

HERITAGE PRESERVATION GRANT APPLICATION GUIDE DRAFT

FY 2023 Guidelines

<http://austintexas.gov/departments/heritage-grants>

DRAFT

[Table of Contents]

DRAFT

Section 1. What is the Heritage Preservation Grant?

Term: Historic Place-Based 2-Year (or 24-month) Reimbursement Contract

Amounts: \$30,000 - \$250,000

The Heritage Preservation Grant serves to preserve and promote Austin's irreplaceable historic sites and heritage tourism experiences that authentically represent inclusive stories of Austin's history through capital, planning, educational, or marketing projects that engage new audiences and tourism.

The program supports an inclusive culture and heritage tourism approach that tells the multilayered history that created the City of Austin. Our goal is to connect people and preservation while supporting racially and culturally diverse places where residents and tourists can experience the stories and places that focus on Austin's historic and heritage sites.

The Heritage Preservation Grant supports projects of historically underfunded organizations, heritage groups, and disinvested communities, especially those from under-interpreted heritage sites and histories whose work preserves historic and culturally significant sites and historic districts.

Heritage Preservation Grants are awarded each year for a minimum amount of \$30,000 and a maximum amount of \$250,000.

1.1 Source of Program Funds: Heritage Preservation Fund

As per Austin City Code Chapter 11-2-7, 15% of the City's 7% Hotel Occupancy Tax (HOT) collected by the City of Austin, is allocated to the Historic Preservation Fund to support historic preservation and restoration projects and activities that attract tourists to the city. In accordance with Texas Tax Code Ch 351, use of HOT must meet the following two criteria:

1. The use must directly enhance and promote tourism and the hotel industry;
2. For historic preservation and restoration projects, the project must be:
(A) at or in the immediate vicinity of convention center facilities or visitor information centers; or (B) located in the areas that are reasonably likely to be frequented by tourists.

If the project does not meet both requirements, it is not an allowable expenditure of HOT funds under the Historic Preservation Fund.

More information on the State of Texas Tax Code may be found at

<https://statutes.capitol.texas.gov/Docs/TX/htm/TX.351.htm>

Section 2. Who Can Get a Heritage Preservation Grant?

Heritage Preservation Grants are reimbursable grants available to government, nonprofit, and commercial entities that own, lease, or partner with historic properties. Project proposals must be

preservation-related or history-informing while promoting heritage tourism of the historic site as its primary purpose and are located at or near the convention center or in an area likely to be visited by tourists.

Applicants may submit either a Capital, Planning, Education, or Marketing proposal per funding cycle.

Applicant eligibility criteria are outlined in the table below. Funding is not guaranteed, even if you meet all of the minimum requirements; rather, funding will be awarded based on the amount of funding available, and the overall score, which includes consideration of funding priorities.

2.1 Eligible and Ineligible applicants

	Eligible	Ineligible
Applicant or entity type	<ul style="list-style-type: none"> 501(c) non-profit organizations that are registered with 990's posted on Guidestar.org; For-profit businesses or nonprofit organizations with historic properties that are leased or owned with owner authorization; Projects must occur within a 10-1 Council District, located downtown or in areas likely to be visited by tourists, or within Austin's extraterritorial jurisdiction (ETJ); Applicant must reside within the Austin-Round Rock-Georgetown Metropolitan Statistical Area (MSA); All applicants must be registered as a City of Austin Vendor. 	<ul style="list-style-type: none"> Owner-occupied (residential) properties or stewards; Historic sites not accessible to the general public or tourists; Historic properties with fencing in front of, or near, the property that would obscure or prevent visual observation of the building from the public right-of-way; Applicants whose non-profit status has been revoked by the Internal Revenue Service.
Operational History	<ul style="list-style-type: none"> Individual entrepreneurs, businesses, and nonprofits that demonstrate operations in the Austin metro area for at least two years. 	<ul style="list-style-type: none"> Applicants unable to demonstrate at least two years of operations within the Austin metro area.
Funding History	<ul style="list-style-type: none"> Applicants who have successfully completed previous Heritage Grant projects and contract requirements; Applicants that are not currently receiving or are applying for funding from the City for the same proposal within the contract period. 	<ul style="list-style-type: none"> Applicants that have not successfully completed a previous Heritage Preservation Grant project and related reporting requirements; Applicants who have received funding for the same project from other HOT-funded programs.
Historic Designation	<ul style="list-style-type: none"> Capital, Planning, and Educational Projects: Sites must be historically 	<ul style="list-style-type: none"> Capital, planning, or educational projects with no historic

