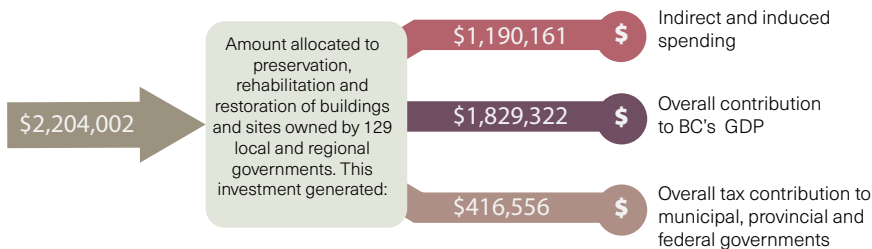


The Impact of Heritage Conservation

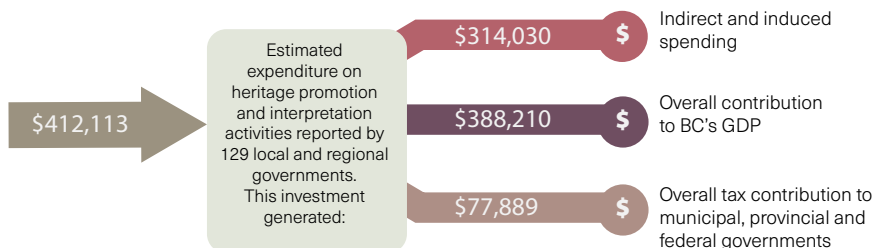
The Heritage Branch enables public and private investment, conservation and rehabilitation, heritage promotion and interpretation, and increased tourism spending. Public and private expenditures on historic place promotion and rehabilitation create economic activity within B.C., which in turn generates 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 four case studies that reflect these impacts.

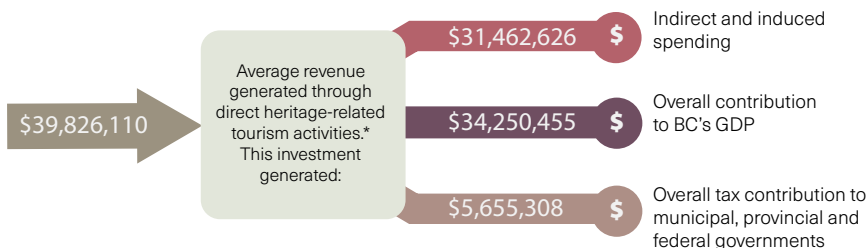
Conservation Activities¹



Promotional Activities¹



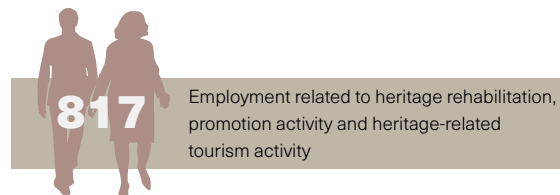
Heritage-related Tourism Activities¹



* Based on 2,597,000 domestic and international visitors with an average spend of \$15/person.

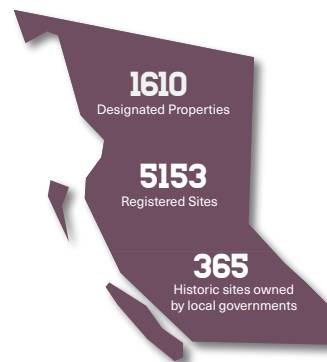
Investments in 2017

- \$2.20M** Amount governments invested in preservation, rehabilitation and restoration of the historic buildings they own.
- \$3.42M** Amount governments forgave in property taxes in 2017.
- \$0.44M** Amount governments granted to heritage-related projects.
- \$21.8M** Amount of private investment generated in response to government support of heritage activities.
- \$36.5M** Amount contributed to GDP through heritage activities.
- \$6.1M** Amount transferred to municipal, provincial and federal governments as taxes



