



# Heritage Preservation Grant *Guidelines Walk-through*

Heritage Tourism Division  
Economic Development Department

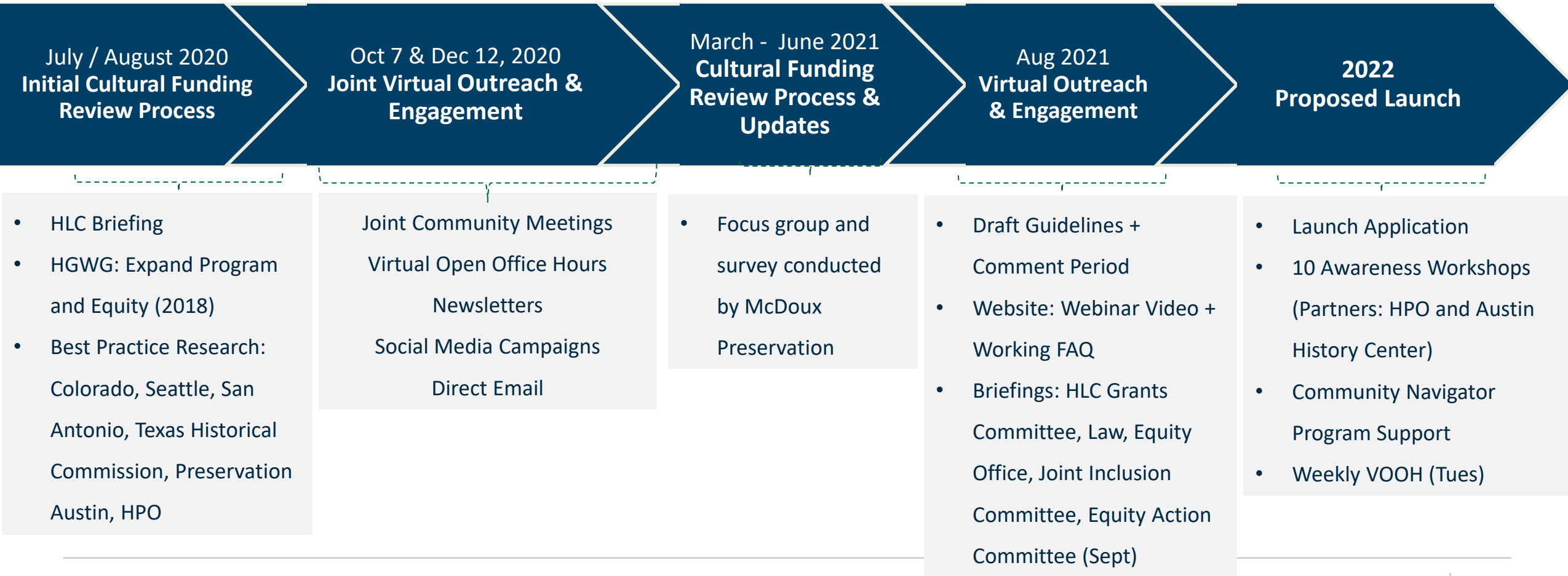
# Economic Development

## Historic Preservation Fund

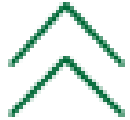


	2018-19	2019-20	2020-21	2020-21	2021-22
	Actual	Actual	Estimated	Amended	Proposed
<b>Beginning Balance</b>	<b>4,458,142</b>	<b>6,258,387</b>	<b>7,740,419</b>	<b>7,096,358</b>	<b>7,157,276</b>
<b>Revenue</b>					
Interest	148,839	120,885	60,000	60,000	60,000
<b>Total Revenue</b>	<b>148,839</b>	<b>120,885</b>	<b>60,000</b>	<b>60,000</b>	<b>60,000</b>
<b>Transfers In</b>					
Other Funds	12,639,480	9,003,228	4,296,896	7,790,403	6,660,189
Convention Center	0	1,749,761	1,227,685	2,225,829	1,902,911
<b>Total Transfers In</b>	<b>12,639,480</b>	<b>10,752,989</b>	<b>5,524,581</b>	<b>10,016,232</b>	<b>8,563,100</b>
<b>Total Available Funds</b>	<b>12,788,319</b>	<b>10,873,874</b>	<b>5,584,581</b>	<b>10,076,232</b>	<b>8,623,100</b>
<b>Program Requirements</b>					
Heritage Tourism	2,661,023	3,532,342	3,517,724	13,429,216	11,425,015
<b>Total Program Requirements</b>	<b>2,661,023</b>	<b>3,532,342</b>	<b>3,517,724</b>	<b>13,429,216</b>	<b>11,425,015</b>
<b>Transfers Out</b>					
Trf to Library CIP Fund	500,000	500,000	500,000	500,000	0
Trf to PARD CIP Fund	7,848,715	5,000,000	2,150,000	2,150,000	0
TRF TO ECON GROWTH_DEV(D5507)	0	375,000	0	0	0
<b>Total Transfers Out</b>	<b>8,348,715</b>	<b>5,875,000</b>	<b>2,650,000</b>	<b>2,650,000</b>	<b>0</b>
<b>Total Requirements</b>	<b>11,009,738</b>	<b>9,407,342</b>	<b>6,167,724</b>	<b>16,079,216</b>	<b>11,425,015</b>
Excess (Deficiency) of Total Available Funds Over Total Requirements	1,778,580	1,466,531	(583,143)	(6,002,984)	(2,801,915)
Adjustment to GAAP	21,665	15,501	0	0	0
<b>Ending Balance</b>	<b>6,258,387</b>	<b>7,740,419</b>	<b>7,157,276</b>	<b>1,093,374</b>	<b>4,355,361</b>