/ Cultural Significance Criteria	<p>designated at the local, state, or federal level, or be determined eligible for historic designation.</p> <ul style="list-style-type: none"> • Marketing Projects: Projects that meet at least two criteria listed under Historic-Cultural Significance and meet the 50-year period of significance for the project site. 	designation or are deemed ineligible for historic designation.
----------------------------------	---	--

2.2 Historic Properties eligible for reimbursement grants

- Properties or districts with a local, state, or national historic designation;
- Properties listed as contributing to a historic district;
- Properties determined to be eligible for historic designation. If a property is not designated at the time of the application, the applicant must provide a determination of eligibility with the application and sites must be historically designated by the end of the grant contract term;
- East Austin Historic Survey commercial properties that promote tourism and are recommended eligible as a local landmark; and
- Historic sites with no historic designation are eligible to apply for marketing proposals.

Grounds must be accessible, open, and marketed to tourists and residents for the purposes of viewing and appreciating the historic/heritage value with reasonable visitation hours to be set by the applicant. Fencing should not be placed in front of, or near, the property that would obscure or prevent visual observation of the site from the public right-of-way.

All capital, planning, and educational projects must be associated with a building, structure, site, or district that is historically designated at the local, state, or federal level, or be determined eligible for historic designation.

See Appendix 1 for a list of Historic Designation Verification Resources. For additional questions contact the Heritage Tourism Division.

2.3 Projects eligible for reimbursement grants

Applicants may submit either a Capital, Planning, Educational, or Marketing project proposal per funding cycle. Only one application per applicant will be considered.

Applicants must solicit and submit a minimum of two bids from outside consultants or vendors when submitting a project proposal. Use of Minority-Owned and Women-Owned businesses certified by Austin's [Small and Minority Business Resources](#) is highly encouraged, but not required.

Capital Projects: (Maximum Award: \$250,000)

Reimbursement grants are awarded to restore, rehabilitate, and stabilize tourism-serving **historic designated** sites and structures. The project site must be **historically-designated or eligible for historic designation**.

Capital and Planning proposals must meet Local Historic Design Standards and/or the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties for project proposals. See Appendix 2: Historic Preservation Design Standards for Capital Projects for more information on the standards. Proposals already reviewed by the Texas Historical Commission (THC) are encouraged to submit a THC structures report.

Organizations proposing to do preservation projects on a site not owned by the applicant must obtain permission from the property owner *prior* to submitting an application.

Capital projects may require an on-site review prior to the closeout of the contract.

Capital Project Types include:

Roof Repair	Building Exterior: Masonry	Interpretive Project (Outdoor)
Heating, Ventilation, and Air Conditioning (HVAC)	Door / Window / Screen / Trim Repair	Historic Accessory Structures
Pier & Beam / Foundation Stabilization	Millwork / Wooden Repair	Exterior Light Fixtures
Façade Elements / Exterior Walls	Cast Iron Restoration / Repair	Architectural Design, Structural Analysis, and Consulting for Historic Tourism Sites
American Disabilities Act (ADA) Exterior Access	Signage / Installation (neon ineligible)	

Planning Projects (Maximum Award: \$30,000)

Funding to secure property-specific professional planning expertise in areas such as preservation, architecture, or engineering plans; or historic research and historic designation nominations for tourism-serving historic sites or potential historic districts. The project site must be **historically-designated or eligible for historic designation**.

