



HERITAGE PRESERVATION GRANT

APPLICATION GUIDE



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Introduction

Welcome to the City of Austin Heritage Preservation Grant Application Guide.

Historic preservation is a community-building tool that preserves sites, creates jobs, and strengthens local economies. The Heritage Tourism Division manages heritage tourism programs that derive community and economic benefits while honoring and preserving Austin as a place of personal heritage.

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

Applicants are encouraged to attend an upcoming Heritage Preservation Grant Awareness Workshop for program and application information. Hybrid options are available. For information on upcoming workshops, visit www.austintexas.gov/heritage-tourism.

For general inquiries or assistance please contact:

Heritage Tourism Division
Austin Parks and Recreation Department
www.austintexas.gov/heritage-tourism
Email: heritagetourism@austintexas.gov

Important Dates:

Application Opens: September 10, 2024 (10:00 a.m.)

Application Deadline: October 8, 2024 (7:00 p.m.)

Notification of Award: January 2025

Additional Questions?

Join Heritage Tourism [Virtual Open Office Hours](https://bit.ly/heritagegrantofficehours) (<https://bit.ly/heritagegrantofficehours>)

Second and Fourth Tuesday each month

10 a.m. – 12 p.m.

(no appointment needed)

Section 1. What is the Historic Preservation Fund?

The Historic Preservation Fund is a fund of the City of Austin (City). Per the current City Code (Sections 11-2-7 and 11-2-8), 15% of the City's 7 cent per dollar general hotel occupancy tax (HOT) and an additional amount equal to 15% of the City's 2 cent per dollar convention center expansion HOT is allocated to the Historic Preservation Fund to support historic preservation and restoration projects and activities that attract tourists and convention delegates to the city. This may include the preservation, restoration, or rehabilitation of historic buildings, structures, objects, monuments, sites, or districts; and programming and marketing to encourage tourists and convention delegates to visit historic sites or museums in Austin.

In accordance with state statute, any expenditure of hotel occupancy taxes must meet two criteria.

1. The expenditure must directly enhance and promote tourism and the convention and hotel industry; and.
2. It must fit into one of the state statutorily approved functions. 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 elsewhere in the city or its vicinity and would be frequented by tourists and convention delegates.

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

More information on the [State of Texas Tax Code](#).

Section 2. Who Can Get a Heritage Grant?

Heritage Preservation Grants are available to government, nonprofit, and commercial entities that own, lease, or partner with historic designated properties. Project proposals must be preservation-related or history-informing while promoting heritage tourism of the historic site as its primary purpose.

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 diverse places where residents and tourists can experience the stories and places that focus on Austin's complete history.

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.

2.1 Historic properties eligible for grants

- City of Austin Historic Landmarks;
- East Austin Historic Survey Property Eligible for Designation (non-residential)
- Locally Designated Historic District (contributing historic property)
- Recorded Texas Historic Landmark
- State Antiquities Landmark
- National Register of Historic Places (property individually listed)
- National Register Historic District (contributing historic property)
- Properties determined to be eligible for historic designation. If the property is not designated at the time of the application, the applicant must provide a determination of eligibility from the City of Austin Historic Preservation Office, the Texas Historical Commission, or the National Park Service with the application. The property must be historically designated by the time the proposed project is completed and final grant funds are disbursed.

Grounds must be accessible, open, and marketed to tourists and residents to view and appreciate the historic and heritage value of the site with reasonable visiting hours to be set by the site.

2.2 Projects eligible for grants

Applicants may submit either a Capital, Planning, Educational, or Marketing project proposal per funding cycle. Only one application per historic designated project site will be considered. All projects must occur in Austin. Applicants must solicit and submit two project bids from outside contractors, subcontractors, 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.

2.3 Capital Projects

Maximum award: \$250,000

Preservation grants are awarded to restore, preserve, and promote tourism-serving historic sites and structures. The project site must have a historic-designation or be eligible for a historic designation. Funding supports exterior restoration projects only.

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

All projects are expected to comply with all applicable legal requirements of the Americans with Disabilities Act (ADA). This Act provides, in part, for access by the disabled to properties and programs, including historic buildings. There may, however, be some variance allowed if the requirement is determined to negatively impact a significant feature.

Consultant Bids for Capital Projects:

At least two outside contractor, subcontractor, and/or vendor project bids are required for the proposed preservation project. Detailed and thorough bid proposals for each outside contractor, subcontractor, and/or vendor should include biography, resume, and website information. Bids for capital projects should clearly detail how the proposed work meets the [Secretary of Interior's Standards for the Treatment of Historic Properties](#), including the materials that will be used. If a secondary project bid is unavailable, please explain why.

Capital Projects may include:

- American Disabilities Act (ADA) Exterior Access
- Exterior Light Fixtures (must be pre-approved by the [Historic Preservation Office](#))
- Awning Restoration / Repair
- Masonry
- Cast Iron Restoration / Repair
- Millwork / Wooden Repair
- Door/Window/Trim Restoration
- Paint (in kind; must match existing)
- Façade Elements / Exterior Walls
- Pier & Beam/Foundation Stabilization
- Heating, Ventilation, and Air Conditioning
- Roof Repair
- Historic Accessory Structures
- Signs and Installation (on private property with Owner Authorization; sign must comply with local historic sign standards; new neon signs are ineligible)

Capital Projects must:

- Meet [Local Historic Design Standards](#) and/or [U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties](#). Proposals already reviewed by the Texas Historical Commission (THC) are encouraged to submit a THC Structures Report.

