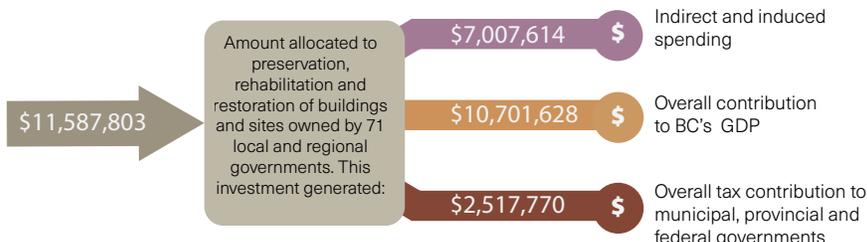


### The Impact of Heritage Conservation

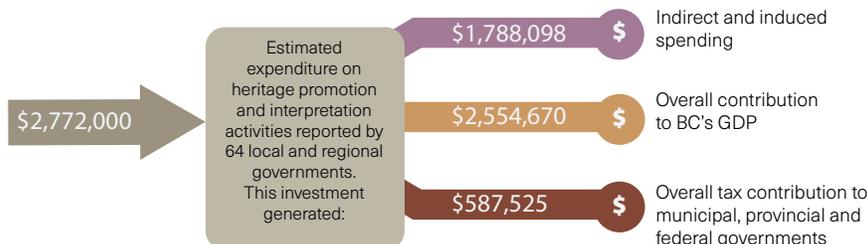
Heritage conservation enables public and private investment, conservation and rehabilitation, heritage promotion and interpretation, and increased tourism spending. Public and private expenditures on historic place promotion and rehabilitation create economic activity within B.C., which in turn generates 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 five case studies that reflect these impacts. For more information on resources and incentives such as those mentioned in the case studies, please visit [heritagebc.ca](http://heritagebc.ca).

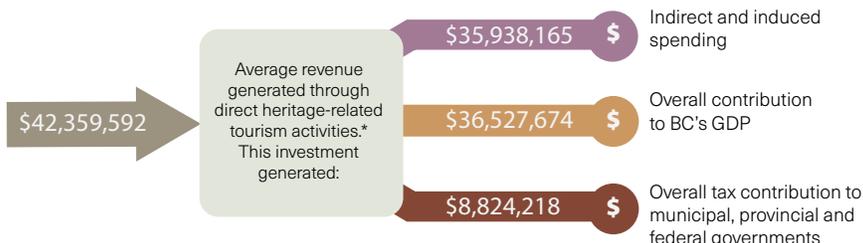
#### Conservation Activities<sup>1</sup>



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



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



\* Based on 2,823,973 domestic and international visitors with an average spend of \$15/person.

<sup>1</sup> 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"](#)

#### Investments in 2018

- \$11.6M Amount governments invested in preservation, rehabilitation and restoration of the historic buildings they own.
- \$3.15M Amount governments forgave in property taxes in 2018.
- \$0.9M Amount governments granted to heritage-related projects.
- \$112M Amount of private investment generated in response to government support of heritage activities.
- \$49.8M Amount contributed to GDP through heritage activities.
- \$11.9M Amount transferred to municipal, provincial and federal governments as taxes



#### Historic Places in 2018

(Numbers as reported in BC Economic Impact Survey 2018)





“Council was aware of the economic impact a project of this size would have for Kaslo and sourced as much of the labour and materials [as] locally as possible”

SUZAN HEWITT, MAYOR,  
VILLAGE OF KASLO

## Kaslo City Hall

### *Conservation stimulates rural economy*

An extensive rehabilitation of Kaslo’s 1898 timber-framed City Hall has boosted the local economy by using tradespeople exclusively from Kaslo and the surrounding area. “Council was aware of the economic impact a project of this size would have for Kaslo and sourced as much of the labour and materials [as] locally as possible,” said Kaslo Mayor Suzan Hewitt. More than 14 enthusiastic contractors honed their heritage trade and craft skills in all aspects of the project from plasterwork to flooring.

The over-\$500,000 conservation project allows this National Historic Site to remain true to its original function as a municipal government office, while adapting to better serve the broader community. New space for Service BC and Service Canada provides much-needed amenities and employment

opportunities in the area and a newly-installed broadband internet fibre access point will improve connectivity for the region. The restoration of the Old Courtroom and the construction of a ramp provide a welcoming and accessible community space for public and private events of up to 100 people.

The restoration of this significant community landmark is a profound source of pride for the village. Funding from Parks Canada and the Columbia Basin Trust provided the resources to accomplish the extensive repairs which earned an Outstanding Heritage Conservation Award from Heritage BC. Mayor Hewitt notes that “it is still having an impact with many visitors [who are] stopping in to see what we have been able to achieve.”



Photo credit: Townsite Market

“The market has resulted in an increased awareness of the Townsite as a social gathering place and activity hub. It has allowed local entrepreneurs to spread their wings and to revitalize the original downtown core of Powell River.”

JOËLLE SEVIGNY,  
TOWNSITE HERITAGE SOCIETY

## Powell River Townsite & Market

### *Heritage creates a local hub*

The revitalization of Powell River’s 1941 Powell Stores building into the indoor Townsite Market, brought more locals and visitors alike to the Powell River Townsite National Historic Site. The Market was restored by community tradespeople utilizing area materials and features exclusively locally-owned shops and local artisans, all largely producing and selling goods that are regionally-sourced. In its first year, the Market attracted approximately 15,000 locals and tourists, which is greater than the population of the remote town.

