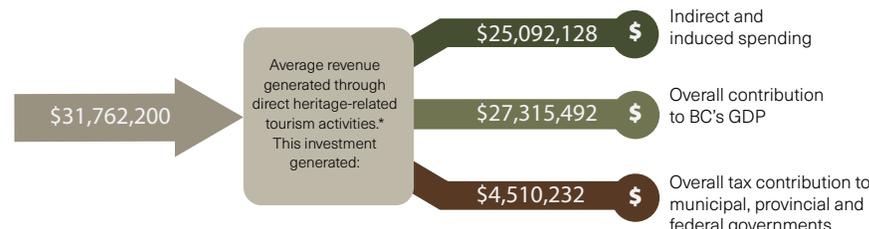
Multipliers provided by BC Stats. Overall totals include direct, indirect and induced figures.

#### Promotional Activities<sup>1</sup>



Multipliers provided by BC Stats. Overall totals include direct, indirect and induced figures.

#### Heritage-related Tourism Activities<sup>1</sup>



\* Based on 2,117,480 domestic and international tourists with an average spend of \$15/person.

Multipliers provided by BC Stats. Overall totals include direct, indirect and induced figures.

Tourism statistics provided by Destination BC (Statistics Canada-2014-2015, Pooled Travel Survey of Residents of Canada)

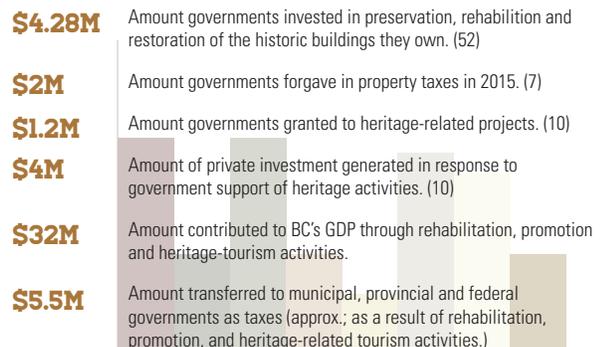
#### Historic Places in 2015

(B.C. Register of Historic Places as of Dec 31, 2015)



#### Investments in 2015

(Number of reporting organizations)



Heritage BC is a not-for-profit, charitable organization supporting heritage conservation across British Columbia through education, training and skills development, capacity building in heritage planning and funding through the Heritage Legacy Fund. Heritage BC is engaged by the Heritage Branch to collect and analyze data on economic contributions of historic place conservation, and to produce and distribute the Heritage Conservation Fact Sheet.



Image credit: Robyn Hanson

## North Pacific Cannery National Historic Site

*Historic Sites provide jobs in remote communities.*

The North Pacific Cannery National Historic Site in Port Edward, a heritage site commemorating the history of the salmon fishing industry in B.C., is a ‘must-see’ destination welcoming thousands of visitors from around the world each year. When a major conservation project at the site became necessary, it was seen as an opportunity to create jobs and develop skills in a remote community.

The conservation project, made possible by Job Creation Partnerships between the Province of B.C. and North Pacific Cannery, saved more than 30 culturally-significant buildings and provid-

ed much-needed skilled jobs training for underemployed workers in the North Coast region. Over 60 participants received training and hands-on experience in construction trades, preparing them for further work on infrastructure projects in the region.

As the region’s premier tourist destination, the Cannery is an asset to the local economy that creates jobs, not only at the site itself, but in nearby restaurants, hotels, and other businesses. “Many visitors to the site are travelling on cruise ships or BC Ferries on their way to Haida Gwaii or Alaska. The cannery keeps visitors in the region longer who

would otherwise just be passing through,” says Steve Milum, Manager Conservation & Operations, North Pacific Cannery.

As a result of this conservation project, the North Pacific Cannery has developed into a destination heritage site celebrating the history of the fishing industry in B.C. while promoting economic growth for the region. Together, these conserved buildings form a significant part of the local cultural landscape and economy.

“The cannery keeps visitors in the region longer who would otherwise just be passing through.” –

STEVE MILUM, MANAGER

CONSERVATION &  
OPERATIONS, NORTH PACIFIC  
CANNERY

## Rocheleau Cottage

*Heritage Conservation promotes suburban revitalization.*

The rehabilitation of Rocheleau Cottage demonstrates how municipal heritage conservation policies can result in broader community benefits such as increased housing density and neighbourhood revitalization.

“The rehabilitation of Rocheleau Cottage not only restored the heritage house and preserved an original Francophone family story but -- as the site was infilled with respectfully-designed townhouses -- much needed new family housing was created to further revitalize the historic neighbourhood.” Eric Pattison, Architect AIBC, CAHP.

