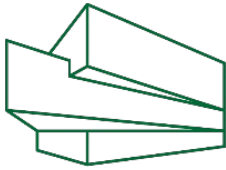


# HERITAGE PRESERVATION GRANT APPLICATION GUIDE DRAFT

## FY 2022 Guidelines

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



### Heritage Tourism

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT

Melissa Alvarado  
Heritage Tourism Division Manager  
[melissa.alvarado@austintexas.gov](mailto:melissa.alvarado@austintexas.gov)  
512-974-7870

Sehila Mota-Casper  
Program Coordinator  
[sehila.casper@austintexas.gov](mailto:sehila.casper@austintexas.gov)  
512-974-7655

[Table of Contents]

DRAFT

## Program Overview

### **Term: 2-Year Reimbursement Preservation Agreement for Service**

### **Contract amounts vary per project with awards paid over a 24-month contract period**

The Heritage Preservation Grant is dedicated to preserve and promote Austin's irreplaceable historic and heritage tourism experiences that authentically represent the inclusive stories and people of the past and present through capital, planning, educational, or marketing projects that activate place and engage new audiences and attract tourism.

The program supports an inclusive cultural 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 eligible tourism-serving projects of historically underfunded organizations, heritage groups and disinvested communities, especially those from under-interpreted heritage sites and historic communities, including Black/African-American, Indigenous, Hispanic/Latino, Asian American, Middle Eastern, Pacific Islander, LGBTQIA+, woman-identifying and disability community members, whose work preserve historic culturally significant sites, historic districts, neighborhoods, heritage corridors, among others.

Eligible maximum annual awards vary based on project type. The first disbursement of funds is 30% of the total award upon execution of a contract. Awards are paid over a 24-month contract period and eligible expenses are reimbursed on a monthly basis with the final 10% of the award paid upon project completion, receipt of a final report, and proof all project-related obligations have been paid.

### Investment Value

This program will directly support the [City's priorities in equity](#), "leading with a lens of racial equity" and healing, and correcting past disparities in funding. Funding through this program advances the goals of the [Strategic Direction 2023](#) plan including: working in support of Culture & Lifelong Learning indicators by elevating the quality of cultural resources, investing in the vibrancy of the creative industry, and honoring ethnic heritage; and in support of Economic Opportunity & Affordability through supporting job & workforce development, and industry stabilization.

### Source of Program Funds: Heritage Preservation Fund

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>

As per Austin City Code Chapter 11-2-7, 15% of the City's 7% of the 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 and convention delegates to the city.

### What Heritage Preservation Grant Funds

While the program supports a breadth of Capital, Planning, Educational, or Marketing projects, *all* projects funded by HOT revenue are required to:

- **Tourism Impact:** Activate place through site-based preservation projects while marketing and advertising Austin to increase tourism attraction, and being consistent with the promotion and enhancement of the City of Austin as a cultural heritage tourism destination;
- **Preservation or Cultural Significance Impact:** Be historically designated or culturally significant projects or events with a direct association with historic and heritage tourism-serving activities or sites. Grounds must be accessible and open to tourists and residents for the purposes of viewing and appreciating the historic/heritage value with reasonable visitation hours to be set by 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.

Individuals, nonprofit organizations and for-profit entities are eligible to apply.

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

#### **CAPITAL PROJECTS: Historically Designated (or eligible)**

Contractual grants are awarded to restore, rehabilitate, and stabilize tourism-serving **historically designated** buildings, sites, structures and landscapes that follow the Secretary of the Interior's Standards for the Treatment of Historic Properties more on landscapes. Before applying, ensure sufficient financial resources are available to complete the project prior to reimbursement. Project types and awards include:

Roof Repair	Up to \$125,000
Heating, Ventilation, and Air Conditioning (HVAC)	Up to \$125,000
Façade Elements / Exterior Walls	Up to \$125,000
Interior Flooring / Foundation Stabilization Repair or Replacement	Up to \$125,000
American Disabilities Act (ADA) Exterior Access	Up to \$100,000
Building Exterior: Wood & Masonry ( <i>Brick, stone, terra cotta, concrete, adobe, stucco, mortar</i> )	Up to \$100,000
Pier & Beam / Foundation Stabilization	Up to \$75,000

Cast Iron Restoration / Repair	Up to \$75,000
Accessory Structures	Up to \$75,000
Historic Cultural Landscape	Up to \$75,000
Door / Window / Screen / Trim Restoration	Up to \$50,000
Awning Restoration / Repair	Up to \$50,000
Exterior Light Fixtures	Up to \$30,000
Millwork / Wooden Repair	Up to \$30,000
Paint	Up to \$30,000
Signage / Installation / QR Codes	Up to \$15,000 (neon ineligible)
Other: <i>Examples include Architectural Design, Structural Analysis and Consulting for Historic Tourism Sites</i>	Up to \$15,000

