

EXECUTIVE SUMMARY

# ECONOMIC IMPACTS OF HISTORIC PRESERVATION IN FLORIDA

*Update, 2010*





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Tarpon Springs





## Chapter 1

# Introduction, Findings & Summary of Benefits

### INTRODUCTION

Florida has a deep, rich history as wild and vivid as the lush vegetation and uncontrolled waters that once covered the peninsula. Just like the natural environment, many of Florida's historical features have given way to development, weather, and growth. However, from the forts of Pensacola or St. Augustine to the quaint structures of the Keys, from rural cracker farmsteads and restored Victorian neighborhoods to the mansions of the Gilded Age or the art deco and mid-century modern buildings of South Florida, this State contains a rich and exciting heritage. Its past is reflected by its architecture – all the courthouses, churches, shipwrecks, lighthouses, and other beloved historic structures that make this place special. Today, thanks to concerned citizens and business leaders, working in partnership with local and state governments, Florida continues to offer its citizens and visitors alike the chance to experience the adventures and memories of the past alongside the escapes and everyday life of the present.

With an eye to maintaining its historic treasures, the State of Florida – and its local government and private partners – invests millions of dollars annually in preserving that history for future generations to enjoy, study, and embrace.

This study shows how those investments have a widespread impact in real dollars and presents a snapshot of some successes that preserve Florida's past for future generations.

This executive summary presents the stories of the people and events that gave these places significance yesterday, being told by the people who give them value today. The value of the stories can be measured in actual dollars brought into the state and local community in revitalized downtowns and neighborhoods. The value also can be a memory, a monument, or a tradition.

### UPDATE OF 2002 STUDY

In September 2002, "Economic Impacts of Historic Preservation in Florida" was published by the Florida Department of State, Division of Historical Resources and the Florida Historical Commission. The study and report were prepared by the Center for Governmental Responsibility, University of Florida Levin College of Law, and the Center for Urban Policy Research, Rutgers, The State University of New Jersey School of Planning and Public Policy. That report was widely circulated after its first printing and made available online by the Division of Historical Resources at: [http://www.flheritage.com/files/economic\\_impact.pdf](http://www.flheritage.com/files/economic_impact.pdf). Since its publication in 2002, the report has been reprinted several times.

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THEM VALUE TODAY.*



**Hays-Hood House, Tallahassee,  
Headquarters of the Florida Trust  
for Historic Preservation**

In 2007, an update of the 2002 study was commissioned and awarded to the same research team as the earlier study. As with the original Economic Impacts Study, the updated study includes information on preservation-related activity in the following areas: 1) rehabilitation, including projects funded by the federal rehabilitation tax credit; 2) heritage tourism; 3) history museums; 4) Florida Main Street; and 5) historic preservation grants.

Since completion of the 2002 report, several events of international economic significance have occurred: 1. The impacts of the September 11, 2001 attacks on the World Trade Center and the Pentagon on travel, tourism and on the international economy;

2. The economic meltdown of world banking and financial markets, impacting lending, housing, and construction since 2008;
3. The resultant worldwide recession, which continues into 2010;
4. The economic struggles of state and local governments as both sales and property tax revenues fall; and
5. Negative unemployment trends.

An awareness of these factors is important in reviewing the findings included in this study.

The findings of this study are based on the University of Florida's acquisition

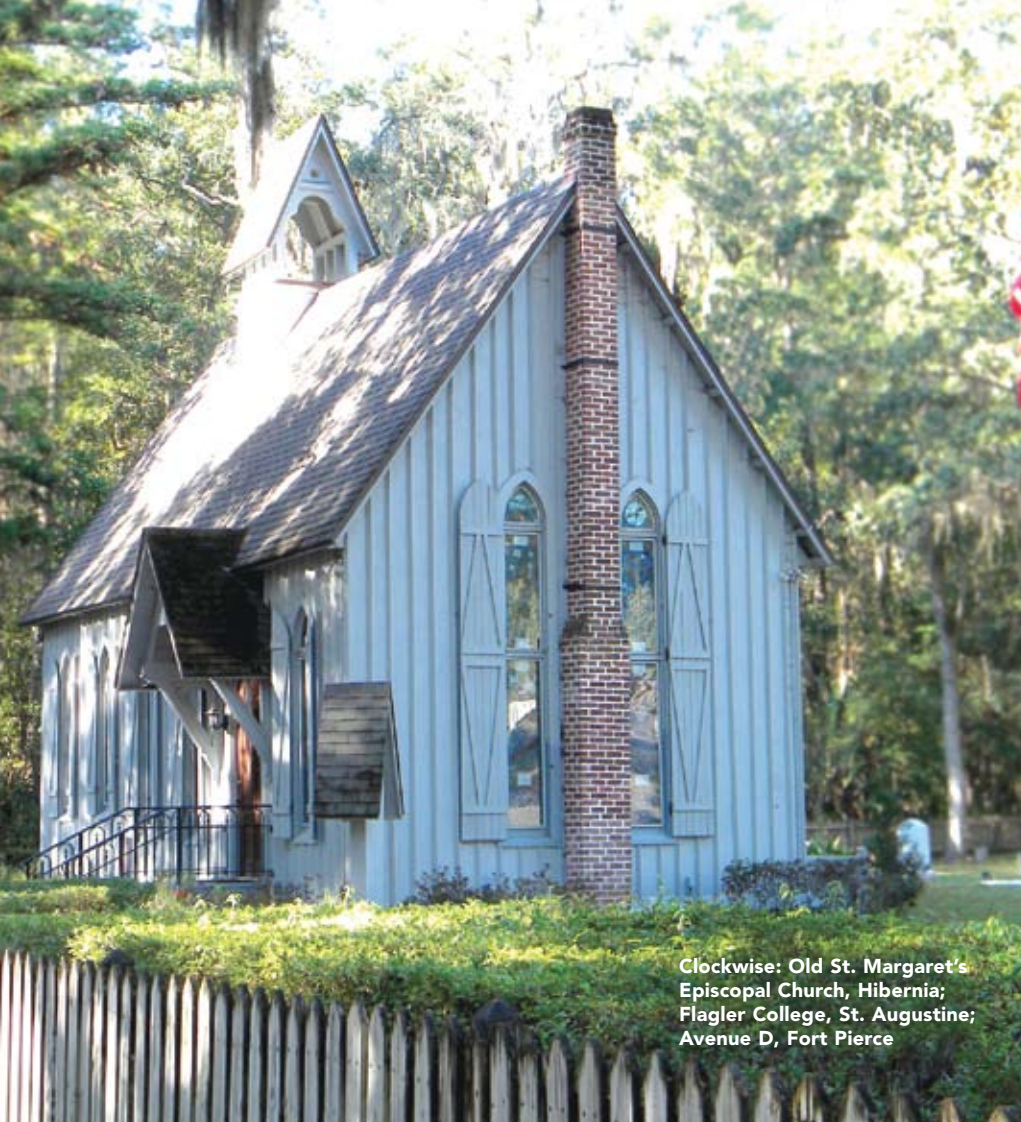
of data regarding historic preservation-related activity in Florida and transmission of this information to project partners at the Center for Urban Policy Research at Rutgers University (CUPR).

*More* **MORE THAN \$13.5  
BILLION WAS SPENT ON  
REHABILITATION OF  
EXISTING RESIDENTIAL  
AND NON-RESIDENTIAL  
PROPERTY IN FLORIDA  
EACH YEAR DURING  
THE PERIOD  
2005 TO 2008.**

The study examines the *total* economic effects of historic preservation; these encompass both the *direct* and *multiplier* effects. Economists estimate direct and multiplier effects using an input-output model. A more detailed explanation of the methodology of the study is found in

the Technical Report that accompanies this Executive Summary.





Clockwise: Old St. Margaret's Episcopal Church, Hibernia; Flagler College, St. Augustine; Avenue D, Fort Pierce



## GENERAL ESTIMATED ANNUAL FINDINGS

- ❖ **Historic preservation creates jobs in Florida and in the United States.** During the period 2007-08, historic preservation activities in Florida, including Historic Rehabilitation projects, Heritage Tourism, Main Street Programs, and History Museums created 111,509 jobs in Florida alone, and created another 20,000 jobs in other parts of the country.
- ❖ **Historic preservation contributes to state/local and federal tax collections.** State, local and federal tax collections from historic preservation activities totaled an estimated \$1.38 billion in Florida and \$1.61 billion in the United States (including Florida) in 2007-08.

- ❖ **Historic preservation creates in-state wealth.** Historic preservation activities in Florida in 2007-08 added \$3.77 billion to in-state wealth (gross state product less federal taxes).
- ❖ **Rehabilitation of historic properties in Florida is a multi-billion-dollar business.** About \$13.5 billion was spent on rehabilitation of existing residential and non-residential property in Florida each year during the period 2003 to 2008. Of that \$13.5 billion, an estimated \$2.03 billion (15 percent) was spent on the rehabilitation of historic property – \$800 million on historic residential property and \$1.2 billion for historic non-residential property.
- ❖ **Florida visitors spend billions visiting historic sites.** Heritage tourists to

Florida in 2007 spent an estimated \$4.13 billion, and 46.7% of all U.S. visitors to Florida reported visiting an historical site during their stay.

- ❖ **Investments through the Florida Main Street Program are revitalizing historic downtowns and original commercial corridors, thus bringing citizens, visitors and dollars back to the heart of communities throughout the state.** Florida Main Street activities create jobs, both in the retail sector and in the construction sector during rehabilitation. In FY 2007-2008, the total Florida Main Street investment/output was roughly \$409.6 million in construction and retail job benefits.
- ❖ **History museums attract millions of tourists to Florida.** In 2008, 13 million people (both tourists and

# SUMMARY OF BENEFITS

Historic preservation activities in Florida, including the rehabilitation of historic buildings, heritage tourism, the operation of history museums and activities generated by Florida Main Street programs contribute some \$6.3 billion annually to the state. These impacts include the creation of jobs, income to Florida residents, an increase in the gross state product, increased state and local taxes, and increased in-state wealth.

## SUMMARY OF ECONOMIC BENEFITS, 2007-2008:

Annual Spending (2007-08):

- Heritage Tourism – \$4.13 billion
- Historic Rehabilitation – \$2.03 billion
- Net History Museum Operations – \$97.5 million
- Net Main Street Program Activity – \$409.6 million

## Total Impacts of Historic Preservation in Florida – \$6.6 billion annually

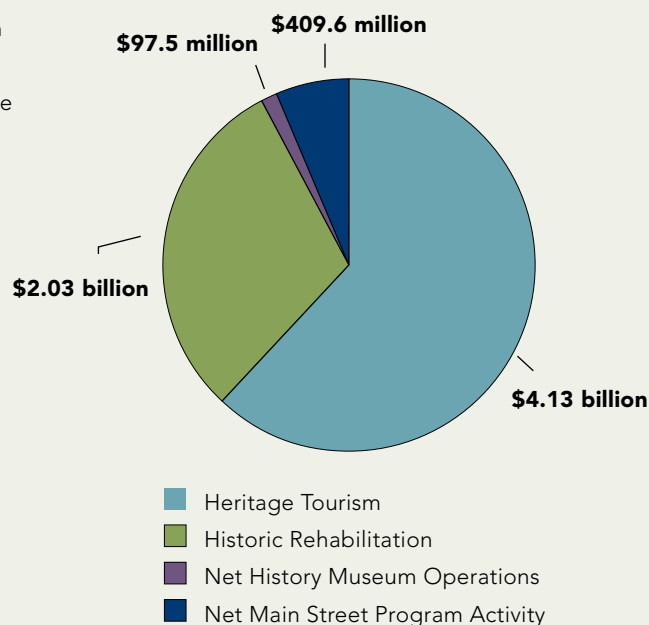
In-state benefits of the \$6.6 billion direct annual investment, based on multipliers:

|                     |                         |
|---------------------|-------------------------|
| Jobs                | 111,509                 |
| Income              | \$2.90 billion          |
| Gross state product | \$4.20 billion          |
| Total taxes         | \$1.38 billion in taxes |
| State & local taxes | \$501 million           |
| In-state wealth     | \$3.77 billion          |

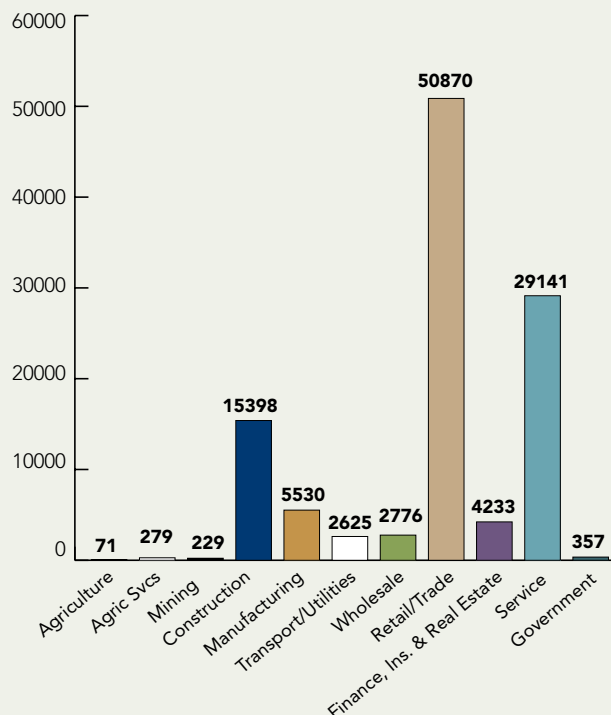
Jobs & Income in Florida supported by annual Historic Preservation activities:

|                                    | JOBS           | INCOME                 |
|------------------------------------|----------------|------------------------|
| Retail Trade                       | 50,870         | \$822.9 million        |
| Services Sector                    | 29,141         | \$803.5 million        |
| Construction                       | 15,398         | \$580.5 million        |
| Manufacturing                      | 5,530          | \$228.9 million        |
| Other Sectors (see details, right) | 10,570         | \$466.8 million        |
| <b>Total</b>                       | <b>111,509</b> | <b>\$2.903 billion</b> |

## ANNUAL HISTORIC PRESERVATION IMPACTS



## JOBS CREATED BY HISTORIC PRESERVATION







Floridians) visited a history museum in Florida.

- ❖ ***Investment of public funds in historic preservation in Florida yields a substantial return on the initial investment.*** The Florida Historic Preservation Grants Program awarded \$193.8 million in grants to local communities and organizations between 1996 and 2008. The recipients provided an additional \$367.4 million in matching funds. In 2009 dollars that investment leveraged a total of \$902.7 million for Florida.
- ❖ ***The Florida Historic Preservation Grants Program supports rehabilitation and tourism, thus enriching the state's economy.*** The grants program contributes to the economy

through the construction work, employment and heritage tourism generated by renovating Florida's historic resources.