Maillardville was established in the early 1900s and is home to the City of Coquitlam’s highest concentration of heritage and character buildings including Rocheleau Cottage, which was built in 1929. In recognition of Maillardville’s significance to Coquitlam, Council adopted the Maillardville Neighbourhood Plan to guide development consistent with the character of the area.

Under the Maillardville Neighbourhood Plan, the proposed redevelopment of the Rocheleau property had to explore options to conserve the house, which local firm, Haraman Development, saw

as an opportunity to contribute to revitalizing the neighbourhood.

Consolidating the property with an adjacent vacant lot, the original cottage was rehabilitated and retained as a single-family residence, while nine townhouses in three new buildings were constructed on the expanded lot. The project was an immediate success, with units selling quickly and the community pleased with the retention of a valued building and an aesthetically-pleasing streetscape.

“The rehabilitation of Rocheleau Cottage not only restored the heritage house and preserved an original Francophone family story but... much needed new family housing was created to further revitalize the historic neighbourhood.” -ERIC

PATTISON, ARCHITECT AIBC,  
CAHP



Image credit: Haraman Development

“Sometimes you gotta take a chance. You know it’s good. You know it’s important. There’re some things, if you turn your back they’re gone.”

– HEATHER ZAHN, CURATOR  
(ROCKY MOUNTAIN GOAT, 2015)



Northern Development Initiative Trust

## Dunster Museum

*Heritage sites are a hub of activity.*

Dunster’s Type E Station, built in 1913, was historically central to the community, as the Grand Trunk Pacific Railway Station was the only place where people and news could arrive and exit the town. When highway access came to Dunster, B.C., located east of McBride, the train station was no longer the centre of life for the small farming town, yet it remained significant to the community. Recently, to commemorate the town’s centennial, the Community Association

set out to rehabilitate the station to once again become the hub of activity it had historically been.

Not wanting to see their station suffer the same fate as other stations that were destroyed in the 1980s, the Dunster Community Association bought the building, moved it away from the train tracks, and maintained it to save it from deterioration. Once a common building type in Western Canada, the Dunster Station is now believed to be one of only three

remaining Type E Stations.

With a two-man construction crew and a team of local volunteers, the station was rehabilitated into a museum celebrating the history of the area. When the station initially reopened, this little museum, in a town off the main highway with a population of 400 people, greeted over 1,000 visitors in two months.

Due to its uniqueness, the Dunster Station has seen visitors from throughout B.C., who have come specifically to

see the station. The gift shop at the museum provides a place for local artists and artisans to offer their wares and, as a spin-off effect, business has increased at the local general store. Curator, Heather Zahn, says that “the goal [of the project] was to improve the economy” and is happy to see increased traffic in the neighbourhood. The rehabilitation of this historic site has boosted tourism and brought financial gain to this small community.

## Yale Historic Site QuestUpon App

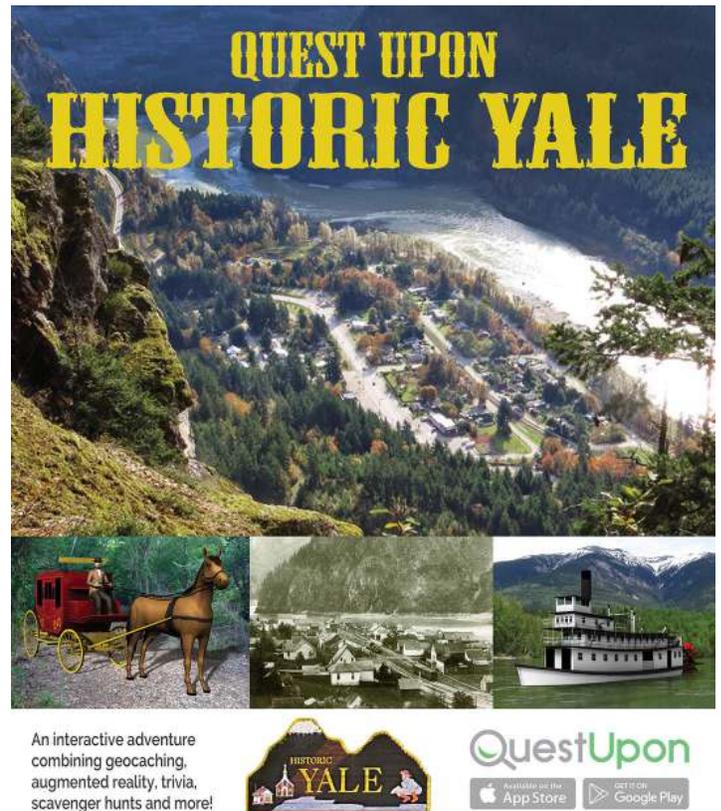
*Augmented reality technology breathes new life into historic sites.*

A new augmented reality app offered by Yale and District Historical Society turns cell phones into storytelling tools that bring history to life at Yale Historic Site, a Hudson's Bay Company trading post established in 1848 during the Cariboo Gold Rush. Yale and District Historical Society, which manages the site, partnered with B.C.-based app developers, QuestUpon, to develop augmented reality technology to attract new visitors, increase engagement at the site, and breathe new life into walking tours. The app responds to the challenge confronting many museums today of how to remain a dynamic part of the public experience as the digital world drives consumer culture.

