



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™



SHARING THE GOSPEL:

HISTORIC PRESERVATION IS AN ECONOMIC DEVELOPMENT TOOL

Kelly Humrichouser, Main Street America

September 21, 2023

ABOUT MAIN STREET AMERICA

+ MISSION: Our Purpose as an Organization

- Main Street America leads a collaborative movement with partners and grassroots leaders that advances shared prosperity, creates resilient economies, and improves quality of life through place-based economic development and community preservation in downtowns and neighborhood commercial districts across the country.

+ VISION: Our Aspiration for the Future

- Everyone has access to an inclusive and resilient Main Street – a place that has a thriving local economy, is distinctive and rich in character, and features welcoming spaces and diverse businesses for residents and visitors alike.



WHY ARE WE HERE?

Very literally . . .

- + Share – how do we collaborate and make our messages relevant?
- + Gospel – "good news" - how do we positively frame our story?
- + Historic Preservation IS Economic Development – How does economic development function? How is it evaluated? How do we align historic preservation?



Downtown Wytheville Inc.

HOW TO BE EFFECTIVE AT ADVOCACY

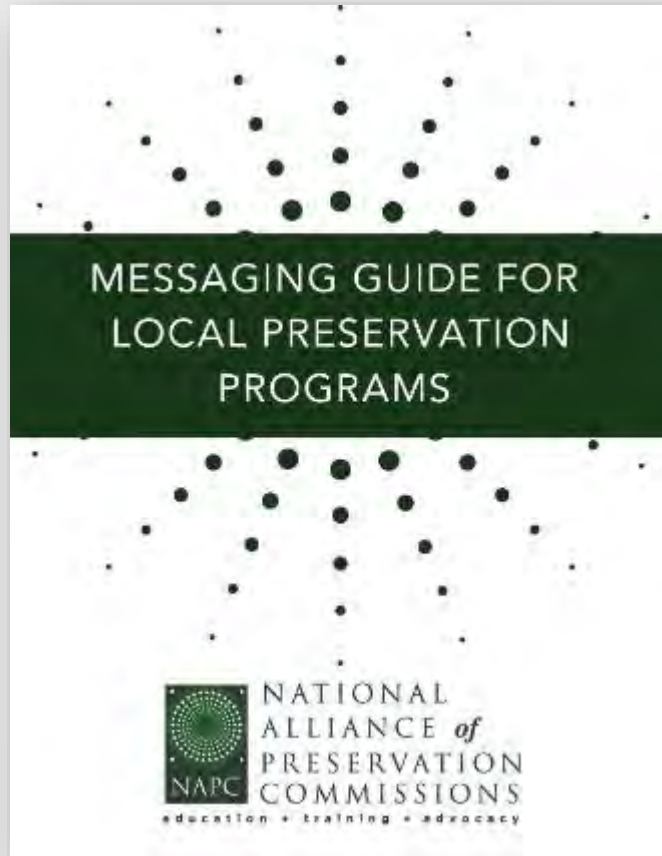
LIKEABLE + CREDIBLE

WHY ARE YOU HERE?

- + Find a neighbor or two . . . Meet someone new . . .
 - What brought you to the conference?
 - What brought you to this session?
 - How do you promote preservation as economic development?

- + Share out: how is preservation economic development?

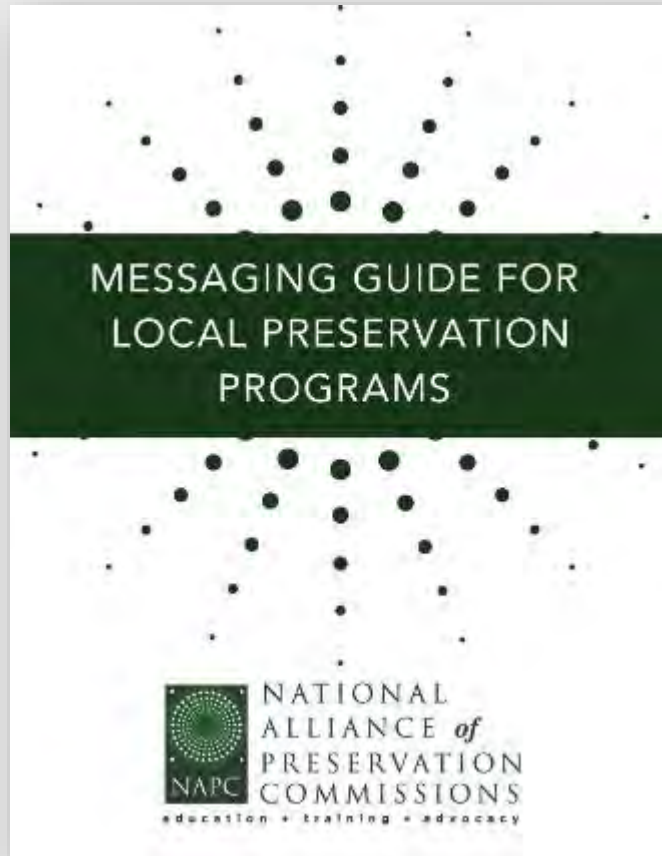
BEFORE WE DIVE IN . . .



Check-out this new messaging guide from the National Alliance of Preservation Commissions.

<https://www.napcommissions.org/messaging-guide>

CONNECTING THE DOTS



“The most effective way to convey your relevance is to connect your work to pressing community needs.”

LET'S DIVE IN



Historic
Preservation is an
Economic
Development Tool

WHAT IS ECONOMIC DEVELOPMENT?

“Nearly everything a city does is considered as economic development.”

Robert Agranoff and Michael McGuire. *Collaborative Public Management: New Strategies for Local Governments*, Georgetown University Press, Washington, 2003, p. 22

WHAT IS ECONOMIC DEVELOPMENT?

“Economic development can be defined as a program, group of policies, or set of activities that seeks to improve the economic well-being and quality of life for a community by creating and/or retaining jobs that facilitate growth and provide a stable tax base.”

- IEDC's *Introduction to Economic Development*

- Job Creation
- Job Retention
- Quality of Life

ECONOMIC DEVELOPMENT PLANNING

**Public Works and Economic Development Act of 1965,
As Amended ("PWEDA"),
Including the Comprehensive Amendments Made by the
Economic Development Administration Reauthorization Act of 2004¹**

SECTION 1. SHORT TITLE; TABLE OF CONTENTS. (42 U.S.C. § 3121 note)

(a) SHORT TITLE.— This Act may be cited as the 'Public Works and Economic Development Act of 1965'.

(b) TABLE OF CONTENTS.— The table of contents of this Act is as follows:

- Sec. 1. Short title; table of contents.
- Sec. 2. Findings and declarations.
- Sec. 3. Definitions.