Notwithstanding the difficulties caused by the ongoing recession and the general decline in property values throughout Florida starting in 2006-07, researchers found that:

- ❖ ***Historic designation does not depress property values and may help maintain value.*** Properties in 18 recognized historic districts throughout Florida generally maintained their value during the period 2006-2009 bet-

ter than property in other comparable non-historic neighborhoods (or did not lose as much value).

In at least twelve of the eighteen cases studied, property appreciated at a significantly higher rate than target non-historic areas during the period 2001-2009.

The following chapters describe programs and activities that highlight the benefits of historic preservation in the State of Florida, generating jobs and income to Floridians.

*INVESTMENT OF  
PUBLIC FUNDS  
IN HISTORIC  
PRESERVATION IN  
FLORIDA YIELDS A  
RETURN MORE THAN  
DOUBLE THE INITIAL  
INVESTMENT.*





Old Chipley City Hall



## Chapter 2

# Rehabilitation

### FLORIDA HISTORIC REHABILITATION

The U.S. Advisory Council on Historic Preservation notes that historic preservation is often cheaper than new construction, not only in the reconstruction process but also in the return on investment brought through the revitalization of urban areas for both residences and businesses. (U.S. Advisory Council on Historic Preservation, 2009)

Many Florida property owners have taken advantage of tax incentives, grants, and other programs to invest in historic properties in their communities, resulting in the renovation of both residential and commercial buildings.

### IMPACTS OF FLORIDA HISTORIC REHABILITATION

As a result, in 2008, the economic impacts of historic rehabilitation within Florida included:

- ❖ 28,450 new jobs;
- ❖ \$1.12 billion in income;
- ❖ \$1.47 billion in gross state product;
- ❖ \$481 million in total taxes (state/local [\$153 million] and federal [\$328 million]); and

- ❖ \$1.31 billion in in-state wealth.

The economic impacts of 2008 Florida historic rehabilitation activity in the entire United States, including Florida, were:

- ❖ 36,004 new jobs;
- ❖ \$1.43 billion in income;
- ❖ \$1.94 billion in gross domestic product; and
- ❖ \$576 million in total taxes (\$232 million in state/local taxes and \$344 million in federal taxes)

For the purposes of this study, historic rehabilitation includes all “rehabilitation” activity done on properties declared to be “historic landmarks”

or made part of historic districts by local ordinance, state or federal action. “Rehabilitation” is defined as encompassing all construction work classified by the Census as “alterations.”

Though many of the case studies below represent buildings of local and regional significance, most rehabilitation is done by home- or business-owners. Homeowners often

benefit from local property tax exemptions for the increased value of a rehabilitated historic home. Currently, nearly 40 local governments offer these benefits to their citizens. In 2008, the value of these exemptions statewide totaled some \$255 million, distributed among property owners in 14 counties. A federal rehabilitation tax exemption like-

wise benefits those who restore *National Register of Historic Places*-eligible commercial properties. Since 1986, some 468 projects worth more than \$585 million have benefited from this tax exemption – and the surrounding communities have profited both from the resulting renova-

tion activity and ultimately from the restored buildings.

Throughout Florida, local governments are working to identify new uses for historic structures, but often the investments do not occur until a threat causes action by residents. In Miami Beach, tourism was revitalized when the Art Deco hotels were refurbished. “(The) Art Deco district took demoli-

ALTHOUGH MANY OF THE CASE STUDIES BELOW REPRESENT BUILDINGS OF LOCAL AND REGIONAL SIGNIFICANCE, MOST REHABILITATION IS DONE BY HOME- OR BUSINESS-OWNERS.



## MIAMI BEACH: A CASE STUDY ON THE IMPACTS OF HISTORIC PRESERVATION

As part of this statewide study on the economic impacts of historic preservation, the Center for Urban Policy Research at Rutgers University has produced a special case study focusing on the City of Miami Beach. The South Beach area of Miami Beach is one of America's most famous neighborhoods, known around the world as a hotspot for nightlife and a mecca for the rich and famous. Its Art Deco architecture is known for its picturesque lines and dazzling colors which have formed the backdrop to many fashion shoots, movies, television shows, and music videos.

South Beach owes a lot to the efforts of dedicated volunteers who fought to preserve its historic buildings when they were in grave danger of deterioration and demolition and were considered by very few to be historic or worth saving at all. Indeed, today's South Beach owes its very existence to the historic preservation movement. The federal rehabilitation tax credit (and a local historic property tax exemption) played a vital role in supporting Miami Beach's redevelopment. Of the 480 federal rehabilitation tax credit projects in Florida since 1987, worth approximately \$920 million, Miami Beach received 90 projects worth nearly \$550 million, restoring its Art Deco hotels and apartments, most recently the mid-century modern Fontainebleau Hotel north of South Beach. Yet these federal tax credit projects are only a part of the \$2.3 billion worth of rehabilitation in Miami Beach since 1987.

Benefiting from its unique geography and history, the preservation of Miami Beach has a significant regional impact. The Art Deco District and South Beach were the top tourist attractions in Miami-Dade County in 2008, visited by nearly 52% of its 12 million visitors. From 1995-2009, these visitors to Miami Beach spent some \$15 billion for food, drinks and lodging, with historic South Beach drawing nearly 75% of this spending.

The full case study exploring the significant impact of historic preservation to the economy of Miami Beach and the surrounding region is included in the Technical Document accompanying this report.

tion of the Senator [an old hotel] to get political will," said Thomas Mooney, Design & Preservation Manager for the Planning Department of the City of Miami Beach. "Shy of a major hurricane, I think Miami Beach will continue to be very viable. . . When they come [visit], they come back."

"Without citizenry, this wouldn't work," said Simone Chin, Historic Preservation Administrator for the City of Coral Gables.

### ***El Jardin Mansion at Carrollton School of the Sacred Heart, Miami***

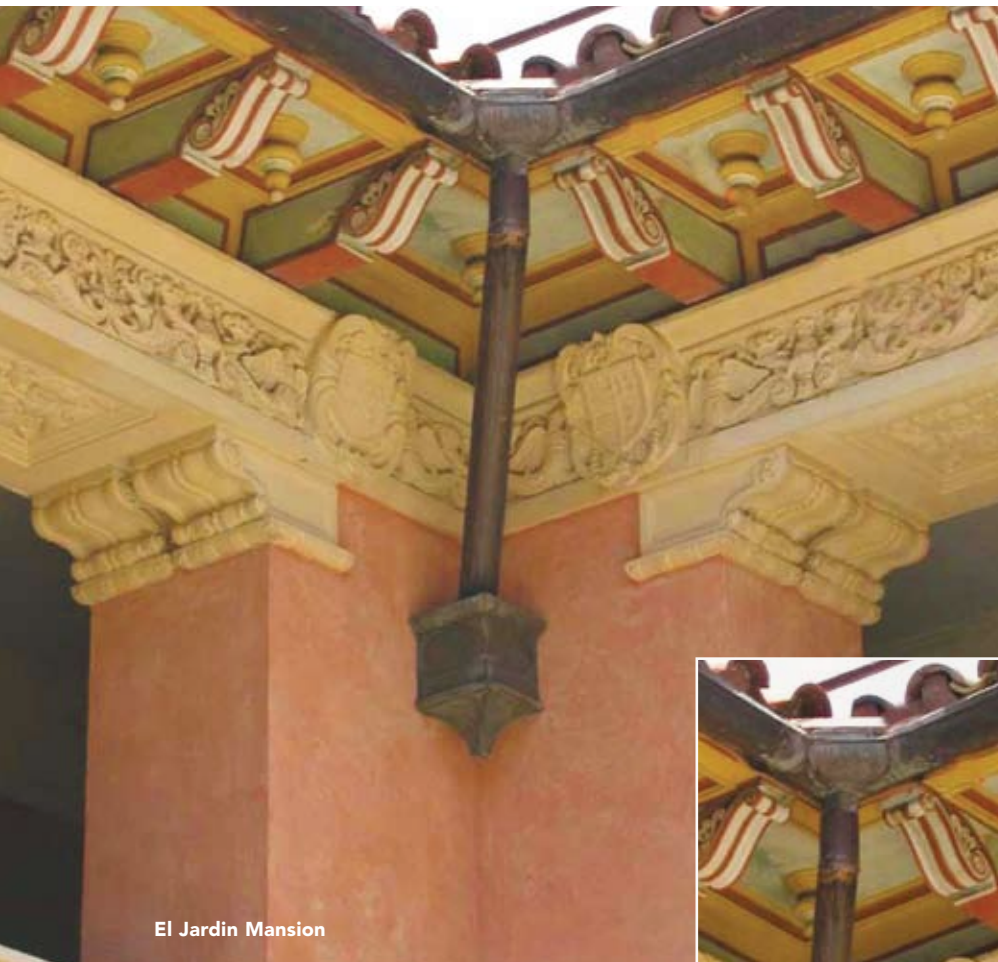
Overlooking Biscayne Bay in the heart of Coconut Grove, *El Jardin* is the earliest known, full-fledged Mediterranean Revival building in Miami. The house was built in 1917 as a winter home for John Bindley, president of the Pittsburgh Steel Company. Perched high atop the Miami Ridge, *El Jardin* was listed in the *National Register of Historic Places* in 1974.

The original campus of Carrollton School of the Sacred Heart opened at *El Jardin* in 1962. Since that time, the school has expanded to include a second campus and now includes additional historic structures.

*El Jardin* benefitted from a series of preservation grants, supplemented with in-kind contributions from parents and supporters of Carrollton. Since 1997, they have received approximately \$500,000 in grants from the state. These funds allowed the school to replace the plumbing and electrical systems, to sandblast the iron and steel doors facing the Bay, to rework the balconies, and to structurally reinforce the brick work.

During the entire process, the building remained in use. Today, it remains a school for girls in grades four through six. It also serves as the





El Jardin Mansion



Archbold  
Biological  
Station

site for Breakthrough Miami, a summer program for at-risk girls.

This ongoing restoration represents a commitment by the school to continuing the work that began with a master plan in 1999. That systemic view of their campus gave the school an opportunity to maintain the work over time in partnership with the University of Miami, School of Architecture.

An example of the collaborative nature of the work involves identifying the paint used in the restoration. One summer, the property was rented to a movie studio for filming. In an effort to retain the structure's authenticity, it was determined that the paint on the property was not the correct purity. A parent volunteer went all the way to the Prado in Spain to assist with the paint analysis. Ultimately, they received 100 gallons of free paint that contained the correct properties.

"It's been an interesting exercise in history, archeology, and architecture," said Sister Suzanne Cooke, the Headmistress of the school.

The school intends to continue its restoration activities and has identified numerous additional work that needs to be completed.

### **Archbold Biological Station, Lake Placid**

Dr. Hilary Swain, Executive Director, acknowledges that the Archbold Biological Station near Lake Placid (Highlands County) is probably better known in the international scientific and conservation community than in historic preservation circles. But the buildings at the Station have a rich history dating from the early 1930s.

Alexander Blair designed and built them between 1930-1935 for the Red Hill Estate of John A. Roebling II, son



Carnegie Library,  
Jacksonville

of Washington A. Roebling, builder of the Brooklyn Bridge. In 1941, the younger Roebling donated the buildings and surrounding estate to aviator and explorer Richard Archbold, who founded the Archbold Biological Station, a facility dedicated to ecological research and conservation.

The entire site consists of a seven-unit storehouse, with its distinctive saw-tooth roof; an attached two-story residence; garage; generator building; and deep-well pump house. Today these buildings contain laboratories and offices for an independent non-profit research facility, devoted to long-term ecological research into the preservation of natural habitats for both plants and animals.

The nearly 9,000-acre property is listed as a National Natural Landmark by the U.S. Department of the Interior, as well as being listed in the *National Register of Historic Places*.

A grant from the Florida Depart-

ment of State's Division of Historical Resources inspired Station leaders to seek *National Register* status after their historic resources were properly documented. This process led to a focus on historic features, as well as natural features. The Archbold Biological Station is significant for its conservation, science, and architecture.

Richard Archbold was an adventurer who led scientific expeditions to

unexplored regions of the world. Archbold lived in the residential section of the storehouse until his death in 1976. Through his efforts, electricity was introduced to rural Highlands County, and his investments in the

Station and its researchers brought a steady flow of scientists to the facility.

Continuing those efforts today, the Station hosts visiting investigators from around the world. They also work with K-12 programs, focusing on third through fifth grade science education for 2,500 school children

annually. Their middle school honors program hosts 40 students annually who help mentor elementary students, and their high school fellowships are funded through the National Science Foundation. They have residential training programs for hundreds of undergraduate and graduate students and host 25 post-baccalaureate students who spend a year with field biologists. Additionally, they have a 10,500-acre working cattle ranch, and nature trails open to the public.

The Station's \$5 million budget also impacts the region through various programs that attract out-of-town visitors.

### **Historic Masonic Lodge #36 A.F. & A.M., Daytona Beach**

The members of Masonic Lodge #36 in Daytona Beach are doing more than just trying to save a building; they are trying to save a neighborhood. Working with the code enforcement officials of the city, they are working to bring the 126-year-old building up to safe standards so they can apply for additional grant funds from the Florida Department of State Division of Historical Resources.

*THE MEMBERS OF  
MASONIC LODGE #36  
IN DAYTONA BEACH  
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A NEIGHBORHOOD.*



An initial grant in 2006 assisted with the removal of the old roof and installation of a new one, thereby protecting the structure. Rotten wood has been replaced and the outside painted.

“We’ve demolished so many buildings in the area, and they’ve been lost,” said Reed Berger, Redevelopment Director of the City of Daytona Beach. Within mid-town, they’ve lost one-third of the inventory of historic homes.

The Daytona Beach Masonic Lodge, which is one of the first lodges in the state of Florida, served for many years as a focal point for the traditionally African-American neighborhood.

Despite needing extensive repairs, the Masonic Lodge building hosted meetings until one year ago. The members have been meeting since in a church in Holly Hill, which they said is “not really close” to their original site.

Joe Adams, who has been a member of the Masonic Lodge since 1963, said their vision is to restore the building and use the upstairs for Lodge meetings and the downstairs for community activities. It is located in a residential neighborhood, next to the home of former Daytona Beach Mayor Charlotte Golden.

One block over is the restored historic home of Howard Thurman, who is credited with helping to lay the foundations of the Civil Rights Movement through his influence on Reverend Martin Luther King, Jr. A Daytona native, Thurman attended Morehouse College with Martin Luther King, Sr. *Ebony* Magazine cited Thurman as one of the fifty most important figures in African-American history.

This history is what the Lodge members are working to save. “We want to make sure we don’t lose anything more that is of significance,” Adams said. “You can’t give up. You’ve got to keep moving out from here.”

