

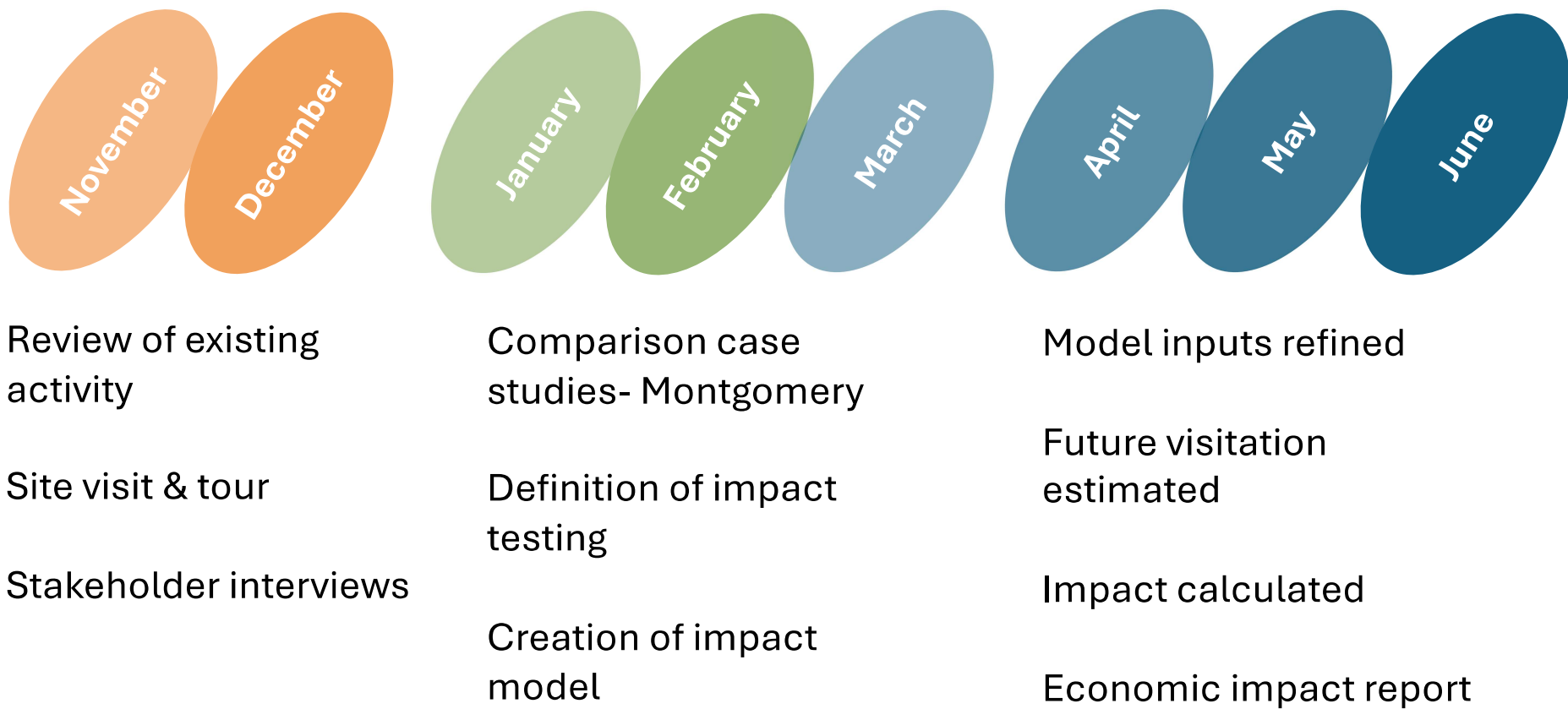
Economic Impact of Cultural and Heritage Tourism

Partners for Economic Solutions

Abby Ferretti



Economic Impact of Cultural & Heritage Tourism Timeline



Cultural & Heritage Tourism

40% of U.S. tourism activity is cultural or heritage-related

*Best practices favor **regenerative tourism** — where community-wide, shared experience becomes the draw, attracting more visitors through year-round programming.*

25 -35% more spending by Cultural Tourists

Draws for Cultural Tourists:

- Local history & unique heritage assets
- Art, architecture & local way of life
- Good, markets & sports
- Spiritual & local religious ceremonies

Comparison Case Studies- National Benchmarks

Atlanta, GA

- MLK Jr. National Historical Park — 700K–1M visitors/yr
- National Center for Civil & Human Rights — 30,000+ visitors
- Sweet Auburn district