- All capital project proposals must be reviewed by the Architectural Review Committee (ARC) prior to submitting a grant application for funding consideration. ARC project feedback must be incorporated into the proposal. To be placed on an upcoming agenda, please contact the [Historic Preservation Office](#).
- Proposals must obtain [Owner Authorization](#) from the property owner *prior* to submitting an application.
- For eligible projects occurring at a historic City-owned park, a [Community Activated Park Project form](#) must be reviewed and approved by the coordinating team within the Austin Parks and Recreation Department prior to submitting a Heritage Preservation Grant application. Proposals must meet [CAPP](#) program requirements.

2.4 Planning Projects

Maximum Award: \$30,000

Funding to secure property-specific professional planning expertise in areas such as preservation, architecture, engineering plans, historic designation nominations for historic tourism-serving sites or historic districts. The project site must have a historic designation or be deemed eligible for historic designation.

Planning Projects may include:

- Professional contract with an external consultant or contractor for Architectural Design, Historic Structures Report, Interpretive Plan, Heritage Tourism Assessment, or Historic Designation Nomination. The report must address current uses, access, and opportunities at the site to support events and activations marketed to tourists.

Applicants must solicit and submit two bids from outside contractors, subcontractors, and/or vendors when submitting a project proposal. Project bids for planning projects should detail how the proposed work meet [City of Austin](#) and/or [National Park Service Historic Preservation Standards and Guidelines](#).

2.5 Experiential Education Projects

Maximum award: \$250,000

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 sites must have a historic designation or be deemed eligible for a historic designation. Designation must be completed by the end of the contract term.

All projects are expected to comply with applicable legal requirements of the Americans with Disabilities Act (ADA). This Act provides, in part, for access by the disabled to properties and programs, including educational opportunities such as exhibits, conferences, and interpretive

displays. Applicants are encouraged to include ADA compliance elements as part of the project scope and budget.

History-informing experiential project types may include the development and production of:

- Conferences or Workshops marketed regionally, nationally, or internationally (conference or workshops may utilize hotel facilities if the event's promotional program encourages tourists and attendees to visit preserved historic sites or museums managed or owned by the applicant);
- Events, Festivals, or Programs at a Historic Site or Historic District;
- Heritage, Historic, or Interpretive History-Focused Exhibits or Kiosks (eligible projects must obtain [Owner Authorization](#) in advance);
- Historic Marker (applications must indicate eligibility from the [Texas Historical Commission](#) in advance)
- Tour Development: Historic, Heritage, Legacy, and Natural Resource. Proposals may include a virtual element if supported with a regular in-person tour component.

Experiential Education Projects must include:

- At least two outside contractor, subcontractors, and/or vendor bids for each project-based proposed preservation activity or project. (Administrative support fees or salaries are ineligible expenses).
- Detailed and thorough bid proposals by external contractors, subcontractors, or vendors should include resume, similar project experience, and website information.
- Proposals must include historic research and/or themes. The history-focused elements that will be promoted to tourists must be clearly defined as part of the proposal and marketing plan.

2.6 Marketing Projects

Maximum award: \$30,000

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 stories associated with the site history and its heritage. Projects must include the significance of the historic place and remain publicly available for 2 years.

- Heritage & Multicultural Tourism: Destination Videos, Social Media, Advertising, or Marketing Campaigns
- Marketing Content, Asset Development and Distribution: Photography, Brochures, Maps, Guides, Rack Cards, Travel/Tour Itineraries, and Translation (print or digital)
- Website Enhancements (must be associated with an existing website and feature site history; operational costs are ineligible)