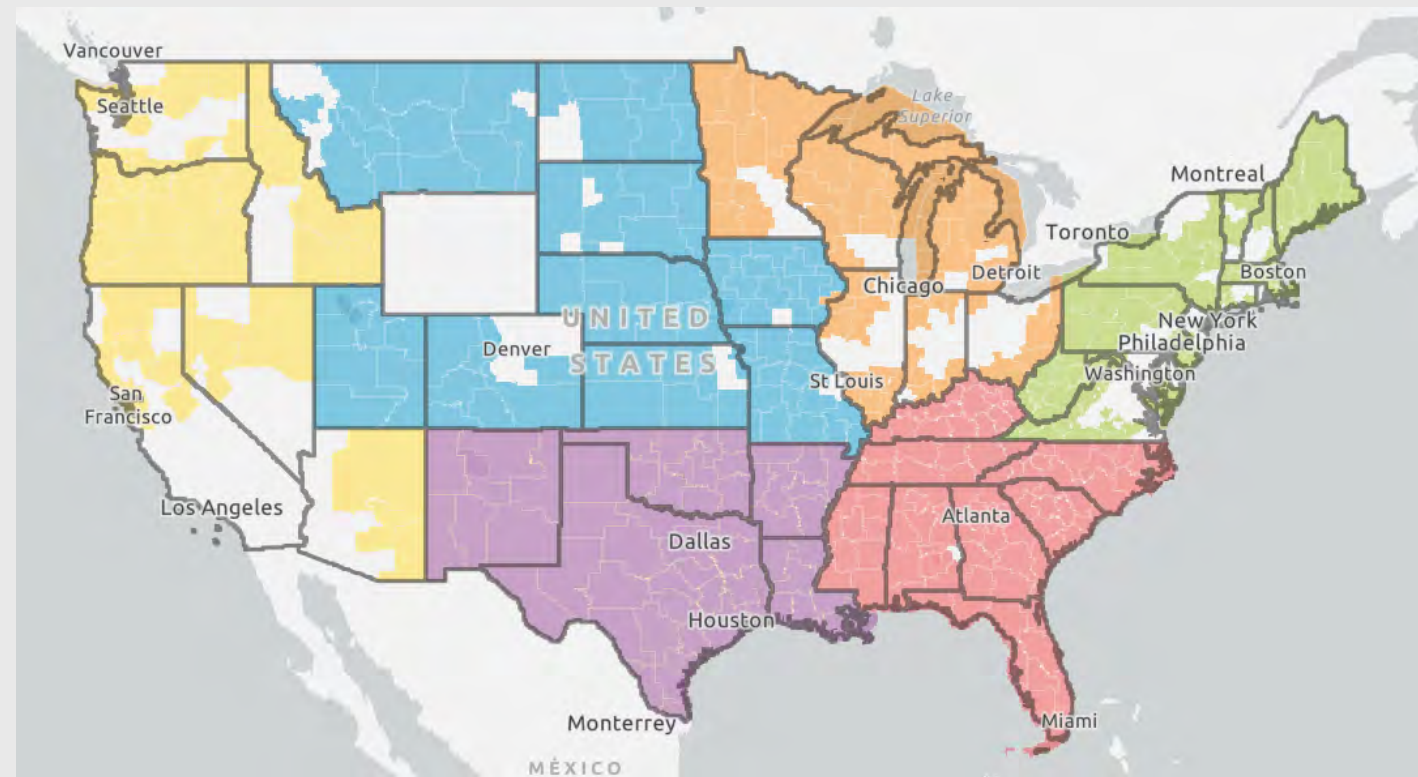
TITLE I—ECONOMIC DEVELOPMENT PARTNERSHIPS COOPERATION AND COORDINATION

- Sec. 101. Establishment of economic development partnerships.
- Sec. 102. Cooperation of Federal agencies.
- Sec. 103. Coordination.