Greensboro, NC

- International Civil Rights Center & Museum (1960 sit-ins)
- Historic Magnolia House
- NC A&T State University Galleries
- 4-mile Walkway of History

Montgomery, AL

- EJI Legacy Sites — 500,000 visitors/yr
- Freedom Rides Museum — 12,000–14,000 visitors
- Civil Rights Memorial Center (SPLC)

Other Notable Black Heritage Museums

Nashville — National Museum of African American Music • Louisville — Roots 101 African American Museum • Denver — Black American West Museum • Los Angeles — Hidden History Museum • Las Vegas — Harrison House & Historic Westside Tours

Eatonville Cultural Heritage Cluster

Zora Neale Hurston® National Museum of Fine Arts (The Hurston ®)

Free admission; ~1,465 annual visitors; annual rotating exhibit, artist-in-residence, and group tours.

ZORA!® Festival

3-day event since 1990 — America's longest-running African American arts & humanities festival. Academic conference, Education Day, 80+ vendors, headline concert.

Eatonville Rising

Six-event series of programs to celebrate two significant milestones: 140th anniversary of incorporation of Eatonville & 90th anniversary of the publication of *Their Eyes Were Watching God*.

Eatonville's Historic Sites & Community Assets

St. Lawrence A.M.E. Church (1881)

Original building (Thomas House) holds one-of-a-kind Andre Smith murals depicting the 23rd Psalm in Eatonville vernacular.

Kennedy Boulevard

Historic main street with iron archway and revitalized business district.

Club Eaton

Former Chitlin' Circuit landmark; state funding underway to restore as performing arts, dining & entertainment venue.

Matilda Moseley House Museum (1888)

Home of Hurston's childhood friend "Tilly"; 2nd-oldest structure in town; restoration approved via state grant.

Robert Hungerford School (est. 1897)

Modeled on Tuskegee Institute; educated students statewide and beyond. Building demolished c. 2020.

Eatonville Memorial Gardens

Historic cemetery and final resting place of community leaders; preserved by the nonprofit ECCA.