## Old City Hall, Chipley

The Old City Hall in Chipley has experienced several incarnations since its construction in 1929. In addition to serving as the seat of municipal government, it’s been a library, chamber of commerce, and even an unintended pigeon coop, while standing vacant for nearly a decade. The Old City Hall was built after the City Council approved spending no more than \$8,000 for a building to house their reconstituted city government. The Mediterranean Revival-style building of rough red brick was finished, complete with a bell tower and first floor jail cell used until 1954 because the mayor served a dual function as city judge. Rumor has it that the bell tower was used as a watch tower during World War II.

“It was a nice old building that was not being used, and going downhill in a hurry,” said Dan Miner, Assistant City Administrator, who grew up in Chipley. Miner has seen photographs of the City Hall in its glory days. “I would have never imagined that it would look as good as it does,” he said, recalling the horror stories of leaking roofs and windows and pigeon waste that took a toll on the building during the years that it stood vacant.

Thanks to a resourceful Mayor, the late Tommy MacDonald, who made restoring the old building a mission for his administration, the structure was brought back to life with the help of grants from the Florida Department of State Division of Historical Resources.

In 2005 the Old City Hall was listed in the *National Register of Historic Places*. After two grant-funded restoration projects, it was reopened in 2008 and now serves as the Washington County Visitors Center and Washington County Chamber of Commerce.

# FLORIDA CERTIFIED LOCAL GOVERNMENTS\*

|                     |                         |
|---------------------|-------------------------|
| Auburndale          | Miami                   |
| Clay County         | Miami Beach             |
| Collier County      | Miami-Dade County       |
| Coral Gables        | Micanopy                |
| DeLand              | Monroe County           |
| Delray Beach        | Mount Dora              |
| Eatonville          | New Smyrna Beach        |
| Eustis              | Newberry                |
| Fernandina Beach    | Ocala                   |
| Fort Myers          | Orlando                 |
| Fort Pierce         | Palm Beach County       |
| Fort Walton Beach   | Palm Beach              |
| Gainesville         | Plant City              |
| Gulfport            | Pompano Beach           |
| Highlands County    | Quincy                  |
| Hillsborough County | Sanford                 |
| Hollywood           | Sarasota                |
| Homestead           | Sarasota County         |
| Islamorada          | St. Augustine           |
| Jacksonville        | St. Pete Beach          |
| Jupiter             | St. Petersburg          |
| Key West            | Tallahassee/Leon County |
| Kissimmee           | Tampa                   |
| Lake Park           | Tarpon Springs          |
| Lake Worth          | Volusia County          |
| Lakeland            | Welaka                  |
| Lee County          | West Palm Beach         |
| Leesburg            | Windermere              |
| Melbourne           |                         |

\*As of July 27, 2009





**Magnolia Plantation Inn,  
Baird House, Gainesville**



## Chapter 3

# Heritage Tourism

### FLORIDA HERITAGE TOURISM

Even in the current unstable economic times, travel and tourism remain an important component of Florida's economy, representing one of the state's top three revenue producers. In 2007, some 84.5 million people from all over the world visited Florida, spending some \$65.5 billion while they were here. Based on surveys of tourist activity, it is estimated that heritage tourism in Florida during 2007 accounted for approximately \$4.13 billion of the state's annual \$65.5 billion of annual taxable expenditures for tourism.

### FINDINGS: ECONOMIC IMPACTS OF FLORIDA HERITAGE TOURISM

The economic impacts of heritage tourism within Florida in 2007 included:

- ❖ 75,528 jobs;
- ❖ \$1.57 billion in income;
- ❖ \$2.46 billion in gross state product;
- ❖ \$813 million in total taxes (state/local [\$322 million] and federal [\$492 million]); and
- ❖ \$2.21 billion in-state wealth.

The economic impacts of heritage tourism in the entire United States, including Florida, were:

- ❖ 85,562 in jobs;
- ❖ \$1.96 billion in income;
- ❖ \$3.10 billion in gross domestic product; and
- ❖ \$913 million in total taxes (state/local [\$393 million] and federal [\$520 million]).

In May 2008, 46.7 percent of the mainland U.S. residents who took a vacation in Florida reported that they participated in some history-based activity during their stay. (VISIT FLORIDA) These activities appear to be spontaneous, as a majority of the visitors said they did not pre-plan the visits to historic sites, and suggests that a stronger marketing effort could result in even greater participation.

### Ximenez-Fatio House Museum, St. Augustine

The Ximenez-Fatio House in St. Augustine welcomed some of Florida's first tourists. In addition to having a role in early tourism, the house is unique for its history of female ownership, its

restoration of the coquina walls, and its wealth of archaeological findings. The house has recently undergone a restoration with the help of major grants from the Florida Department of State Division of Historical Resources.

The house is located on the first European Street in America, Aviles Street, which runs in front of the house. Andres Ximenez built the house in 1798 as a general store and residence. It also had a kitchen building parallel to the house. Today the house is considered one of the best preserved Spanish colonial buildings in St. Augustine, with grounds dating to the city's original town plan of 1572.

The structure principally served as a boarding house through a succession of owners, all single women. Boarding houses in St. Augustine at that time competed with hotels, but the rooming houses built their clientele with a reputation of outstanding cuisine and comfortable accommodations. As Florida was moving toward statehood, St. Augustine was the capital of East Florida.

*IN MAY 2008,*  
*46.7 PERCENT OF*  
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*RESIDENTS WHO TOOK*  
*A VACATION IN FLORIDA*  
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*PARTICIPATED IN SOME*  
*HISTORY-BASED ACTIVITY*  
*DURING THEIR STAY.*

Louisa Fatio began operating the boarding house in 1851 and purchased it four years later. Her guests arrived from as far away as Europe, and she established a well-heeled clientele. After she died in 1875, the property went into disrepair. Later, the Great Depression halted tourism.

In 1939, the National Society of the Colonial Dames of America in the State of Florida purchased the house from Louisa Fatio's great-nephew, with plans to use it as a house museum. They joined with the National Park Service, State of Florida, Carnegie Foundation, and other groups to establish St. Augustine's historic preservation program. The house opened as a museum in 1946, despite the post-war challenges.

The artifacts and collections contained in the house are not the only historic elements at the property.

In 1798, Andres Ximenez built the house out of coquina, a stone that absorbs water and was suitable to the Florida coastal regions. The coquina replaced the wood used in other early structures, which suffered from fire and weather damage, especially hurricanes. Regrettably, later owners covered the coquina walls with cement, causing peeling and other water-related problems. The house has recently undergone a major coquina restoration that today serves as a model and learning tool for preservation techniques.

Additionally, more than 250,000 artifacts have been located on the grounds of the property, representing five centuries of Florida history. Among the most notable finds is the Caravaca Cross, named for a hillside town in southeastern Spain, where it originated, and is believed to have been made in the mid-1600s.

Julie Gartin, Executive Director of the Ximenez-Fatio House, said their chief mission remains education, as evidenced by their collaboration with the



Girl Scouts and with interns from nearby Flagler College.

## Tarpon Springs

As the "Venice of the South" or the "Sponge Capital of the World," Tarpon Springs combines an eclectic mix of history and culture to attract tourists year-round.

Located along the Anclote River near the Gulf of Mexico, the beautiful area has attracted winter visitors from the Northeast, Greek immigrants, and retirees seeking a peaceful coastal lifestyle.

Today artifacts from the native inhabitants who buried their dead in earthen mounds can still be seen in Tarpon Springs museums. The Victorian view of Tarpon Springs is seen in the Golden Crescent of homes around Spring Bayou. This area also is home to the annual 100-year-old Greek Orthodox Epiphany Celebration, when young divers search

the bayou for a cross that is thrown into the water during the ceremony.

Downtown Tarpon Springs features a quaint district of antique shops and restaurants that date from the late 1800s.

When John Cocoris came to Tarpon Springs in 1896, he and five other Greek men started a sponge diving business. The Dodecanese Boulevard Sponge Dock area allows visitors to see sponge diving exhibitions aboard boats that go out daily, enjoy deep-sea fishing excursions, or purchase sponges in the many shops that line the dock. A special treat is the smells and flavors of the numerous Greek restaurants in the area.

The community's Greek heritage also is evident in the beautiful St. Nicholas Greek Orthodox Cathedral, a Byzantine Revival Cathedral built in 1943 and patterned after the Hagia Sophia in Istanbul. It features 23 unique stained glass windows, three Czechoslovakian



glass chandeliers, and 60 tons of Greek marble. The marble was originally part of the Greek Pavilion at the New York World's Fair in 1939.

The Safford House Museum was the home of one of the original founders of Tarpon Springs, Anson P.K. Safford. Listed in the *National Register of Historic Places*, the Safford House is an example of late 19<sup>th</sup> century Florida vernacular architecture. It is open for guided tours.

The historic train depot in Tarpon Springs, formerly of the Atlantic Coast Line Railroad, was restored in 2005 and today operates as an exhibit area for the Tarpon Springs Area Historical Society's artifacts.

### Ponce Inlet Lighthouse & Museum

A view of the Ponce Inlet Lighthouse is surpassed only by the view from it. Located just ten miles south of one of Florida's largest tourist attractions, Daytona Beach, the Ponce Inlet Lighthouse is the state's tallest lighthouse at 175 feet. The imposing red brick tower with a black lantern roof is open to anyone who wants to climb its 203 steps for a beautiful view. The tower is surrounded by three original keepers' houses, complete with a white picket fence, and outbuildings that also are open to the public.

Built in 1887 when the area was known as Mosquito Inlet, the Lighthouse is both a historic site and a tourist attraction, according to Mike Bennett, Director of Operations at the Lighthouse and Museum. In 2009 it attracted 145,000 visitors, benefitting from the economic downturn that caused more tourists to

take "stay-cations" instead of more expensive trips away from home.

After the light was automated in 1952, resident lighthouse keepers were no longer needed, and by the 1970s the facilities fell into disrepair, after the light was extinguished. When it appeared the lighthouse was going to become surplus property or worse, destroyed, a group of concerned citizens from the area formed the Ponce de Leon Inlet Lighthouse Preservation Association in 1972. Working with the Town of Ponce Inlet, which acquired the Light-

house, the Association agreed to maintain and manage it.

In the early 1980s, the tower underwent its first major restoration, and in 1998 it was designated a National Historic Landmark. Following the first major restoration, another twenty years passed before a more extensive restoration occurred in 2001. There is a constant battle to protect the structures from the elements of weather, sand, and saltwater.

The combination of history and craftsmanship created a unique role for the Lighthouse and Museum as a tool for educating the public about maritime and lighthouse history. It also is a key resource for historic preservationists.

School groups visit at no cost, and the program includes a "Keeper in the Classroom" program that travels throughout Volusia County making presentations about the role of the keeper at the Lighthouse.

Unique to the facility is one of the largest collections of historic Fresnel lenses in the world.

The lens collection and restoration activities have made the lighthouse a fo-

cal point for preservationists interested in this type of facility. The international attention they attract has generated an information clearinghouse about lighthouses and related activities and programs.

Today the major funding sources for the facility are admissions, memberships, and the on-site gift shop. In the past, grant funds have assisted in the restoration and activities, including grants from the Florida Department of State Division of Historical Resources.

"Lighthouses serve the only truly altruistic purpose in the world – to save lives," Bennett said. "It's very inspiring."

### Crooked River Lighthouse, Carrabelle

Located on U.S. Highway 98, two miles west of downtown Carrabelle, the Crooked River Lighthouse towers 103 feet above the well-traveled scenic highway, offering a grand view of the Gulf of Mexico and barrier islands.

Three times lighthouses were built on nearby Dog Island, and three times hurricanes destroyed those lighthouses. Ignoring recommendations from Congress to build a fourth lighthouse on the island, the Lighthouse Board decided to build one on the mainland instead. Thus, in 1895 the Crooked River Lighthouse was built. For just short of a century, the Lighthouse guided ships through the pass between Dog Island and St. George Island.

*When John Cocoris came to Tarpon Springs in 1896, he and five other Greek men started a sponge diving business.*



# CIVIL WAR IN FLORIDA

Civil War reenactments are a lesser-known component of heritage tourism in Florida. Each year, many reenactment activities occur throughout the state, attracting thousands of tourists and locals to participate and observe.

Civil War reenactors – participants representing both the Confederate and Union armies – stage activities that can include a full reenactment of a battle, craft demonstrations, parades, memorial services, military drills, artillery demonstrations, camp life, dances, train raids, ladies teas, living history exhibits, folk music, church services, sutlers (merchants), drum and fife music, children's events, and guided tours. These activities can fill a weekend.

The most committed reenactors wear authentic uniforms and period dress, carry authorized weapons, cook over campfires, and camp out in tents. They ride horses and shoot cannons.

While no exact figure has been identified for the economic contributions of all the reenactors in Florida, the Florida State Park System has developed a system for determining the impact of non-local visitors to parks with Civil War battlefields, reenactments, and sites. Based on a model from the National Park Service, the Florida State Parks System found the following direct economic impacts for Civil War-related activities and visits in FY 2008-2009\*:

## FLORIDA STATE PARK SERVICE FINDINGS, 2008-2009

- ❖ Olustee Battlefield Historic State Park (Baker County):
  - \$1,271,550 in direct economic impacts
  - 30,731 in annual attendance
  - \$89,009 in increased state sales tax revenue
  - 25.4 total jobs created
- ❖ Natural Bridge Battlefield Historic State Park (Leon County):
  - \$693,222 in direct economic impacts
  - 16,982 in annual attendance
  - \$48,525.53 in increased state sales tax revenue
  - 13.9 total jobs created

The Florida Park Service, which celebrated its 75<sup>th</sup> anniversary in 2010, manages more than 2,000 historic and archaeological resources within state parks, including eight National Historic Landmarks and 39 sites listed in the *National Register of Historic Places*. The Olustee Battlefield, preserved in 1909, was the first unit of what would later become the Florida State Park System, although the Florida Legislature did not create the park service until



Battle of Olustee Reenactment, 2010

1935. Both the Olustee Battlefield and the Natural Bridge Battlefield are in the *National Register*.

## CIVIL WAR PRESERVATION TRUST STUDY, 2006

The Olustee Battlefield Historic State Park was also one of 20 battlefield/historic sites featured in a 2006 economic impact study prepared by Davidson-Peterson Associates for The Civil War Preservation Trust. (*Blue, Gray, and Green: A Battlefield Benefits Guide for Community Leaders*, July 2006)

The Olustee findings included:

1. Visitors to Olustee average 48.6 years of age; 38% are college graduates; and their average income is \$61,200.
2. The estimated annual tax revenue generated by Olustee is \$14,000 (state) and \$6,000 (local).
3. Olustee visitors spent an average of \$165,331; and the average daily expenditure per person is \$52.99.
4. The largest expenditures at Olustee are: food and beverages (33%); lodging (20%); transportation (20%); and shopping (14%).
5. Most visitors to Olustee are from the area (66%). More than half of the visitors stay overnight, in paid accommodations, for an average of three nights.
6. Half of the visitors to Olustee come from the South.