Commercial historic properties deemed eligible for historic designation in the **East Austin Historic Survey** will be prioritized. For more information on the historic surveys conducted by the City of Austin Historic Preservation Office (HPO) visit: <http://austintexas.gov/page/historic-survey>

Planning Project Types include:

Historic Structures Report / Preservation Plan / Cultural Landscape Preservation Plan
Heritage Tourism Assessment / Architectural Design / Structural Analysis

Consultant for Historic Designation Nomination / Interpretive Plan
Consulting for Historic Tourism Sites

Educational Projects

Projects that actively create experiences for tourists and residents to interact with historic places, events, or activities that authentically represent the stories and people of the past and present and enhance the understanding or perspective on heritage, culture, and history. The project site must be **historically-designated or eligible for historic designation.**

Educational Project Types include:

Events and Programming at a Historic Site or Historic District
Tours: Historic, Heritage, Legacy, Cultural, and Natural Resource
Tour Development (walking, biking, driving)

Heritage and Historic Exhibitions (for Interpretive Outdoor
Projects – see Capital Projects)

Conferences, Workshops / Training, Skill Demonstrations,
Technical Assistance Programs

Historic Marker (Includes application, marker, shipping, and
consultant fees; Historic marker projects must indicate eligibility
in advance)

Marketing of Historic Culturally Significant Projects: (Maximum Award: \$30,000) No Designation is Required; Project must meet Cultural Significance Criteria (below):

Eligible projects actively connect and market heritage, particularly of underrepresented or under-interpreted histories, places, or events, that encourage tourists and residents to connect and engage with heritage stories and historic sites. No historic designation is required. Legacy businesses that have been around for 20 years or more and contribute to the history, culture, and authentic identity of Austin are also eligible.

The project proposal must meet two of the following criteria:

Historic Culturally Significant: A Historic Culturally Significant project does not require a historic designation, but must be history-informed and encourage heritage tourism. To describe what makes the

site historically, culturally, or socially important, projects must include at least two of the following categories to describe its significance:

- **Significant Historic Event:** Project must have a direct association with an event or with the development of the City;
- **Significant People:** Project has a direct and substantial association with a recognized person or group of persons who have influenced local history;
- **Significant Era:** Represents an era of local history or culture that allows an understanding of past generations;
- **Understanding:** Be an existing attribute of a neighborhood, community, or the City that is a source of pride or heritage understanding;
- **Significant Movements:** Associated with social movements, institutions, or patterns of growth or change that contributed significantly to the heritage or history of the neighborhood, community, or City.

Marketing Project Types include:

Digital Marketing Projects (focused on exploring heritage and historic record)

Heritage & Multicultural Tourism Marketing: Destination Video & Photography

Heritage & Multicultural Tourism Marketing: Social Media /Marketing

Language Translation of Marketing Materials (Print or digital assets)

Marketing Content / Asset Development and Distribution: Brochures, Maps, Guides, Rack Cards, Travel Itineraries

Website Enhancements (must be associated with site history; operational costs are ineligible)

2.3.1 Eligible and Ineligible Activities and Expenses

See 2.3 Projects eligible for reimbursement grants for more information. **NOTE: Two (2) outside vendor bid proposals are required for proposals.**

- Historically designated capital, planning, and educational projects at historic sites that promote tourism
- Marketing Project sites must be historic, and the project must meet two historic culturally significant criteria. A historic designation is not required. The period of significance for project sites is 50 years.
- For projects occurring at a historic city-owned park, a Community Activated Park Project ([CAPP Review and Approval Form](#)) must be submitted to and approved by the City of Austin Parks and Recreation Department prior to a Heritage Preservation Grant project submission. Submission of a Texas Historical Commission Structures Permit is encouraged along with the proposal, if available. A consultation with Heritage Tourism staff is required prior to submission.
- Optional 10% Project Management, not to exceed \$10,000, for capital projects only
- Optional Insurance Fee
- Optional Fiscal Sponsor Fee, not to exceed \$1000
- Eligible software/hardware including licensing fees