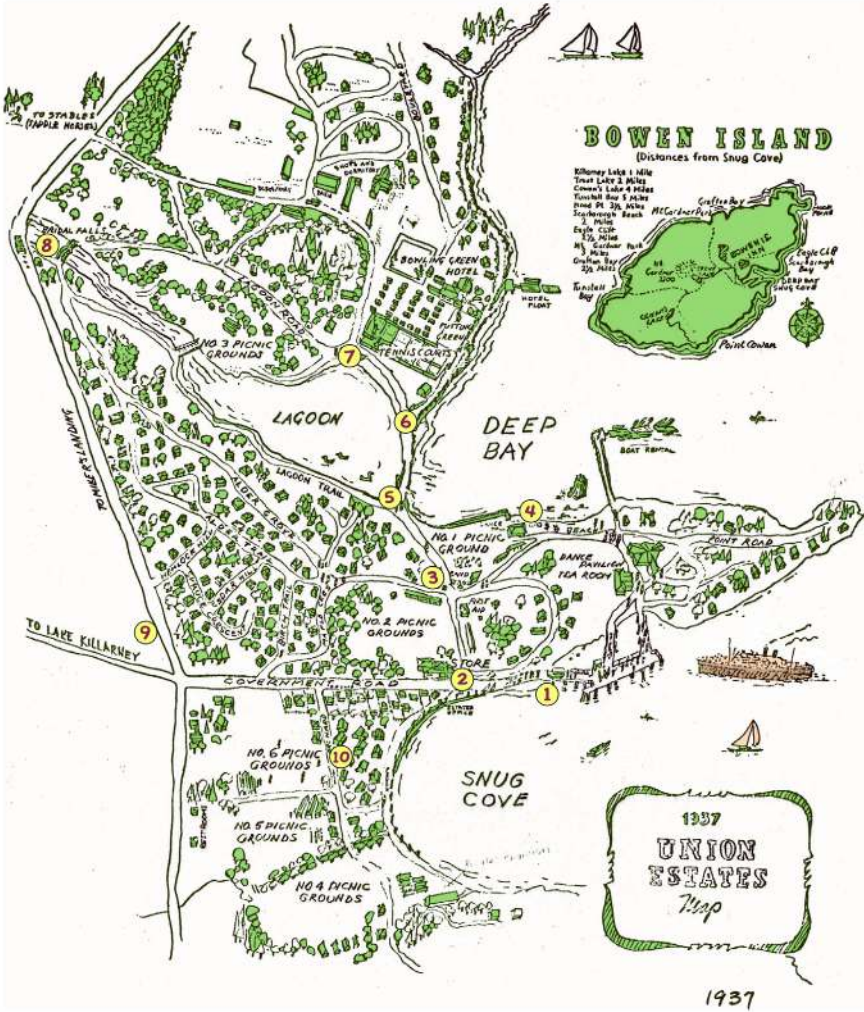
Historic Places in 2017

(Numbers as reported in BC Economic Impact Survey 2016)



¹ Multipliers provided by BC Stats. Overall totals include direct, indirect and induced figures. Tourism statistics provided by Destination BC. For more information on the survey method, go to the ["Report on Results of the Heritage Branch Annual Survey"](#)

Image credit: <https://www.bowentrails.ca/wp-content/uploads/2017/08/map-heritage-trail-1937-8.5x11.jpg>



Virtual Heritage Trail

bowentrails.ca/heritage

1. The Steamer Wharf
2. The Cenotaph
3. Seaside Cottage
4. Mannion Bay / Sandy B.
5. The Lagoon
6. Mannion Bay North Shore
7. Evergreen Hall & Old Dorm
8. Bridal Veil Falls
9. Bowen Museum & Archives
10. Davies Orchard Cottages

2 Heritage location

The Bowen Heritage Trail links several stops in a circle around the Snug Cove area. At each one, using a mobile phone visitors can access a page of photos and highlights from old Bowen Island.

This trail is based on the original work and historic photos from the Bowen Island Heritage Preservation Association, and photographs from the Bowen Island Museum and Archives. We also greatly appreciate financial support from Tourism Bowen Island and BIHPA.
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Bowen Island Heritage Trail

Heritage Web Apps diversify local cultural tourism offerings

Bowen Island is seeing an increase in cultural tourism in part thanks to its new Heritage Trail web app which combines digital technology with heritage tours and information. The Heritage web app development, produced in partnership by Bowen Trails and Bowen Heritage, was part of an effort of the economic development committee to diversify Bowen Island’s tourism offerings and increase the number of visitors overall. According to Melissa Harrison of Bowen Heritage, visitors interested in heritage “...are precisely the kind of visitors Bowen’s economic development committee is hoping to attract... expanding beyond the hiking and outdoor activities demographic.”

The Heritage Trail web app encourages users to follow the trail, explore the townsite and learn about local history with QR codes that easily link visitors to GPS-enabled webpages with additional photographs and archival information.

