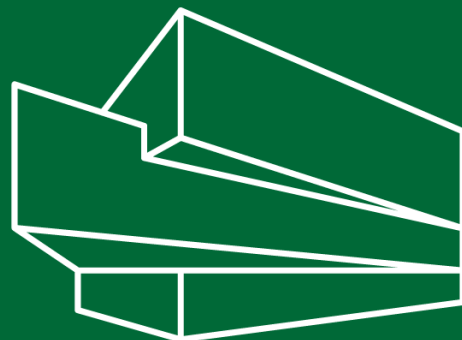




HERITAGE GRANT

Historic Landmark Commission

August 24, 2020



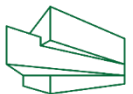
Heritage Tourism

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Heritage Grant Program

The purpose of the Heritage Grant Program is to promote tourism through the preservation, restoration, or rehabilitation of historic buildings, structures, sites, objects, monuments sites or districts.

Per Tax Code 351, for historic and preservation projects, the project must be at, or in the immediate vicinity of, convention center facilities or visitor information centers; or located in the areas that would be frequented by tourists and convention delegates.



Timeline/Background

March 2020
**Heritage Grant
Launch**

March– May 2020
**Virtual Outreach &
Engagement**

Aug 2020
Review Panels

Sept 17, 2020
RCA to Council

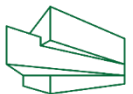
Oct 2020
Awards Announced

Outreach & Engagement

Virtual Information Sessions
Virtual Open Office Hours
One-On-One Technical Assistance
Newsletters
Social Media Campaigns
Email Campaigns
Radio Promotions

Aug 24, 2020

Heritage Grant Update -
Historic Landmark and
Tourism Commission



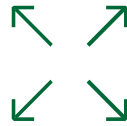
Heritage Grant Program Update

Initial Applicant Stats



24 Total applications received

- \$2.6M total requested
- 26% (up from 13%) ALANA applicants



18 Nonprofit applicants

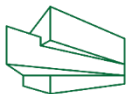
6 Commercial applicants



9 Heritage Capital Projects

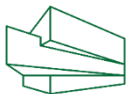


15 Site-specific Heritage Tourism Projects



Heritage Grant Program Scoring Criteria

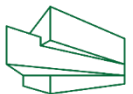
SCORING CRITERIA	Max Score
Tourism Impact	30
Preservation Impact	30
Project Budget	10
Capacity and Qualifications	10
Project Schedule	5
Equity, Diversity, Inclusion	5
New Applicant	5
Coordination with Essential Partners	5





Recommended Applications for Council Consideration: Capital Projects

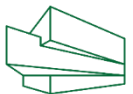
APPLICANT	DISTRICT	PROPOSAL
Austin Theatre Alliance (Paramount)	9	Exterior North Wall Rehabilitation: Tuck-Pointing & Repair
Cisco's Restaurant Bakery & Bar LLC	3	Façade Exterior Restoration: Brick, Stone, Paint & Trim; Signage; Tilework; Windows/Sills
Hightower Abate Properties, Inc. (First Church of the Nazarene)	3	Foundation and Structural Repair
Humanities Texas Inc (Byrne-Reed House)	9	Repair and Stabilize SE and NE corners of the first floor BRH porch
Huston-Tillotson University (Old Administration Building)	1	Roof Replacement
Friends of the Parks of Austin: Mayfield Park	10	Restoration of Historic Masonry
Metropolitan AME Church	1	Restoration of Bell Tower
Pease Park Conservancy	9	Tudor Cottage Revitalization Project





Recommended Applications for Council Consideration: Site-Specific Marketing, Educational, Planning Projects

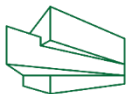
APPLICANT	DISTRICT	PROPOSAL
Austin Saengerrunde Home Company (Scholz Garten)	1	Preservation Plan
Capitol View Arts	1	The Evans Industrial Hall Educational Interpretive Project
Austin Revitalization Authority (Estate of Richard Overton)	1	Richard Overton Museum Development Plan
German Texan Heritage Society	9	German Free School Sign and Historic Staircase Preservation Plan
Leadership Austin	9	73+ Historic Site Walk of the Town Interactive Website, Advertising and Promotions
Save Austin's Cemeteries	1	Evergreen Cemetery Virtual Tour and Video
Shoal Creek Conservancy	9	Shoal Creek Conservancy Historic Audio Walking Tour





Recommended Applications for Council Consideration: Site-Specific Marketing, Educational, Planning Projects

APPLICANT	DISTRICT	PROPOSAL
Soul of Latin America International Education Services LLC (Black Austin Historic Tours)	1	Dedrick-Hamilton House - Black Austin (Historic) Tour Development and Promotions
Austin Parks Foundation (Tejano Walking Trails)	3	Austin Tejano Trails – Collateral, Trail Guide Translation, and Tour Guide Microphone and Speaker
The Contemporary Austin Museum Inc	10	Promoting the Cultural Heritage of Laguna Gloria - Signage and Bilingual Family Visitor Guide
Zilker Botanical Garden Conservancy Inc	8	Collateral



Latest Relief Grant Opportunity: Austin Creative Worker Relief Program

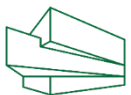
The Austin City Council approved [Resolution No. 20200604-040](#) on June 4, 2020 to designate \$3.5 million for the Austin Creative Worker Relief Grant.

The Austin Creative Worker Relief Grant provides immediate and equitably-focused grants to individual creatives and industry support staff in Austin. Applicants may apply for a \$2,000 grant toward rent, bills, groceries, and other eligible COVID-19 related expenses.

For purposes of the Austin Creative Worker Relief Grant, “creative worker” is defined as an individual whose current or primary occupation is or has been within culture, arts, heritage, or preservation.

Application Closes: August 28, 2020 at 5:00 p.m.

Visit atxrecovers.com for more information



Thank you

Melissa Alvarado, MPA

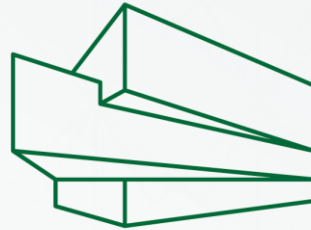
Heritage Tourism Manager

City of Austin Economic Development Department

Melissa.Alvarado@austintexas.gov

www.austintexas.gov/heritage-tourism

512-974-7870



Heritage Tourism

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