2.7 Eligible and Ineligible Activities and Expenses

| | |
|--|---|
| <p>Projects eligible for grants. NOTE: Outside contractor, subcontractors, and/or vendor project bids are required for all activities.</p> <ul style="list-style-type: none"> Historically designated capital, planning, experiential education, or marketing projects at historic sites that promote heritage tourism and occur in Austin, Texas; Capital projects (see section 2.3); Planning projects (see section 2.4); Experiential Education projects (see section 2.5); Marketing projects (see section 2.6) – includes tourism marketing and promotional expenses; Community Activated Park Project (CAPP Review and Approval Form) must be submitted to and approved by PARD for projects occurring at a historic city-owned park; Equipment rentals for history-focused activities that benefit tourists (educational projects only); Expendable purchases must be used for its intended tourism purpose and include supplies, exhibition materials, décor, promotional giveaways, and signage for history-focused activities that benefit tourists (educational projects only). Expendable tourism-related purchases are not to exceed \$2,500 without pre-approval by the City staff contract grant administrator to ensure compliance with the contract and City policy; Honoraria for oral history interview sources is eligible if given as compensation for services rendered to inform tourism-related projects. Honoraria is not to exceed \$2,500 total without pre-approval by City staff to ensure compliance with the contract and City policy. Honoraria excludes full-time City or State employees if the subject matter is directly related to the person's official duties or if it occurs because of the person's status with the government; Marketing/Advertising promotions must be included in all project budgets; Non-expendable property for tourist-centered tour development is eligible but must be used for its intended purpose and be directly utilized by tourists (educational projects only). Non-expendable property includes but is not limited to, the purchase, repair, or renovation of equipment or property like iPads, TV monitors, headsets, and other exhibit equipment, to support tourism activities. Non-expendable tourism-related supplies and equipment is not to exceed \$2,500 without pre-approval by City staff to ensure compliance with the contract and City policy; Training that directly supports tourism-related activities and experiences (educational projects); Wayfinding on private property (owner authorized); Optional 10% Project Management Fee, not to exceed \$20,000, for capital/educational only; Optional Insurance Fees for contractors or subcontractors are subcontractors eligible. | <p>Projects not eligible for grants. Due to restrictions on the funding source for this program, ineligible project costs include, but are not limited to, the following:</p> <ul style="list-style-type: none"> Projects or activities concurrently funded for similar or identical activities through another City of Austin Hotel Occupancy-Tax funded programs; Activities outside of Austin; Applicants/individuals younger than 18 years old; Awarded funds expended outside of the funding period; Acquisition of property; Archeology excavation projects; Audits (unless required by agreement); Capital Campaigns; Capital projects that do not meet the Secretary of the Interior's Standards or local Historic Design Standards; Community Activated Park Projects Proposals at City-owned historic sites that have not been pre-approved; Existing deficits, fines, contingencies, penalties, interest, or litigation costs; Expenses incurred before a contract is finalized unless pre-approved and documented by the City; Food and beverages; Fundraising expenses; Furnishings; Historic interiors; 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; Landscaping or Cultural Landscape projects (planning only); Mass-produced commercial products; Murals; Neon Signage; New building construction or expansion; New website and website fees or subscriptions; Owner-occupied properties or historic residential properties; Payments to students or interns; Projects not associated with preservation or a history-focused project promoted to tourists; Project proposals with no owner authorization; Projects with no historic designation or are not eligible for historic designation; Property Taxes or any other tax; Purchase of gifts, awards, cash prizes, scholarships, contributions, or donations; Purchase of gasoline; Contributions or donations to external causes or organizations, including re-granting to external causes, organizations, or individuals; Administrative Fees or Salaries for staff, board, consultants serving on a board, volunteers, and docents; Travel-related costs for contractors themselves. Travel-related costs for visiting speaker/contractor coming to Austin for funded activity that directly benefits and is promoted to tourists may be pre-approved by Heritage Tourism Division staff on a limited basis; Wayfinding signage in the public right of way. |
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Section 3. Funding Availability and Timeline

3.1 Amount

The Heritage Preservation Grant program is a preservation grant program ranging from \$30,000 up to \$250,000 depending on the proposal type and complete project bids. The maximum amount of a grant award for capital or experiential education projects shall not exceed \$250,000.

3.2 Invoice or Reimbursement Grant

Invoice or reimbursement requests can be submitted for grant payment throughout the 24-month contract period.

Milestone One and Payment, valued at 40% of the award, will be issued automatically after the following requirements are met: pre-contract orientation, project insurance is secured, and a signed contract is executed.

Milestone Two and Payment, includes any milestone payment request, up to 50% of the award, will be issued with the submission, review, and approval of an Interim Report, project insurance, the completion of at least (1) one Tourism Marketing training; Visit Austin and other tourism marketing requirements are met; and proof all project-related obligations have been paid or invoiced. A Heritage Tourism staff member or representative may coordinate an additional review.

Milestone Three and Payment, or final payment, valued at 10% of the grant award, will be provided upon satisfactory project completion, with the submission of final report, final expense documentation, completion of (2) two Tourism Marketing courses; acknowledgement of City support throughout the contract term; and a completed Marketing Plan Placements Form, along with proof all project-related obligations have been met.

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

Applicants may include an *optional* 10% Project Management fee, not to exceed \$20,000 (for Capital or Experiential Education projects only), and/or *optional* insurance costs as part of the funding request. Funding is project specific and does not support administrative fees beyond the optional Project Management allowance. Funding cannot coincide with same or like activities and expenses paid through other City of Austin Hotel Occupancy Tax Funded grants.

3.3 Repayment

Applicants must repay all grant funds received if any of the following circumstances occur within the completion of the work set out in the Preservation Agreement:

- a. Applicant fails to maintain the property in accordance with the City of Austin Building Codes and tax exemption criteria (including hours available for public viewing, and documentation that the facilities are being visited by tourists and convention delegates);
- b. Historic designation is removed;
- c. The preservation project is not completed in accordance with the Preservation Agreement and Statement of Work;
- d. Contractor transfers or encumbers the title without prior written approval from the City;
- e. Applicant fails to provide proof of required insurance.

If any of these circumstances occur, the City of Austin may file a lien against the property to secure the repayment of funds as set out in the Preservation Agreement to the extent allowed by the law.

3.4 Tax Liability

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.

Section 4. Who Decides What Projects Get Funded?

1. After the application deadline, interdepartmental staff will evaluate applications to ensure that each proposed project meets state tax mandated grant eligibility and criteria and program requirements, including a successfully completed online application with preservation priorities and required attachments. Incomplete applications will not be considered.
2. Applications that meet the criteria will then be evaluated and scored by a Heritage Preservation Grant External Review Panel using a Scoring Matrix. All selected Reviewers will be required to complete the following training modules: equity training, panel expectations training, program guidelines training, rubrics training, and technical training for using the online scoring system to score applications.
3. The Historic Landmark Commission must provide historic review and approval for all panel-approved capital projects prior to entering into a Preservation Agreement with the City of Austin. **An initial review by the Architectural Review Committee is required prior to submitting a proposal.**

The City Law Department will be consulted by City staff as to whether proposed project HOT fund use fits within the approved uses in the statute.