Harrison notes that “the Heritage Trails web app gets most of its traffic via the link on the Bowen Tourism website, which shows that potential visitors are looking for heritage experiences.” The Bowen Island Virtual Heritage Trail diversifies and enhances cultural tourism offerings and has the potential to bring an increasing number of visitors to the island.

The Heritage Trails web app gets most of its traffic via the link on the Bowen Tourism website, which shows that potential visitors are looking for heritage experiences.”

MELISSA HARRISON,
BOWEN HERITAGE





http://www.concertproperties.com/rentals/capital-park-heritage-homes

Capital Park

Heritage home rental units are popular and profitable

The preservation of five heritage homes in Victoria's historic James Bay neighbourhood, made possible with a heritage grant incentive, added much needed rental units to the neighbourhood, improved the character of the development by Jawl Properties and Concert Properties and provides on-going profitability.

Capital Park now boasts 179 rental and strata units, including 13 rental units in three fully rehabilitated historic homes. These units vary in size from small to large family apartments, helping to fulfill the ongoing need for rental accommodation of all types in the area. The rehabilitation was made possible in part thanks

to a grant from the Victoria Heritage Foundation.

The three heritage homes rehabilitated into multi-unit rental buildings were incorporated into Capital Park to "contribute to the overall feel of the site and to help create a sense of cohesion between Capital Park and the surrounding James Bay neighbourhood," says Karen Jawl, Director, Jawl Properties. "They soften the transition into the higher density areas of the site and are complementary to the existing single-family home typology on the South side of Michigan Street."

Such conscientious preservation and rehabilitation stimulated buy-in and sup-

"It was rewarding to see five houses that had largely reached the end of their service life revitalized. Through the efforts of a number of consultants and dozens of tradespeople, they started a new life providing a range of unique housing options..."

KAREN JAWL, DIRECTOR,
JAWL PROPERTIES

port from neighbours which was integral to the approval of the development. Capital Park's success highlights how heritage incentives for developments can result in much needed additional rental options while retaining the heritage character of a neighbourhood and delivering profitable outcomes.

Curtis-Armstrong Block

Rehabilitated heritage building draws tenants and revitalizes neighbourhood

The 1898 Curtis-Armstrong Block's rehabilitation delivered economic gains to New Westminster's historic Columbia Avenue by turning vacant space into tenanted office and retail spaces.

The heritage development project created ten office spaces for a variety of businesses and services. Demand was high for space in the newly restored heritage building with the majority of spaces leased even before the project was completed. "Everyone was excited to see and lease the building because of the work and what we've revealed," says owner

David Sarraf, who himself was drawn to the building because of its heritage features.

The project uncovered the original brick façade, beams, and the 12 foot-plus ceilings and these heritage features were one of the main selling points for prospective tenants. The Curtis-Armstrong Block heritage development project contributes to the revitalization and vibrancy of Columbia Street by providing attractive leasing opportunities for businesses and drawing locals and tourists to the rejuvenated street.

"Everyone was excited to see and lease the building because of the work and what we've revealed."

DAVID SARRAF, OWNER



Image credit: David Sarraf

The Windsor Hotel

Restored heritage building becomes revenue-generating resource in Rural B.C.

The 2017 restoration of the 1894 Windsor Hotel at Fort Steele, B.C., has brought economic gains for the heritage town and surrounding area by adding a new revenue generating resource, creating an off-season draw and enhancing the visitor experience at the site. The project saw the Hotel restored from a museum space back to its original use as a year-round, fully operational hotel and bar.

Jessica Marusyk General Manager, Fort Steele Heritage Town noted “highly successful” event and corporate bookings, such as weddings and holiday parties, now bring people to Fort Steele throughout the off-season. The hotel’s fully-restored bar provides further economic gains to businesses in the area by serving beer that is made by a local microbrewery

based on the historic recipe of the Fort Steele Brewing Company. The project also boosted the rural area’s economy through the local contractors hired for the work.

Visitors are enthusiastic about the opportunity to stay on-site during the busy season. The Windsor Hotel receives multiple reservations months in advance of the summer season and visitors are now spending more time and money in the historic site and surrounding area.

This truly unique restoration project resulted in a new revenue generating resource and further stimulated visitor interest in the historic site while also providing a boost to the rural economy of the region.

“The Windsor Hotel allows us to offer accommodation to not only our busy tourist season guests, but... our off season was [also] quite successful with group bookings.”

JESSICA MARUSYK, GENERAL MANAGER,
FORT STEELE HERITAGE TOWN.



Photo credit: Kootenay Business.