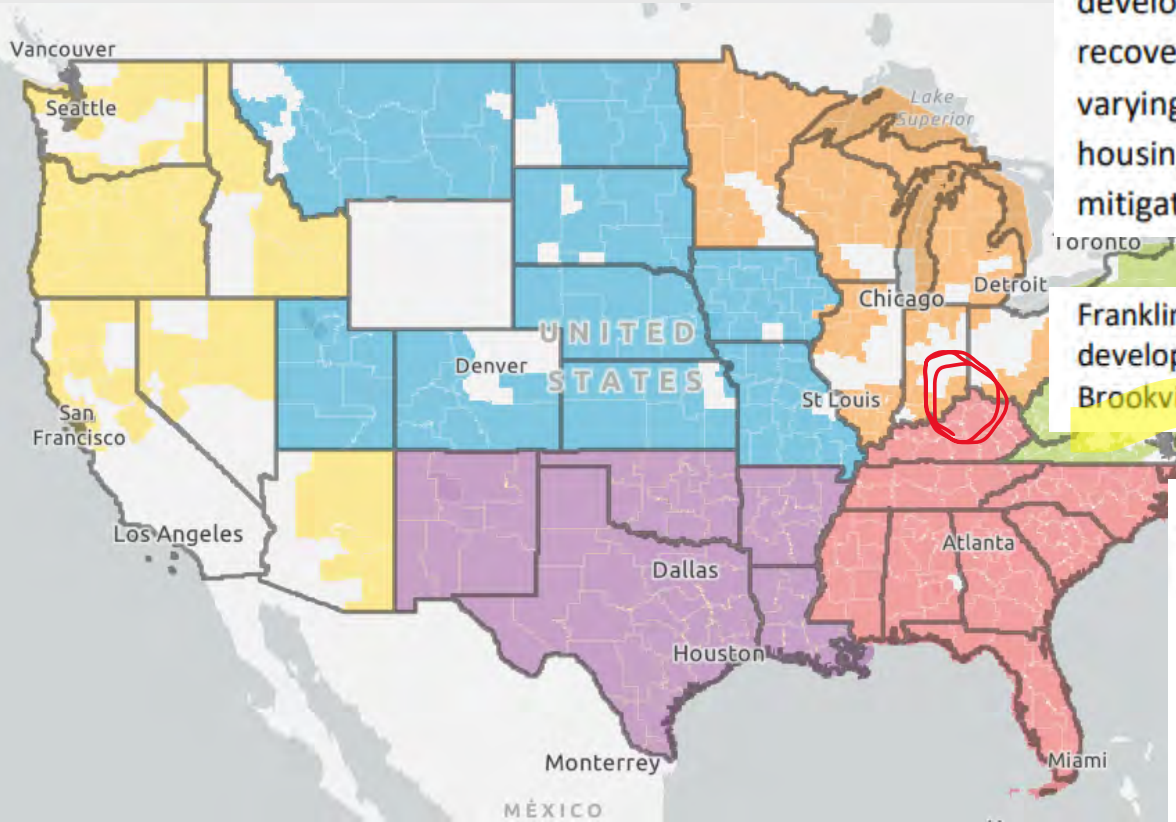
TITLE II—GRANTS FOR PUBLIC WORKS AND ECONOMIC DEVELOPMENT

- Sec. 201. Grants for public works and economic development.
- Sec. 202. Base closings and realignments.
- Sec. 203. Grants for planning and grants for administrative expenses.
- Sec. 204. Cost sharing.
- Sec. 205. Supplementary grants.
- Sec. 206. Regulations on relative needs and allocations.
- Sec. 207. Grants for training, research, and technical assistance.
- Sec. 208. [Repealed.]
- Sec. 209. Grants for economic adjustment.
- Sec. 210. Changed project circumstances.
- Sec. 211. Use of funds in projects constructed under projected cost.
- Sec. 212. Reports by recipients.
- Sec. 213. Prohibition on use of funds for attorney's and consultant's fees.
- Sec. 214. Special impact areas.
- Sec. 215. Performance awards.
- Sec. 216. Planning performance awards.
- Sec. 217. Direct expenditure or redistribution by recipient.

¹ Pub. L. No. 108-373, 118 Stat. 1756 (October 27, 2004). PWEDA is officially codified at 42 U.S.C. 3121 et seq. This version of PWEDA is a work product of the Economic Development Administration (EDA) and is provided for convenience only. It should not be relied upon and EDA accepts no responsibility for any errors or omissions herein. For an official version of PWEDA, please consult the United States Code published by the Government Printing Office.



ECONOMIC DEVELOPMENT PLANNING



The staff of the **Southeastern Indiana Regional Planning Commission**, with local partners, is involved in an ever-expanding number of community development and infrastructure development activities. The SIRPC staff can be found to be involved in anything from disaster recovery efforts to **Main Street revitalization**. Projects currently in the development stage or varying levels of implementation include water, waste water management, storm drainage, housing, public buildings, **historic preservation**, street and sidewalk improvement, hazard mitigation, public services, river access, transportation, dams and levees and fire protection.

Franklin County has been successful in incorporating its Opportunity Zone in their **community development efforts**. **The Town of Brookville complete a redevelopment plan for historic downtown Brookville.**

Strategy #2: Promote residential and commercial growth to utilize existing infrastructure when possible.

*Provide information to local leaders and elected officials regularly regarding planning and funding opportunities while using the *Strategic Doing* process when feasible.

*Promote tourism with an emphasis on regional tourism.

GOVERNING PRINCIPLES

IEDA believes that state and local economic development efforts should support a consistent strategy to encourage private-sector investment that brings above average wages, high-skill jobs, diversified economic sectors, and robust tax revenues. Economic development policy should meet one or more of these criteria:

Prioritizing Economic Recovery

- Public policy should be prioritized to stimulate recovery, return workers to jobs, and restore tax bases. IEDA has prioritized preserving and investing in economic development tools that enable Indiana to grow out of this crisis and, where possible, are revenue neutral.

Expanding the Tax Base

- The tax base grows when new plants or facilities are built or expanded, generating taxable activity. Policies should assist companies already in Indiana and those relocating here. Public and private sectors should collaborate as well by promoting regional structures that respect the local identity of regions and communities.

Diversifying Indiana's Economy

- Attracting new enterprise and expanding/increasing the competitiveness and productivity of existing industries are the principal means for diversifying the state's economy.

Investing in Human Capital

- Providing communities with necessary skills through accessible education and training fills specific gaps and niches within industries. Growth within communities allows for more focus on development and less on marketing for recruitment.

Creating Quality Career Opportunities

- An available supply of a diverse and highly skilled workforce is critical to business. New business investment heightens the demands on the labor force, which generally increases wages and benefits across the economy. Creating quality career opportunities that pay above the local average wage or require diverse skills that create higher-paying, sustainable employment will improve Indiana's per capita income ranking.

Maintaining a Competitive Business Environment

- Tax policies, incentives, litigation, and regulations all have an impact on whether a business locates or grows in Indiana. Policies should remove or reduce disadvantages for Indiana relative to other jurisdictions.

Preserving Quality of Place

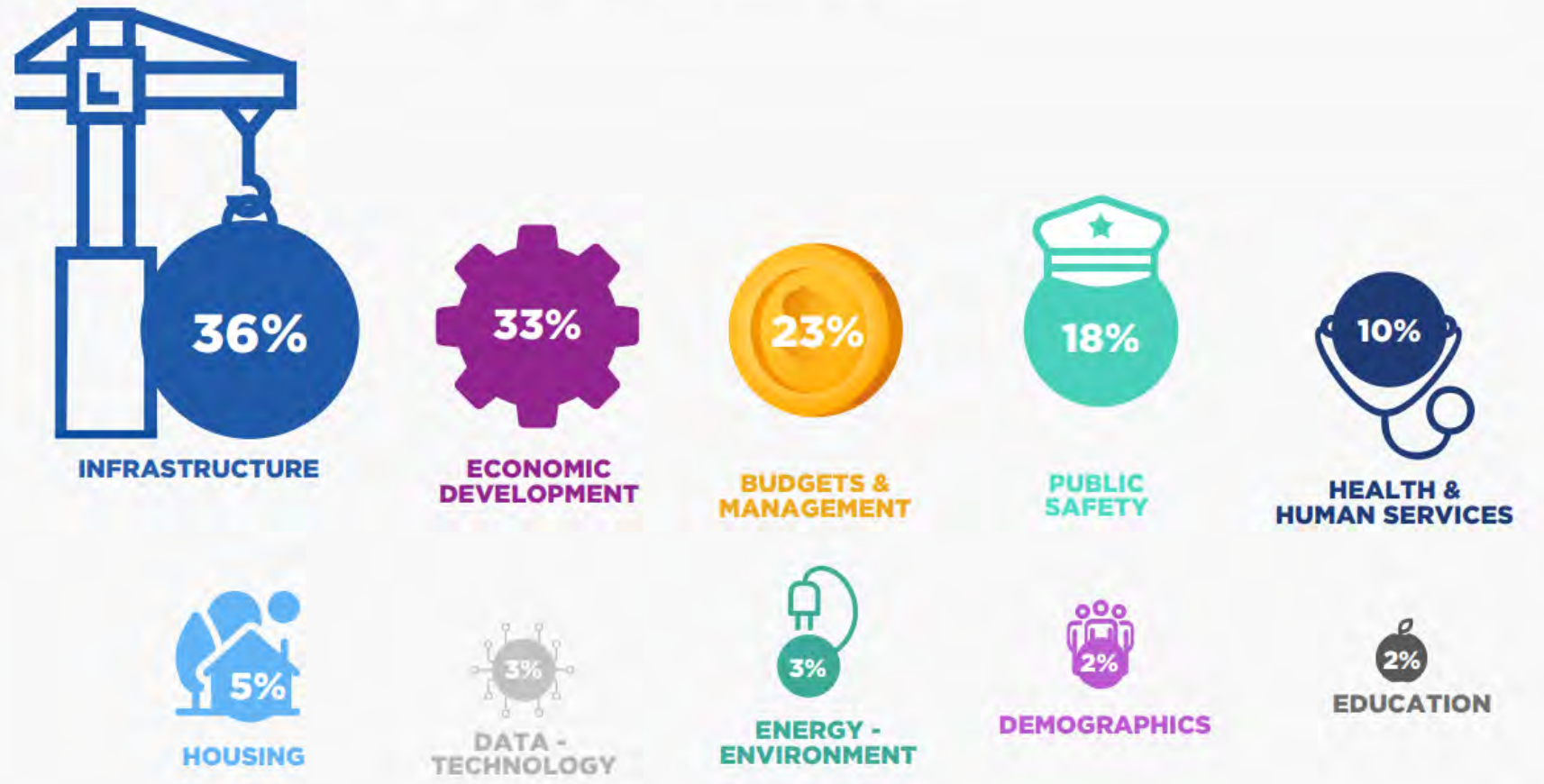
- Livable and distinctive communities draw economic development by having functional land use for employment, education, recreation, entertainment, shopping, transportation, and other services. A community's history, culture, and social diversity should be preserved.