Two Economic Impact Scenarios

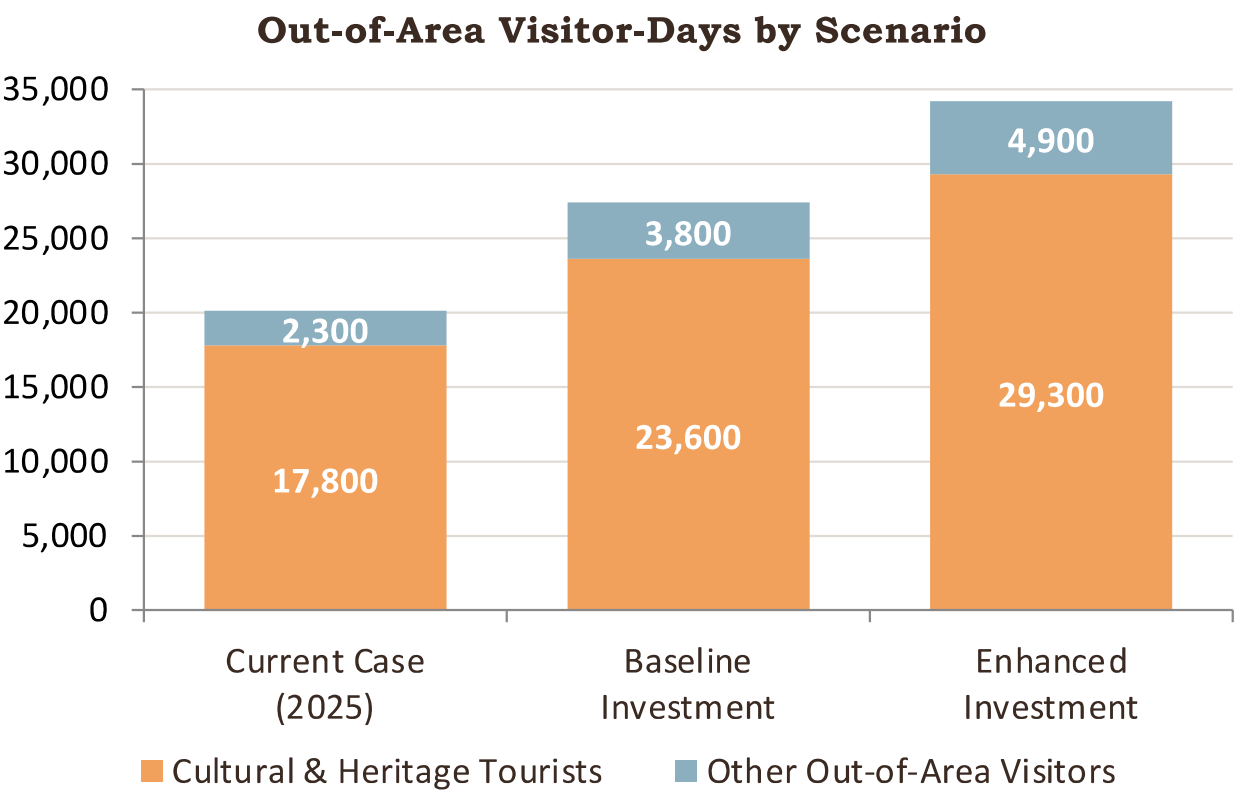
Baseline Investment

- Increased marketing & programming
- Investment in a new Zora Neale Hurston[®] National Museum of Fine Arts
 - with multi-media exhibits & rotating exhibits
 - Renovation to Club Eaton
 - Expansion of Night Market
 - Faith-community programming and hosting

Enhanced Investment

- Higher investment level with development & programming
 - Larger museum facility

Visitation Growth Potential

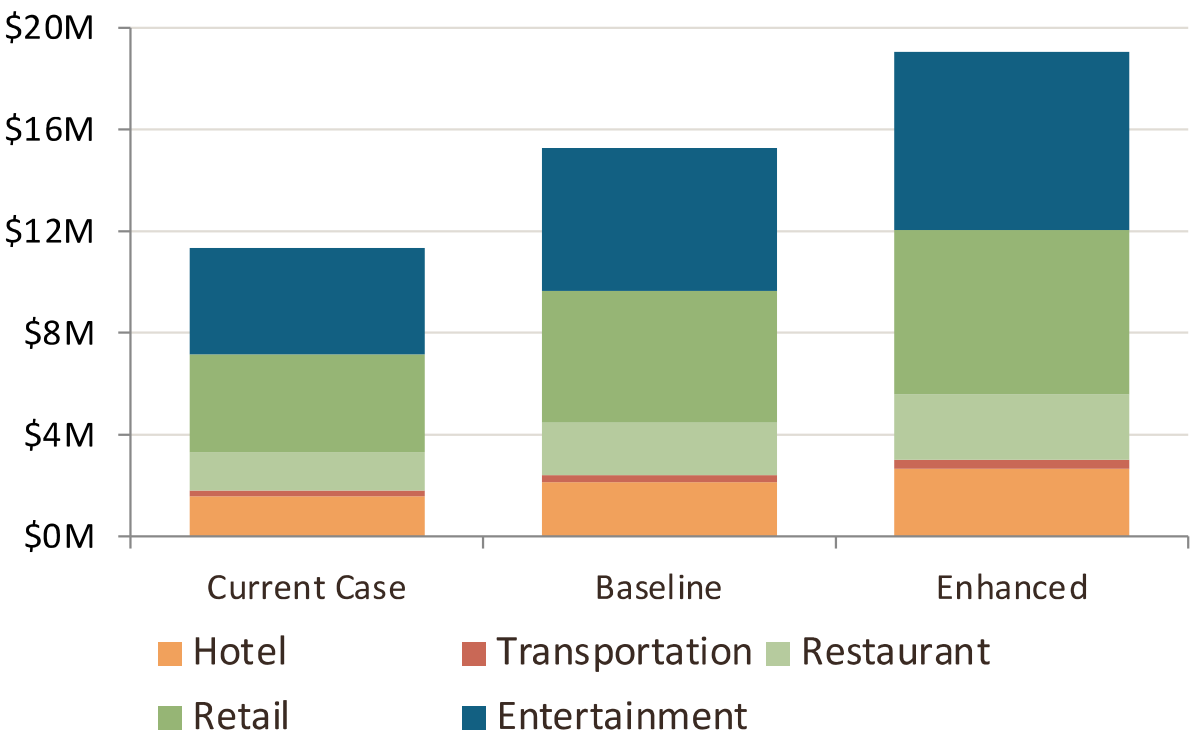


53,800
Total visitor-days, Current Case (2025)

83,200
Total visitor-days, Baseline Investment

102,100
Total visitor-days, Enhanced Investment

New Regional Spending by Category



\$11.3M

Current Case (2025)

\$15.3M

Baseline Investment

\$19.1M

Enhanced Investment

Total Regional Income & Jobs Supported

Direct, indirect & induced impacts across Orange and Seminole counties (U.S. BEA RIMS II model)