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

Program fund availability is subject to Council approving and appropriating funding on an annual basis.

The Austin Parks and Recreation 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 Austin Parks and Recreation Department.

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

Section 5. How Do I Apply?

Please ensure that all required portions are completed and required attachments included. **Incomplete applications will not be considered.** Outside consultant, contractor, subcontractor, and/or vendor bids are required for all phases of a project. Applications are submitted online; there is no paper application.

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 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 Parks and Recreation Department **prior to a Heritage Preservation Grant project submission.** Full-time City of Austin employees are ineligible to apply.

5.1 Awareness Workshops and Videos

Heritage Preservation Grant Awareness Workshops will be offered virtually and in-person. Information about the Heritage Preservation Grant and upcoming workshops can be found at www.austintexas.gov/heritage-preservation-grant.

Attend Virtual Open Office Hours

No appointment necessary!
Days: Second and Fourth Tuesday each month
Times: 10 a.m. to 12 p.m.

[Launch Meeting - Zoom](#)

Meeting ID: 896 8978 2427

Passcode: ATXarts23

5.2 Scoring Criteria

Minimum requirements:

- All projects must promote tourism through marketing or advertisements and be located at or near the convention center or in an area reasonably likely to be visited by tourists and convention delegates;
- Must be a qualifying exterior restoration project or history-focused planning, educational or marketing project at a historic designated site promoted to tourists; and
- Applicant must be in good standing with City contracts and past Heritage Preservation Grants.

| SCORING CRITERIA | EXPLANATION | MAX SCORE |
|--|---|-----------|
| Preservation Impact | <p>1) Significance: Describe the history, architecture, and significance of the historic site. Describe its construction, historic and current use, and social importance;</p> <p>2) Endangerment: Describe how the site, property, or collection is threatened or endangered by damage or destruction. <i>(For Capital Proposals: Describe how the proposal addresses the Secretary of Interior’s Standards for the Treatment of Historic Properties),</i> <i>(For Educational Proposals: Does the project represent underrepresented stories or a unique or diverse property and/or preservation issue?);</i></p> <p>3) Clearly describe the preservation-related work and how the funds will be used;</p> <p>4) Describe Long-Range Preservation goals and include the site’s current condition and if a preservation plan exists, and why it is being prioritized <i>(For Capital/Planning);</i></p> <p>5) Describe how the project demonstrates a commitment to diversity, equity, and inclusion of historically underserved and underrepresented communities through programming, marketing, administration, or other means. <i>(For Educational / Marketing Proposals)</i></p> | 36 |
| Tourism Impact | <p>1) Describe the strategies and target audiences that will be used to promote the historic site and project.</p> <p>2) Describe the marketing plan and how you will attract new audiences and tourists, hotel guests and convention guests of different backgrounds locally, regionally and nationally.</p> <p>3) Define the tourism marketing performance measures and data for the project.</p> <p>4) Describe how will success be measured.</p> | 24 |
| Accessibility and Impact | <p>1) Applicant did not receive funding last year;</p> <p>2) Project includes Community Collaborators where project reflects community voice and participation;</p> <p>3) Applicant demonstrates lack of access to preservation-related technical services or professional development;</p> <p>4) Specialized accommodation / programming for individuals with disabilities offered;</p> <p>5) Non-residential historic site is listed in the East Austin Historic Survey as eligible for historic designation</p> | 20 |
| Project Management, Complete and Uploaded Budget; Uploaded Bids | <p>1) Project Management: Identify the project manager and team, qualifications and skillset of the project manager and team. Include resumes and bios;</p> <p>2) Describe demonstrated relevant project experience;</p> <p>3) Completed / uploaded project budget with preservation funding priorities clearly ranked from highest to lowest with project costs that correspond with bid proposals;</p> <p>4) Detailed bid proposal uploaded from each outside consultant or contractor. <i>(Capital Proposals bid must include how project will meet Secretary of Interior’s Standards)</i></p> | 20 |

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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, experiential education, and marketing materials must **remain publicly available** for at least two years from the time the project is complete.
3. Applicant shall comply with all **permitting requirements** of the Land Development Code, if applicable.
4. Projects must be completed **within the contractual timeframe**. Projects that are not completed within the agreed-upon time frame risk loss of grant funding.
5. Prior to the commencement of projects, applicants and the City must execute a **Preservation Grant 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 the Historic Preservation website.](#)
6. **Notification requirements** within project completion: In all cases of transfer of title, the applicant must notify the City of Austin Heritage Tourism Division. The applicant must notify the City Heritage Tourism Division whenever legal action is pending which may result in foreclosure on the historic property.
7. **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 Heritage Tourism Division.
8. **Interim and Final Reports:** Applicants must provide interim reports including numbers of guests from outside of the Austin Metropolitan Statistical Area to the Heritage Tourism Division and a Final Report following the completion of the project.
9. 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.
10. The City will conduct **monitoring activities** throughout the project and compliance terms as required. These activities may include meetings with the contractor and subcontractors, site visits, and other means to verify compliance with contract requirements.

6.1 Marketing

Awardees are required to market and promote the historic site and stories related to the site's history through marketing efforts to encourage new audiences, tourists, hotel guests, and convention guests of different backgrounds locally, regionally, and nationally.

Awardees are also required to acknowledge the City's support in all appropriate materials and media by placing the Austin Parks and Recreation Department logo and Publicity Statement on all marketing materials, websites, press releases, and announcements for your funded project. Awardees are required to provide information about the project to Visit Austin and the Austin Parks and Recreation Department to aid in marketing the projects to tourists and convention delegates.

