

### BACKGROUND

The Heritage Branch in the Ministry of Forests, Lands and Natural Resource Operations supports the conservation and rehabilitation of historic places in the province. The Heritage Branch contributes to and enables public and private investment in rehabilitation, heritage promotion and interpretation, and increased tourism spending.

### ECONOMIC IMPACT ANALYSIS

Public and private expenditures on historic place promotion and rehabilitation create economic activity within British Columbia, which, in turn, generates gross domestic product (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.

These expenditures create economic impacts at the direct, indirect and induced levels. Direct impacts arise from the initial spending on heritage-related activities while indirect and induced impacts arise from linkages that exist with suppliers and service providers as well as through the ripple effects of their spending within the economy.

#### Estimated Economic Indicators of Heritage Activity in BC in 2012

Public expenditure on interpretation and promotion of historic places	\$ 546,451
Public expenditure on rehabilitation of historic places	\$ 10,467,473
Private expenditure on rehabilitation of historic places	\$ 12,628,753
From tax incentives	\$ 5,583,696
From grants	\$ 7,045,057
Total US and Rest-of-Canada overnight heritage visitors	418,581 (7.4% of total)
Total visitors spending from heritage tourists	\$209,615,836

#### Rehabilitation Activity Economic Impacts

	Output	GDP	Employment	Federal Tax	Provincial Tax	Municipal Tax
Direct	\$ 23,096,226	\$ 8,083,679	149	\$646,694	\$1,108,619	\$138,577
Indirect and Induced	\$ 16,398,320	\$ 7,852,717	115	\$808,368	\$ 669,791	\$138,577
Total	\$ 39,494,546	\$15,936,396	265	\$1,455,062	\$1,778,409	\$277,155

#### Promotion Activity Economic Impacts

	Output	GDP	Employment	Federal Tax	Provincial Tax	Municipal Tax
Direct	\$ 546,451	\$ 273,226	11	\$15,301	\$ 14,754	\$ 3,279
Indirect and Induced	\$ 459,019	\$ 213,116	4	\$21,312	\$ 19,672	\$ 4,372
Total	\$1,005,470	\$ 486,341	15	\$36,612	\$ 34,426	\$ 7,650

#### Heritage-related Tourism Activity Economic Impacts

	Output	GDP	Employment	Federal Tax	Provincial Tax	Municipal Tax
Direct	\$209,615,836	105,481,574	2,420	\$ 5,389,252	\$ 6,171,563	\$ 2,911,935
Indirect and Induced	\$138,469,014	\$ 68,886,813	911	\$ 4,476,556	\$ 3,650,784	\$ 1,955,777
Total	\$348,084,849	\$174,368,387	3,331	\$ 9,865,809	\$ 9,822,347	\$ 4,867,712

#### Total Economic Impact of Heritage Activity in BC in 2012

	Output	GDP	Employment	Federal Tax	Provincial Tax	Municipal Tax
Direct, Indirect and Induced	\$ 388,584,865	\$190,791,125	3,611	\$11,357,483	\$11,635,183	\$ 5,152,517

# Nanaimo Rail Station

Heritage restoration is where we live and work

Nanaimo almost lost a piece of its history in August, 2007 when a fire blazed through the city's Esquimalt and Nanaimo (E&N) Railway Station, an 87-year-old building on Selby Street.

The E&N Railway Station is significant because of its association with the British Columbia confederation controversy. The railway station was completed as a "consolation prize" from the federal government after it broke its promise to make Victoria the western terminus of the transcontinental railway. This breach led to threats of British Columbia's secession from Canada.

Prior to the blaze, the building was showing age after years of limited use. Residents believed the fire represented the continued loss of appreciation for historical Nanaimo. Andre Sullivan, founder of the Young Professionals of Nanaimo (YPN) noted, "Some have felt that areas of Nanaimo have been forgotten, especially around the old city corridor and the Train Station."

The E&N Railway Station however, was not forgotten. The disaster united the community to undertake the largest fundraising efforts of the year. The restoration efforts produced a new appreciation for the building, for the area, and for the history of Nanaimo.



Nanaimo Rail Station, Nanaimo, BC

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*"Some have felt that areas of Nanaimo have been forgotten, especially around the old city corridor and the Train Station. But the efforts of the Young Professionals of Nanaimo highlighted how much the community actually cares. This was truly a community effort. It was the best fundraising campaign of the year. We had tradespeople volunteering their services, businesses writing cheques and community members contributing wherever possible."*

**- Andre Sullivan of the Young Professionals of Nanaimo**

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The fundraising was spearheaded by the YPN. Despite receiving only \$300 at its first barbecue, YPN's effort snowballed to eventually raise over \$400,000 through a series of donations from local organizations and individuals.

Today, the E&N Railway Station remains a VIA Rail station although the rail service has been suspended until discussions conclude on new maintenance and service schedules. Alongside the VIA Rail station is a new Irish Pub that draws residents to the historic E&N Railway and weaves their everyday lives into the history of Nanaimo. More than anything the preservation of the E&N Railway Station proved the resiliency of a community and the many ways a building can hold value.

