



# Landmark News

WINTER 2008

The official newsletter of Landmarks, Inc.  
*Preserving and Protecting Omaha's Built Environment*

## 2008 Calendar of Events

**Wed. Feb. 13<sup>th</sup>**      **Youth Education Kick-off Meeting**  
5:30 - 7:00 pm      3215 Cuming St (TAC building)  
Rm 5062 (fifth floor)

**Sat. March 1<sup>st</sup>:**      **Restore Omaha  
Conference Exhibit**

**Sun. March 2<sup>nd</sup>:**      **Building and Home  
Tour of South Omaha**

**Sat. May 3<sup>rd</sup>:**      **National Trust  
Regional Convention  
Landmarks Tour**

*Livestock Exchange  
Durham Western Heritage Museum  
The Omaha Building  
Old Market Historic Sites*

**Sat. June 14<sup>th</sup>:**  
2:00 – 3:00pm      **Annual Meeting**  
3:00 – 4:00pm      **Building Tour**

**Thur. Oct. 16<sup>th</sup>:**      **Fall Lecture / Reception**  
5:00 – 6:30pm

## Restore Omaha Coming in March



Was your home or business built before the 1950s? Do you live in an older Omaha neighborhood? Are you interested in learning about historic restoration and preservation? Then mark your calendar for the Restore Omaha conference, February 29-March 2 at Metropolitan Community College's newly expanded South Omaha Campus (27th and Q streets).

Keynote speaker Jim Lindberg, director of preservation initiatives at the National Trust for Historic Preservation, will speak on how to tame the teardown trend in historic neighborhoods. Five hands-on demonstrations and 20 break-out sessions will cover preservation and restoration techniques.

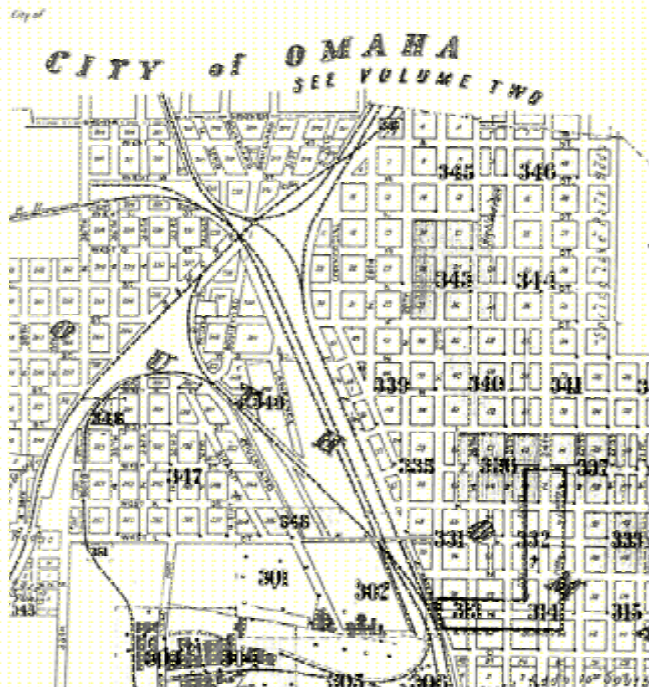
A reception for the night of Feb. 29 will open the conference. A Restoration JAM session on the evening of March 1 will allow attendees to share lessons learned through renovating and preserving older properties.

The event also features an exhibitor area open from 10 a.m. to 4:15 p.m. Ask-an-Expert areas, a bookstore, hands-on demonstrations and exhibit booths will be open. Come visit Landmarks, Inc. at our exhibition booth to talk, view original Sanborn Maps of Omaha, and a see preview of the March 2 tour, organized by Landmarks, Inc.

The tour will focus on and highlight several successful preservation and restoration efforts made in South Omaha. This area is bordered by Pacific Street to the north, the Missouri River to the east, 36th Street to the west and Q Street to the south.

Now in its third year, Restore Omaha offers current and potential owners of older properties, an opportunity to learn from local and regional experts about how to restore, revive and preserve their home or business. For more information on Restore Omaha, or to register, visit

[www.restoreomaha.com](http://www.restoreomaha.com).      or call **402-457-2241**



Partial view of a 1901 Sanborn Map

## A Preservation Fund for Nebraska

The National Trust for Historic Preservation is working to create a preservation fund Nebraska can call it's own. Did you know that Nebraska and Wyoming are the only two states in the U.S. that do not have a state wide preservation group? It is no wonder why many of our great Landmarks are continuing to disappear at an alarming rate. Proper financial help is desperately needed to help out historical property owners.