Awardees will also be required to complete at least two Tourism Marketing Training classes offered in partnership with the City of Austin and Miles Partnership.

6.2 Reporting

An interim and a final report will be required for each project. The reports will require job creation data, proof of tourism marketing, marketing plan placements, 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 3 for a list of contractor deliverables.

6.3 Insurance

Heritage Preservation Grant applicants are required to carry insurance and provide the City of Austin Heritage Tourism Division with a current Certificate of Insurance prior to entering into a contract and with each submitted invoice for payment.

Insurance costs may be included in the applicant budget, and as such, should be researched prior to submitting the application. See Appendix 2 for additional Insurance Information. Specific insurance requirements will be included in the pre-contract materials if awarded funding.

Section 7. Heritage Preservation Grant READINESS CHECKLIST

Organization / Business Background

- Organization/Business address, phone number, and website
- Legal name or DBA of organization/business, year established
- Number of full-time or part-time employees and volunteers
- Board of Directors/CEO contact information
- Demographics and race/ethnicity of CEO, Owners, Board
- Austin City Council District (of historic site)

Financial and Tax

- City of Austin Registered Vendor Number
- City of Austin Registered Vendor Name and Address
- Employer/Tax ID Number (EIN)
- Tax Exempt Status Letter
- Previous and current funds received from: Heritage Tourism (EDD and PARD), Cultural Arts and Music & Entertainment (EDD)

Project / Program

- Project title (500 characters), Example: 'Historic Property Name_ Brief Project Description';
- Historic site location address;
- History and significance of historic building or site (history, architecture, and cultural significance);
- Historic site Council District Number;
- Lien history;
- Evidenced historic designation type or determination of eligibility at the local, state, or national level;
- Historic site listing in the East Austin Historic Survey (www.austintexas.gov/page/historic-survey);
- Preservation-related work description and how funds will be used. Description should coincide with bids;
- Threat or endangerment to property, site, or collection by damage or destruction;
- Long-Range preservation goals (for capital projects only);
- How does the project demonstrate commitment to diversity, equity, and inclusion of historically underserved and underrepresented communities through programming, marketing, administration, or other means (educational and marketing proposals only);
- Site history marketing strategies, advertisement placements, and performance measures to attract new and diverse audiences, tourists and hotel guests;
- Collaborating partners and how the partnership will reflect community voice, values, and participation in the tourism-centered proposal to help increase and diversify audience and tourism participation;
- Specialized accommodations and/or programming for individuals with disabilities that is intended at the historic project site or with proposed activities.

Complete Project Management, Budget and Bids

- All project proposals must market and advertise to tourists. Project budget may need to accommodate for the additional cost of satisfying this requirement.
- Completed and detailed project budget and bids. Proposed projects must include external contractor, subcontractor, and/or vendors selected to accomplish preservation project needs. Proposals with no or single project bids will not be accepted.
- Bids must detail how the project will meet the Secretary of Interior's Standards for the Treatment of Historic Properties and the proposed materials that will be used for capital project proposals.
- Bids must include contractor, subcontractor, and/or vendor bios, resumes, website, qualifications, and relevant experience.
- Designate a project contact, who is responsible for the project timeline, deliverables, contract compliance, reports, and invoicing.
- Designate the authorizing official with the authority to sign contracts and to enter into agreements with the City on behalf of the applicant organization.

- Funding is project specific and does not support administrative fees or salaries beyond the optional Project Management allowance. Funding cannot coincide with same or like Hotel Occupancy Tax Funded grants. Project management fees are permitted for Capital and Educational Projects only.

7.1 Required Application Documentation

- **Approved Historic Designation Documentation or Determination of Eligibility**
Determination from the City of Austin Historic Preservation Office, the Texas Historical Commission or the National Park Service should be provided. Historic marker documentation only does not meet the eligibility requirement.
- **Historic Property Site Records**
May include historic photograph(s), records related to date of construction, overview of the property including physical changes, biographies of related significant persons, historic maps or plans, information on the architect or other documentation as appropriate to clearly explain the project (especially where restoration, alterations, changes, and/or improvements are planned). See a list of [historic research resources here](#).
- **[Owner Authorization Form](#)**
The form must be signed by the non-residential (private) historic parcel owner. Download and have the Owner Authorization Form signed, then upload it as an attachment with your application.
- **Approved Community Activated Park Project ([CAPP](#)) Review**
Forms must be reviewed and approved by the Austin Parks and Recreation Department, if the contributing project site occurs on historic designated city-owned parkland and the proposal meets the [CAPP Guidelines](#).
- **Demonstrated two years of operating experience in Austin**
May include screenshots of marketing materials promoting the historic location(s).
- **Detailed Project Bids and Budget Proposal**
Detailed and thorough project bid proposals from each outside contractor, subcontractor and vendors that will support the project along with bios, resume, and website. Information should be submitted as single PDF. For Capital Projects, the bid should detail how the proposed work meets the [Secretary of Interior's Standards for the Treatment of Historic Properties](#), including the types of materials that will be used.

