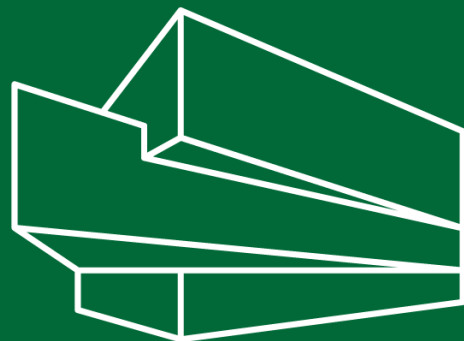




HERITAGE GRANT

Virtual Information Session

May 20, 2020



Heritage Tourism

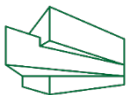
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Economic Development Department

The mission of the Economic Development Department is to influence revenue generation through its programs and investments in order to secure economic mobility for our residents and promote a competitive, sustainable, vibrant and equitable economy for all.

About the Heritage Tourism Division

The Heritage Tourism Division provides leadership and management for the City of Austin's heritage tourism programs aimed to attract tourists and convention delegates and to derive economic, business, and community benefits associated with honoring and preserving Austin as a place of personal heritage.



Texas Tax Code Chapter 351.101

In accordance with state statute (Tax Code Chapter 351), 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's statutorily approved functions.

For historic preservation and restoration projects or activities and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums, the project must be:

- a) At, or in the immediate vicinity of, convention center facilities or visitor information centers;
- b) Located in the areas that would be frequented by tourists and convention delegates.

Council Action October 4, 2018

Resolution No. 20181004-033 allocation of funding :

70% for City of Austin historic facilities and sites in accordance with Texas Tax Code Section 351.101(a)(5);

15% reserved for potential future historic acquisitions or major preservation projects that would be frequented by tourists and convention delegates;

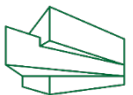
15% of the HPF to the Heritage Grant Program.

Note: Anticipated FY 2021 program allocation adheres to the FY18 policy guidance established by Council.


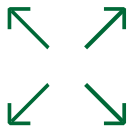


Heritage Grant Program - Reimbursement

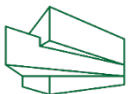
The purpose of the Heritage Grant Program is to promote tourism through the preservation, restoration, or rehabilitation of historic buildings, structures, sites, objects, monuments sites or districts.

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



Heritage Grant Program

Council Policy Direction		Administrative Enhancement
	Funding threshold increased Heritage Grant awards increased from \$59,000 to \$250,000 for capital projects	Applicants Required to Register as Vendors with the City of Austin austintexas.gov/financeonline/vendor_connection
	Applicant pool expanded Nonprofit, government and now, commercial applicants are eligible to apply for preservation and restoration projects	Online Application Process Captures key information including: <ul style="list-style-type: none">▪ Applicant Information▪ Project Property Information▪ Tourism Impact▪ Preservation Impact▪ Project Budget▪ Capacity and Qualifications▪ Project Schedule▪ Equity / Inclusion / Diversity▪ Coordination with Essential Partners
 	Eligible projects expanded Heritage Capital Projects and Site-specific Heritage Tourism Projects	



Eligible Projects

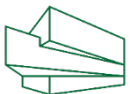
Heritage Capital Projects - Exterior



Rehabilitation or restoration of the primary building envelope, accessory structures, and grounds; historic interiors not eligible for FY21

Heritage Capital Projects *must*:

- ☐ Historic Designation (building, site or contributing property within historic district);
- ☐ Accessible Grounds;
- ☐ Visited (in person and virtual) by tourists, hotel guests, or convention attendees;
- ☐ Meet the Secretary of the Interior's Standards for the Treatment of Historic Properties.



