



RUTGERS

Edward J. Bloustein School of Planning and Public Policy

ECONOMIC IMPACT REPORT AS OF 2019

Revitalization of Historic Rampart

Historic Preservation and Rehabilitation

In the very early 1900s, the 400 block of the South Rampart Corridor was a significant hub that cultivated the birth of jazz music. It was a street that once was filled with honky-tonks, theaters, bars, and musicians playing throughout – musicians and singers that included Louis Armstrong, Buddy Bolden, and Bessie Smith. Now all that remains are four buildings and an assortment of surface parking lots. What is envisioned will bring the beat back to the street once again, through culture, music, small business, and jobs.

Revitalization of Historic Rampart Overview

400 Block of South Rampart | New Orleans, LA

Year(s) Built:	Early 1900s
Area:	City Block
Current Use:	Under Redevelopment
Estimated Redevelopment Cost:	\$147.2M
Estimated Project Completion:	2023
Estimated Total Jobs Supported During Rehabilitation*:	444
Estimated Total Labor Income During Rehabilitation*:	\$17.0M

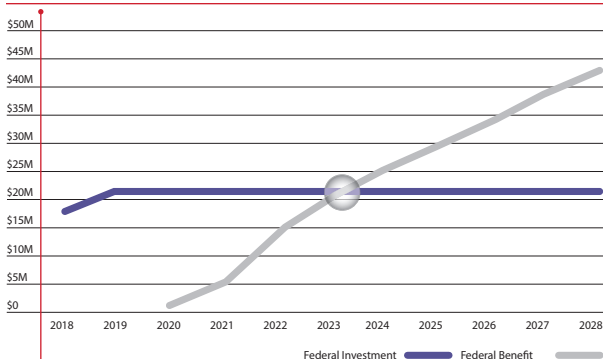
*Total jobs and labor income supported during the rehabilitation include the jobs and income of the direct workers to complete the project, as well as indirect and induced jobs and worker's income supported as a result of the direct activity.

Historic Preservation Related Funding Sources

Historic Preservation Easement**	\$21.1M
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**Represents the estimated US income taxes assuming a 37% tax rate, as a result of charitable deductions arising from the placing of the historic preservation easement.

Return on Governmental Preservation and Rehabilitation Incentives










"There is probably no other block in America with buildings bearing so much significance to the history of our country's great art form, jazz. ... They hold the potential to tell remarkable stories about the culture of New Orleans and the music of America."

John Hasse, Curator of American Music at the Smithsonian Institute



Revitalization of Historic Rampart

	Building Rehabilitation	Annual Operation
Economic Impact Comparison	The one-time economic impact from construction associated with the building's rehabilitation.	The economic impact associated with ongoing annual operations.
Jobs Supported 	2,019 jobs supported	780 jobs supported
Labor Income 	\$123.9M labor income	\$35.0M labor income
Economic Output 	\$306.7M economic output	\$95.4M economic output
Gross Domestic Product 	\$157.9M gross domestic product	\$57.8M gross domestic product
Federal Taxes 	\$20.3M federal taxes	\$5.0M federal taxes
State Taxes 	\$5.1M state taxes	\$3.9M state taxes
Local Taxes 	\$4.2M local taxes	\$2.8M local taxes



Commissioned by:



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The economic impact analysis of the Revitalization of Historic Rampart was completed on December 1, 2020 by the Edward J. Bloustein School of Planning and Public Policy at Rutgers University using the R/ECON™ input-output (I-O) model and was commissioned by the Preservation Resource Center of New Orleans and GBX Group LLC.

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