Due to restrictions on the funding source for this program, ineligible project costs include, but are not limited to, the following:

- New building construction or expansion;
- Acquisition of property;
- Neon Signage
- Preservation, heritage, and historic projects not associated with a historic site or cultural significant event;
- Murals;
- Archeology excavation projects (archeology educational projects are eligible);
- Landscaping or Cultural Landscape projects (cultural landscape planning projects are eligible);
- Preservation of historic interiors (historic interior planning projects are eligible);
- Wayfinding and right-of-way signage;
- Projects that are submitted by an applicant who already has another active application and represents similar or identical work through another City of Austin program including other Cultural Funding or Live Music programs
- Supplementing staff salaries, board, volunteer, and docent activities;
- Consultants who are members of an applicant's board;
- Activities that occur outside Austin;
- Fund-raising expenses;
- Furnishings;
- Food and beverages;
- Payments to students or interns whose employment is tied to class credit;
- Purchase of gifts, awards, cash prizes, scholarships, contributions, or donations.
- Existing deficits, fines, contingencies, penalties, interest, or litigation costs
- Property Taxes or any other tax
- Audits unless required by funding agreement;
- Travel-related costs;
- Mass-produced commercial products;
- Purchase of gasoline.

Section 3. Funding Availability and Timeline

Section 3.1 Amount

The Heritage Preservation program is a reimbursement grant ranging from \$30,000 - \$250,000 depending on the proposal type. See Section 2.3 Projects eligible for reimbursement grants for details.

Applicants are required to develop a preservation priority list with funding requests. Project phases are encouraged. Applicants will submit a project budget, including preservation priority line items, as part of their application, demonstrating how they will prioritize funds.

Section 3.2 Reimbursement

The first eligible reimbursement of funds is up to 30% of the total award upon execution of a contract. Awards are paid over a 24-month contract period and eligible expenses with receipts are reimbursed on a monthly basis with the final 10% of the award paid upon project completion, receipt of the mid-year and final reports, and proof all project-related obligations have been paid.

Funding awards allocated from this program may not be used toward activities funded by any other City of Austin department/contract or other cultural funding programs within the duration of the contract.

Applicants may include an optional 10% Project Management fee, not to exceed \$10,000 (for capital projects), insurance costs, and/or \$1,000 fiscal sponsor fee as a part of the funding request.

Before applying, make sure you have sufficient financial resources to cover project expenses prior to reimbursement request.

Section 3.3 Repayment

Applicants must repay grant funds if the work fails to meet the Preservation Agreement or mutually agreed alternate requirements, including but not limited to: removal of historic designation; incomplete project; or failure to meet preservation standards. The City of Austin may file a lien against the property to secure the repayment of funds as set out in Preservation Agreement to the extent allowed by the law.

Section 3.4 Important Dates (subject to change)

Deadline:	TBD
Application opens online:	
Notification of Award:	
If Awarded, Contract Materials Due:	
Reimbursement distributed (up to 30% of award):	

Section 4. Who Decides What Projects Get Funded?

After the application deadline, interdepartmental staff will evaluate applications to ensure that each proposed project meet statutory and program requirements, including a successfully completed online application with preservation priority line items and required attachments. Incomplete applications will not be considered.

Applications that meet the requirements as outlined in the guidelines will be evaluated and scored by an external Review Panel using the Scoring Matrix.

The Historic Landmark Commission will review recommended Heritage Preservation Grant awards and make a recommendation to City Council. The City Council will review and approve funding of all awards that exceed the City Manager's spending authority.

Applicants must execute a Preservation Agreement setting out terms and conditions of the grant prior to commencement of work.

The Economic Development Department reserves the right to fund projects at a lower amount than requested, and the right to deny applications that do not meet the Texas Tax Code or Austin City Code. Guideline changes required as a result of federal, state, or local requirements may be implemented immediately by the Economic Development Department.

This document outlines the framework of guidelines informed by the City of Austin's [Strategic Direction 2023](#), Imagine Austin Comprehensive Plan, and policies established by the Austin City Council, within which the Heritage Preservation Grant Program operations are carried out.

