EXECUTIVE SUMMARY

HISTORIC PRESERVATION HAS CREATED QUANTIFIABLE POSITIVE ECONOMIC IMPACTS FOR COLUMBIA. THESE IMPACTS ARE MEASURABLE IN JOBS, INVESTMENT, TOURISM REVENUES, AND PROPERTY VALUE GROWTH.

PROPERTY VALUES

HOMES IN COLUMBIA'S LOCAL HISTORIC DISTRICTS CONSISTENTLY OUTPERFORMED HOUSES IN THE REST OF THE COLUMBIA MARKET WHEN CONSIDERING VALUE CHANGE OVER TIME.

AVERAGE PROPERTY VALUE
(2014 vs 2022)

<table>
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<tr>
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<th>2014</th>
<th>2022</th>
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<tbody>
<tr>
<td>Architectural Conservation Districts (ACDs)</td>
<td>$134,623</td>
<td>$279,288</td>
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<tr>
<td>Protection Areas (PA)</td>
<td>$180,585</td>
<td>$376,690</td>
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<tr>
<td>Rest of City</td>
<td>$277,551</td>
<td>$313,017</td>
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COLUMBIA'S HISTORIC DISTRICTS HAVE A HIGH POPULATION DENSITY. THIS IS ACHIEVED THROUGH A DIVERSITY OF SMALL-SCALE MULTI-FAMILY HOUSING TYPES, SMALLER HOUSING UNITS, AND SMALLER LOT SIZES.

<table>
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<th>7%</th>
<th>15%</th>
<th>20%</th>
<th>3,000</th>
<th>40%</th>
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| COLUMBIA'S POPULATION LIVE IN HISTORIC DISTRICTS | OF ALL DUPLEXES AND TRIPLEXES ARE IN ACDS | OF ALL MULTIFAMILY UNDER 30 UNITS ARE IN ACDS | MORE PEOPLE PER SQUARE MILE IN ACDS THAN REST OF CITY | SINGLE FAMILY LOT SIZES IN ACDS AND PAs ARE SMALLER THAN IN THE REST OF THE CITY.
BAILEY BILL IMPACTS

The Bailey Bill is an important incentive that creates jobs, income, and tax returns for Columbia.

$217 MILLION INVESTMENT IN BAILEY BILL PROJECTS

102.6 LOCAL JOBS EACH YEAR

$5.2 MILLION LABOR INCOME EACH YEAR

FOR EVERY $1 OF INVESTMENT REQUIRED THROUGH THE BAILEY BILL, AN ADDITIONAL $15 WAS SPENT IN QUALIFYING REHABILITATION.

HERITAGE TOURISM

Heritage tourists spend more, are more likely to stay overnight, and are more likely to spend more days in Columbia than non-heritage tourists.

39% OF OVERNIGHT VISITORS TO COLUMBIA ARE HERITAGE VISITORS

7,000 LOCAL JOBS FROM HERITAGE TOURIST EXPENDITURES

$265 MILLION LABOR INCOME EACH YEAR

$37 MILLION DIRECT STATE AND LOCAL TAXES

Expenditures Per Visitor

Heritage Travelers: $91.69
Non-Heritage Travelers: $78.58

OLDER HOUSING AND AFFORDABILITY

Columbia’s older neighborhoods are providing housing at lower costs, particularly to renter households.

30% CITYWIDE CHANGE IN MEDIAN GROSS RENT

19% CITYWIDE CHANGE IN MEDIAN RENTER INCOME

Overall, renters in Columbia are significantly rent-burdened; over 50% of renters spend more than 30% of their household income on housing. However, rents in older neighborhoods are more affordable. Sixty-eight percent of rental units in neighborhoods with higher concentrations of older housing are accessible to households with incomes below 80% AMI.
"OUR WORK WOULD NOT BE POSSIBLE WITHOUT HISTORIC PRESERVATION INCENTIVES."
RITA PATEL AND MARCUS MUNSE, HOTEL TRUNDLE

"OVER 20 YEARS DOWNTOWN TRANSFORMED FROM A TUMBLEWEED DOWNTOWN TO A REALLY VIBRANT DOWNTOWN, AND PART OF THAT IS REALLY THE HISTORIC BUILDINGS AND CHARACTER OF THE AREA."
MATT KENNELL, PRESIDENT AND CEO OF MAIN STREET DISTRICT