**PLANNING PROJECTS: Historically-Designated (or eligible)**

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

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

Historic Structure Report; Heritage Tourism Assessment; Interpretive Plan; Preservation Plan; Cultural Landscape Preservation Plan, Preservation Plan for Historic Interiors	\$30,000
Consultant for Historic Designation Nomination	\$15,000
Other: <i>Examples include – Architectural Design, Structural Analysis and Consulting for Historic Tourism Sites</i>	\$5,000

**EDUCATIONAL PROJECTS: No Designation Required; Must meet Historic Cultural Significance Criteria (below)**

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

Tours: Historic, Heritage, Legacy, Natural Resource Tour Operations (includes walking, biking, driving, 100% virtual)	\$35,000
---	----------

Heritage and Historic Exhibitions, Skill Demonstrations or Programs \$35,000

Conferences, Workshops, Technical Assistance Programs, Apprenticeship or Training Opportunities \$35,000

Events: Heritage or Historic Site / District Event and Activation that facilitates collaboration between heritage organizations \$35,000

**MARKETING PROJECTS: No Designation Required; Must meet Historic Cultural Significance Criteria (below)**

Projects that actively connect and market heritage, particularly of underrepresented histories, and historic places/events, that enable tourists to engage with heritage and historic record, examples include but are not limited to: develop, advertise, and promote heritage stories and experiences through guides, maps, brochures, collateral, design services, translation, website enhancements, destination videos, and heritage tourism marketing projects.

Brochures, Maps, Guides and Itineraries (includes historic research, design services, print, translation) \$20,000

Website Enhancements (focused on exploring heritage and historic record) \$20,000

Digital Projects (focused on exploring heritage and historic record) \$20,000

Heritage Tourism Marketing: Destination Videos \$20,000

Heritage Tourism Marketing: Social Media / Marketing \$20,000

**Key Elements for Funding**

- **Project Impact and Public/Tourism Benefit:** The program funds heritage and preservation projects that are accessible and marketed to tourists and activate place through historic site-based projects that celebrate Austin’s history and heritage. How well does project raise the visibility of heritage work and its ability to increase public access and audiences to heritage resources and programs. Applicants may submit either a Capital, Planning, Education or a Marketing proposal per funding cycle.
- **Advancing Equity:** How your project focuses on telling the story of underrepresented communities and provides opportunities for underserved populations to tell their stories and/or

work firsthand with heritage and historic resources. The program supports entities including culturally and racially specific groups, groups representing LGBTQIA+, woman-identifying and disability communities. Eligible applicants include but are not limited to: historic sites, museums, cemeteries, or parks, organizers of heritage-related educational events and marketing projects that promote tourism.

- **Historic Cultural Significance:** Educational and Marketing Projects are not required to have a historic-designation, but must meet at least two criteria listed under Historic Cultural Significance (below) to be eligible. Projects must reflect the breadth of Austin’s diversity and rich cultural history.
- **Collaboration and Community Voice:** Grant opportunities aim to support creative partnerships that are community-led and reflect community voice and values while activating place through historic site-based projects and engage new audiences while promoting tourism.
- **Feasibility: Qualifications of Project Team:** Describe the members of the project team, each person’s role and responsibility for the proposal (with an identified project manager). Describe the qualifications, track record, experience and ability of the applicant and outside consultants or vendors composing the project team to successfully complete the project. Demonstrated experience in project management, preservation, grant finance/management, cultural history, marketing, events management, and other project-related consultants will be evaluated by staff to assess the qualifications for the procurement of these services. Award for the work may be given to the proposal that is most advantageous based on the scope of work, experience, price, project management, and ability to complete the project within a 24-month timeframe, among other factors. A 10% project management fee, not to exceed \$10,000, is an eligible expense for capital projects.
- **First-Time Applicants Encouraged to Apply:** The Division is committed to assisting first-time applicants and an expanded range of technical assistance offered during the application and award process.

### Historic Cultural Significance Criteria: Educational and Marketing Projects only

**Historic Cultural Significant Projects must meet at least TWO of the following criteria with or without a historic designation that occurs at a historic site and supports history and heritage:**

- **Historic Event:** Project must have direct association with a significant historic event or with the historical development of the city;
- **Significant People:** Project has direct and substantial association with a recognized person or group of persons who had influence on local history;
- **Significant Era:** Represents an era of culture or heritage that allows an understanding of how the site was used by past generations;
- **Historic Cultural Understanding:** Be a physical 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.