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.**

- [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.
- [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.
- City of Austin [Historic Resource Surveys and Determinations of Eligibility](#)
- [Digital Sanborn Maps \(Web\)](#) available at any computer with Austin library card.
- [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.
- [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.
- [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.
- [Historic Property Verification Guide](#)
- [Research Guide](#)
- [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.
- [Travis County Archives](#)

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](#)

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 the [Historic Preservation website](#).
- [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 2. Insurance Requirements

The contractor shall carry insurance in one or all of the following types and amounts if designated as a requirement by the Risk Management Department of the City of Austin for the duration of the contract and furnish certificates of insurance along with copies of all policy endorsements as evidence thereof:

The cost of insurance should be researched prior to the submission of the application and included in the budgetary monetary figures.

Section 1 Contractor, during the term of the Agreement, shall carry insurance in the following types and amounts:

- 1.1 Commercial General Liability Insurance with a minimum combined single limit of \$500,000 per occurrence for Coverage's A (bodily injury and property damage) & B (personal and advertising injury). The policy shall contain the following provisions and endorsements in favor of the City:
 - 1.1.1 Blanket contractual and coverage for liability assumed under this contract;
 - 1.1.2 Products and completed operations coverage;
 - 1.1.3 Independent contractors coverage;
 - 1.1.4 Additional Insured endorsement (Form CG 2010), or equivalent coverage;
 - 1.1.5 Waiver of Subrogation endorsement (Form CG 2404), or equivalent coverage; and
 - 1.1.6 30-Day Notice of Cancellation endorsement (Form CG 0205), or equivalent coverage.

Section 2 Contractor shall cause any contractor or subcontractor, constructing improvements to the Premises, from the Date until issuance of the Completion Notice by the City of Austin with respect to the Premises, to carry insurance in the following types and amounts:

- 2.1 Employers Liability and Workers' Compensation Insurance. Minimum policy limits for Employers' Liability shall be \$100,000 bodily injury each accident, \$500,000 bodily injury by disease policy limit and \$100,000 bodily injury by disease each employee. Workers' Compensation coverage shall be consistent with statutory benefits described in the Texas Workers' Compensation Act, section 401. Coverage shall apply to the State of Texas. The policy shall contain the following endorsements in favor of the City:
 - 2.1.1 Waiver of Subrogation (Form WC 420304), or equivalent coverage, and;
 - 2.1.2 30-Day Notice of Cancellation endorsement (Form WC 420601), or equivalent coverage.
- 2.2 Commercial General Liability Coverage with a minimum bodily injury and property damage per occurrence limit of \$500,000 for coverages A & B. The policy shall contain the following provisions and endorsements in favor of the City:
 - 2.2.1 Blanket Contractual liability coverage for liability assumed under this contract;
 - 2.2.2 Products and completed operations coverage;
 - 2.2.3 Independent contractors coverage;
 - 2.2.4 Personal and Advertising injury coverage;
 - 2.2.5 Additional Insured endorsement (Form CG 2010), or equivalent coverage;
 - 2.2.6 Waiver of Subrogation endorsement (Form CG 2404), or equivalent coverage; and
 - 2.2.7 30-Day Notice of Cancellation endorsement (Form CG 0205), or equivalent coverage.
- 2.3 Business Automobile Liability Insurance for all owned, non-owned and hired vehicles with a limit of \$500,000 per occurrence for bodily injury and property damage liability. The policy shall contain the following endorsements in favor of the City:
 - 2.3.1 Additional Insured endorsement (Form CA 2048), or equivalent coverage;
 - 2.3.2 Waiver of Subrogation endorsement (Form CA 0444), or equivalent coverage; and
 - 2.3.3 30-Day Notice of Cancellation endorsement (Form CA 0244), or equivalent coverage.
- 2.4 Builders' Risk Insurance on an all risk physical loss form in the amount of the maximum contractor amount for any improvements made to the Premises. Coverage shall commence upon the date any work with respect to such improvements begins and shall continue until the work is complete and a Completion Notice is issued with respect to the improvements. The City shall be a mortgagee/loss payee on the policy. If off-site storage is permitted with respect to the work, coverage shall include transit and storage in an amount sufficient to protect any property being transported or stored.

- 2.5 In the event the contractor will serve liquor to individuals for entertainment purposes, the Contractor shall carry **Host Liquor Liability Coverage** of \$500,000 per claim. In the event the Contractor will sell liquor, the Contractor shall carry **Liquor Liability or Dram Shop Act Liability Coverage** of \$500,000 per claim.
- 2.6 The Contractor shall provide **A&E Professional Liability Insurance**, at a minimum of \$500,000 per claim, to pay on behalf of the assured sums which the assured shall become legally obligated to pay as damages by reason of negligent act, error, or omission arising out of the performance of professional services.
- 2.7 **Professional Liability/Technology Errors and Omissions** minimum limit of \$1,000,000 per claim to pay on behalf of the assured sums which the assured shall become legally obligated to pay as damages by reason of any negligent act, error, omission, or breach of security arising out of the performance or professions services. Coverage shall extend to technology licenses.
- 2.8 The Contractor shall provide **Professional Liability Insurance**, at a minimum limit of \$500,000 per claim, to pay on behalf of the assured all sums which the assured shall become legally obligated to pay as damages by reason of any negligent act, error, or omission arising out of the performance of professional services under this Agreement.

NOTE: More specific insurance requirements will be included in the pre-contract materials if you are awarded funding.