The local-first ethos that drives the Market is reflected in the broader Powell River historic townsite area. Locally-owned and run businesses located in heritage

buildings, ranging from a brewery to a theatre, have seen an uptick in business. The Henderson House museum operated by the Townsite Heritage Society recorded a steady increase in visitors and distributed approximately 10,000 walking tour brochures the same year the Market opened.

All who come to the Townsite are interested in the mill town’s heritage neighbourhood and what it has to offer. Joëlle Sevigny with the Townsite Heritage Society says “the market has resulted in an increased awareness of the Townsite as a social gathering place and activity hub. It has allowed local entrepreneurs to spread their wings and to revitalize the original downtown core of Powell River.”

## Kiiḡin: Journey with Our Ancestors

*Cultural heritage draws visitors to remote BC coast*

In the western coast of Vancouver Island near Bamfield, the Huu-ay-aht Nation is boosting tourism with seasonal tours of the ancient Kiiḡin Village and Fortress National Historic Site. In one season, the Nation welcomed 588 guests from BC, the rest of Canada, and as far away as Germany and Australia. The development and improvement of trail infrastructure and signage allows visitors to safely access the remains of the 19<sup>th</sup> century village site on guided tours to preserve the sensitive archeological resources that record over 3,000 years of human activity at the site.

The Kiiḡin tours, led by Traditional Knowledge Holders, are a draw for visitors who are increasingly

interested in cultural tourism and Indigenous tourism. Kiiḡin is a small, but vital, part of the economic plans of the Huu-ay-aht Nation, which has also purchased several businesses in Bamfield, including accommodation and restaurants. “It’s a new piece to being Huu-ay-aht over the last 10,000 years...adding this economic piece, adding these businesses, working for our businesses, owning our businesses,” says Trevor Cootes, Huu-ay-aht Councillor (CBC, 2018). In addition to the tours, visitors then use community transportation, stay in nearby accommodations and eat at local restaurants and cafes, contributing to the economic prosperity and resiliency of the Huu-ay-aht Nation and village as a whole.



Photo credit: <https://kiixin.ca/>

“It’s a new piece to being Huu-ay-aht over the last 10,000 years... adding this economic piece, adding these businesses, working for our businesses, owning our businesses.”

TREVOR COOTES, HUU-AY-AHT  
COUNCILLOR (CBC, 2018)



Photo credit: James Douglas

“Growth in diversification leads to sustained economies and communities”

ED COLEMAN, CEO, BARKERVILLE  
HISTORIC TOWN & PARK

## Barkerville Activities Season

*Diversified revenue supports rural heritage*

Barkerville Historic Town & Park created additional revenue streams outside of the standard operating season to support conservation and interpretation activities at the site. By developing the Shamrock Tube Run and newly constructed guest cabins, Barkerville has extended their operation from five months to ten—attracting an additional 8,500 visitors and generating almost \$100,000 in further revenue in the first year alone. This revenue came from a strategic plan to address the challenges of seasonal tourism by creating off-season and year-round activities, events, and amenities at the site. The additional revenue also supports interpretive

activities and community events during the regular operating season.

The impact of the diversified and expanded season is not felt by Barkerville alone. As CEO Ed Coleman notes, “[The extended season] has resulted to-date in a \$750,000 regional economic impact and 14 additional jobs. Growth in diversification leads to sustained economies and communities, in our case the Wells, B.C. and Bowron, B.C. economies directly.” These small communities are seeing positive impacts from Barkerville’s year-round economic sustainability.

## Promis Block

### *Heritage conservation incentivizes development*

Restoration and rehabilitation have provided a new lease on life for the Promis Block, located on Victoria's iconic and historic Government Street. Envelope improvements, sustainability measures, and seismic upgrades have given the 1905 Edwardian Renaissance building "at least 100 more years of service," according to Richard Holmes, Director, Pemberton & Son Ltd.

By the end of the four-year project, the building's retail and office spaces were fully rented. With the longevity and functionality of the building secured, tenants now have functional, well-designed spaces that include what Holmes says makes Victoria distinct and attractive to visitors: "...proximity to waterfront and [the] rich tapestry of heritage buildings." This is particularly important on a prominent street that is a magnet for tourists and locals alike.

The City of Victoria has long been a supporter of heritage conservation projects like the Promis Block restoration. Through the City's grant program, managed by the Victoria Civic Heritage Trust, the project received a \$50,000 grant for conservation work. The project also benefited from the Heritage Tax Incentive Program, receiving a 10-year moratorium on property taxes in exchange for seismic upgrades that exceeded the value of the waived tax.

These incentives drive heritage friendly development, as they help make the numbers work for would-be developers. As Holmes notes, "...the private sector [helps] to keep our heritage stock vital, practical and functional, and economically viable." The Promis Block rehabilitation is an example of just that.



Photo credit: <https://zeidler.com/projects/promis-block/>

"...the private sector [helps] to keep our heritage stock vital, practical and functional, and economically viable."

RICHARD HOLMES, DIRECTOR,  
PEMBERTON & SON LTD.