In an effort to protect Civil War battlefields, the Conservation Fund (working with the Civil War Preservation Trust) has identified six significant Civil War battlefields in Florida. Olustee and Natural Bridge are state-protected; St. Johns Bluff (Duval County) and Santa Rosa Island (Escambia County) are federally-owned battlefield sites. The Conservation Fund identified two unprotected battle sites in Florida: Fort Brooke (Tampa) and Tampa Bay.

The Olustee reenactment, which celebrated its 34<sup>th</sup> anniversary in 2010, commemorates the Battle of Olustee on February 20, 1864, just one year after the Emancipation Proclamation. Lasting only six hours, it was one of the bloodiest battles of the Civil War, with casualties numbering 2,806 (out of 11,000 participants). The Confederate soldiers ultimately forced the Union forces to retreat back to Jacksonville.

The Battle of Natural Bridge, near St. Marks on March 6, 1865, is credited with making Tal-

lahassee the only Confederate state capital east of the Mississippi River that was not conquered by Union troops during the war. Since 1978, hundreds of reenactors have converged on the site to recreate that battle.

A group of private citizens, the Natural Bridge Historical Society, Inc., worked for more than a decade to secure and protect the land of the original battlefield and to inform the public of the history and culture of the area. While the site still only encompasses a portion of the original battlefield, the group's efforts to preserve the site brought it recognition by the Civil War Preservation Trust in 2009 as the Best Preservation Group of the Year. The Trust had previously identified the Natural Bridge site as one of the nation's 10 most endangered battlefields. ([www.nbhscso.com](http://www.nbhscso.com)) The State of Florida recently purchased an additional 68 acres.

Most of the estimated 15,000 Floridians who joined the Confederate army fought outside the state; another 2,000 joined the Union forces. Away from the battlefields, Florida's farmers and ranchers played a major role in providing Confederate soldiers with meat, fish, fruit, and salt from coastal waters. Florida's long, mostly uninhabited coastlines and waterways were important battle and supply entry points, with most of the prominent ports occupied by Union forces throughout the war.

The Florida Association of Museums is currently developing the *Florida Civil War Heritage Trail*, with funding from the Florida Department of State Division of Historical Resources. When completed, the Trail will include battlefields, fortifications, military earthworks, historic homes associated with the Civil War and open to the public, as well as lighthouses, cemeteries, historic districts where there are concentrations of Civil War era structures, and history museums with Civil War collections, exhibits and/or archives.

In addition to Civil War reenactors, Florida also hosts Seminole War reenactments. Finally, Florida's military history also attracts World War II veterans/tourists who were stationed here and return to visit the museums and monuments connected with bases throughout the state or who attend veterans' reunions scheduled around particular areas or attractions of importance to them.

\*"FY2008/2009 Florida State Park System Economic Impact Assessment." Direct economic impact is defined as the amount of new dollars spent in the local economy by non-local park visitors and by park operations.



Just as the U.S. Coast Guard was about to label the Lighthouse as surplus property, the Carrabelle Lighthouse Association stepped forward and saved it. It was deeded to the City of Carrabelle and the Association manages it. With the help of a grant from the Florida Department of State Division of Historical Resources, the structure has been restored. The property now includes a lighthouse park and playground, as well as a reconstructed keeper's house with a history museum inside.

Every October 28<sup>th</sup> at 5:12 p.m., Lighthouse staff and visitors commemorate the exact time the Lighthouse shone for the first time, lit by Keeper James A. Williams. It is the only time visitors are allowed nighttime climbs up the 138 steps to the top of the Lighthouse.

Arlene Oehler and Joan Matey, two Lighthouse Association volunteers, guide visitors through the lighthouse and keeper's house. Working with community groups, the Association has helped organize educational and tourism events, and have conducted weddings at the top of the Lighthouse.

### Ray Charles Boyhood Home, Greenville

Ray Charles was a small boy when his family moved to Greenville, just east

of Tallahassee. In this town of 837 residents, he began to develop the musical talent that made him a legend. At the Shiloh Missionary Baptist Church and at the Red Wing Avenue Café, he explored and enjoyed the music. His playmate later would become the mayor of the town and spearhead the drive for a permanent remembrance of Charles's formative years in north Florida.

Mayor Elesta Pritchett, who called Charles "RC" and still lives down the road from the Charles home, worked with a committee of local citizens to reconstruct the boyhood home on Grand Avenue. Two years earlier the group successfully led efforts to erect a statue of the singer in Haffye Hayes Park.

The bronze statue depicts Charles seated on a bench and playing a piano keyboard, his head thrown back as if he's belting out the blues. He sits in the plaza of the peaceful park near a children's playground and a lake. A variety of grant sources funded the statue and park.

The Charles Boyhood Home reconstruction began in 2006 and was completed in 2009, with a dedication on

what would have been his 79<sup>th</sup> birthday in the fall of that year.

When Charles lived in the house, it had no electricity or running water. An outhouse stands outside the structure. The railroad tracks run behind it, intersecting part of the neighborhood. When the 900-square-foot house

was acquired by the town, it was near collapse. No one had lived there for more than 20 years. But with a grant from the Division of Historical Resources, the structure was saved and reconstructed. It is open

now by appointment.

Charles left Greenville at age seven, when he lost his sight, to attend the Florida School for the Deaf and Blind in St. Augustine, where he learned Braille and began playing the piano, clarinet, and saxophone. He rode the bus back to Greenville for holidays and summer vacations. Charles left Greenville permanently after the death of his mother when he was 14. He moved around Florida and eventually settled on the Pacific Coast, but he would often return to Greenville for visits.

IN THIS TOWN  
OF 837 RESIDENTS,  
[RAY CHARLES] BEGAN  
TO DEVELOP THE  
MUSICAL TALENT  
THAT MADE HIM  
A LEGEND.



NASA's John F. Kennedy Space Center, established in 1962, hosts 1.5 million visitors annually.



Harrison Avenue, Panama City



## Chapter 4

# Florida Main Street Program



## FLORIDA MAIN STREET PROGRAM

Established in 1980 by the National Trust for Historic Preservation, the Main Street Program assists in revitalizing downtown areas and neighborhood commercial districts throughout the United States. The programs are locally driven and funded. While individual Main Street programs may differ on the exact methods for accomplishing their goals, they all stress the components of design, organization, promotion, and economic restructuring.

The Florida Main Street Program began in 1985 and includes 45 communities, ranging in population from 1,700 to more than 100,000 people. For FY 2007-2008, Florida Main Street communities showed an investment/output of *roughly* \$409.6 million representing both construction and retail job benefits.

### FINDINGS: ECONOMIC IMPACTS OF FLORIDA MAIN STREET PROGRAM

The economic impacts of the net Florida Main Street investment within Florida in 2007-2008 were:

- ❖ 4,865 jobs;
- ❖ \$148 million in income;
- ❖ \$209 million in gross state product;
- ❖ \$65 million in total taxes (state/local [\$21 million] and federal [\$44 million]); and
- ❖ \$187 million in in-state wealth (gross state product minus federal taxes)

The economic impacts of the annual net Florida Main Street investment in the entire United States, including Florida, were:

- ❖ 6,577 new jobs;
- ❖ \$215 million in income;
- ❖ \$314 million in gross domestic product; and
- ❖ \$98 million in total taxes (state/local [\$34 million] and federal [\$64 million])

### Okeechobee Main Street

Anyone who has looked at a map of Florida can recognize Lake Okeechobee as a prominent feature in the southern part of the state. But

there's also a thriving community by the same name at the north end of the lake. It's where Amtrak still stops for people who are crisscrossing the state from the Atlantic Ocean to the Gulf of Mexico.

Cowboys still drive 100 head of cattle through the center of town annually to celebrate their heritage and to lure citizens and neighbors to shop the local stores and to reclaim a legacy that could be forgotten.

Main Street Okeechobee is comprised of a group of individuals and business people who work to improve their community. They cherish and embrace their history. When the old jail was demolished, they kept the bricks and used them in the façade for the new jail.

Main Street membership has increased from 10 members in 2002 to 223 in 2009. The Program serves members throughout the county, helping with economic development, business environments, and business opportunities.

*HOME IS NOT  
JUST A PHYSICAL  
ADDRESS. IT'S THE  
WHOLE COMMUNITY  
AND YOU'VE GOT  
TO TAKE CARE OF  
THE HOUSE...*



“Home is not just a physical address. It’s the whole community and you’ve got to take care of the house,” said Terry Burroughs, treasurer of Okeechobee Main Street. He was raised on a dairy farm nearby and returned home after 30 years in the corporate world.

Okeechobee’s Main Street model incorporates a business plan that is more ambitious than other communities. It includes sponsoring events like the “Top of the Lake Bar-B-Q” and “Top of the Lake Festival”. But they also encourage social networking through Main Street mixers and the promotion of local businesses by holding those mixers at the businesses. They use their electronic clipboard to publicize community events.

“We’re all about what we can do for the community,” said Main Street Executive Director Toni Doyle. “The more we give, the more we’re going to get back.”

Downtown businesses have adopted that “giving” attitude. Several have been renovated, like the Coldwell Banker Building and Jersey Mike’s, which was renovated by the owner.

The Main Street members have their eye on renovating the old train depot on Highway 441N, where 5,000 people travel on Amtrak. Right now travelers wait for the train in a Plexiglas-enclosed, three-sided shelter; the vision is to create a more welcoming environment.

Main Street’s efforts are geared toward improving the community for the residents, working together with city and county governments.

### **Lincoln Park Main Street, Fort Pierce**

A small group of men and women were seated around a table in the room next to the Lincoln Park Main Street office. They had come home to Fort Pierce to plan a celebration to commemorate some of Florida’s and St. Lucie County’s most famous visual artists – The Florida Highwaymen. This group of local residents, artists, and relatives of the artists were volunteering their time for this community-wide event, assisted by the Main Street Program.

Since the 1950s, the twenty-six African-American painters who were The Florida Highwaymen gained renown by painting pictures of Florida landscapes. Those uniquely styled paintings often were sold from the trunks of their cars. An estimated 200,000 paintings were completed. Some of those artists are no longer living, but their contribution to the cultural fabric of Florida continues. Today their paintings are widely sought after by collectors.

The Highwaymen’s meeting in Fort Pierce exemplifies the efforts of the Lincoln Park Main Street Program. It is re-creating a 25 block area that once thrived as the cultural and eco-

nomic center of the African-American community of Fort Pierce. The heart of that community was, and continues to be, Avenue D.

Acclaimed author Zora Neal Hurston is interred in this area. The internationally celebrated Avenue D Boys Choir that has toured in Spain and Italy emerged from and still practices in area churches.

Riding down Avenue D demonstrates the vision of the Main Street leaders who strive to realize dreams of local business owners dating from the early 1980s. After desegregation, the once-thriving business district of doctors, lawyers, and other business professionals fell into decline. The emergence of shopping malls and expanded residential opportunities relocated the neighborhoods that were served by the businesses. Many of the businesses that dated from the 1920s and 1930s, in what was then called Edgartown, were forced to close.

“When the positive moved out, the negative moved in,” said Elise Rollins, Program Manager for Lincoln Park Main Street. She’s one of the driving forces behind the improvements that have occurred since the area was designated a Main Street, culminating in their selection in March 2008 as the Florida Main Street Program of the Month. Her commitment to the area is rooted in her childhood; she grew up two blocks from Avenue D.

Another driving force is Havert Fenn, whom everyone calls “Coach”. Today he is the President of Lincoln Park Main Street, but he was one of a group of businessmen from the area who organized in 1982 and worked through the 1990s in an effort aimed at recapturing economic development and raising historical awareness for the Lincoln Park area.





Punta Gorda Woman's Club

In the meantime, paralleling what was happening in Lincoln Park, downtown Fort Pierce also became a prominent Main Street community. As their success grew, local focus turned to Lincoln Park. A neighborhood charrette was held in 1996 with Treasure Coast Planning and Development District staff, and a plan emerged. St. Lucie County developed a streetscape design plan as a result of this meeting.

In 2006, with the support of local government, residents of the Lincoln Park area applied to become a Main Street community. A delegation of 40 citizens travelled to Tallahassee to present their plan for “Building Toward the Future.” They became a Main Street and today are the second oldest Florida Main Street to serve a predominantly African-American

neighborhood. (The oldest is in St. Petersburg.)

The Lincoln Park Main Street Program's efforts are evident: improved sidewalks, tree canopies, a bus shelter, banners, and historic markers. A \$10 million complex was built in the area, housing the Indian River State College Nursing Program and a Boys and Girls Club. The Main Street office is getting a new building. The community has a new fire station; and Moore's Creek, which threads throughout the area, is getting a facelift. Organizational partners contribute in the areas of health

care, the arts, work force and neighborhood development.

### Main Street Punta Gorda

*IN 2004*  
**HURRICANE CHARLEY**  
**RAVAGED PUNTA**  
**GORDA... HOWEVER,**  
**IN THE PAST FIVE**  
**YEARS, RESIDENTS HAVE**  
**AGGRESSIVELY REBUILT**  
**THEIR COMMUNITY.**

In 2004 Hurricane Charley ravaged Punta Gorda, bringing widespread devastation to this Charlotte County waterfront city, located at the mouth of the Peace River.

However, in the past five years, residents have aggressively rebuilt their community.

Punta Gorda was designated as a Florida Main Street community in 2007, and by 2009 was being ac-

claimed for its successes statewide. More than \$48.9 million in reinvestment has led to a revitalized downtown. The Program includes events and festivals that encouraged more than 8,500 people to visit downtown Punta Gorda and include the Harbor Run/Harbor Walk; Coconut Craze Days; July 4 Blow-Out at Laishley Park; and Meet Me at the Freeman House.

Downtown improvements include clean-up and pedestrian-friendly environments. Punta Gorda's downtown is showcased through the Historical Mural Guide, Harborwalk Guide, and History Guide. A historic walking tour includes thirteen 19<sup>th</sup> century historic landmarks.

One of these landmarks is the historic Charlotte County Courthouse. Dedicated in 1928, the courthouse experienced several additions before it was closed in the late 1990s and used for storage. In 2005, the Board of County Commissioners voted to save the original building and use it for public purposes, and to repair hurricane damage to the building. The courthouse reopened in 2008, and the Florida Trust for Historic Preservation awarded the courthouse its

prestigious 2009 Preservation Award for Outstanding Achievement in the Field of Restoration/Rehabilitation.