Indiana Economic Development Association's Governing Principles

PRESSING NEEDS . . .

Top Mayoral Priorities in 2022

Percent of Speeches with Significant Mention of Each Policy Area





Data on impacts . . .

“But for” . . .

MAIN STREET



2022 REINVESTMENT IMPACT

of Nationally Designated Main Street Programs



\$6.25 Billion

Reinvested
Locally



7,657

Net New
Businesses



29,174

Net Gain
in Jobs



10,688

Buildings
Rehabbed



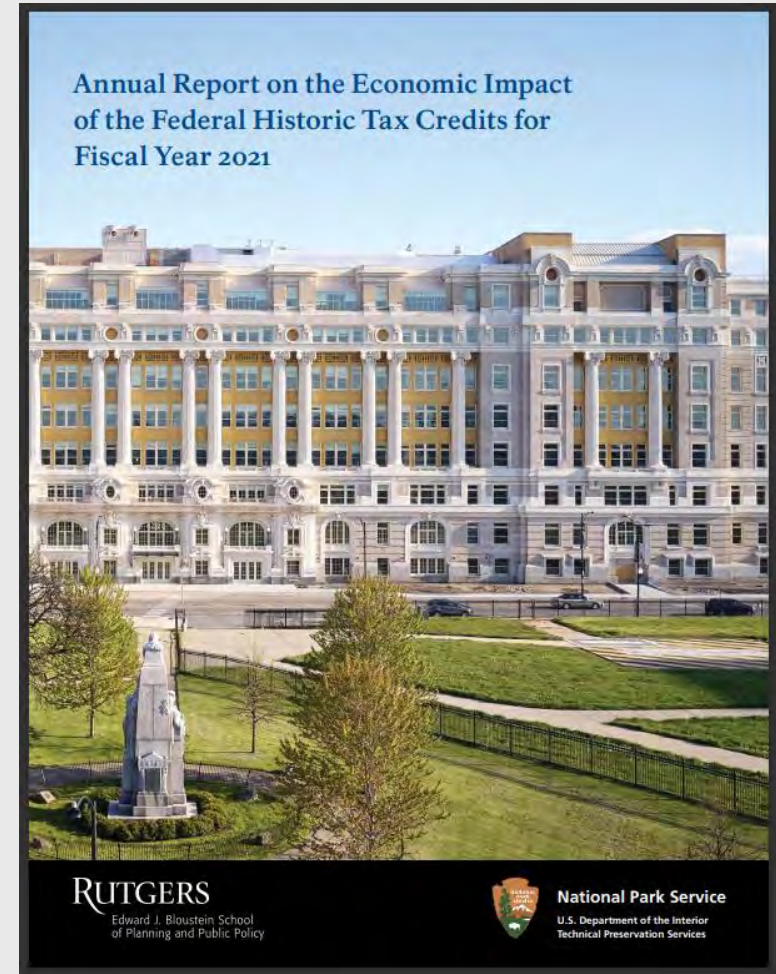
1.5 Million

Volunteer
Hours

JOBS

Historic Preservation projects create high-quality jobs.

- Nationally, through 2021, the rehabilitation of 42,293 historic buildings has created more than **3 million jobs** (through the federal Historic Tax Credit).
- Rehabilitation project costs are on average **60 percent labor and 40 percent materials** compared to new construction, which is about 40 percent labor and 60 percent materials.



PROPERTY VALUES

Residential preservation activities increase property values.

- Many studies have confirmed that properties located in historic districts have higher property values.

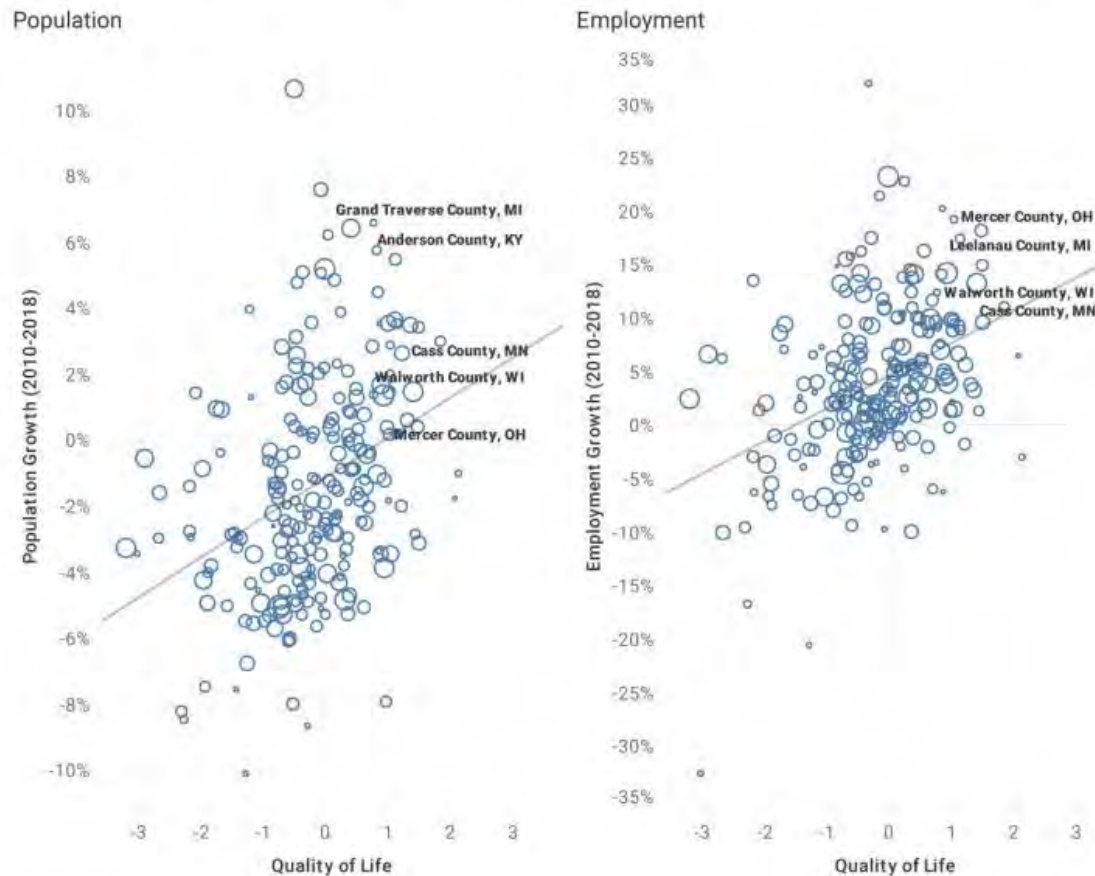
Main Street revitalization efforts increase property values. (Van Leuven, 2022)