Section 5. How Do I Apply?

Please ensure all required portions are completed and required attachments included. Incomplete applications will not be considered. Applications are submitted online through the City of Austin's Economic Development Department Online Portal; there is no paper application. *{INSERT LINK TO PORTAL}*

Because our programs are government-managed, all application materials are public records, including applicant and application contact details such as address and phone number. In the event of a request for public information related to an application, the City will notify the applicant in accordance with the Texas Public Information Act. For more information visit <http://www.austintexas.gov/heritage-grants>

For projects occurring at a historic city-owned park, a Community Activated Park Project ([CAPP Review and Approval Form](#)) must be submitted to and approved by the City of Austin Parks and Recreation Department prior to a Heritage Preservation Grant project submission.

Section 5.1 Application Assistance

Awareness Workshops and Videos

Awareness Workshops will be offered virtually. The sessions will be recorded and available for viewing online. You can access informational videos about this program on the Heritage Tourism website and other City funding programs at <https://www.austintexas.gov/heritage-grants>.

For questions about the application, please attend our Virtual Open Office Hours:

Virtual Open Office Hours

No appointment necessary!

[Launch Meeting - Zoom](#)

Meeting ID: 889 7770 2574

Passcode: 030734

Days: Every 2nd and 4th Tuesday each month

Times: 10 am to 12 pm

Section 5.2 Scoring Criteria

- **Preservation: (35 Points)**
 - Significance: Historical, architectural and/or historic cultural significance of the historic building, site, district and project as it related to Austin's complete history. Provide a brief description of construction, historic and current use, and social importance;
 - Long-Range Goals;
 - Endangerment: Site threatened or endangered;
 - Project Team Viability: Qualifications and experience of project team provided along with details on project manager;
 - Preservation funding priorities list specifies the major and prioritized components of the project with associated costs.
- **Tourism Impact: (25 Points)**
 - Strategies identified and described to market the heritage tourism project to attract new and diverse audiences and tourists;
 - Marketing plan described;
 - What data will be collected to measure success of the marketing strategies?
 - How will project raise visibility for heritage tourism in Austin?
- **Access & Impact (25 Points)**
 - First-Time Applicant;
 - Demonstrated Commitment to Diversity, Equity and Inclusion;
 - Community Collaborators included;
 - Project reflects community voice and participation;
 - Level of access to preservation-related technical services or professional development.
- **Project Budget and Bids (15 Points)**
 - Clear description of the specific preservation-related work and use of funds;
 - Applicant provides proof of other sources of funding, if applicable.
 - Two consultant bids submitted.

Section 6. What Happens After I Get a Grant?

1. Leased or owned historic properties must be visited by tourists, hotel guests, and convention attendees and must remain **open to the public** for at least five years from the time the project is complete.
2. Planning, education, and marketing materials must **remain publicly available** for at least two years from the time the project is complete. Work on approved projects must commence within the agreed-upon timeframe outlined in the Preservation Agreement. Projects that are not completed within the agreed-upon timeframe risk loss of grant funding.
3. Applicant shall comply with all **permitting requirements** of the Land Development Code, if applicable.
4. Projects must be completed **within two years**. Projects taking longer than 2 years must be granted a written extension by program staff.
5. Prior to the commencement of projects, applicants and the City must execute a **Preservation Agreement** setting out the terms and conditions of the grant. The City will not execute an Agreement without an approved Historic Review (formerly Certificate of Appropriateness) by the Historic Landmark Commission for Capital Projects. For more information visit <http://www.austintexas.gov/historic-preservation>
6. The applicant must submit a complete application with all supporting documentation and comply with the City of Austin **Equal Employment Opportunity Guidelines**.
7. **Notification requirements** within five years of project completion: In all cases of transfer of title, the applicant must notify the City of Austin Economic Development Department Heritage Tourism Division. The applicant must also notify the City of Austin Economic Development Department Heritage Tourism Division whenever legal action is pending which may result in foreclosure on the historic property.
8. **Changes in Use:** If use of the historic property changes from that existing or proposed at the time of funding within five years of project completion, the applicant must notify the City of Austin Economic Development Department Heritage Tourism Division.
9. **Mid-Year, Final Report and Visitation Records:** Applicant must provide visitation records (number of guests, including numbers of guests from outside of the Austin Metropolitan Statistical Area) to the Heritage Tourism Division as part of the Final Report following the completion of the project.
10. Contingent upon the scope of the project, a preservation architect may be retained to represent the City of Austin to monitor the **progress** of the work. The need for representation will be decided on a case-by-case basis by Heritage Tourism Division staff. This cost would be incurred by the applicant separate and apart from the grant funds.