# H.D. Riggs House

Heritage buildings can become the focal point of a community

Heritage buildings are the focal point of some neighbourhoods throughout the province, impacting the overall aesthetic of the area. This is the case of the H.D. Riggs House in Kelowna, B.C. Originally built in 1915, the building slowly deteriorated over the last half-century and weighed on the overall appeal of the neighbourhood. When Davara Enterprises purchased the building in 2008, it was serving as a rooming house for low income individuals. Landscaping and building had suffered tremendous neglect. Davara purchased the building to turn it into a small commercial lot for Davara's office and two charitable foundations.



H.D. Riggs House, Kelowna, BC

The character house is not only prized for its architectural quality, but also for its close connection with Kelowna Brick Works. It is the brickyard that supplied much of early Kelowna's building brick. Not only is the house constructed of the product, it was originally built as a gift by one partner of the brickyard for the other partner.

This naturally dominant landmark was rundown prior to restoration. It also looked misplaced among the area homes. The prominence of the house in the neighbourhood magnified the impact of the restoration. It revitalized the landmark and the surrounding neighbourhood. Since the revitalization, more home-owners in the area have renovated their own houses. The revitalization has helped return a natural draw to the neighbourhood.

*"In my experience, people are really attracted to heritage properties, especially when they are preserved. When we take care of it, it creates more pride in the past. The HD Riggs House is a prominent building in the neighbourhood and has always been noticed. Now that it is rehabilitated, it has had a direct impact on neighbours. We have even seen some preservation of other buildings in the area."*

**-Dustin Sargent of Davara Holdings**

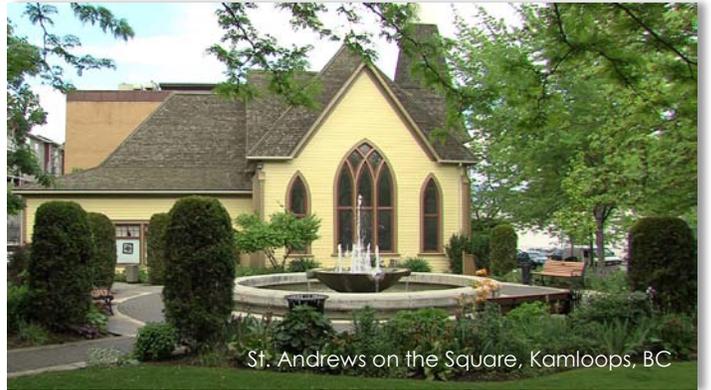
## St. Andrews on the Square

### Heritage buildings can adapt to community needs

St. Andrews on the Square in Kamloops, is an example of heritage's quiet prevalence throughout our society. St. Andrews has been a community project since the beginning. It has served the changing social and religious needs of Kamloops residents for well over a century. In 1887, in response to the growth of the city and the expansion of the original local Presbyterian congregation, the church was built on land donated by the Canadian Pacific Railway (CPR). Construction funds were raised largely by CPR employees. The church later served the congregations of the United Church of Canada and the Pentecostal Assemblies of Canada.

As the original church building gradually fell into disrepair, the congregation considered demolishing the church. In 1991, the building was bought by the City of Kamloops to prevent demolition. Through the collective efforts of tireless volunteers, the Kamloops Heritage Society, the City of Kamloops, and a grant from the BC Heritage Trust, St. Andrew's Church was restored to its original exterior appearance and reopened for public use in association with the adjacent public square. The dedication of volunteers in restoring the building is commemorated by the window sash which is fitted with stained-glass panels donated by local firms and residents since 1999.

Today, St. Andrews has become a successful community centre and reception hall. Locals and visitors are drawn to the site as a result of the beautiful architecture and introduced to Kamloops' colourful and dynamic history. It is a wonderful setting for all types of events including weddings, receptions, seminars, art shows, concerts, celebrations of life and more.



St. Andrews on the Square, Kamloops, BC

## Bose Farms

### Heritage adds value to a new development

Three historic buildings in Surrey are being integrated onto the site of a new development of condos. For more than 100 years, three generations of the Bose family (including the city's former mayor Bob Bose) farmed land in Cloverdale. The family's legacy will live on as part of a condo development called The Ridge at Bose Farms.

Steeped in rural heritage, the new development is centred on three iconic landmarks – the Meadowridge barn, dairy shed and Bose Family farmhouse. These heritage elements will be the centerpiece for the community. Built-in amenities will make it a valuable resource for all. The shed will remain as is while the barn, formerly used to store potatoes, will provide space for meetings, movies and other community events. While the restoration of the structures added significant costs to the project, the development stands as a rare example of preserved farm buildings in an urban setting. While the Salt building on False Creek and the nearby Opsal Steel building have been incorporated into their surrounding developments, barns are usually tumble-down structures whose heritage value is overlooked.