### Main Street Wauchula

The City of Wauchula has successfully revived a Main Street program originally started in 1995. Since early 2009, efforts of Main Street's ongoing revival are apparent everywhere. Up and down Main Street, new shops are opening and businesses are moving into restored historic buildings. The city's entire population of 5,000 is invited to many Main Street-sponsored activities that include Friday Night Live, which features entertainment and programs for adults and children downtown; and includes a bar-b-que cook-off. The Program has initiated a downtown frequent shopper card and plans to create banners that identify the downtown area.

The Main Street Program's revival can be partially attributed to the work

of an enthusiastic father-daughter team. Jerry Conerly, the father, is a City Commissioner and former City Administrator; and Jessica Newman, the daughter, is the Program Director for Main Street Wauchula and the Community Redevelopment Agency Coordinator.

Jessica returned home to Wauchula in January, 2009, after working with Main Street in Kissimmee. Since that time, a rebuilding effort has been underway, literally and figuratively. The visible rebuilding is occurring up and down Main Street.

The first Main Street project was a downtown park, complete with a gazebo, a monument, and a historical mural, which today provides a serene backdrop for residents who visit local businesses. Across the street are apartments that have been renovated above Java Café. Next door is Giovanni's, a restaurant that does a thriving business. Five businesses have opened since 2009.

**THE PROGRAM  
HAS INITIATED A  
DOWNTOWN FREQUENT  
SHOPPER CARD AND  
PLANS TO CREATE  
BANNERS THAT IDENTIFY  
THE DOWNTOWN AREA.**







### Dade City Main Street

Dade City attracts visitors with quaint antique and gift shops and restaurants located along 7<sup>th</sup> Street and arterial streets. The county seat of Pasco County, Dade City grew from an agricultural economy of mainly citrus and cattle production. Today retail jobs are an important part of the economy, helped by one of Florida's earliest Main Street Programs.

Downtown Dade City Main Street was designated as a Florida Main Street in 1987, and has been active since that time, creating public-private partnerships that have revitalized downtown. Their focus is on "the flavor of small town life and the unique heritage of Dade City".

The Historic County Courthouse and Historic Train Depot are part of the more than \$40 million in downtown restoration projects assisted by the Dade City Main Street Program. The Program's building grants have resulted in downtown improvement

projects, that include façade improvement grants and streetscape improvements. They sponsor free community events such as antique fairs, festivals, rummage sales, and holiday celebrations throughout the year.

### Panama City Main Street

Panama City was among the first Florida cities to be designated a Main Street community in 1985. Since that time, the city's Main Street Program has promoted and supported the businesses located in the historic downtown district.

The area along Harrison Avenue features an array of restored homes, businesses, and government structures dating from the early 1900s when the city was incorporated. These vintage buildings now contain antique shops, art galleries, gift shops, restaurants, law firms, and financial services. Downtown Panama City offers year-round entertainment, consisting of performing arts, concerts, art exhibits, festivals and

## FLORIDA MAIN STREET COMMUNITIES\*

|                               |                                   |
|-------------------------------|-----------------------------------|
| Arcadia                       | Newberry                          |
| Auburndale                    | New Port Richey                   |
| Bartow                        | Okeechobee                        |
| Blountstown                   | Ormond Beach                      |
| Cocoa                         | Palatka                           |
| Crestview                     | Palm Harbor                       |
| Dade City                     | Panama City                       |
| Daytona Beach                 | Perry                             |
| DeLand                        | Punta Gorda                       |
| Eustis                        | Quincy                            |
| Fort Pierce                   | Starke                            |
| Fort Pierce -<br>Lincoln Park | St. Cloud                         |
| Haines City                   | St. Petersburg –<br>22nd Street   |
| High Springs                  | St. Petersburg –<br>Grand Central |
| Homestead                     | Stuart                            |
| Kissimmee                     | East Stuart                       |
| Lake Wales                    | Venice                            |
| Leesburg                      | Vero Beach                        |
| Marianna                      | Vilano Beach                      |
| Melbourne                     | Wauchula                          |
| Milton                        | Winter Haven                      |
| Monticello                    | Zephyrhills                       |
| Moore Haven                   |                                   |

\*As of March 24, 2010.



Old Bradford County Courthouse, Starke

events. Working with the local historic society, the Main Street Program also has developed a walking tour of the historic district highlighting the revitalized area.

The city that initially started as “Park Resort” in the late 1880s still includes the park that was envisioned as the focal point of a major resort city. It wasn’t until 1908, when the Atlanta & St. Andrew Bay Railway Company came to town, that real growth occurred. The railway president, A.B. Steele, coined the name “Panama City” in tribute to the route the area offered to the Panama Canal.

The view of downtown Panama City reflects the Main Street Program’s priorities of historic preservation and business development.

### Main Street Starke

“To see face after face that I’m not kin to or don’t know...you know you’re introducing people to our community.” Pam Whittle of Main Street Starke offered this excellent measure of the Program’s success, talking about the Starke Strawberry Festival. It could apply equally to the annual Bike Festival held in June or the monthly Friday Fest, where the city manager often entertains with his band.

Whittle works in the Chamber of Commerce office, which is located in the old bank building on historic Call Street in downtown Starke. Like many who try to improve Florida’s smaller cities, the people who work here mesh the resources of the Bradford County Chamber of Commerce, the Tourist Development Council, the North Florida Chamber of Commerce, Florida Works (work force), and other economic development programs to build a successful Main Street.





Atlantic Coast Line  
Railroad Depot,  
Dade City

Starke has been rebuilding their Main Street Program and taking an aggressive approach to promoting businesses and preservation in the city. “Our bread and butter are small businesses,” Whittle said. And the small businesses are responding, like Mamma Mia’s restaurant that brought in bricks from Chicago for the restaurant which is housed in the old Rexall Building. The fire station used to be a library and the recreation department location became the site for the new library.

The downtown area includes antique shops, gift shops, restaurants, a history museum, and a college. The Main Street Program hosts monthly events to lure residents and visitors to the downtown area. The city also has benefitted from major movies produced in the area, most notably “GI Jane”, filmed at nearby Camp Blanding.

### Newberry Main Street

Newberry Main Street is one of Florida’s newer Main Street Programs, dating

from 2006. Since that time, a dedicated group of business and community leaders have worked to put a new face on the historic town in western Alachua County.

Agriculture and timber initially were the early mainstays of the city, but the discovery of phosphate energized the community.

Today the Main Street Program works to promote Newberry, combining a revitalized retail downtown while still emphasizing the historical significance of the area that dates from the 1890s.

“We’re young [the Main Street Program], but we have a lot of good people on board,” said Barbara Hendrix, Executive Director of Newberry Main Street. The program has 75 members.

One of the driving forces behind Newberry Main Street is Rocky Voglio, owner of Newberry’s Backyard Bar B Que. In fall 2009 he was selected for the Florida Main Street Secretary of State Award for Best Business of the Year for 2009 and also for a Merit Award for Best Supporter of a local Main Street Program for 2009.

Newberry Main Street is encourag-



ing downtown business owners through façade grants for painting and awnings, a joint 50-50 venture with companies who want to participate in the program. The result is an inviting downtown that is reminiscent of a more serene time in Florida. Newberry has a walkable historical area of residential, commercial, and government buildings. The Main Street leaders are working to raise funds to restore the Kincaid Building, the oldest wood building in Alachua County. The 1880 structure, formerly a general store, was moved five miles to Newberry from Jonesville to save it; they want to create a museum and ultimately to house the Main Street Program there.

Additionally, Newberry Main Street hosts downtown activities such as a Fall Festival and Friday Fling, both of which are designed to bring residents and visitors downtown.

*TO SEE FACE AFTER  
FACE THAT I’M NOT KIN  
TO OR DON’T KNOW  
...YOU KNOW YOU’RE  
INTRODUCING PEOPLE  
TO OUR COMMUNITY.*



Ponce Inlet  
Lighthouse &  
Museum



## Chapter 5

# Florida History Museums

Throughout Florida, museums celebrate the local history of communities of all sizes. Tourists and citizens enjoy the exhibits, activities, and programs of these repositories of art, culture and history.

Research indicates that Florida retains most of the economic impacts from its history museums. Of the 416 active museums in Florida, some 236 identify themselves as history museums. These history museums reported 13 million visitors in 2008. (Florida Association of Museums)

### FINDINGS: ECONOMIC IMPACTS OF FLORIDA HISTORY MUSEUMS

The total economic impacts within Florida of the net spending from the \$97.5 million budgeted by Florida history museums in 2007-2008 were:

- ❖ 2,666 jobs;
- ❖ \$59 million in income;
- ❖ \$68 million in gross state product (Of this amount, \$42 million benefits the services sector and \$10 million benefits the finance, insurance, and real estate sector.);
- ❖ \$22 million in total taxes (state/lo-

cal [\$6 million] and federal [\$16 million]); and

❖ \$61 million in in-state wealth  
The annual economic impacts of the Florida history museums in the entire United States, including Florida, were:

- ❖ 2,959 jobs;
- ❖ \$73 million in income;
- ❖ \$90 million in gross domestic product; and
- ❖ \$27 million in total taxes (state/local [\$8 million] and federal [\$19 million])

In early 2009, the Florida Association of Museums supplied the following information about its members, including those which self-identify as history museums:

THESE HISTORY MUSEUMS OFTEN PRESERVE HISTORIC STRUCTURES, ANCHORING LOCAL HISTORIC DISTRICTS.

The numbers tell only part of the story, for Florida's museums are more than the custodians of artifacts. These history museums often preserve historic structures, anchoring local historic districts. They offer a focal point for volunteer and community activities. Florida's history museums also make a huge contribution to the education

of our children – hosting field trips, assisting with the development of history curricula, and even sending travelling exhibits to schools – All in an attempt to make history come alive. The museums featured in this chapter were select-

ed following their responses to a survey conducted by the authors. It is explained in detail in the Technical Report that accompanies this Executive Summary.

|                                | History        | All Museums     |
|--------------------------------|----------------|-----------------|
| No. of Active Museums (2008)   | 236            | 416             |
| Staffing                       | 2,019          | 5,408           |
| Total Operating Budgets (2008) | \$97.5 million | \$306.3 million |
| Visitors (2008)                | 13 million     | 29 million      |

## Pensacola Historical Society & Museum, Historic Pensacola Village

The richness of Pensacola's history weaves throughout the downtown area and alongside the waterfront of the scenic Pensacola and Escambia Bays. It befits a city that just celebrated its 450<sup>th</sup> anniversary.

In 2009 Pensacola's chief historical organizations, the Pensacola Historical Society and West Florida Historic Preservation, Inc., merged their operations in an effort to maximize their work. The union of these two long-time preservation groups brings a wealth of historic resources under one roof. The merger also created a "living laboratory" through collaboration with the University of West Florida.

The Pensacola Historical Society & Museum, which dates from the early 1930s, is located in an 1885 saloon on East Zaragoza Street. The two-story Arbona Building houses permanent galleries and changing exhibits. Each room of the permanent galleries features a different aspect of the diverse cultural history of the community, including the Army/Navy Gallery, Maritime Gallery, Native American Gallery, and Forts/Civil War Gallery. They host tourists, community groups and school children.

Historic Pensacola Village reflects the early years of Pensacola, in its 28 properties spread over 8.5 acres. It is managed by West Florida Historic Preservation, Inc., working with the University of West Florida. The group also manages the T.T. Wentworth, Jr. Florida State Museum in downtown Pensacola's Old City Hall which includes artifacts of the Emanuel Point shipwreck of the 1559 Don Tristan DeLuna expedition. The Historic Pensacola Village properties are listed in the

*National Register of Historic Places*. Ten of the properties are open to the public.

The historical organizations conduct guided tours of some of the buildings and visitors can enjoy a self-guided walking tour through the Spanish and Victorian periods of Pensacola and the "Roaring Twenties". There is also a Colonial Archaeological Trail and archaeological sites throughout Northwest Florida.

Richard Brosnham, Executive Director of West Florida Historic Preservation, Inc., said the merger enhanced the properties and helped secure their operations for the future. "We're in better shape than we've been in 42 years."

## Historical Society of Palm Beach County, West Palm Beach

Chris Evert's tennis racket; Jack Nicklaus's golf driver; memorabilia from Henry Flagler's grand hotels; and the depiction of the barefoot mailman who traveled 136 miles round trip along Florida's southeast coastline. These are the better-known items at the Richard and Pat Johnson Palm Beach County Historical Museum of the Historical Society of Palm Beach County, located in West Palm Beach.

The free museum's interactive exhibits and artifacts – presented in two main galleries, The People Gallery and The Place Gallery – reflect the history and natural environment of one of Florida's most diverse counties. Before entering the museum, visitors can appreciate the remarkable building that now houses the collection.

The 1916 Neo-classical style, three-story building originally served as the county courthouse. It survived the 1928 hurricane that left 16,000 homeless and killed 3,000 Floridians. It almost didn't survive a man-made catastrophe. In 1969 the beautiful structure was encased inside a modern brick addition that kept it hidden until 2002, when the Board of County Commissioners and a group of citizens rescued it, spending \$18.9 million in the process. The removal of the modern façade brought back the original structure that


would become the home to the Historical Society of Palm Beach County. The Historical Society shares the building with county offices and programs.

The Historical Society has served more than 165,000

schoolchildren, and represents one of the largest collaborations in Florida between schools and a historical society. These numbers include 12,500 students annually in the fourth grade history program and another 25,000 in the seventh grade history and civics program.

Teachers wrote the curriculum for the teaching materials, and *The Palm Beach Post* collaborated to make it available to the students. The curriculum is supplemented with visits to the museum and a traveling trunk program that takes the museum's artifacts into the schools.

Today, economic challenges have threatened the program. Educational budget limitations have reduced the funds available for buses that transport the students to the museum. Palm Beach County took a big hit from the

 THE FREE MUSEUM'S  
INTERACTIVE EXHIBITS  
AND ARTIFACTS REFLECT  
THE HISTORY AND  
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MOST DIVERSE COUNTIES.





Bernie Madoff scandal, losing some \$450,000 in capital campaign funds from two foundations.

In the first year after the building re-opened in 2008, more than 20,000 people visited; and two-thirds of the visitors were adults.

### **The Holocaust Museum of Southwest Florida, Naples**

The historic ten-ton, 1919-era railway boxcar that sits outside the Holocaust Museum of Southwest Florida could have transported as many as 120 men, women, and children into captivity during the horrors of World War II. Today, more than 60 years later, the 30-foot-long boxcar carries a different cargo and an important message.

