



AUSTIN CVB HERITAGE GRANTS

A PRESENTATION TO THE VISITOR IMPACT TASK FORCE

January 17, 2017

AustinHeritage.org

BACKGROUND

- In 1996, through a contract with the City of Austin, the ACVB was established as a private, non-profit entity to market and sell Austin as premier business and leisure destination.
- One element of the mission of the ACVB is the marketing of historical assets- which includes the administration of the historical grants program.

PURPOSE OF THE HERITAGE GRANTS:

To promote tourism through the preservation, restoration, rehabilitation of historic buildings, structures, objects, monuments, sites or historic districts (historic property or properties).

GENERAL CRITERIA

- Properties owned or leased by a government or non-profit entity- designated historic landmarks by the City of Austin, National Register of Historic Places, Recorded Texas Historic Landmarks, State Archeological Landmarks; and properties listed as contributing to a National Register or Local Historic District.
- Tourism Ready- with regular open hours, accessible to hotels for out-of-town guests, documented promotional advertising to tourists.

STATE STATUTE FOR HOT FUND EXPENDITURES

Historic Preservation and Restoration Projects

1. Must directly enhance and promote tourism and the convention and hotel industry.
2. Required to be at, or in the immediate vicinity of, convention center facilities or visitor information or located in areas that would be frequented by tourists and convention delegates.

**if the project does not meet both of these requirements, it is not an allowable expenditure.*

AUSTIN CONVENTION AND VISITORS BUREAU

Austin CVB Working Group on Heritage Grants

- Dennis McDaniel, ACVB Board Member and Past-President of the Heritage Society of Austin
- Betty Dunkerley, former Mayor Pro-Tem, City of Austin
- Justin Bragiel, Deputy General Counsel, Texas Hotel Lodging Association
- Lance Stumpf, General Manager of the historic Driskill Hotel
- Tom Noonan, President and CEO of AUSTIN CVB
- Steve Genovesi, Senior VP of Sales and Services, Austin CVB

HISTORIC LAND COMMISSION

HLC Grant Review Committee for ACVB Heritage Grants

- Mary Galindo-Chair
- Emily Reed
- Blake Tollett

PROCEDURES

- Spring and fall cycle for applications.
- Austin CVB Working Group reviews applications for tourism justification and advises on \$\$ amount, currently up to \$47k. Recommends application forward to HLC Grant Review Committee.
- HLC Grant Review Committee approves historic significance and scope of work. Refers to full HLC for approval. COA and 3 bids are required.
- Full Historic Land Commission approves for referral to City Legal.
- City Legal approves and refers to City Manager's Office
- City Manager's office approves CVB to put forth an agreement with applicant.
- CVB reimburses funds to applicant only after the project is fully completed. with documentation of cancelled checks, photos of approved work. Up to 2 years to complete project.

GRANTS AWARDED

2012

- Austin Symphony- \$28,650
- French Legation- \$21,338
- North-Evans Chateau- \$25,000
- Paramount Theatre- \$42,000
- Pioneer Farms- \$32,000
- Stateside Theatre- \$47,000

GRANTS AWARDED

2013

- German Free School - \$4,760
- Neill-Cochran House - \$12,000
- St Edwards University - \$4,500
- Paramount Theatre- \$47,000
- Stateside Theatre- \$47,000

GRANTS AWARDED

2014

- The Contemporary - \$13,381
- Paramount Theatre- \$47,000
- Stateside Theatre- \$34,500
- St. Edwards University- \$15,000
- French Legation- \$27,995

GRANTS AWARDED

2015

- Elisabet Ney Museum- \$23,500
- Paramount Theatre- \$23,500
- Stateside Theatre- \$47,000
- North Evans Chateau- \$23,500

GRANTS AWARDED

2016

- Neill-Cochran House- \$14,740
- Paramount Theatre- \$47,000
- Stateside- \$47,000
- North-Evans Chateau- \$30,000
- Pease Park Conservancy- \$43,334
- St Edwards University- \$30,000

AWARDED GRANTS- OUTSTANDING REIMBURSEMENTS

JANUARY 2017

\$351,298

GRANTS DENIED

Mayfield Gardens, c/o PARD. (Previously had been awarded \$69,742)

- Spring 2013, \$30,540- ACVB and HLC – master plan not eligible for expenditures.
- Fall 2013, \$18,335- ACVB and HLC agreed that since PARD still had Swedish House Grant outstanding from 2011, that must be reconciled first.
- Spring 2015, \$37,434- ACVB felt the scope of project with the stone walls was more for the garden area versus the structure. Suggestions and meetings were than provided to better promote the gardens for tourists- with interpretive signage, working with tour companies and partnering with Laguna Gloria.

GRANTS DENIED

Republic Park Square

-Fall of 2015- \$47,000, ACVB approved however HLC wanted to better see the scope of historical work with interpretive signage as well as needing to see 3 contractor bids. A challenge, since this is a campaign to raise funds.

GRANTS DENIED

French Legation

-Fall of 2015- \$10,750 , ACVB approved however HLC wanted more information window restoration. Carriage house SAL and 3 bids. The CVB has never been advised to a status of this, so it's best to re-apply.

MOVING FORWARD- PROPOSED IDEAS

- Work to increase the amount per application.
- Roll-out every cycle with a workshop promoted through the City Planning Department's data base of historical venues.
- Partnering more with Preservation Austin and PARD and Park Conservancy on getting the word out and prioritizing applications.
- Stream-line the process once ACVB approves- when questions arise through the HLC and the applicant.

Austin

THANK YOU