- Home sale prices are higher for residential properties sold in program-participating communities. There is an additional sale price premium for homes located in closer proximity to downtown districts with an active Main Street Program.

https://andrewvanleuven.com/files/slides/areuea_poster_2021.pdf

QUALITY OF LIFE

Figure 1. Higher quality of life is associated with higher population and employment growth



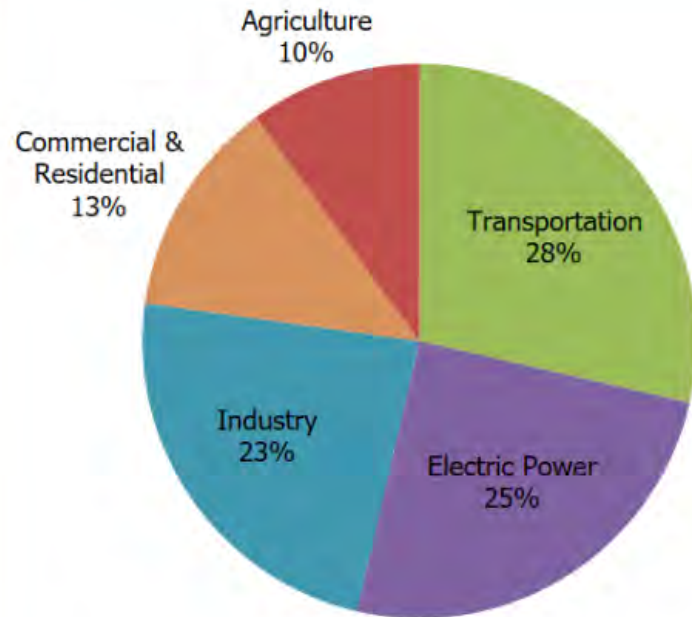
Source: Authors' calculations using Census Bureau data

“Our research on smaller communities has found that community amenities such as recreation opportunities, cultural activities, and excellent services (e.g., good schools, transportation options) are likely bigger contributors to healthy local economies than traditional “business-friendly” measures.”

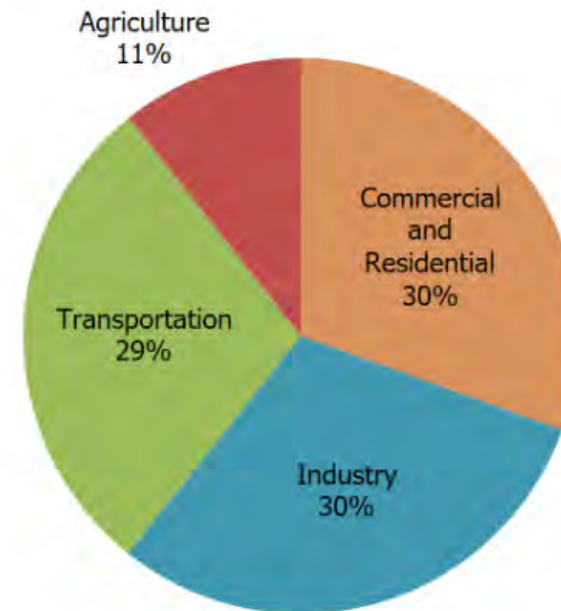
<https://www.brookings.edu/articles/improving-quality-of-life-not-just-business-is-the-best-path-to-midwestern-rejuvenation/>