When the museum acquired the boxcar in 2006, it required extensive restoration that involved replacing twenty-five percent of the wood. A complete dismantling, funded in part by a state preservation grant, prepared it for the weather in Southwest Florida. It has become a powerful educational tool as it travels to schools throughout the region.

"We were the first folks in the world to use one as an educational tool," Acting Executive Director Godfrey Levy said of the boxcar.

The boxcar, combined with the resources inside the museum and les-

sons taught by Holocaust survivors and their relatives and liberators, is used to teach a message about remembering yesterday to teach today's lessons. The students learn about bullying, as well as genocide and the development of the cycle of violence. Elementary school children learn about tolerance and character education.

"We discuss how you get from a civilized society to a society that wants to get rid of its own citizens," said Amy Macera, the Museum's education director. "You have to have a well thought out rationale for what you're teaching, why you're teaching."

The Museum includes more than 1,000 World War II and Holocaust artifacts, loaned to or owned by the museum. The 90-minute tour shows clothing, articles, posters, armband collections, and wartime photos. It is a very personal exhibition, shown through the eyes of many victims, survivors, and relatives of the Holocaust. It began as a classroom exhibit of Golden Gate Middle School, created by students and teachers studying the Holocaust. It has grown with the help of the Jewish Federation of Collier County. Implementing the 1994 legislative mandate to teach Holocaust education in Florida, the Museum is a valuable asset. It is one of eight locations that provide teacher training every summer through



a grant from the Florida Department of Education. They work jointly with Florida Gulf Coast University, which has an ongoing working relationship through its Center for Judaic, Holocaust and Human Rights Studies.

Although the Museum only holds a maximum of 60 visitors at a time, it has hosted residents of every U.S. state, and 78 percent of its visitors come from outside Collier County. It is funded through private donations, memberships, grants and admission fees.

Museum staff have identified seventy Holocaust survivors who live close by. They have recorded about 50 of their stories in an oral history project. Some survivors now serve as museum docents, and several travel to the schools to tell their stories.

Each story is different, and as they get older, they want to share their stories. The Museum, recognizing that time is short, is endeavoring to record them for posterity.

Photo courtesy of the Historical Society of Palm Beach County



### Immokalee Pioneer Museum at Roberts Ranch

On the edge of the Big Cypress Swamp and the Everglades, Immokalee is Collier County's largest inland community. The rural setting and rich history of residents that included the Calusa and Seminole Indians contributed to the development of a living history museum that occupies ranchland donated by cattleman Robert Roberts and his family. Leveraging the original five-acre land donation, the county purchased the remaining ten acres of the property.

A part of the Collier County Museum System, the Immokalee Pioneer Museum at Roberts Ranch uses the 20 carefully preserved historic buildings to demonstrate to residents and schoolchildren what it was like to live in the wilderness that was Florida in the late 1800s. The site was listed in the *National Register of Historic Places* in 2004.

Today the Museum, situated on an alluvial sand dune, uses the farm structures for hands-on education. Visitors can tour the main house that is restored to its original likeness. The 1928 First Baptist Church, after being moved eleven times, is located at the Museum and is used as a meeting hall. It was built

for \$628 and restored for \$3 million. School groups that visit experience presentations, tours, and demonstrations that include the horse barn, hide house (which was originally the smoke house), bunk house, pole barn, sugar cane boiler and press, and well.

Activities at the Museum celebrate the lives of the two families most closely associated with the area.

The Roberts family, including nine children, lived on the property and operated the Red Cattle Company. At one time in the middle of the 20th century the family owned more cattle than anyone else in Florida. The last surviving family member is now in her 90s and still owns 200 head of cattle.

Preceding the Roberts family in the area was the family of Captain F.A. Hendry. He was among the first to move cattle east of the Peace River. He sold large herds of cattle to Georgia, South Carolina and Alabama. Hendry represented Polk County at the second Constitutional Convention in Tallahassee in 1865. He and his family lived for a period in the summer kitchen on the property.

In the late winter of 1865 Hendry's Confederate Cow Cavalry, which was supplying cattle to the Confederate soldiers, clashed with the U.S. 2<sup>nd</sup> Cavalry

and 2<sup>nd</sup> U.S. Colored Infantry in a skirmish one mile north of town. No record exists of anyone being harmed, but the battle is said to have led to the attack on Fort Myers, the southern-most battle in the Civil War. Captain Hendry was honored in 1923 when Hendry County was named for him.

The Immokalee Pioneer Museum commemorates the Cow Cavalry's battle outside town with an annual day-long encampment and battle on the grounds. It also hosts professional exhibits of cattle ranching. For students, the annual Agriculture Day demonstrates where food comes from, where milk comes from, and techniques of horse and cattle ranching. Additional programs have included tours from the Seminole Casino, a 4-H show and auction, and the Kiwanis Club Easter Egg hunt.

### Charlotte County History Center, Punta Gorda

Linda Coleman, Historical Supervisor for Charlotte County Government, moved to the area in April, 2004, just before Hurricane Charley struck. Fortunately, the history museum had developed an emergency evacuation plan for the collections. That organized,



quick-thinking action saved the museum's collections.

Today, the Charlotte County History Center sits in a shaded waterfront location on beautiful Charlotte Harbor and includes exhibits that tell the story of Charlotte County through hands-on activities that are educational for students and adults alike. Previously, the museum operated as the Florida Adventure Museum.

Housed inside the History Center is a time capsule that originally resided inside the Memorial Auditorium in Punta Gorda. It was scheduled to be reopened in 100 years, but was removed for safekeeping after the hurricane. Contents include an American flag, a Bicentennial flag, a Sears catalogue, 1976 coin sets, historical music, maps, and other historical items from the mid-1970s.

The History Center's programs include a social studies curriculum and a summer camp with a curriculum that focuses on different themes. Applications are taken from schools throughout the area. The History Center also holds a three-day festival, Florida Frontier Days, in the nearby park.

Like so many other government programs, the economy has impacted the History Center's budget, recently leading to staff reductions that could threaten the school programs. For now, the remaining staff are working to meet the challenges.

### Mandarin Museum and Historical Society

Inside the house where her grandfather and great aunts lived, Karen Roumillat invites touring students to step back to 1875 and experience an earlier time. The setting for the Mandarin Museum transports visitors to a different Florida. Spanish moss hangs from the live oak trees throughout the 10-acre

site, and wooden pathways lead to the picturesque St. Johns River at the back of the property.

It is hard to imagine that the site is just blocks from major roadways that lead to nearby Jacksonville.

Mandarin provides a serene setting where the theme is "always the river". This community lured author Harriet Beecher Stowe to make her winter home here. She often wrote friends about the tranquility she found in Mandarin, near the river. Here she found calm from the people, the weather, the orange groves, and the sea breezes. She described living in Mandarin in her book, *Palmetto Leaves*, published in 1872. She is honored in a garden located outside the museum.

Karen Roumillat vividly recreates the memories of those times in the stories she tells about the property that her family lived on until the early 1990s. They donated the property, leading to the establishment of Jacksonville's first historic park in 2000 and the Museum in 2004. Her storytelling program recently was voted the best field trip by students from Duval, St. Johns and Clay county schools.

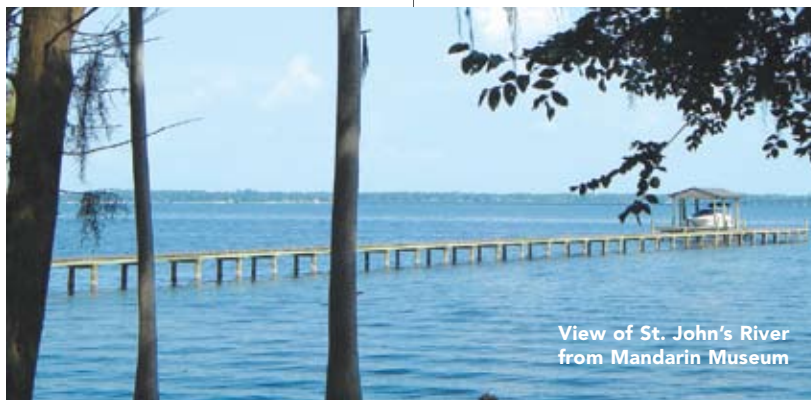
*THIS COMMUNITY  
LURED AUTHOR  
HARRIET BEECHER  
STOWE...SHE OFTEN  
WROTE FRIENDS ABOUT  
THE TRANQUILITY SHE  
FOUND IN MANDARIN.*

The riverfront property now features a restored 1875 farmhouse and an 1876 barn. It depicts life in a typical Mandarin homestead in that period. The Museum features artifacts and displays of Mandarin's history that date from 1765. Some historians speculate the history could go back even farther with a Tumucuan village that predated the British founding in the 1760s. Inside the Museum are displays about the *Maple Leaf*, a Union steamship that hit a Confederate mine in 1864, just off Mandarin Point.

Near the Museum is the Old Store and Post Office, which served as the heart of Mandarin until 1964, where Walter Jones and his daughter, Miss Aggie, served the community as postmaster and postmistress.

Today the Mandarin Museum is a focal point for year-round and holiday activities, celebrating the river, local history and the natural environment.

"There are so few places for the public to come and be along the river," Karen said of the setting, which includes a replica of the original 1855 Mandarin Boardwalk along the St. John's River. In such a spot, Florida history seems very near.





Flagler College, St. Augustine



## Chapter 6

# Florida Historic Preservation Grants Program

Florida's Historic Preservation Grants Program represents one of the nation's largest sustained grants programs, although the national trend toward tighter state budgets has affected this program in recent years.

The Florida grants program (including both small matching grants and larger so-called special category grants) awarded \$193.8 million in grants to local communities and organizations between 1996 and 2008. The match to that investment from grantees (i.e., local governments, community organizations, volunteer hours, and in-kind services) was an additional \$367.4 million. Thus, from FY 1996 through FY 2008, the Florida grants program cumulatively spurred \$561.1 million in historic preservation outlay (for capital improvement purposes). In 2009 dollars that investment leveraged a total of \$902.7 million for Florida.

The economic effects of the grants program includes both the historic rehabilitation (i.e., construction activity) it generates and the heritage tourism it supports by renovating Florida's historic resources. Because heritage tourism is discussed more fully in Chapter 3, the discussion here of economic impacts from Florida historic preservation grants examines only construction-related benefits.

### FINDINGS: ECONOMIC IMPACTS OF FLORIDA HISTORIC PRESERVATION GRANTS PROGRAM

The total economic impacts from these \$561.1 million<sup>1</sup> cumulative grants for historic preservation rehabilitation investment within Florida from 1996 through 2008 were:

- ❖ 12,459 jobs;
- ❖ \$499 million in income;
- ❖ \$648 million in gross state product (Of this amount, the construction, manufacturing, and services sectors of the Florida economy gained \$297 million, \$109 million, and \$92 million, respectively.);
- ❖ \$194 million in total taxes (state/local [\$51 million] and federal [\$143 million]); and
- ❖ \$581 million in in-state wealth (gross state product minus federal taxes).

The total cumulative economic impacts within the entire United States, including Florida, were:

- ❖ 15,876 jobs;
- ❖ \$640 million in income;

- ❖ \$862 million in gross domestic product; and
- ❖ \$229 million in total taxes (state/local [\$75 million] and federal [\$154 million]).

Every county in Florida has benefited from the state's historic preservation grants program. The buildings restored with historic grants include some of the state's most significant structures, as well as local sites that help make individual communities unique.

*THE BUILDINGS  
RESTORED WITH  
HISTORIC GRANTS  
INCLUDE SOME  
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MOST SIGNIFICANT  
STRUCTURES.*

#### Old Firehouse No. 3, Key West

When Alex Vega was a fireman, he knew a lot of the "old timers" who would stop by the firehouse and tell the story of the old red brick firehouse. Little did he know then that he would spend 15 years of his life as the driving force behind saving the building and creating a museum celebrating firefighting. His efforts stemmed from a rare combination of his experiences in firefighting and his love of the neighborhood where his mother and grandmother once lived.

The firehouse was built in 1907 and is one of the oldest fire stations

<sup>1</sup> Treated as \$902.7 million in present value terms.

in Florida. When it was built, the Key West Fire Department consisted of 12 firemen and used horse-drawn steamers and hose carriages.

Its rich history includes surviving hurricanes, most notably one in 1909 that led to the firehouse's evacuation just before the roof was destroyed. During the Great Depression, the city had no funds to pay employees, so city employees, including many firefighters, went on strike. The exception was No. 3's firefighters, who stayed at their posts and served the public during this period.

The old firehouse included stalls for the horses that pulled the steamers and a coal pit four feet deep. When the renovations were underway, the coal pit was uncovered. An old fire bell once located in a cemetery now sits outside the firehouse.

*I*N ITS HEYDAY,  
THE BING ROOMING  
HOUSE WAS A FOCAL  
POINT OF THE  
AFRICAN-AMERICAN  
BUSINESS DISTRICT IN  
PLANT CITY.

The restoration of the old firehouse was accomplished through the efforts of volunteers, including mothers and spouses of firefighters, as well as a cross

section of the community. While a grant of \$160,000 from the Florida Department of State Division of Historical Resources was the driving force of the project, the community also held local fundraisers, including a celebration of the firehouse's 100<sup>th</sup> anniversary. The local cost share from the community totaled nearly \$230,000.

Vega said he still has the old stories in his head, and he's trying to transfer them to his computer. Now he has a few of his own stories to add to the legend.

"This firehouse is the neighborhood," said Vega. "When we were on duty there, this was our neighborhood. We had our own houses and our neigh-

borhood, but when we worked here, this was our neighborhood."

### **Bing Rooming House, Plant City**

In its heyday, the Bing Rooming House was a focal point of the African-American business district in Plant City. It was a time when stores, restaurants, and businesses thrived, when families would walk down to the Marie B. Ellis Park for the annual Easter Parade. Today, the Bing Rooming House is one of the last historic structures standing, and it anchors the Laura Street Restoration District.

Standing on the porch of the Bing Rooming House, college student Henry Johnson recalls his family's Sunday dinners there. His great grandmother, Janie Bing, lived in the house, raising children and grandchildren in the two-story structure. From the 1920s through the 1970s, Mrs. Bing operated the rooming house as a place where African-Americans could stay during a period when they were not allowed to stay in local hotels. She lived there until her death in 1984 at age 94.

In the late 1990s, James Washington, her grandson, conveyed the house to the Plant City Improvement League, which has worked with federal, state, and local government officials to restore the property for use as a museum and community center. In 1999 it was designated as a local historic landmark and in 2002 was listed in the *National Register of Historic Places*.

More than \$340,000 in grants were received from the federal, state, and local governments to restore the house, including a major grant of \$180,000 from the Florida Department of State Division of Historical Resources. The City of Plant City, working through James R. McDaniel, the city's director of







Community Services, coordinated the grant activities, including the stabilization of the historic structure. The local cost share of the project was \$100,000.