Appendix 3. Required Contractor Deliverables

- Registered City of Austin Vendor
- Pre-Contract Orientation Completed
- Preservation Grant Agreement Finalized
- Architectural Review Committee Project Review (capital projects only)
- Historic Landmark Commission Project Review and Approval (capital projects only)
- Current Certificate of Insurance Requirement
- Visit Austin Promotions Requirement
- Tourism Marketing Training Requirement
- Heritage Tourism Marketing: Stories related to the site's history are represented and marketed to draw tourists to Austin.
- Marketing Acknowledgment of City Support: Included in all electronic and printed materials and advertisements pertinent to the Project. All publicity initiated or otherwise undertaken by the Contractor must be approved by the City prior to its publication.
- Grant Awardee Organization Reporting
- Tourism Reporting
- Final Expense Documentation Reporting
- Marketing Plan Placement Form Completed
- Interim and Final Assessment Reports Completed
- High-Resolution Full-Color Project Photos
- On-Site Review, as needed

Appendix 4. 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:

- Advertise your heritage tourism project and events through local, regional and statewide diverse media and tourism outlets, and the general public.
- Complete Tourism Marketing Training through Miles Partnership.
- Create a compelling and attractive website with regularly updated information about your site and programs to inform visitors. Post the site's hours online.

- Create a budget for a paid social or paid search (pay-per-click) campaign to target prospective visitors.
- 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.
- Enhance information given to hotel staff/guests about historic site offerings. 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. Many hotels have rack card displays to promote attractions to tourists and other customers.
- Follow Search Engine Optimization (SEO) best practices.
- Historic sites may collaborate with nearby hotel and lodging facilities and host a preservation tourism/hotel event.
- Invite front-line hospitality staff to attend an event as a guest and encourage them to become a spokesperson for your organization or project.
- Promote your events, resources, and projects on the Visit Austin website, and other travel and tourism-related outlets to draw tourists to Austin.
- Plan for effective marketing and social media strategies for diverse heritage tourism audience development.
- Promote your event or project to other preservation groups like the County Historical Commission, regional city preservation offices and non-profits, Texas Historical Commission, Preservation Texas, the National Park Service, and the National Trust's Houston Field Office.
- 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.
- Survey attendees of preservation-related events at historic sites.
- Attend tourism industry education opportunities. Ideas may include Travel Industry Association of America (TIA), American Hotel and Lodging Association, Downtown Austin Alliance, Miles Partnership, Texas Travel Alliance, or Texas Historical Commission Heritage Tourism Division.
- Post events on local event calendars. Many sites require advance notice and registration to create an event submission. Sites may include, 365 Things Austin, Austin Chronicle, Austinot, CultureMap, Do512 or Do512Family.
- Conduct post-event surveys of participants who attended preservation-related event(s) at historic site(s).
- Share programming information with nearby hotel concierge desks. To connect with staff at Austin Visitor Center, email TourDesk@VisitAustin.org.
- Collect ticket sales and/or tour attendee numbers of preservation-related events at historic site(s).
- Invest in social media ad reach and impressions.
- Collect zip codes of participants who attended preservation-related event(s) at historic site(s).
- Collect testimonials left on review sites of preservation-related event(s) at historic site(s).
- Subscribe to performance analytics of paid social media posts.
- Press mentions related to preservation-related event(s).
- Utilize Visitor Ledgers.

Appendix 5. Accessibility

Applicants are encouraged to provide broader access by providing sign language interpretation, assisted listening devices, closed captioning, or other accessibility services. An Americans with Disabilities Act (ADA) resource guide can be found at <https://atxgo.org/ada-toolkit/>. Refer to the "Access Resources in Central Texas" PDF to find local vendors who provide accessibility services.

City of Austin Americans with Disabilities Program Office

The Americans with Disabilities Act (ADA) is a civil rights law that was enacted on July 26, 1990. The ADA guarantees equal opportunity for individuals with disabilities in public accommodations, employment, transportation, State and local government services, and telecommunications.

As one of the most accessible cities in the United States, the Austin ADA Program Office ensures that all city services and programs are accessible to all people, including those with disabilities.

<https://www.austintexas.gov/department/americans-disabilities-act-office>

Appendix 6. Background

Until late 2018, the City contracted with Visit Austin to market the historical assets of the City through administering the Heritage Grants Program. Effective FY 2020, the City of Austin Economic Development Department Heritage Tourism Division took over the administration of the Heritage Grant Program. The Heritage Tourism Division subsequently moved to the City's Parks and Recreation Department in 2024 and continues to administer the program.

On June 30, 2017, the Visitor Impact Task Force Final Report to Austin City Council provided recommendations relevant to Resolution No. 20160118-075 to study the impact of tourism, review of State and National Best Practices for tourism, and Review of Texas Tax Code Chapter 351 and allowable uses of Hotel Occupancy Taxes under the Tax Code.

On August 31, 2017, Council approved Resolution No. 20170831-060 directing the City Manager to take necessary actions to allocate hotel occupancy taxes and other revenues to projects that promote tourism and the convention industry, in accordance with council directives.

On September 13, 2017, Council approved Ordinance No. 20170913-001, including an allocation of Hotel Occupancy Tax revenue from the Hotel Occupancy Tax Fund, to the newly established Historic Preservation Fund.

On December 14, 2017, Council approved Ordinance No. 20171214-005 amending Section 11-2-7 of the City Code to establish the allocation of Hotel Occupancy Tax for historic preservation as directed by Council during the City's budget adoption process.

On June 6, 2018, the Heritage Grant Working Group developed a report with recommendations to Austin City Council for the Heritage Grant Program and the newly established Historical Preservation Fund. In addition to the parameters outlined in Chapter 351, the group considered relevant priorities from Austin Strategic Direction 2023, Imagine Austin Comprehensive Plan and the Visit Austin Marketing Plan.

