



To the Miami-Dade State Legislative Delegation Hearing

Good morning, my name is Irene Bigger, President of the Art Deco Neighborhood Association (ADNA) in South Beach and I'm here to advocate for preserving our Historic Heritage in Miami Beach, especially our iconic Art Deco Skyline on Ocean Drive.

The City of Miami Beach is a unique, special, and attractive tourist destination because of the Art Deco History and Heritage, that is alive and well in our buildings- the highest concentration of Art Deco Architecture in the world.

The combination of our City's natural beauty and its historic architecture, which is the very Essence of our Cultural Identity, represented in our Art Deco skyline, is a Huge source of Revenue and an Economic Engine that benefits the entire state of Florida.

While some might cite "safety" as a reason for indiscriminate demolition of these Nationally Designated Buildings, as with the Resiliency and Safe Structures bill, the Real danger is in Legislative Short Sightedness that would destroy our skyline and potentially replace it with Generic & Soulless, high rises that would Obliterate our Culture and Heritage.

Forward looking governments Invest in their cities, and offer Incentives to Renovate, Refurbish and Fortify their Historic Buildings because they understand the Lucrative and long-determ benefits of Protecting their History and promoting Heritage Tourism- which has Economic, Social and Environmental benefits.

Academic and Business studies have demonstrated that Heritage Tourism can generate more revenue than any other type of tourism:

Injecting new money into the economy, Boosting Business & Tax Revenues, and helping Diversify the local economy.

It promotes Positive Behavior and encourages local residents and visitors to be Mindful of their Impact on the Natural and Built Environment.

Culture and Heritage visitors tend to put more money Back into the local economy, Spending more than other kinds of tourists.

In fact, these tourists spent as much as 38% Higher per day, and stayed 22% Longer overall, compared to other kinds of travelers.

Our Art Deco History and Heritage, is not only a Huge Source of Revenue, but is also an Immense Source of Pride for our City, County and State.

Let's please work together to protect it! Irene Bigger, ADNA President