CLIMATE CHANGE

Total U.S. Greenhouse Gas Emissions by Economic Sector in 2021

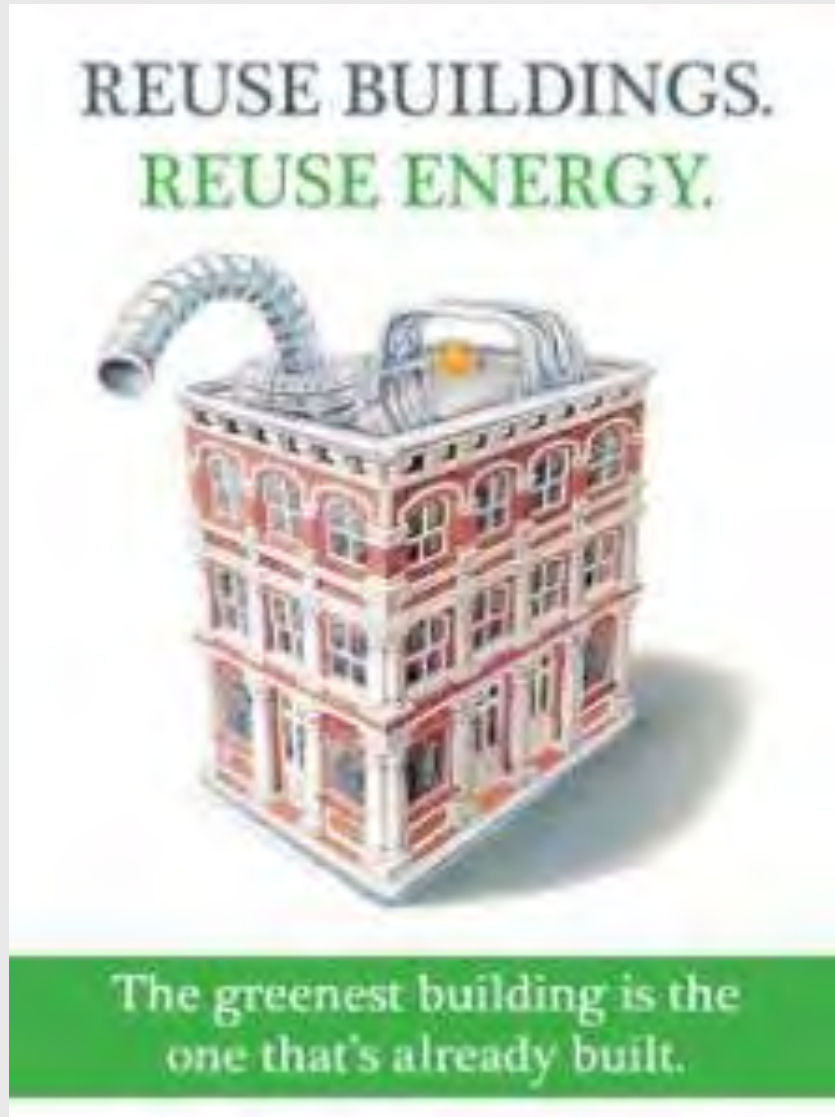


Total U.S. Greenhouse Gas Emissions by Economic Sector



Total U.S. Greenhouse Gas Emissions by Economic Sector and Electricity End-Use

CLIMATE CHANGE



75% of the buildings that will exist in 2040 are already built.

Adaptive reuse is most effective as a climate change strategy when it includes energy-efficiency upgrades.

CLIMATE CHANGE

REUSE BUILDINGS.
REUSE ENERGY.



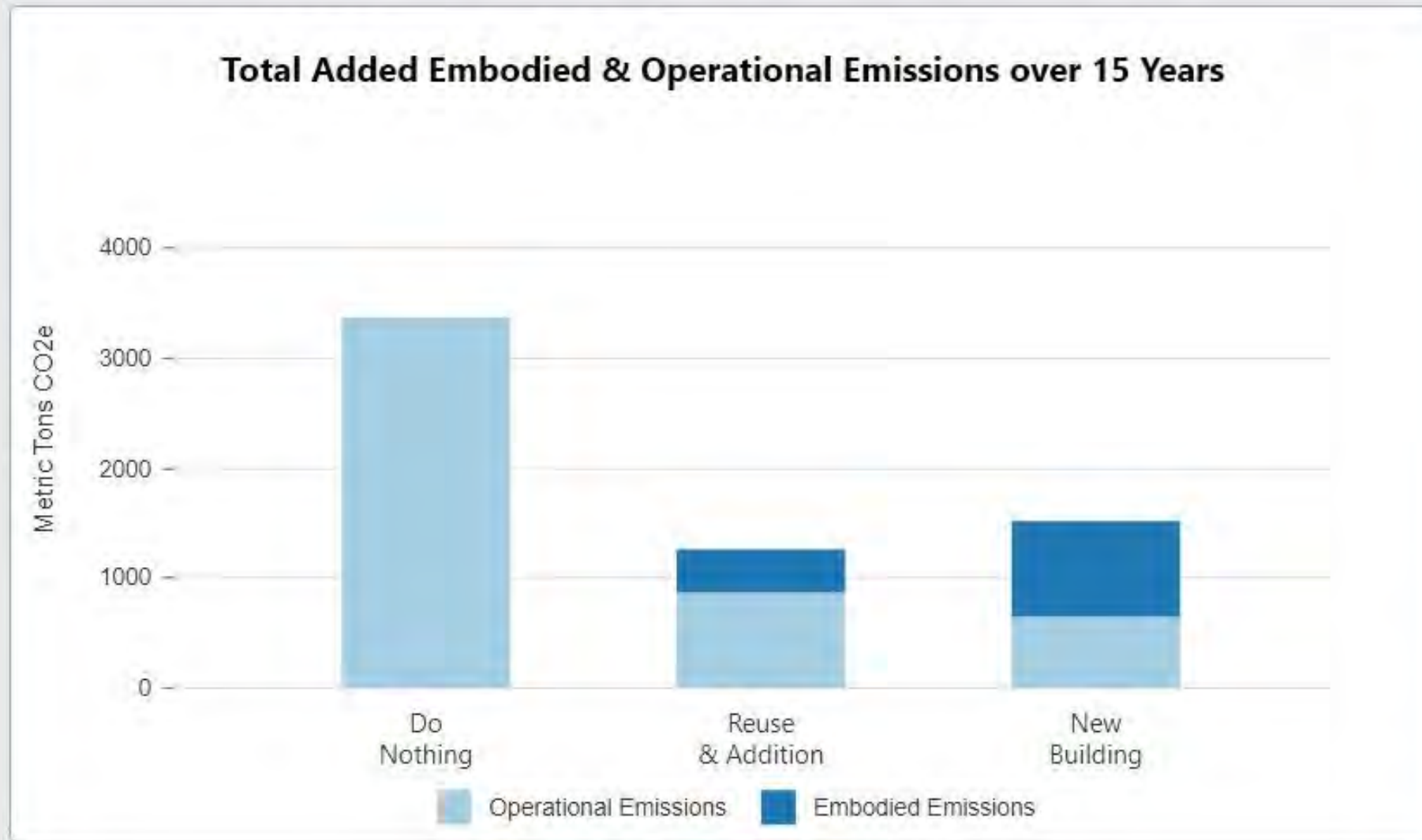
The greenest building is the
one that's already built.



CARE Tool

1. Existing building characteristics
2. Information about the building renovation
3. Projections for new building
4. Special conditions

CARE TOOL



ECONOMIC VALUE OF DOWNTOWN HOUSING

Estimated Monthly Expenses

	Mason City, IA (Low Estimate)	Mason City, IA (High Estimate)	Boston, MA (Low Estimate)	Boston, MA (High Estimate)
Rent / shelter	\$600	\$1,000	\$1,500	\$2,750
Food at home	\$304	\$506	\$450	\$825
Food outside the home	\$163	\$271	\$281	\$516
Household furnishings and equipment	\$148	\$247	\$244	\$447
Personal care products and services	\$40	\$66	\$75	\$138
Entertainment	\$199	\$331	\$325	\$596
Total MONTHLY Economic Impact of a New Household on Downtown Businesses	\$1,454	\$2,421	\$2,875	\$5,271
Total ANNUAL Economic Impact of a New Household on Downtown Businesses	\$17,448	\$29,052	\$34,500	\$63,264

COST OF VACANCY



Lost Revenue: Vacant buildings mean lost rental income and property tax revenue for the local government, reducing funds available for public services and infrastructure improvements;



Reduced Business Activity: Empty storefronts and commercial spaces lead to decreased foot traffic, lower customer spending and reduced sales for neighboring businesses, impacting their profitability;



Decreased Property Values: Vacant buildings drag down property values in the surrounding area, affecting property owners and potentially discouraging new investments.;



Increased Maintenance Costs: Unattended vacant buildings deteriorate over time, leading to increased maintenance and safety costs for the property owners, adjacent property owners, and the locality, which further strains the local economy; and



Negative Perception: The presence of abandoned or vacant buildings creates a negative perception of the downtown area, deterring potential investors, businesses, and visitors from considering it as a desirable destination.