On October 4, 2018, Council adopted Resolution No. 20181004-033 to allocate 15% of the hotel occupancy taxes to fund operations/maintenance of City of Austin historic facilities and sites in accordance with Texas Tax Code Section 351 and fund other allowable capital and acquisition costs for historical restoration and preservation projects and activities. Council also directed the City Manager to initiate the following recommendations of the Visitor Impact Task Force and the Heritage Grant Working Group related to the HPF: 1) Expand the eligible applicants for heritage grants per the recommendations of the Visitor Impact Task Force and the Heritage Grant Working Group; 2) Expand eligible projects for heritage grants to include capital projects and planning, educational, and marketing projects; 3) Increase the \$59,000 cap on individual heritage grants awards to \$250,000, with staff discretion to recommend to City Council grant requests above this threshold.

In FY 2019, the Economic Development Department was authorized to create a Heritage Tourism Division that would administer the Heritage Grant Fund promoting tourism and the convention industry through preservation, restoration, and rehabilitation of historic properties, buildings, structures, objects, monuments, sites or districts.

In FY 2024, the Heritage Tourism Division moved to the Austin Parks and Recreation Department to continue its administration and tourism promotion of the Historic Preservation Fund and the Heritage Preservation Grant.

Appendix 7. Definitions

Bids: A project bid is a formal estimate made by a contractor, subcontractor, and/or vendor on a project proposal. The project bid should include cost, description, timeframe, contracting roles, scope of the work that will be performed. For capital projects, bids should also include materials and how the proposal will meet the [Secretary of Interior's Standards for the Treatment of Historic Properties](#). Project bids are required to be used to develop the project budget. NOTE: Project bid prices may change over time. Please plan accordingly.

City of Austin Council District: The City of Austin is made up of ten single-member districts. To determine where address is located, go to <https://www.austintexas.gov/GIS/CouncilDistrictMap/> and click "I Want to..." then click "Find my Council District."

City of Austin Fiscal Year: The City of Austin Fiscal Year (FY) runs from October 1st through September 30th of the following year. For example, the City of Austin Fiscal Year 2025 is October 1, 2024, through September 30, 2025.

Creative Collaborator: A creative contributor that has a share in the creative direction of the project or proposal. Collaborators can occur between specific groups, individuals, nonprofits, or organizations.

Collaboration: Collaborations occur when you share decision-making power in the project proposal.

Cultural significance: Value or importance that individuals or communities place on certain aspects of culture. These aspects can include historical sites.

Diversity: Includes all the ways in which people differ, encompassing the different characteristics that make one individual or group different from another. Individuals can affiliate with multiple identities. Diversity alone as a strategy will not lead to equity.

Equity: Identifying and eliminating barriers that have prevented the full participation of some groups to ensure the fair treatment, access, opportunity, and advancement for all people. Equity ensures that outcomes in the conditions of well-being are improved for marginalized groups, lifting outcomes for all. Improving equity involves increasing justice within the procedures and processes of institutions or systems, as well as in their distribution of resources. Tackling equity issues requires an understanding of the root causes of outcome disparities within our society.

ETJ: Extraterritorial Jurisdiction. The unincorporated area that is contiguous to the corporate boundaries of Austin and is located within five miles of those boundaries.

Heritage tourism: The National Trust for Historic Preservation defines heritage tourists as those who travel to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present.

Marketing: All costs for marketing, publicity, and/or promotion specifically identified with the activity. Include costs directly related to promotion, publicity, or advertising.

MBE/WBE: Minority Owned Business Enterprise & Women-Owned Business Enterprise

Non-profit organization: An organization with tax-exempt status that is certified by the Internal Revenue Service (IRS) as a 501(c)(3) organization which ensures no part of net earnings benefits a private individual.

Owner authorization: If a private project (or a public project other than the City of Austin) owns the property, the applicant must obtain a formal letter of support from the owner allowing the applicant to complete the project at the site. This letter must be included with the application. Without the property owner's written consent, the application cannot be reviewed.

Preservation: Focuses on the maintenance and repair of existing historic materials and retention of a property's form as it has evolved over time.

Publicity: Publicity means the manner, method, timing and content of all efforts to generate public knowledge of, understanding of, and interest in the Project, including but not limited to any interviews, flyers, brochures, posters, mailings, advertisements, emails, social media postings, blog postings, electronic communications or presentations of

any type, live or prerecorded television or other video presentations or commercials, radio interviews or advertisements, and any other publications of any other kind and in any medium.

Rehabilitation: Acknowledges the need to alter or add to a historic property to meet continuing or changing uses while retaining the property's historic character.

Reconstruction: Re-creates vanished or non-surviving portions of a property for interpretive purposes.

Restoration: Depicts a property at a particular period of time in its history, while removing evidence of other periods.

The Secretary of the Interior's Standards for the Treatment of Historic Properties: Guidelines for preserving, rehabilitating, restoring, and reconstructing historic buildings. For more information visit [The Secretary of the Interior's Standards for the Treatment of Historic Properties guidelines](#).

Tourist: An individual who travels from the individual's residence to a different municipality, country, state, or country for pleasure, recreation, education or culture (Texas State Tax Code Chapter 352, p. 1).

Visitor: An individual traveler that stays overnight away from home in paid or unpaid accommodations, or a day visitor that travels at least fifty miles one-way from home on a non-routine trip.