



Heritage Tourism
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Heritage Preservation Grant *Draft Guidelines Walk-through*

Heritage Tourism Division
Economic Development Department

City of Austin Equity Framework

TELLING THE FULL AMERICAN STORY

A people-centered preservation movement hears, understands, and honors the full diversity of the ever-evolving American story.

National Trust for Historic Preservation

CITY OF AUSTIN EQUITY STATEMENT:

Racial equity is the condition when race no longer predicts a person's quality of life outcomes in our community.

The City recognizes that race is the primary determinant of social equity and therefore we begin the journey toward social equity with this definition.

The City of Austin recognizes historical and structural disparities and a need for alleviation of these wrongs by critically transforming its institutions and creating a culture of equity.

Equity in Preservation: Priority Given To

The program supports an inclusive cultural and heritage tourism approach that tells the multilayered history of Austin.

- Priority will be given to tourism-serving preservation or heritage projects with expanded eligibility for educational and marketing projects
- Historically underfunded organizations, heritage groups and disinvested communities, especially those from under-interpreted heritage sites and historic communities
- Black/African-American, Indigenous, Hispanic/Latino, Asian American, Middle Eastern, Pacific Islander, LGBTQIA+, woman-identifying and disability community members, whose work preserve historic culturally significant sites, historic districts, neighborhoods, heritage corridors, among others.

Heritage Preservation Grant Program

The Heritage Preservation Grant promotes tourism through the preservation, restoration of historic buildings, sites and districts or through planning, educational and marketing projects that enhance understanding or new perspective on well documented places or events rooted in heritage or history.

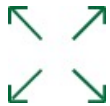
Per Tax Code 351, for historic and preservation projects, the project must be at, or in the immediate vicinity of, convention center facilities or visitor information centers; or located in areas likely to be frequented by tourists and convention delegates.

Program Overview



Proposed FY 2022 Funding: **\$2M**

Contract Term: **2 Year Reimbursement Contract**
Award: 30% upon contract execution with final



Applicant pool expanded:
Non-Profit and For-Profit (leased or owned)



Criteria: Historically-designated or sites deemed eligible for historic designation (capital and planning);



Eligible projects expanded:
Criteria: Historic culturally significant project or site – no designation required (educational and marketing)

Requirements

- Must promote tourism and compliance with Hotel Occupancy Tax statute
- Applicant: May reside within MSA
- Projects / Activities: 10:1 Council district
- Min 2 YR evidenced Austin programming

Program Overview Enhancements



Inclusive funding for underrepresented communities and under-interpreted histories

Simplified online application

Eligible Expenses:

- Optional 10% PM allowance, not to exceed \$10,000 (Capital)
- Optional \$1,000 Fiscal Sponsor fee
- Optional Insurance fee
- Insurance Waiver: 100% virtual events

Expanded **awareness workshops** and technical assistance

First-time applicants prioritized

Tourism Marketing Training

Contracts:

- Contract: 2 Year Reimbursement
- Award: 30% upon contract execution with final 10% upon receipt of final report

Eligible Projects: Capital



Rehabilitation or restoration of the primary building (interior and exterior), accessory structures, and grounds

Heritage Capital Projects *must*:

- Historic designation
- Accessible grounds visited by and marketed to tourists
- Secretary of Interior's Standards for the Treatment of Historic Properties and local historic design standards
- Review and approval by the Historic Landmark Commission
- Existing preservation plan for cultural landscape and historic interiors strongly recommended
- 2 outside consultant bids required

Funding & Contracts:

- Outside Consultants, Contractors, Subcontractors, Vendors
- Optional 10% PM fee, not to exceed \$10,000

Eligible Projects: Planning



Secure property-specific professional preservation planning expertise including historic research and nomination

Planning Projects *must*:

- Historic designation (or eligible);
- Increase tourism and/or benefit tourists;
- Meet the Secretary of Interior's Standards for the Treatment of Historic Properties (Exterior or Interior) or National Park Service Guidelines for Cultural Landscapes
- Priority: East Austin Historic Survey designation eligibility

