



PLACEMAKERS DIRECTORY

CONNECTING PRESERVATION PROFESSIONALS ACROSS TAMPA BAY

The Place Makers Directory is more than a listing, it's a network of preservation-focused trades people, preservation professionals, and historic venues. The Directory links skilled craftspeople and heritage organizations with clients and collaborators across the Tampa Bay area.

Whether you're growing your client base, building partnerships, or positioning your brand as a preservation leader, the Place Makers Directory puts you in front of the right audience.

TIERS AND PRICING

Tier 1 \$350/Year

- Listing in the Place Makers Directory
- Discounts on Preserve the 'Burg events
- Invitation to annual trades networking event

Tier 2 \$500/Year

- Includes all Tier 1 benefits, plus:
- Recognition as a sponsor of the annual Preservation Expo
- 2 tickets to the Preservation Awards
- Dedicated blog/social media post highlighting your company

WHO SHOULD JOIN?

The Directory includes dozens of categories, from architects and contractors to researchers and realtors, historic venues to local cultural experiences.

WHY JOIN?

Reach the right audience:

Connect directly with property owners, developers, and organizations prioritizing preservation

Build strategic partnerships:

Collaborate with complementary trades and venues across the region

Strengthen your brand:

Align your business with a trusted leader in historic preservation

Grow your pipeline:

Gain access to projects that require specialized skills and expertise

PRESERVE THE 'BURG

Join the Placemakers Directory

Frequently Asked Questions for Prospective Listees

The Placemakers Historic Trades Directory connects preservation-minded property owners with the contractors, tradespeople, realtors, lenders, venues, and service providers who specialize in historic properties.

About the Directory

What is the Placemakers Historic Trades Directory?

A searchable online directory maintained by Preserve the 'Burg, St. Petersburg's historic preservation nonprofit. It connects property owners, developers, and stewards of historic buildings with professionals and businesses that understand the requirements of preservation work.

Unlike a general contractor listing or a Google search, your listing reaches an audience actively seeking expertise with older and historic buildings.

Why should I trust it?

Preserve the 'Burg is a mission-driven nonprofit with an active membership and working daily with property owners, the City's Community Planning & Preservation Commission, and neighborhood associations. Listing here means being associated with an organization that property owners already know, trust, and turn to when they need help with a historic property.

How is this different from Angi, Yelp, or a Google Business listing?

Placemakers Directory serves a self-selected audience: people who already know they have a historic or older building and are actively seeking someone with the right experience.

Comparable directories at peer preservation organizations — Preservation Maryland's PreserveList, the Michigan Historic Preservation Network's Resource Directory, and Preservation Massachusetts's annual directory — have become trusted first-stop resources for exactly this audience.

Who Should List

What types of businesses and professionals are a good fit?

If you work with historic or older properties, or serve clients who own them, you will likely benefit from being listed in the directory:

CATEGORY	EXAMPLES
Contractors & General Contractors	Rehabilitation specialists, restoration contractors, historic renovation GCs
Skilled Trades & Craftspeople	Masonry, plaster, wood window repair, millwork, roofing, tile, ironwork, painting
Architects & Design Professionals	Preservation architects, historic renovation designers, period-property interior designers

Real Estate Professionals	Agents and brokers who specialize in historic districts, landmark properties, or older homes
Lenders & Financial Services	Lenders familiar with historic tax credits, renovation loans, and preservation-specific financing
Inspectors & Consultants	Preservation consultants, historic structure report writers, home inspectors experienced with older buildings
Suppliers & Materials	Period-appropriate materials: wood windows, brick, lime mortar, architectural salvage, hardware
Venues	Historic properties available for events, weddings, private gatherings, and corporate use
Tourism & Heritage Experiences	Tour operators, heritage tourism businesses, walking tour guides, hospitality at historic sites
Other Preservation-Adjacent	Architectural photographers, attorneys familiar with preservation law, building movers

Do I need to be based in St. Petersburg?

No. But you should serve the St. Petersburg or greater Tampa Bay market.

Do I need to be a preservation specialist to qualify?

Your work should have a genuine connection to historic properties. A contractor, architect, or lender who understands historic districts and historic properties is exactly who belongs here.

What You Get

Your listing puts you in front of the right audience at the right moment.

What does a listing include?

Every listing includes: business name and contact information, logo or profile image, description of your services and preservation experience, searchable category tags, service area, and links to your website and social profiles. Premium listings include enhanced placement, additional photos, and featured positioning in search results.

How do clients find me?

Property owners can browse by category, search by keyword, or filter by specialty. PTB actively directs property owners who contact us to the directory and features it prominently on our website, in email newsletters, and at events including the annual Restoration & Design Expo.

Will I get leads from this?

People searching the Placemakers Directory own a historic property, have a specific project or transaction underway, and know they need someone with preservation experience. PTB also receives direct referral requests from property owners; listed businesses are the first source we draw from.

What else comes with being associated with Preserve the 'Burg?

Visibility at PTB events, inclusion in referral communications, and the opportunity to engage as a partner, sponsor, or presenter throughout the year.

Cost & Process

Getting listed is straightforward.

How much does it cost?

Listing options are available at two tiers: \$350 for a basic listing, and \$500 for an enhanced listing that includes additional benefits such as tickets to our Preservation Awards, and additional marketing opportunities.

Your listing directly supports PTB's preservation education programs.

How do I Join?

Visit preservetheburg.org/place-makers-directory-join

How long does a listing last, and how do I renew?

Listings are annual and will renew automatically. You will manage your own listing so you can update it as needed.

For Specific Audiences

Questions tailored to realtors, lenders, and venue operators.

I'm a real estate agent. Why would I list here?

Historic district properties are a specialized, high-value niche and buyers and sellers often feel underserved by agents who don't understand design review, landmark designation, or how preservation standards affect a renovation budget. Listing in the Placemakers Directory positions you as a specialist in front of exactly those clients. PTB members, event attendees, and property owners who contact us for referrals are frequently in the middle of a buying or selling decision.

I'm a lender. Is this a fit for me?

Historic property financing is complex, and property owners know it. A listing puts you in front of owners who are actively planning rehabilitation projects.

I operate a historic venue. How does this fit?

A directory listing puts your space in front of PTB's members and the broader community of preservation-minded residents, a self-selected audience that values what you offer.

Ready to list your business in the Placemakers Directory?

Register at preservetheburg.org/place-makers-directory
Questions? Email us at membership@preservetheburg.org

Inclusion in the Placemakers Historic Trades Directory does not constitute an endorsement by Preserve the 'Burg of any business, product, or service. PTB encourages all property owners to check references and conduct independent research before entering into a contract. Preserve the 'Burg is a 501(c)(3) nonprofit organization.