# Timeline/Background

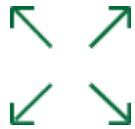


# Program Overview



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

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



**Applicant pool:**

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)

**Inclusive funding** for underrepresented communities and under-interpreted histories and heritage sites

**Simplified** online application

Expanded **awareness workshops**, technical assistance and **community navigator application support**

**First-time applicants** prioritized

**Tourism Marketing** training

**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

# Eligible Projects: Capital



Rehabilitation or restoration of a historic building (interior and exterior), sites and associated historic cultural landscapes

## Heritage Capital Projects *must:*

- Have a historic designation
- Grounds must be publicly-accessible and open to tourists and residents
- 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 plans for historic cultural landscapes or historic interior proposals that preserve and maintain historic resources, *strongly* recommended
- 2 outside consultant bids required

### Eligible Project: Planning

Secure property-specific professional preservation planning expertise

#### Eligible Expenses:

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

Priority: East Austin Historic Survey designation eligibility

# 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 or 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 (2) two Historic Cultural Significant criteria rooted in Austin’s heritage and history:

<b>Historic Cultural Significant criteria:</b>	Significant Historic Event	Significant People or Group of Persons
Significant Era	Historic Cultural/ Heritage Understanding	Significant Movements

## Eligible Expenses

- Tours: Historic, Heritage, Legacy, Natural Resources
- Heritage / Historic Exhibitions, Programs or Demonstrations (includes Archaeology)
- 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 (2) two Historic Cultural Significant criteria rooted in Austin’s heritage and history:

Historic Cultural Significant criteria:	Significant Historic Event	Significant People or Group of Persons
Significant Era	Historic Cultural / Heritage Understanding	Significant Movements

## Eligible Expenses

- Brochures, Maps, Guides and Itineraries and Translation (includes Archaeological sites)
- 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

- Acquisition of property
- Archaeology surveys, excavations or management plans (educational and marketing projects are eligible)
- Activities outside Austin Council 10:1 District
- Food & beverage
- Fundraising expenses
- Historic interior furnishings
- Landscaping
- Litigation, fines and associated costs
- Neon signage (unless pre-approved by the Historic Landmark Commission)
- New construction
- Payment for students or interns
- Preservation, heritage and historic projects not associated with a historic site or historic culturally significant event
- Property taxes
- Purchase of gasoline
- Purchase of gifts
- Residential historic properties
- Similar or identical projects funded through other Hotel Occupancy Tax programs
- Supplementing staff, volunteer, board, docent salaries
- Travel-related costs
- Use of Board-affiliated consultants
- Wayfinding / Interpretive projects (\*coming soon)



# Proposed Scoring Criteria

- **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)
- **Applicant Representation:** The organization or entity with leadership roles 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, Women-identifying, LGBTQIA+ or disability communities (20 points)
- **Tourism:** How are you marketing to and reaching out to attract heritage tourists and local attendees. How will your project 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)

# Thank you!



## Information on Cultural Funding Review

**Process:** [austintexas.gov/department/cultural-funding-review-arts-heritage-music](https://austintexas.gov/department/cultural-funding-review-arts-heritage-music)



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



**Guidelines:** [austintexas.gov/heritage-grants](https://austintexas.gov/heritage-grants)