Eligible Projects

Site-specific Heritage Tourism Projects



Heritage site-based planning, educational, and marketing projects such as:

Historic Nominations	Preservation Access	Virtual Enhancements
Historic designation fees	Exhibit materials	Website / Digital projects
Preservation Plans	Educational material	Audiovisual collections

Site-Specific Heritage Tourism Projects *must*:

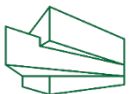
- ☐ Increase tourism and/or benefit tourists, hotel guests, and convention attendees;
- ☐ Include the understanding of the significant historic places / events or provide new insight or new perspective on well documented places/events tied to a historic site.



Ineligible Projects

Some examples of ineligible project costs include:

- Work non-consistent with the Secretary of the Interior's Standards
- Operational expenses and indirect costs
- Capital improvements to non-historic buildings
- Travel expenses
- Consultants who are members of an applicant's staff or board
- Purchase of gifts, awards, cash prizes, scholarships, contributions or donations
- Owner-occupied properties
- Wayfinding
- Existing deficits, fines, contingencies, penalties, interest, or litigation costs
- Food or beverages, unless essential to the project (contact HT to verify)
- Internal programs at colleges or universities
- Purchase of gasoline
- Purchase of computer software/hardware including monthly licensing fees
- Vehicle purchase
- Interior preservation