11. The City will conduct **monitoring activities** throughout the project and compliance terms as required. These activities may include a site visit to verify compliance with contract requirements.
12. An **approved Project Review** (Certificate of Appropriateness) by the Historic Landmark Commission for all Capital Projects must be finalized prior to entering into a contract with the City of Austin. To schedule a Project Review, contact the Historic Preservation Office at preservation@austintexas.gov

Section 6.1 Marketing

Awardees are required to acknowledge the City's support in all appropriate materials and media by placing the Economic Development Department's logo and Publicity Statement on all marketing materials. Awardees are required to provide information about the project to Visit Austin and the Economic Development Department to aid in marketing the projects to tourists and convention delegates.

Awardees will also be required to complete at least (2) two Tourism Marketing Training classes offered in partnership by the City of Austin Economic Development Department and Visit Austin.

Section 6.2 Reporting

A Mid-Year Report and Final Closeout Report (which is required within thirty days of the project or programming cessation) shall be submitted no later than September 30 of any given fiscal year. The report will require demographics, job creation data, proof of tourism marketing and tourism visitation, status or completion of the proposed project, demonstrated proof of the use of the required Publicity Statement and logo, and/or an on-site review and adherence to the Secretary of Interior's Standards for the Treatment of Historic Properties for Capital projects. Reports must be completed online.

Grantees shall maintain complete and accurate financial records of each expenditure of hotel occupancy tax revenue for final reporting to the City and survey tourists to collect and report visitor zip codes and hotel or motel stay information. See Appendix 4 for a list of contractor deliverables.

Section 6.3 Insurance (eligible expense)

Heritage Preservation Grant applicants are required to provide the Heritage Tourism Division with a current Certificate of Insurance prior to entering a contract.

Insurance costs should be included in the applicant budget, and as such, should be researched prior to submitting the application. See Appendix 3 for additional Insurance Information. Specific insurance requirements will be included in the pre-contract materials if you are awarded funding.

Section 7. Required Attachments Checklist

- **Historic Documentation**
Historic photographs or records, if available, or other documentation as appropriate to clearly explain the project (especially where restoration, alterations, changes, and/or improvements are planned)
- **Historic Designation Determination of Eligibility, if applicable**
If the property is not designated at the time of application, provide a Determination of Eligibility from the Texas Historical Commission or National Park Service. This excludes Marketing projects.
- **Two Contractor Bids**
Two contractor bids are required for proposed projects.

Appendix

Appendix 1: Historic Designation Verification Resources

The following are resources to assist with your historic research and to determine historic designation or eligibility related to your project proposal. **Residential properties are ineligible for the Heritage Preservation Grant.**