State advisors to The National Trust, Nebraska Main Streets, Landmarks, Inc. and PAL (*Preservation Alliance of Lincoln*) are trying to change that by creating a fund, and a statewide preservation organization that will give Nebraska better access to matching grants made available by the Trust. A fund raising campaign is now underway, which when funded will help make non-profit organizations like Landmarks, Inc. and local governments eligible to receive grants to hire consultants for feasibility studies, structural assessments and facilitate fundraising plans for endangered Landmarks.

Since 2000, 15 projects equaling \$78,000 worth of grant money has been applied for. However, since those projects were in direct competition with other National projects, only \$24,206 was received on only 9 projects. A Preservation Fund for Nebraska dramatically lowers the level of competition for these types of grants. Local awareness and better accessibility to funding will ultimately help local property owners receive more benefits from the National Trust.

If you are interested in becoming involved with this effort or would like to make a contribution, please contact Paul Nelson at 402.345.3060 or at [pnelson@bvh.com](mailto:pnelson@bvh.com).



*John Carter describes the origins of South Omaha*

## Preservation Focus on Education

As Omaha's oldest historic perseveration organization, Landmarks Inc, works to foster appreciation for our city's great structures and places. Our education committee is currently reaching out to collaborate with educators who share our passion for the landmarks that surround us.

Please plan to attend a meeting to help us craft programs, presentations, or tours that will be meaningful to your curriculum. We believe that historical places are a powerful supplement to almost every topic, and we're eager to build relationships with teachers and administrators who agree.

Wednesday, February 13, 2008

TAC, 3215 Cuming St  
Room 5062 (fifth floor)  
5:30 pm - 7:00 pm  
refreshments provided

*RSVP* to Stuart Shell  
by Monday, Feb 11  
[sshell@rdgusa.com](mailto:sshell@rdgusa.com)  
or at 216-1235

## Landmarks Lecture Brought Insight to South Omaha

On November 16<sup>th</sup>, Landmarks, Inc. and Restore Omaha hosted speaker John Carter with the State Historical Society. The presentation included fascinating photographs and stories of Omaha's beef industry. Right here in Omaha, creative entrepreneurs, investors and industrialists invented new technologies to transport refrigerated beef all over the country. Until this system was replaced by the trucking industry and interstate system, Omaha was the profit center of our Nation's largest industry at the time. This feeding our local economy, many Historic Landmarks were built as a result. Stay tuned for more great material coming out this year with NETV's documentary movie called "The Beef State".

# New Study Reveals Economic Impacts for Nebraska

The nation's foremost consultants on historic preservation economics have completed a study in Nebraska. Researchers from Rutgers University of New Jersey applied a state-of-the-art economic model they pioneered to assess the dollars and cents resulting from historic preservation efforts. The UNL Bureau of Business Research collaborated on the study. Rehabilitation of historic buildings, property values, "main street" revitalization, and tourism to historic sites and museums were represented in the study.

A staggering \$170 million per year. That's how much historic preservation generates in the Nebraska economy, according to the study. "We've always believed that historic preservation makes good sense," said Michael J. Smith, Director CEO and State Historic Preservation Officer of the Nebraska State Historical Society. "Now we have the hard numbers."

- Between 2001 and 2005, an estimated total of \$1.53 billion was spent on rehabilitation of buildings in the state. Fifteen percent - \$230 million - was spent on historic buildings. Researchers found this to be the highest percentage compared to any other state that has been studied.
- Between 2000 and 2006, developers have invested more than \$160 million in 53 projects under a program of federal historic preservation tax incentives. Of these projects, 902 housing units are being added to the state, including 253 units for low-to-moderate income residents.
- For the reporting year of 2006-07, the Nebraska Lied Main Street program has had an investment ratio of \$35 for every one dollar in local program expenditures. This ratio is larger than the national average.
- Twenty-two jobs are created for every \$1 million dollars spent on historic preservation, which currently supports 3,689 jobs in Nebraska.
- Historic designation of neighborhoods and downtowns enhances and protects property values. Of the districts studied, property values as a whole showed increases in historic districts.
- More than \$100 million is spent annually by visitors who are attracted to historic sites and museums. During 2005, these visitors accounted for 546,000 overnight-person trips when traveling the state and took 50 percent longer trips than other travelers. These visitors tend to travel in larger groups and spend nearly two-and-a-half times more than other travelers per overnight stay.
- Nebraska's more than 200 historic sites and museums attract about 3 million visitors annually. In terms of attendance, 38.5 percent of these visitors came from outside the state.

The statewide study was commissioned by the Nebraska State Historical Society. It was funded by a grant from the U.S. Department of the Interior. An 18-member advisory group of Nebraska officials representing economic development, tourism and real estate guided the study.

The final report, "Preservation at Work for the Nebraska Economy," is available by contacting the Nebraska State Historical Society:

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Website: [www.nebraskahistory.org](http://www.nebraskahistory.org)