Eligible Expenses

- Outside Consultants, to develop preservation plans, cultural landscape plans, historic interiors preservation plans, or historic nominations

Eligible Projects: Educational



Actively create experiences for tourists to interact with places, events or activities that authentically represent the stories and people of the past and enhance understanding perspective on heritage, community and history

Educational Projects *must*:

- Increase tourism and/or benefit tourists, hotel guests
- No historic designation required, must occur at a historic site
- Meet two Historic Cultural Significant Criteria rooted in heritage + history:

Historic Cultural Significant Criteria:	Historic Event	Significant People
Significant Era	Historic Cultural Understanding	Significant Movements

Eligible Expenses

- Tours: Historic, Heritage, Legacy, Natural Resources
- Heritage / Historic Exhibitions, Programs or Demonstrations
- Conferences, Workshops, Technical Assistance Program
- Events: Heritage, Historic Site or District
- Waive Ins for 100% Virtual Events

Eligible Projects: Marketing



Projects that actively connect and market heritage, particularly underrepresented histories, historic places or events, that enable tourists to engage with heritage and historic record

Marketing Projects *must*:

- Increase tourism and/or benefit tourists, hotel guests
- No historic designation required, must occur at a historic site
- Meet two Historic Cultural Significant Criteria rooted in heritage + history:

Historic Cultural Significant Criteria:	Historic Event	Significant People
Significant Era	Historic Cultural Understanding	Significant Movements

Eligible Expenses

- Brochures, Maps, Guides and Itineraries and Translation
- Web Enhancement or Digital Projects (focused on exploring historic record)
- Heritage Tourism Marketing Videos, Social Media, Campaigns
- Waive Ins for 100% Virtual Events

Ineligible Projects or Expenses

- New construction
- Acquisition of property
- Neon Signage
- Interpretive
- Landscaping
- Wayfinding
- Preservation, heritage and historic projects not associated with a historic site or historic cultural significant event
- Use of Board-affiliated Consultants
- Fundraising Expenses
- Archeology projects
- Events and activities outside Austin
- Food & beverage
- Payment for students or interns
- Purchase of gifts
- Litigation, fines costs
- Property taxes
- Travel-related costs
- Purchase of gasoline
- Similar or identical projects funded through other HOT programs
- Supplementing staff, volunteer, board, docent salaries

Proposed Scoring Criteria

- **Applicant Representation of Communities of Color:** The organization or entity with 51% or more of its leadership role who belong to a segment of Austin's diverse population that has historically been underrepresented in historic preservation: Black/African-American, Indigenous, Hispanic/Latino, Asian American, Middle Eastern, Pacific Islander (20 points)
- **Preservation (Capital and Planning) or Historic Cultural Significance (Educational and Marketing):** Applicant describes the historic, architectural or cultural significance of the project and provides specific outcomes and measures for success. (30 points)
- **Tourism:** How are you marketing to and reaching out to attract heritage tourists and local attendees, include any local partnerships formed. How will your project activate place, expand or engage new audiences to the movement of heritage or historic preservation? (20 points)
- **Feasibility: Qualifications of Project Team** (15 points)
- **First-Time Applicant** (10 points)
- **Community Collaboration** (5 points)

Draft Timeline

- Aug 9: Post Draft Guidelines
- August 10-31: Comment Box Feedback
- Aug 16 & 18: Virtual Guidelines Walk-through
- Aug 25: Joint Inclusion Committee
- Aug 27: Historic Landmark Commission Grants Committee
- Oct 4: Proposed Application Launch
- Nov 12: Proposed Application Deadline

Virtual Open Office Hours – Every Tuesday in August, 10AM-12 PM

Program Information & Resources:



Information on Cultural Funding Review

Process: austintexas.gov/departments/cultural-funding-review-arts-heritage-music



Questions? Join us for [Virtual Open Office Hours](#) -
No appointment necessary
Each Tuesday in August, 10 a.m. - 12 p.m.



Comment Box: austintexas.gov/heritage-grants



Heritage Tourism

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Questions?

**Draft Guidelines, FAQ, Historic Resource Links, and
Comment Box can be found at:**

www.austintexas.gov/heritage-grants