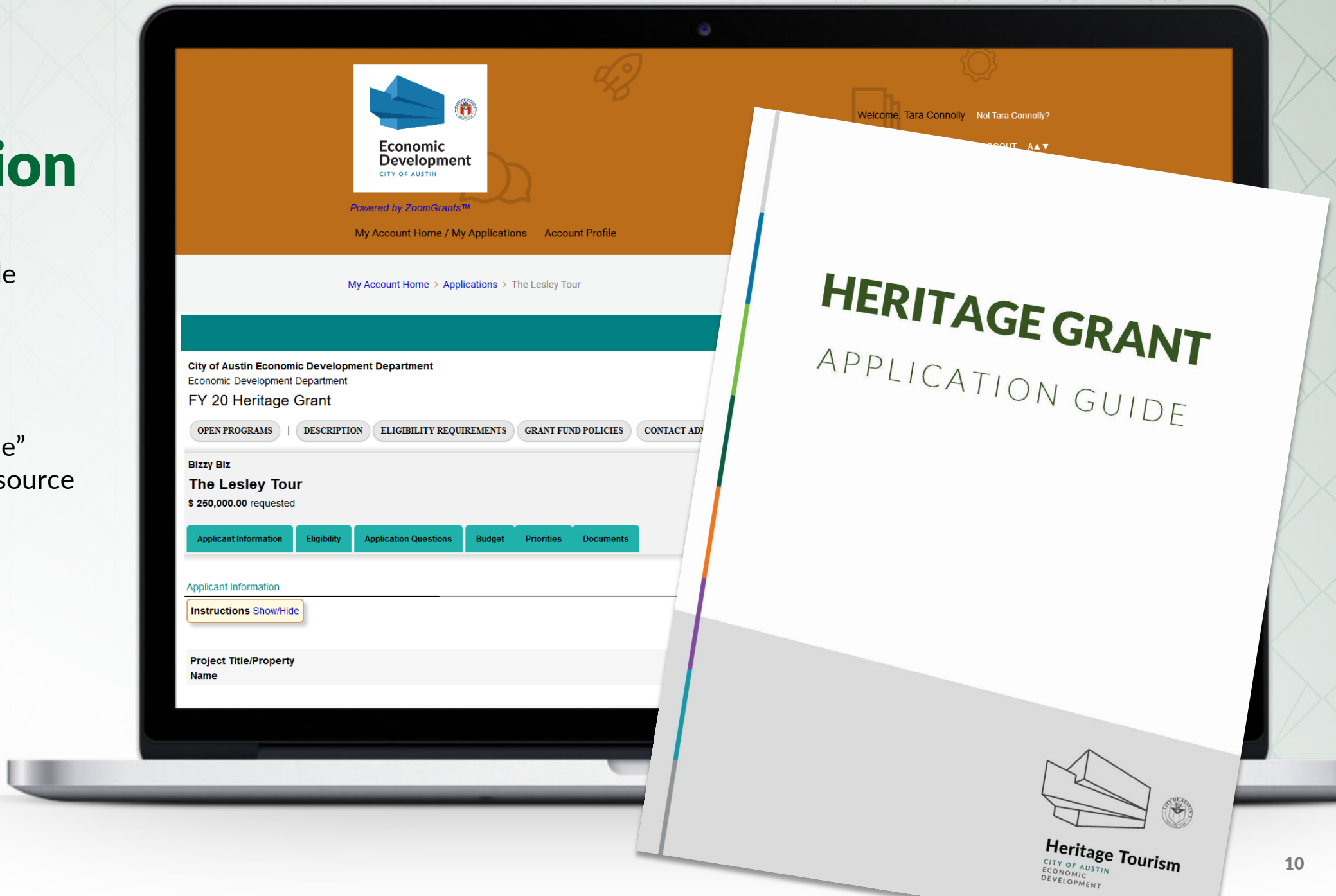


Online Application

- Can have multiple collaborators
- Drafts are saved
- “Heritage Grant Application Guide” is a reference resource

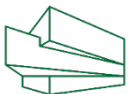
ZoomGrants

Emails will come from
Notices@zoomgrants.com



Heritage Grant Program Scoring Criteria

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



What is the Review Process?

After the application deadline, interdepartmental staff will evaluate applications to ensure that each proposed project meets the state statute eligibility criteria.

Applications that meet the criteria will then be evaluated by an external Heritage Grant Review Panel that will result in final recommendations for Council consideration.

What is the Review Process?

Recommendations will then be shared with the Historic Landmark and the Tourism Commissions who can recommendations to City Council.

City Manager will approve funding for Heritage Grants within the Manager's authority (at or below \$61,500 for Fiscal Year 2021)



City Council will approve funding Heritage Grants above the City Manager's authority

Approved projects require an HLC-approved Certificate of Appropriateness

Historic Preservation Office

The Historic Preservation Office, within the City of Austin's Planning and Zoning Department, protects and enhances neighborhoods, buildings, and sites that reflect elements of Austin's cultural, social, economic, political and architectural history.

A property can be designated historic at three levels: local, state, and national.

Historic Property Viewer link:

austintexas.gov/heritage-grants

Texas Historical Sites Atlas:

<https://atlas.thc.state.tx.us/Map>

Historic Property Verification Guide

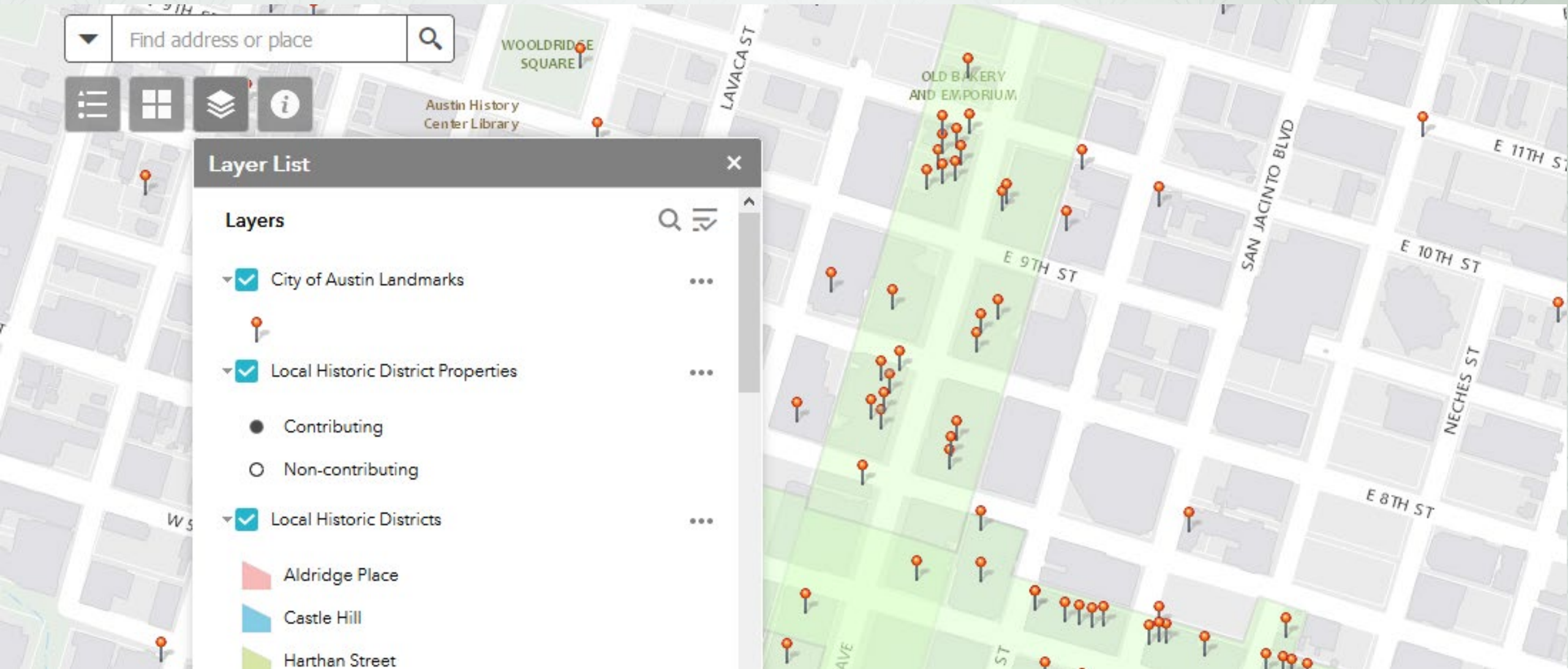
A property can be designated historic at three levels: local, state, and national. Locally designated historic properties are historic landmarks and historic districts, state-designated historic properties are Recorded Texas Historic Landmarks (RTHLs) and State Antiquities Landmarks (SALs), and nationally designated historic properties are individually listed in the National Register of Historic Places and/or located in a National Register historic district.

You can take four steps to find out if your property is a designated historic property or already has been evaluated for potential historic designation.

1. To find out if a property is designated historic at the **local level** (historic landmark or historic district) or located in a **National Register historic district**, use the City's [Historic Property Viewer](#).
 - If a property is located in a National Register historic district, [check this list \(PDF\)](#) to see if it is contributing or noncontributing.
 - Contributing properties are considered historic.
 - If the property is located in the Congress Avenue or Sixth Street National Register historic district, contact the City of Austin Historic Preservation Office at (512) 974-1686 to find out if it is contributing.
2. To find out if a property is designated historic at the **state level** (Recorded Texas Historic Landmark/RTHL) search on the [Texas Historical Sites Atlas map](#). If the property has a Historical Marker, click on the Details link and look at the "Designations" line to find out if the property is an RTHL. A Historical Marker is not equivalent to historic designation.
3. To find out if a property is designated historic at the **state level** (Recorded Texas Historic Landmark/RTHL) search the [Texas Historical Sites Atlas](#) (text search).
4. If the property is located in a National Register historic district, contact the City of Austin Historic Preservation Office at (512) 974-1686 to find out if it is contributing.



Historic Property Viewer



Questions?

Melissa Alvarado, MPA

Heritage Tourism Manager

City of Austin Economic Development Department

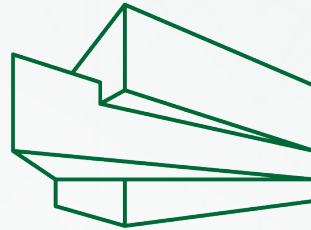
Melissa.Alvarado@austintexas.gov

»APPLY NOW«

austintexas.gov/heritage-grants

Virtual Office Hours

Tues and Fri: 9:30a – 12:30p



Heritage Tourism

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