The new development highlights how a heritage building can add value. The farm buildings are expected to increase the desirability of the development. They have already become a central feature of the developer's sales and marketing efforts. The development will house 250 new condos, with residences starting at \$200,000.



Meadowridge Barn, Surrey, BC

“ The heritage buildings on this property will add a unique point of interest to an otherwise conventional development. I think the proof of this is the extent to which the heritage conservation component of the development is being featured in the developer's marketing materials. Heritage conservation can have the added benefit of making a new development “stand out in the crowd”.

-Erin Schultz, Planner at the City of Surrey”

# Gastown

## Renewal of heritage buildings can spur further revitalization

Gastown, a community in downtown Vancouver is a great example of the positive impacts of heritage revitalization. The redevelopment of the Woodward's building and a five-building revitalization by Salient Group have helped transform Gastown into a thriving community and place of business.

Woodward's was one of downtown Vancouver's premier shopping destinations for many years. In the 1980s, Woodward's suffered financial difficulties and eventually closed its doors in 1993. The lot stood vacant until the City of Vancouver bought the property in 2003 for about \$5.5 million (one-quarter of the assessed value)<sup>1</sup> in order to redevelop the neglected area.

The redevelopment sought to integrate the history of the area into a new development. The iconic "W" neon sign was replicated and re-installed to the same specifications as the original landmark. In 2008, Vancouver artist Stan Douglas also installed a glass image depicting the Gastown Riots of 1971. Together, the Woodward's building and two new towers infused \$400 million in investment into Gastown and produced one million square feet of new homes, government and nonprofit offices, an art school, and commercial spaces for retailers and restaurants.

Alongside the Woodward's redevelopment, the Salient Group purchased a group of five buildings in Gastown. The derelict buildings were a dead zone in the centre of one of the most important historic blocks in Vancouver. Among the five buildings was the Terminus Hotel, which was on the City of Vancouver's endangered-list after a fire left only its facade standing, and the Grant Hotel which stood unoccupied for 25 years. The Salient Group's rejuvenation project produced 46 residences in these two buildings alone. The condos sold for \$400,000 to \$1.6 million. The three other revitalizations created new commercial space and added 34 more residences in the same price range. The condos sold out in 90 minutes after being released on the market.<sup>2</sup>

Together, the Gastown redevelopments are elegant and exude respect for their past. The investment of funds, effort and expertise has resulted in a remarkable revitalization of the neighbourhood. Since the completion of the two projects, Gastown has seen further renovations and redevelopment, and has become a local hub for Vancouverites and tourists alike.



Water St. in Gastown, Vancouver

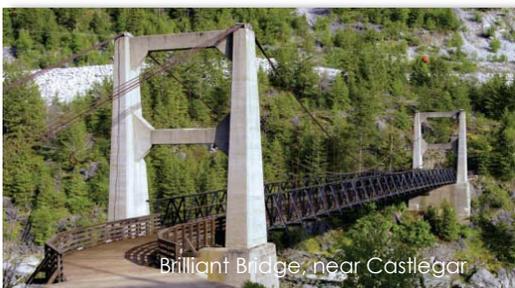
*"Many business owners and developers in the area have credited the Salient Group's redevelopments as being a primary reason for investing in their business and in their own buildings in Gastown."*

**- Robert Fung, owner of Salient Group**

# Brilliant Bridge

## Heritage is more than just buildings – it is our history and culture

Heritage value is not about old houses or buildings, it is about the physical symbols of our history and culture. In the small community of Brilliant, just outside of Castlegar, B.C., it is a bridge that represents the culture, history, and ties to the community. The bridge was built in 1913 entirely by Doukhobor work crews using traditional hand-tools and techniques. Construction was completed in a remarkable period of only seven months. The bridge connected Brilliant, the business and industrial centre of a recently established Doukhobor community, with its agricultural property and village sites on the opposite side of the river.



Brilliant Bridge, near Castlegar

Brilliant Bridge served the local traffic needs of the community as well as other local and regional residents for over 50 years. After being overshadowed by a modern highway bridge, the bridge closed to both vehicular and pedestrian traffic in the late 1960's and was neglected for the next few decades.

Public outcry saved the historic bridge from demolition in the 1970's and in 1991 a group was formed to explore the possibility of restoring the bridge. After years of perseverance by members of the community, the bridge was declared a National Historic Site of Canada in 1995. Years of fundraising led to the start of restoration and with the tremendous support of sponsors and

financial partners, as well as the diligence of the restoration committee and volunteers, the dream was brought to fruition. The bridge was re-opened to foot traffic at the official Grand Re-Opening on May 22, 2010. With its recent restoration and preservation as a Doukhobor heritage symbol, the rehabilitated bridge is well integrated into the local landscape. It is not only a local cultural symbol, but also connects regional trails as a safe pedestrian crossing over the Kootenay River.

<sup>1</sup> Michael Harris, 'The Woodward Experiment' in Real Estate Vancouver: September 1, 2009

<sup>2</sup> Malcolm Parry, 'Gastown – Gotta Have Heart' in the Vancouver Sun: June 11, 2009