DIY ECONOMIC IMPACT

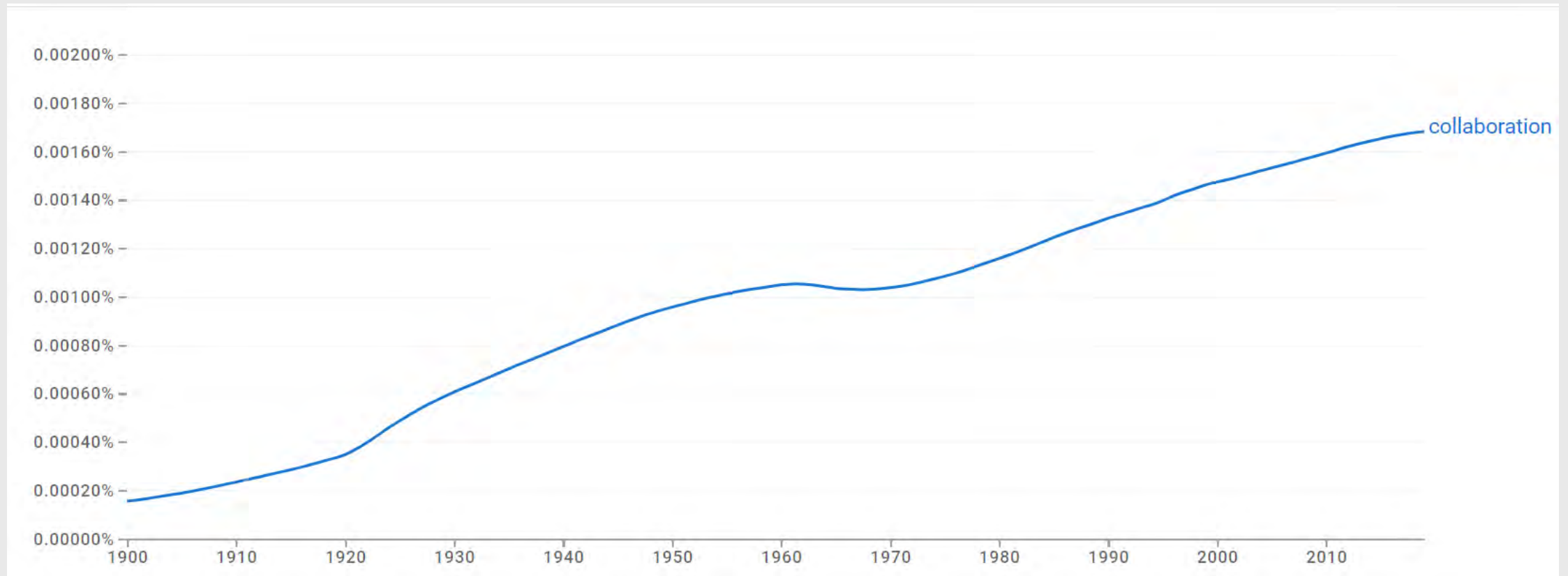
- + Pre- and post- surveys
- + Build assessment/evaluation into program design
- + Create a partnership with university or economic development org
- + Open Data Sources:
 - PolicyMap: <https://www.policymap.com/>
 - On the Map: <https://onthemap.ces.census.gov/>
 - Local Leader Action Map: <https://local.ruralopportunitymap.us/#/>

GETTING TO THE TABLE

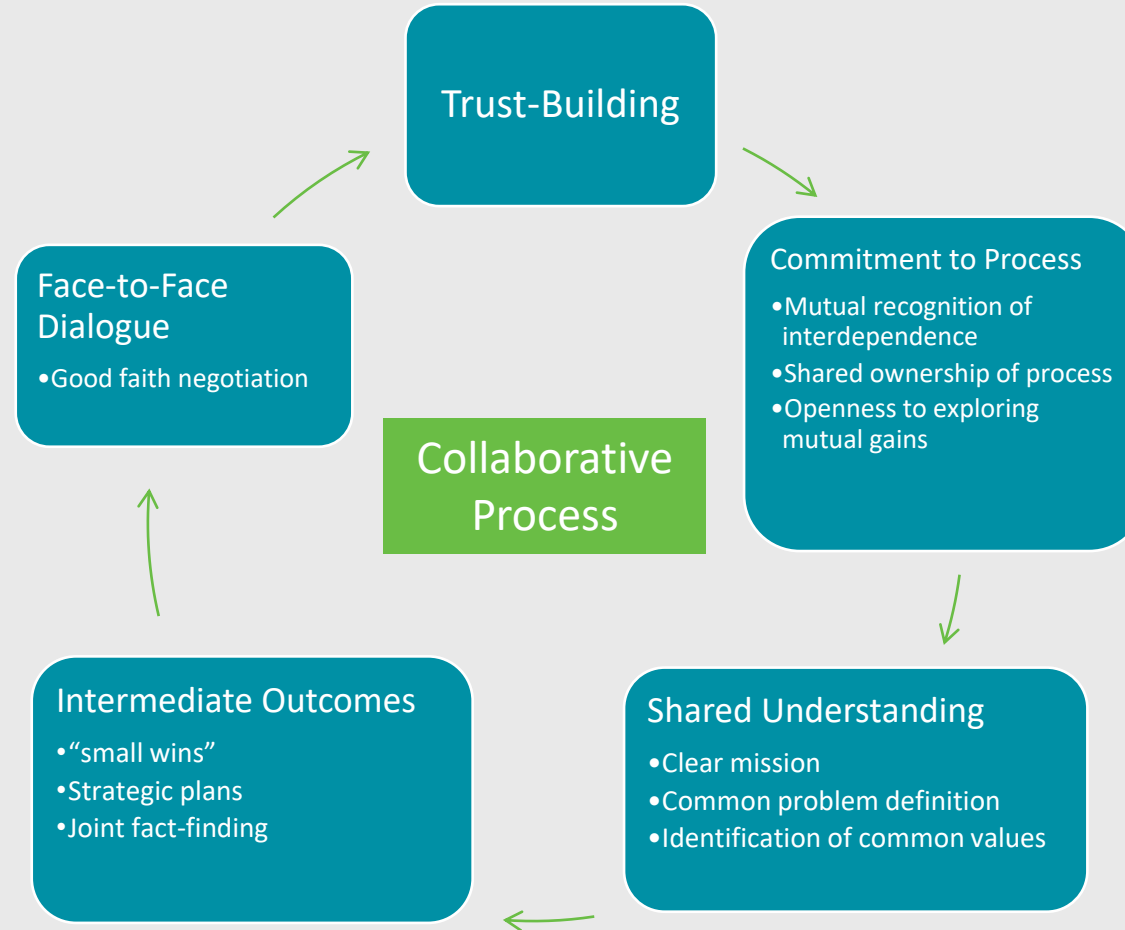
- **Collaboration**
- **Relevance**
- **Savvy**