- [City of Austin Historic Landmarks Data Portal](#): An open data portal of Historical landmarks of the City of Austin and landmarks in the National Registry created by the City of Austin Housing and Planning Department Historic Preservation Division.
- [Historic Property Viewer](#): An ArcGIS viewer of historic designated properties and historic districts maintained by the City of Austin Housing and Planning Department Historic Preservation Division.
- [Historic Resource Surveys and Determinations of Eligibility](#): Historic surveys and determinations of eligibility conducted by the Housing & Planning Department Historic Preservation Division. Completed surveys include East Austin (2016), Old West Neighborhood Association, and North Central Austin: West Campus, North University, Heritage, Bryker Woods, and North Hyde Park.
- [Austin History Center Digital Collections Site](#): Browse digitized items (photo collections, maps, databases and reference tools) from the Austin History Center archival collections.
- [Austin History Center Research Request Form](#): Fill out the form below to place an order with the Austin History Center for in-depth research services.
- [Historic Austin Parks](#): See a list of historic and cultural resources of Austin's park system. An approved Parks and Recreation Department Community Activated Park Project (CAPP) Form must accompany proposals seeking to initiate projects or improvements on parkland.
- [Texas Historical Commission ATLAS](#): The Atlas features over 300,000 site records, including data on Official Texas Historical Markers and National Register of Historic Places properties in Texas.
- [National Register Database and Research](#): The National Park Service's National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.

Additional Housing & Planning Department Historic Preservation Division Resources

- [Historic Districts](#)
- [Sign Guidelines for Historic Districts and Landmarks](#)
- [City of Austin Historic District Application](#)
- [City of Austin Historic District Application Guide](#)
- [Tax Abatement for Historic Districts](#)
- [Individual Landmark Application](#)

Appendix 2: Historic Preservation Design Standards for Capital Projects

The following are resources to assist with design standards related to your capital project.

- Historic landmarks, historic districts **designated after March 2021**, and National Register districts should use the [Historic Design Standards \(PDF\)](#) when planning projects.

- Historic districts designated before March 2021 should use the [design standards](#) developed during the application process. For more information visit <http://austintexas.gov/department/historic-preservation>.
- [Secretary of Interior's Standards for the Treatment of Historic Properties](#): Resource links developed by the National Park Service U.S. Department of the Interior.

Appendix 3: Insurance Requirements

The receipt of grant funds by a commercial entity may result in a tax liability in the year of benefit. It is the responsibility of the recipient to consult with a tax advisor to understand how the grant may impact taxes.

Appendix 4: Required Contractor Deliverables

- Registered City of Austin Vendor
- Preservation Grant Agreement Finalized
- Historic Landmark Commission Project Review and Approval (capital projects only)
- Insurance Requirement
- Visit Austin Promotions Requirement
- Tourism Marketing Training Requirement
- Marketing: Acknowledgment of City Support
- Grant Awardee Organization Reporting
- Tourism Reporting
- Financial Reporting
- Mid-Year and Final Report
- Completion of EDD Survey
- On-Site Review, as needed

Appendix 5: Additional Recommendations for Meeting Heritage Tourism Requirements

The following suggestions are examples of ways in which you can advance your project's reach while also strengthening the impact of heritage tourism to Austin:

- Completing Tourism Marketing Training through Visit Austin.
- Promote your events, resources, and projects on the Visit Austin website, and other travel and tourism-related outlets.
- Plan for effective marketing and social media strategies for diverse heritage tourism audience development.
- Create and collaborate on joint historic and cultural activities and attractions with nearby entities and venues and cross-market these events to encourage multi-site tourism visitation.
- Promote your event or project to other preservation groups like the County Historical Commission, regional city preservation offices and non-profits, Preservation Austin, Preservation Texas, and the National Trust's Houston Field Office.

- Promote your project and events through local, regional and statewide diverse media and tourism outlets.
- Promote your event or project to nearby hotel and lodging facilities through promotional materials and/or website. Many hotels have rack card displays to promote attractions to tourists and other customers.
- Partner with an area hotel for a block of rooms or negotiated rate for out-of-town attendees. Promote the discounted overnight rate to visitors, online, and in marketing materials.
- Invite front-line hospitality staff to attend an event as a guest and encourage them to become a spokesperson for your organization or project.
- Drop program/project collateral materials to local hotels, local businesses, restaurants, Austin Visitor Center, Austin History Center, and/or to travel centers, coordinate collective marketing efforts with similar or comparable organizations or projects-by advertising in a regional, statewide, national or international publication.
- Become a member of Travel Industry Association of America (TIA).