“During the segregation era, the whole street (Laura Street) was a business district,” said Liesta Sykes of the Improvement League. “This will help showcase that history.”

### **Historic Derby Street Chapel, Cocoa**

The Historic Derby Street Chapel in Cocoa almost became a parking lot in the mid-1990s. It was only saved by a preservation-minded neighbor, an attorney, who lived next door and threatened a lawsuit if the structure was demolished. The threats stopped demolition efforts which had gone so far as tearing up a section of the floor. Today the original floor remains and the Chapel is a showcase of innovative and resourceful neighborhood restoration

efforts and helps anchor the south end of Historic Cocoa Village.

Driven by retired sea Captain Ed Lanni and retiree Ida Wright, a massive community effort began. A long-term lease was negotiated with the Chapel's owners, the First Baptist Church of Cocoa. They spent the next two years cleaning out the chapel, which had long been used for storage and youth activities. They held rummage sales for three or four years, raising about \$5,000 annually for the project. Meanwhile, volunteers kept cleaning and restoring the Chapel. They found three roofs on top of each other. The pews in the Chapel were donated by Juanita and Stanley Baxley from the original Wylie-Baxley Funeral Home and were handmade from Merritt Island mahogany in around 1935. The organ likewise was donated. The altar pulpit, originally from the First Baptist Church, was found beside a dumpster. The Dirt Daubers Circle, a

local garden club, sold cookbooks to fund the landscaping. The Tourism Development Council paid for a historical marker. The Kiwanis Club of Cocoa painted the outside of the structure.

A local resident, Irving Lipton, made the stained glass windows inside the front of the Chapel. He died shortly after completing the project, and a display in the altar area honors his efforts.

“Little by little things came together,” according to Lanni and Wright. “People fall in love with this Chapel and want to do something.”

This collective community effort reflects the diverse history of the Chapel itself. It was constructed in 1924 as home to a Seventh-Day Adventist congregation. Christian Scientists moved there in 1955, while Baptists succeeded them in 1964.

The volunteer efforts and local contributions were supplemented

## ECONOMIC IMPACTS SINCE 2002 REPORT<sup>1</sup>

Since the authors of this report first studied the topic in 2002, the total amount of Florida Historic Preservation Grant (FHPG) awards has decreased significantly.

Several factors explain the significant decrease in average grant funding from 1996-2001 to the 2002-08 period. First, two economic slowdowns, first in 2002 and then again, more drastically, since 2008, have resulted in significantly reduced appropriations for historic preservation grants. Furthermore, under a 1998 constitutional revision affecting the Cabinet, implemented in 2003, the Secretary of State, under whom the Division of Historical Resources is placed, ceased to be an independently elected position and became a gubernatorial appointee. The appointed Secretary of State lost an independent mandate from voters and was subject to budgetary supervision by the Governor. It speaks to the Florida Legislature's recognition of the worth of historic preservation programs that, in the years since 2003 and prior to the current economic crisis, it successively raised the funding of the Division's grants-in-aid programs, returning the program nearly to its pre-Cabinet reform levels. The recent trend offers some hope that state grant funding will rebound if and when the state economy improves.

In fiscal years 2002 through 2008, the FHPG program awarded \$92 million. Matching funds added an additional \$121.8 million for a total investment of \$213.8 million. In 2009 dollars, that amounts to a total leveraged investment of \$275.5 million. The economic impacts of investment in this period are summarized below:

The total economic impacts from the \$213.8 million<sup>2</sup> cumulative grants for historic preservation rehabilitation investment within Florida 2002-2008 were:

- ❖ 3,790 jobs;
  - ❖ \$152.5 million in income;
  - ❖ \$197.2 million in gross state product (Of this amount, the construction, manufacturing, and services sectors of the Florida economy gained \$90.0 million, \$32.9 million, and \$29.1 million respectively);
  - ❖ \$58.8 million in total taxes (state/local [\$16.5 million] and federal [\$43.3 million]); and
  - ❖ \$176.7 million in in-state wealth.
- The total cumulative economic impacts within the entire United States, including Florida, were:
- ❖ 4,843 jobs;
  - ❖ \$195.8 million in income;
  - ❖ \$263.0 million in gross domestic product; and
  - ❖ \$69.9 million in total taxes (state/local [\$22.7 million] and federal [\$47.2 million])

<sup>1</sup> These findings are included in the cumulative findings for 1996-2008, found in Chapter 1.

<sup>2</sup> Treated as \$275.5 million in present value terms.

with assistance from local and state governments and Cocoa Main Street. The Florida Department of State Division of Historical Resources awarded a \$75,000 grant for the project, and these state funds were matched by more than \$180,000 in volunteer labor and donations which resulted in added restrooms and an Americans with Disabilities Act-qualified ramp.

The restored Chapel's grand opening was held in fall 2009. Today the Chapel provides a home for many community activities, none more beautiful than the weddings that occur within its walls.

### Vietnam War Patrol Torpedo Fast Boat, PTF3, DeLand

In 1963 PTF3, a wooden Patrol Torpedo Fast Boat, was patrolling and attacking the shorelines of Southeast Asia, conducting raids against North Vietnam. These raids and subsequent counterattacks from the North Vietnamese produced the Tonkin Gulf Incident in 1964. As a result, Congress passed the Gulf of Tonkin Resolution, which greatly escalated U.S. involvement in the Vietnam War, lasting from 1964 to 1975.

Today PTF3 sits in DeLand, Florida, next to the DeLand Naval Air Station Museum. By 2011, PTF3 is expected to return to the water, a teaching tool for young men and women who are interested in history and the sea.

The 76-ton, Norwegian-built boat has

found a new life after being rescued from near destruction as scrap in Key West in 2001. The massive restoration project is a labor of love by a community of two dozen volunteers, mainly veterans, and Boy Scout Troop 544 of Orange City. Key funding for the project was provided by a special category grant of \$350,000 from the Florida Department of State Division of Historical Resources. The local cost share of the project was nearly \$250,000 in volunteer work.

After a series of challenges with transport, funding, siting, and restoration, veterans and Boy Scouts have worked side-by-side on the project. The project is a combined lesson in history and trades craftsmanship. When completed, everything on the boat will be operational — except the guns.

Even at rest in its current temporary location, PTF3 attracts visitors. Many are veterans who share their stories about wartime in Southeast Asia. Some served on vessels like this one.

The group restoring the boat is reinforcing those memories with every discovery on it. They found an original U.S. Ensign (flag) with 48 stars and South Vietnamese flags that once flew on it. They see the boat as "being a superstar for Florida" with a built-in audience of veterans and their families that it is expected to draw. They call it "a beacon of the past".

Before and after photographs of the boat are on display at the DeLand Naval Air Station Museum. The photos demonstrate the vast scope of the



*P*TF3 IS EXPECTED  
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**Old Firehouse  
No. 3,  
Key West**

project, depicting the near-destruction of the boat from years of neglect. Outside the Museum, PTF3 shows its new hull, frame, bridge, bow, nose, and keel. It's been sandblasted, refinished, painted and resurfaced to meet today's standards for water-ready vessels. The work was precise and required technical expertise. The group's efforts have brought the boat back to life, and it will serve as a living history museum for the Sea Scout/Sea Cadet training program out of Sanford.

### **Flagler College Art Building, St. Augustine**

Thomas Edison designed the power plant that today is Flagler College's Art Building. Transforming a power plant into an art building is a challenge, but Flagler College reflects a commitment to preserving and enhancing its historical structures.

Edison's Electric Company Boiler Building was a \$5.5 million rehabilitation project, funded with a combination of grants, including a \$350,000 special category grant from the Division of Historical Resources, as well as grants and contributions from the Flagler Foundation, which matched the state funding ten to one.

The art building and its annex house studios that were once part of the original Hotel Ponce de Leon. In addition to the seven studios that feature diagonal fireplaces, the building includes faculty offices and a gallery. The Batson-Cook Studio is a rare example of a utilitarian building from the Flagler era. Martin Johnson Heade, a Florida artist whose works are in the National Gallery of Art and the White House, used the studio and lived in the hotel during the winter season.

As part of the adaptive reuse, the original archways of the building were reopened, and the windows were rebuilt.

Flagler College was built in 1888 by its namesake, railway tycoon Henry Flagler, to serve as the Ponce de Leon Hotel, the first of his luxury hotels along Florida's east coast and now the centerpiece of the college campus. The college structures reflect the vision of unique craftsmen, such as Edison, Louis Comfort Tiffany, and muralist George Maynard, and its guest list included celebrities, such as John Jacob Astor, Gary Cooper, Presidents Grover Cleveland and Theodore Roosevelt. The college hosts the largest private collection of Tiffany glassware in the world. The college has spent



**Flagler College,  
St. Augustine**

more than \$43 million restoring the historic campus that was founded in 1968 by Lawrence Lewis, Jr., one of Flagler's heirs.

Since 1983, the college has received state grant packages worth over \$2 million, matched by private funds of more than twice that amount, enabling them to save and protect this unique Florida treasure.

An estimated 100,000 people walk the grounds annually, and 40,000 of those visitors go inside the building. Flagler College students conduct tours of the campus for a variety of visitors, sharing the remarkable old hotel which now has a second lease on life as one of Florida's most beautiful educational institutions.





Riverside-Avondale  
Historic District,  
Jacksonville



## Chapter 7

# Florida Historic Districts and Property Values

### INTRODUCTION

During the period 2001-2009, the Florida economy emerged from a mild recession and then followed the national economy from boom to bust. This change is reflected in Florida's real estate landscape. From 2000 until about 2007, Florida benefitted from a strong housing market. Because housing and the Florida economy are closely linked (with housing rising from 20% of the economy in 2000 to nearly a quarter in 2006), the housing bubble stimulated both the State's economy and provided employment in unprecedented numbers. Unfortunately, this growth was not sustainable.

Although Florida has traditionally been an economic growth leader in the United States, the reversal since 2007 has been stunning, with Florida falling further than most other states. The lowering of interest rates after the 2001 recession and the emergence of risky financing vehicles such as sub-prime mortgages, made real estate a major factor in the economic downturn from which both Florida and the United States are still struggling to emerge.

After years of accelerating increases in home prices throughout Florida, economists indicate that the decline in prices began around mid-year 2006. The eventual drop approached 50% in some places, and the collapse in home

prices drained many Floridians of their net worth. Many homeowners were left with mortgages worth far more than the real value of their homes. The Case-Shiller housing price index for the Miami area (including Miami-Dade, Broward and Palm Beach counties) shows a peak in home prices in December 2006. Since then the index has plummeted some 47% (as of May 2010). Likewise, the index for Tampa (Hillsborough, Pinellas, Pasco and Hernando counties) peaked in May 2006, and has since fallen 43%. In both Florida cases, this collapse represents a fall back to 2003 prices. In comparison, Case-Shiller's 20 City U.S. housing price index also peaked in May 2006 and declined some 32% through May 2009. Since that time, however, the 20 City U.S. housing index has increased some 10% while no gain is seen for Miami and Tampa, the Florida markets tracked by the index.

Evaluating home values over the past decade presents a challenge to the researcher. The early part of the decade, from 2001-2006 generally show a wild gain in all property values, reflecting the real estate bubble. Since 2006 or

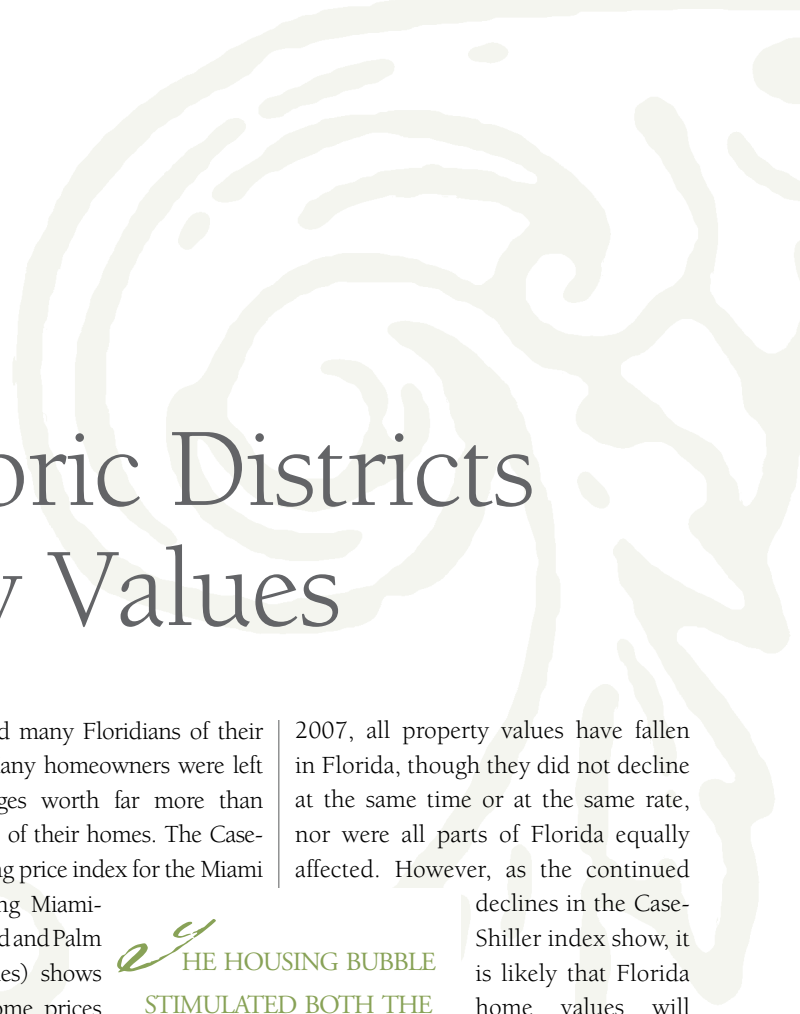
2007, all property values have fallen in Florida, though they did not decline at the same time or at the same rate, nor were all parts of Florida equally affected. However, as the continued

declines in the Case-Shiller index show, it is likely that Florida home values will continue to decline for some time yet. However, the time constraints placed on this study meant that it can only present an interim report card on how historic properties in Florida are performing in

the current downturn.

### COMPARATIVE PROPERTY VALUES ANALYSIS

The current property values study represents a continuation of the study in the 2002 *Economic Impacts of Historic Preservation* report, which compared values for 1992, 1997 and 2001. Researchers used the same districts and comparison neighborhoods as in the earlier study where possible, adding only the Tallahassee comparison, and adding additional comparisons where, as in Lakeland and West Palm Beach, a neighborhood previ-

THE HOUSING BUBBLE  
STIMULATED BOTH THE  
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NUMBERS.  
UNFORTUNATELY,  
THIS GROWTH WAS  
NOT SUSTAINABLE.