The app, available for iOS and Android, enables users to see historic buildings that are no longer standing, participate in

scavenger hunts and historic trivia, and collect gold rush items in augmented reality as they explore the grounds. The technological and interactive features offer a new way to see the site in its historic context. It appeals to a wider demographic, diversifying the visitor base for the Yale Historic Site. "Schools often tour the site, and the augmented reality makes it more enticing for children," says Deb Zervini, General Manager, Yale Historic Site. The site has seen a positive response from new and returning visitors. "Our visitors enjoy the augmented reality tour and find it entertaining."

"It's a compelling experience to see the historic buildings that are no longer standing, in the exact place that they stood during the gold rush days," says Deb Zervini, Yale Historic Site.



QUEST UPON  
HISTORIC YALE

An interactive adventure combining geocaching, augmented reality, trivia, scavenger hunts and more!

QuestUpon

Available on the App Store

GET IT ON Google Play

"When you combine history with our technology, it appeals to a wide demographic, which is great for families or couples to experience together. Think 'Pokemon Go', for historic storytelling."

-TAMMY MEYERS, CO-FOUNDER AND COO OF QUESTUPON.

## Trapp+Holbrook

*Rehabilitating heritage buildings reinvigorates historic downtown streets.*

The Trapp+Holbrook rehabilitation project brought a new vibrancy to New Westminster's historic downtown which had experienced economic decline since the 1990s. "The project has had an overall positive economic impact in our neighbourhood... the new Trapp+Holbrook brings life to the street and a terrific group of new merchants doing business," says Kendra Johnson, Executive Director of the Downtown New West Business Improvement Association.

Having worked on many successful projects in Vancouver's historic core, Salient Group President Robert Fung saw potential for the Trapp and Holbrook blocks to once again become a lively neighbourhood with people living, working, and playing.

The exterior features of the Edwardian-era Trapp and Holbrook blocks were restored with a 196-unit residential high-rise constructed adjacent. The heritage façades, with commercial use on the ground floor, provide historical context and a pedestrian scale to the streetscape.

"The feeling of walking down this historic stretch of Columbia Street is well benefitted by the cleaned up original façades of Trapp and Holbrook blocks," adds Johnson.

The heritage rehabilitation project, with its significant new supply of residential and commercial units, has brought new local residents and shoppers to the area, reinvigorating the local economy.

"The new Trapp+Holbrook brings life to the street and a terrific group of new merchants doing business." – KENDRA JOHNSON, EXECUTIVE DIRECTOR, DOWNTOWN NEW WEST BUSINESS IMPROVEMENT ASSOCIATION



“The Balfour locals’ efforts to conserve and commemorate the heritage of the ferries have successfully safeguarded local business through creating a tourist draw and a reason to visit the community.” –

TRUUS ZELONKA, SECRETARY  
OF THE BALFOUR AND  
DISTRICT BUSINESS AND  
HISTORIC ASSOCIATION



Image Credit: Truus Zelonka

## The Anscomb Wheelhouse Rehabilitation

*Heritage conservation draws tourists to small communities.*

The conservation of the Anscomb Wheelhouse in Balfour, B.C. is drawing tourists to this small town and connecting the community to its ferry service history. In 2013, Balfour’s local business owners came together to rehabilitate the wheelhouse of a sternwheeler, the MV Anscomb, built in 1946, with a plan to create an attraction in the community, to increase tourism, and to boost the local economy.

The wheelhouse had been removed from the vessel, used as a tool shed, playhouse, and chicken coop over several decades, and was in need of repair. The Columbia Basin Trust, a local bank, and the Osprey Community Foundation provided funding for the project, while local residents supported through fundraising initiatives and in-kind donations.

“Balfour needed an identity beyond the ferry terminal,” says Truus Zelonka, Secretary of the Balfour and District Business and Historic Association. The wheelhouse was rehabilitated into a museum to showcase the history of the Kootenay Lake Ferries and develop a sense of identity for the community.

“The Balfour locals’ efforts to conserve and commemorate the heritage of the ferries have successfully safeguarded local business through creating a tourist draw and a reason to visit the community,” noted Zelonka. The Anscomb Wheelhouse Rehabilitation shows how even small heritage conservation projects can have big impacts on communities.