COLLABORATION



COLLABORATIVE GOVERNANCE

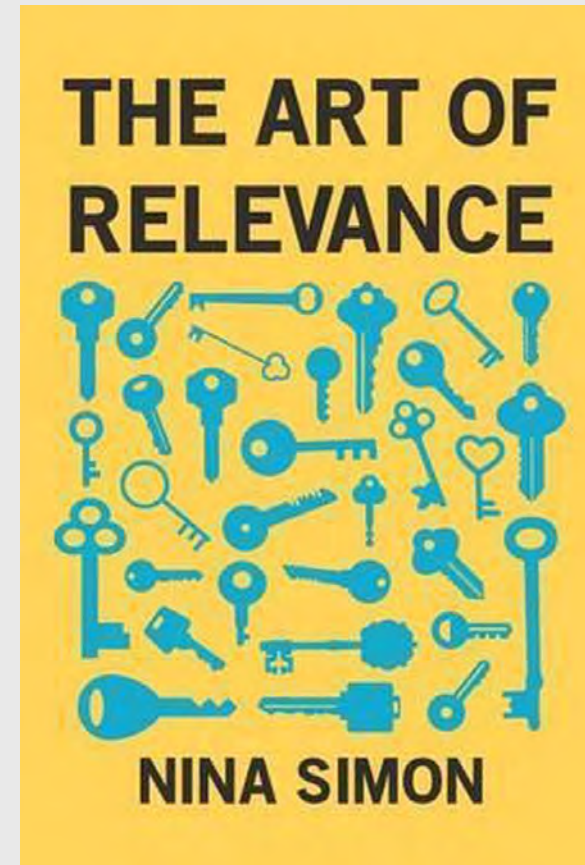


Ansell and Gash (2008) Model of Collaborative Governance

RELEVANCE

Two criteria to make information relevant to you:

1. How likely that new information is to stimulate a positive cognitive effect – to yield **new conclusions that matter to you.**
2. How much effort is required to obtain and absorb that new information. **The lower the effort, the higher the relevance.**



UNDERSTAND YOUR AUDIENCE

How likely that new information is to stimulate a positive cognitive effect – to yield **new conclusions that matter to you**.



Identify the target of your message and try to understand existing priorities.



Frame the message positively to connect with community priorities.



Plant a seed of a new idea aligned with community priorities and values.

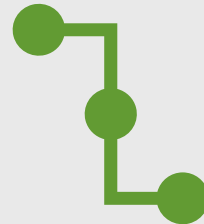
MAKE IT EASY FOR THEM

How much effort is required to obtain and absorb that new information.

The lower the effort, the higher the relevance.



Is delivery easy to digest?



Does the timing make sense?



Are you helping to support established goals?

THE FORMULA



BE SAVVY



Understand your city/county/state processes – especially budget.



Build a relationship before you make an ask.



Align with existing priorities.



Use a positive "frame".



Pick your battles.

CURRENT FEDERAL OPPORTUNITIES

HUD HOPE VI Main Street Grant Program

- To create housing – new construction or adaptive reuse – in Main Streets with less than 50k residents.

DOT Thriving Communities Program

- 2 years of capacity building support and technical assistance to cities and towns.

HUD Pro Housing

- Grants to support reduction of barriers to housing creation/preservation

A HOUSING GUIDEBOOK FOR LOCAL LEADERS



Visit >

mainstreet.org/mainstreethousing

Get practical & digestible recommendations for

- Identifying housing opportunities
- Keeping inventory of buildings and vacant spaces
- Making sense of housing finance
- Understanding the common code and regulatory challenges encountered with housing development and vacant space activation
- And more!

CALL FOR PROPOSALS



- + Celebrate your successes, inspire your peers, and gain exposure for your organization by hosting a session at the 2024 Main Street Now Conference, May 6-8, in Birmingham, Alabama.
- + Deadline to submit a proposal: September 22

Learn More & Submit a Proposal>
<https://bit.ly/nw2024cfp>

GET THE LATEST

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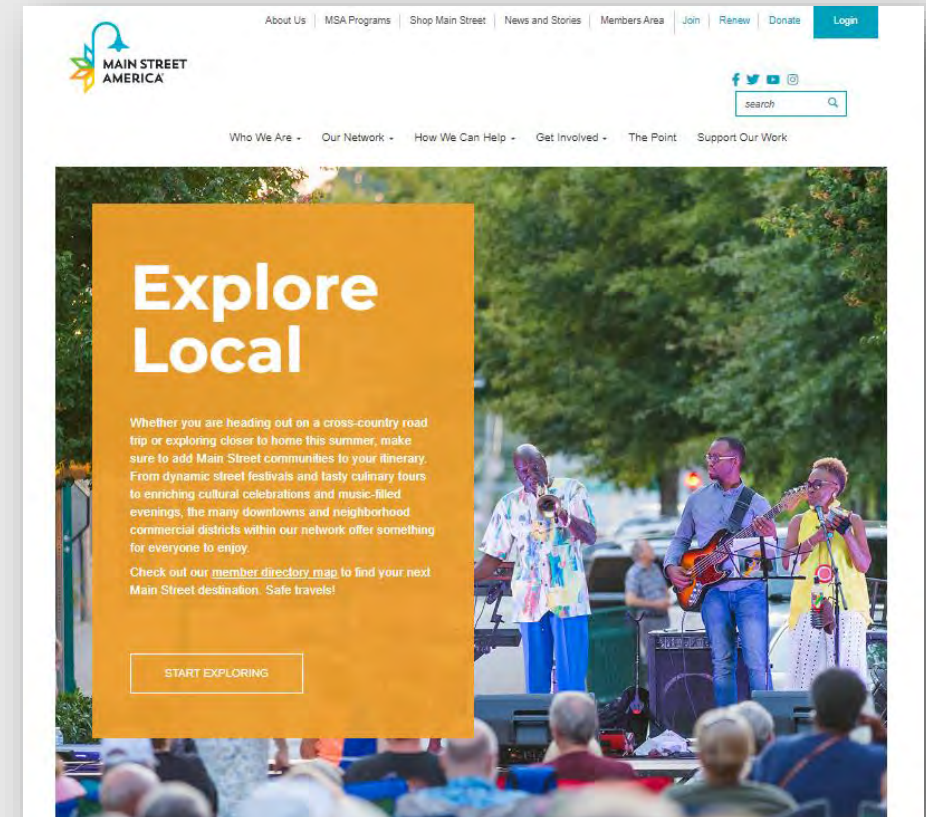
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 [NationalMainStreet](https://www.youtube.com/NationalMainStreet)

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