St. George Street,  
St. Augustine

## SUSTAINABILITY

An important additional value to historic preservation lies in its contribution to sustainability and energy efficiency.

Historic buildings are, by their nature, sustainable because their initial construction occurred with physical comfort in mind.<sup>1</sup> Built long before modern systems made structures more comfortable, historic buildings incorporated innovative ways to light, heat and cool buildings. Windows were constructed to enhance ventilation and lighting. Canopies, awnings, shutters, porches, balconies and shade trees helped control heating and cooling. Additionally, the historic buildings were fashioned from stronger, longer lasting materials.<sup>2</sup> The demolition of existing buildings likewise adds further waste to already burdened landfills.

Preservationists want to protect the historic and cultural integrity of buildings, and environmentalists want to protect the earth through “green” building practices. The two goals are not mutually exclusive, but identifying techniques for “greening” the historic buildings is an expanding challenge for researchers, architects, builders, and decision-makers.

National efforts have achieved “green” building standards aimed at constructing buildings that conserve energy. The U.S. Green Building Council and the U.S. government have created a point-based system for evaluating the energy efficiency in buildings, the LEED system, which stands for Leadership on Energy and Environmental Design. The LEED system awards points in five categories, including: indoor environmental quality; sustainable sites; water efficiency; energy and atmosphere; and materials and resources.<sup>3</sup> LEED recently adopted a new LEED-EB standard for existing buildings that better allows recognition of historic structures.

While historic buildings rate well on matters of indoor environmental quality and materials and resources, they do not fare so well in the other three categories. As a result, historic buildings often are not rated as high as newer, completed energy-efficient structures.

Preservationists fear that “green” renovations to historic buildings may sometimes harm their historic integrity. They point out that historic buildings contain a certain “embodied energy” that is defined as a value that includes what it takes to extract, prove, manufacture, transport and install building materials. They estimate that a new energy-efficient building doesn’t start saving energy for 40 years.<sup>4</sup>

Although many energy-efficient technologies are new, efforts are underway to incorporate new technology in ways that preserves the historic character of older buildings.

ously used for comparison purposes had been designated as historic since 2001.

Working with the Geoplan Center at the University of Florida College of Design, Construction and Planning, researchers examined more than 20,000 parcels of property in eighteen historic districts and twenty-five comparison neighborhoods for this study. Using the reports from county property appraisers, researchers compared the just values of single family residential property during the period from 2001-2009. Cities and years studied included:

- ❖ Jacksonville (2001, 2006, 2007, 2009)
- ❖ Gainesville (2001, 2006, 2007, 2008, 2009)
- ❖ Ocala (2001, 2006, 2007, 2009)
- ❖ Tampa (2001, 2006, 2007, 2009)
- ❖ St. Petersburg (2001, 2006, 2007, 2009)
- ❖ Lakeland (2001, 2006, 2007, 2009)
- ❖ West Palm Beach (2001, 2006, 2007, 2009)
- ❖ Lake Worth (2001, 2006, 2007, 2009)
- ❖ Tallahassee (2001, 2006, 2007, 2009)

## FINDINGS

Notwithstanding the difficulties caused by the ongoing recession and the general decline in property values in Florida starting in 2006, researchers found that:

- ❖ Historic designation does not itself depress property values, and indeed properties located in a recognized historic district generally maintained their value during the period 2006-2009 better than did other comparable non-historic properties (or did not lose as much value).
- ❖ In at least twelve of the eighteen cases studied, property in the historic district appreciated greater than target non-historic areas for the period 2001-2009. In only two cases (one Gainesville comparison and one West Palm Beach comparison) did property in a non-historic neighborhood appreciate at a significantly higher rate than in the historic district. Four comparisons were inconclusive or had mixed results.

<sup>1</sup> “Preservation Briefs” of National Park Service, U.S. Department of Interior: [www.nps.gov](http://www.nps.gov) . “Conserving Energy in Historic Buildings”, Baird M. Smith, AIA.

<sup>2</sup> “Main Street Minute”, Published by Florida Main Street, August/September 2008.

<sup>3</sup> U.S. Department of Energy, “Trends in LEED and where do historic buildings fit in,” U.S. Green Building Council, October 2005.

<sup>4</sup> “Main Street Minute”, Published by Florida Main Street, August/September 2008.



## JACKSONVILLE

Jacksonville's Riverside/Avondale Historic District is situated along the St. John's River very near to downtown Jacksonville. The district, which is both a *National Register* and local historic district, contains some 3,000 homes and small apartment buildings, and dates from the 1870's through the 1930's. Project staff compared Riverside/Avondale with the adjoining Ortega neighborhood and with San Marco, another waterfront neighborhood on the south side of the St. John's River. Both these neighborhoods were developed since the 1920's and contain a variety of older and newer homes. Ortega was listed in the *National Register* in 2004, but has no local historic designation. Argyle, in south Duval County, is the final comparison neighborhood, and was developed as a residential neighborhood from the mid-1980's.

As the charts show, single family residential property in Riverside/Avondale outperformed the comparison neighborhoods for the 2001-2007 and the 2001-2009 periods. The decline in value from 2007-2009 was likewise less than in the comparison neighborhoods and in Duval County.

## LAKELAND

Situated in Polk County, midway between Orlando and Tampa, Lakeland has been a very attractive community with nearly every neighborhood benefitting from at least one of the many beautiful lakes that give the town its name. South Lake Morton Historic District is a residential middle class neighborhood developed from 1900 through 1940. Both a local historic district and in the *National*

*Register*, South Lake Morton sits next to Florida Southern College which is itself a significant historic landmark with numerous buildings designed by acclaimed architect Frank Lloyd Wright. The adjoining Cumberland neighborhood to the east, with homes from the 1920's to the 1950's was one of the comparison neighborhoods for the 2002 study. However, Cumberland was placed in the *National Register* in 2004. Lake Hollingsworth to the south, Lake Horney to the east of Florida Southern College, and Lakeshore which sits alongside Lake Parker to the north, were added as comparison neighborhoods.

This was one of four comparisons done in Lakeland. Researchers found that single family residential property in the South Lake Morton historic district outperformed property in the comparison districts and in Polk County for the 2001-2006, 2006-2009 and the 2001-2009 periods. These results are shown in the accompanying chart.

## WEST PALM BEACH

The Flamingo Park Historic District was designated as a local historic district in 1994, and listed in the *National Register* in 2000. This residential neighborhood contains a variety of mostly single-family residences dating from 1920 through about 1940. The adjacent neighborhood of Sunshine Park was developed at about the same

time period and shares many of the characteristics of Flamingo Park. Both neighborhoods benefitted from their proximity to the new mixed use developments in downtown West Palm Beach.

The close similarity between Flamingo Park and Sunshine Park is reflected in the almost identical behavior of their respective property values for all periods from 2001-2006, 2006-2009 and 2001-2009. Although both the district and comparison

INVESTMENT OF  
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IN HISTORIC  
PRESERVATION IN  
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neighborhood gained value at a significantly higher rate than did all Palm Beach County single-family residential property from 2001-2006, property in the two comparison areas showed comparable declines in value for the period 2006-2009 as with other Palm Beach County property.

## GAINESVILLE

The Northeast Historic District is one of Gainesville's oldest and best-preserved residential neighborhoods. Both a local and *National Register* district, the Northeast Historic District consists of some 160 acres with homes dating from 1875 through 1920. Starting in the 1990's, the Northeast Historic District benefitted from a great deal of rehabilitation activity. For this study, researchers continued the comparison with the Golfview Estates subdivision, a single-family residential neighborhood in southwest Gainesville near the University of Florida campus (and bordering the university golf course). Golfview was developed from about 1950 through 1980.

Although the earlier 2002 study had shown the Northeast Historic District outperforming Golfview for

the period 1992-2001, property in Golfview outperformed the historic district for the period 2001-2007. However, since 2007, property in the historic district has held its value better than in the comparison district.

## TAMPA

The Hyde Park Historic District is Tampa's oldest and best-preserved residential neighborhood. It was listed in the *National Register* in 1985, and contains some 1700 structures in a variety of styles dating from the 1880's through the 1930's. As with the 2002 study, researchers compared Hyde Park with the residential neighborhood on Davis Island which faces it across Tampa Bay.

While Hyde Park Historic District Property significantly outperformed Davis Island property during the period of the earlier study (1992-2001), Davis Island property in turn outperformed the historic district during the period 2001-2006. During the downturn since 2006, however, the historic district saw a smaller decline in value than did the comparison neighborhood or Hillsborough County single-family residential property in general.

## TALLAHASSEE

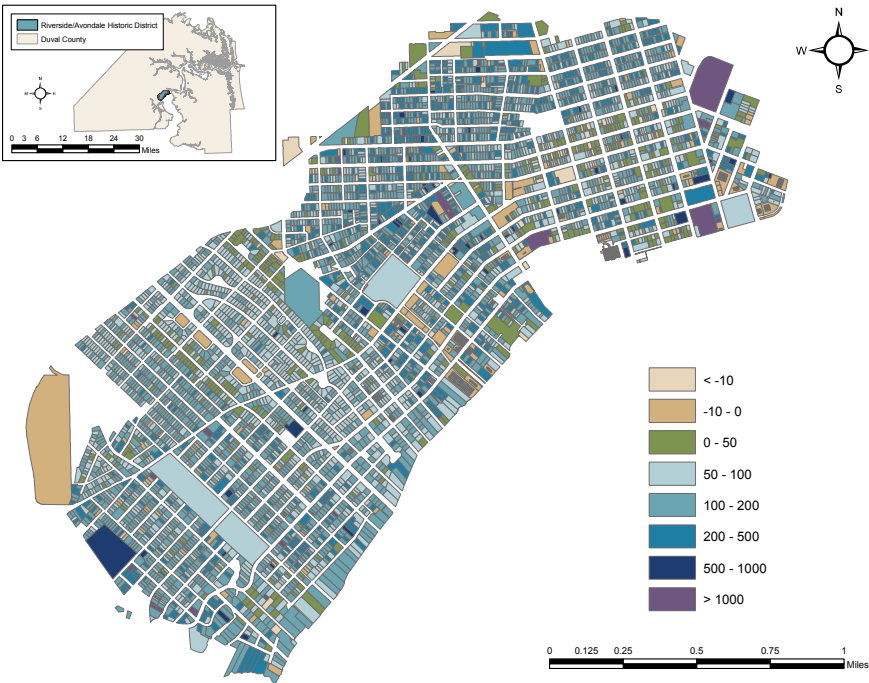
The one completely new comparison added since the 2002 study is in Tallahassee. Myers Park Historic District is located near downtown and the park of the same name and surrounding the Capital City Country Club. One of Tallahassee's first planned neighborhoods, Myers Park was developed mainly from the 1920's through the 1950's. The Melrose Park, Talaflo Terrace and Franklin Park subdivisions to the north were developed mainly from the 1940's and are commonly referred to as the Old Town Neighborhood. Old Town was compared with Myers Park.

Single-family residential property in Myers Park outperformed the comparison district during the 2001-2006 period. However since 2006, the historic district seems to have registered larger declines than the comparison district, though its declines approximate those of Leon County. Still, for the period 2001-2009, Myers Park showed a greater increase in values than both Old Town and Leon County in general.

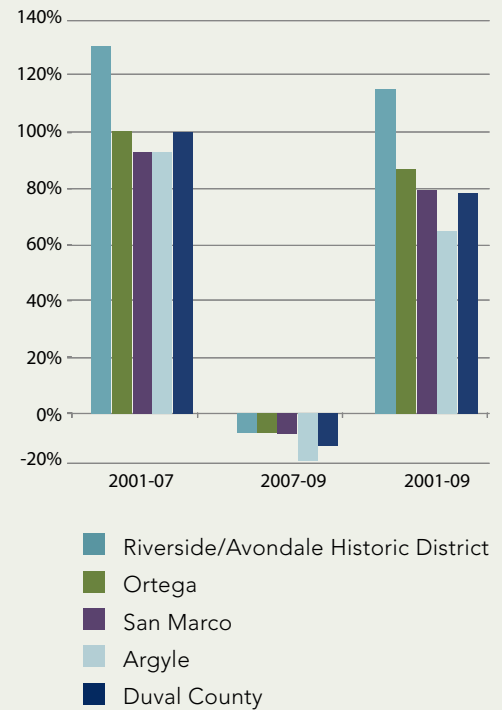


## Riverside Avondale Historic District

### PERCENT CHANGE OF JUST VALUE 2001-2009



## Jacksonville Single Family Residential Property JUST VALUE, 2001-2009

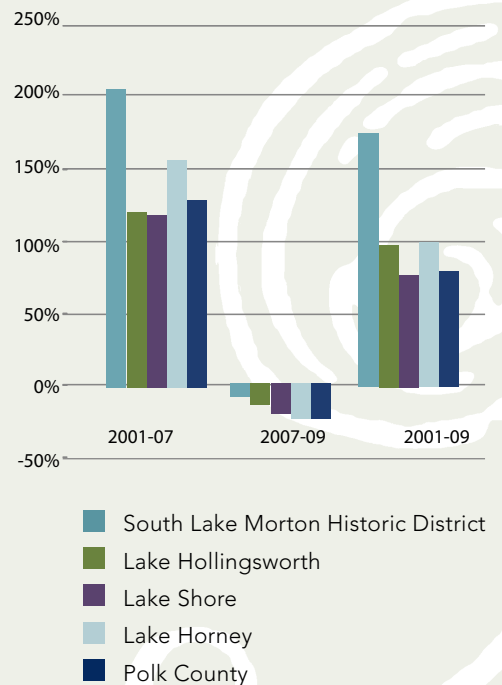


## South Lake Morton Historic District

### PERCENT CHANGE OF JUST VALUE 2001-2009



## Lakeland Single Family Residential Property JUST VALUE, 2001-2009







Call Street,  
Starke



## Chapter 3

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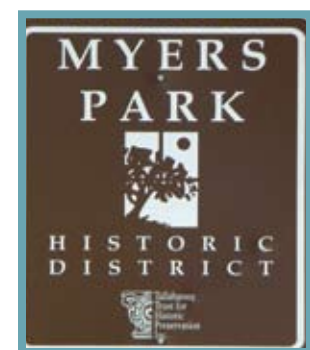
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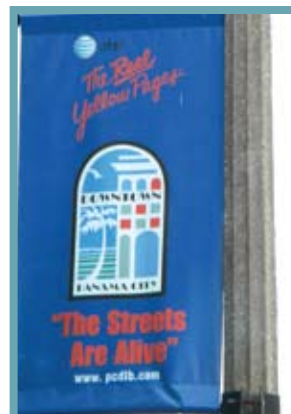
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