### Historically Designated Property Criteria: Capital and Planning Projects only

Capital and Planning Projects are required to:

- **Historic Designation:** All capital and planning 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. For buildings with no designation, sites must be historically designated by the end of the grant contract term. East Austin Historic Survey properties recommended eligible as a local landmark are strongly encouraged to apply.
- **Project Bid Proposal Requirements:** Applicants must solicit and submit a minimum of two bids from outside consultants or vendors when submitting a capital 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.
- **Proposals already reviewed by the Capital the Texas Historical Commission are encouraged to submit a THC Structures Report.**
- **City of Austin Parks and Recreation Department’s (PARC) Community Activated Park Project (CAPP) Requirements:** A Community Activated Park Projects ([CAPP Review and Approval Form](#)) must be submitted to and approved by PARC prior to a Heritage Preservation Grant project submission. **A consultation with Heritage Tourism staff is required prior to submission.**
- **Owner Consent:** Organizations proposing to do preservation projects on a site not owned by the applicant, must obtain written permission from the property owner *prior* to submitting an application. The grant application submission must include a formal letter of support from the owner allowing the applicant to submit the Heritage Preservation Grant. This letter must be included with the application. Without the property owner’s written consent, the application will not be reviewed.
- **Capital Project Building Standards:** Capital and Planning proposals must meet [The Secretary of the Interior's Standards for the Treatment of Historic Properties](#) (National Park Service U.S. Department of the Interior). Capital projects will require an on-site review prior to the closeout of the contract.
- **Historic Design Standards:** 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>.
- **Historic Landmark Commission Review:** All Capital projects must obtain an approved Certificate of Appropriateness (or Historic Review) from the Historic Landmark Commission in advance of performing all non-routine exterior and site work, including signage design and installation. Any exceptions would require HPO administrative approval.
- **Existing Preservation Plans** for the Preservation of Historic Interiors and Cultural Landscapes is strongly recommended.

### Eligible and Ineligible Activities and Expenses

<p>Eligible activities: See Page 4 for Details:</p> <ul style="list-style-type: none"> <li>• Historically-designated capital building projects;</li> </ul>	<p>Due to restrictions on the funding source for this program, ineligible project costs include, but may not be limited to the following:</p> <ul style="list-style-type: none"> <li>• New building construction or expansion;</li> <li>• Acquisition of a property;</li> <li>• Neon Signage;</li> </ul>
--	--



<ul style="list-style-type: none"> <li>• Historically-designated (or eligible for designation) planning projects;</li> <li>• Educational Tour Operations: Historic, Heritage, Legacy, Cultural and Natural Resource</li> <li>• Exhibitions, Conferences, Workshops, Technical Assistance Programs, Apprenticeship or Training Opportunities</li> <li>• Events: Heritage, Historic, Cultural District-Based Events and Activations and/or Events that facilitate collaboration between heritage organizations</li> <li>• Marketing Projects</li> <li>• Optional 10% Project Management, not to exceed \$10,000, for capital projects only</li> <li>• Optional Insurance Fee</li> <li>• Optional Fiscal Sponsor Fee, not to exceed \$1000</li> <li>• Eligible software including licensing fees</li> </ul>	<ul style="list-style-type: none"> <li>• Preservation, heritage, and historic projects not associated with a historic site or cultural significant event;</li> <li>• Interpretive panels, murals or projects;</li> <li>• Archeology projects;</li> <li>• Landscaping;</li> <li>• Wayfinding and right-of-way signage;</li> <li>• 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</li> <li>• Supplementing staff salaries, board, volunteer, and docent activities;</li> <li>• Consultants who are members of an applicant's board;</li> <li>• Activities that occur outside Austin or its extraterritorial jurisdiction;</li> <li>• Fund-raising expenses;</li> <li>• Furnishings;</li> <li>• Food and beverages;</li> <li>• Payments to students or interns whose employment is tied to class credit;</li> <li>• Purchase of gifts, awards, cash prizes, scholarships, contributions or donations.</li> <li>• Existing deficits, fines, contingencies, penalties, interest or litigation costs</li> <li>• Property Taxes or any other tax</li> <li>• Audits unless required by funding agreement;</li> <li>• Travel-related costs;</li> <li>• Purchase of gasoline.</li> </ul>
--	--

### Required Contractor Deliverables

- **Insurance Requirements**
- **Visit Austin Promotion Requirements**
- **Tourism Marketing Training Requirement**
- **Registered City Vendor:** All applicants must register with the City of Austin Vendor Registration. Please visit [https://www.austintexas.gov/financeonline/account\\_services/account/login.cfm](https://www.austintexas.gov/financeonline/account_services/account/login.cfm) to register. If you have questions about Vendor Registration, contact the Vendor Registration Office at (512) 974-2018.
- **Preservation Grant Agreement:** Prior to the commencement of work or project, applicants and the City of Austin must execute a Preservation Agreement setting out terms and conditions of

the grant. The City will not execute a Preservation Agreement without an approved Review by the Historic Landmark Commission for Capital Projects, if required.

- **Grant Awardee Organization Reporting:** Increase data collection, including the racial composition of Boards, employees, tourists, audiences, and plans to engage with BIPOC tourists and audiences.
- **Tourism Reporting** (Statute Requirement): Grantees will survey tourists to collect and report home zip codes and hotel or motel stay information.
- **Marketing:** {City Acknowledgement}
- **Financial Reporting** (Statute Requirement): Grantees shall maintain complete and accurate financial records of each expenditure of hotel occupancy tax revenue for final reporting to the City.
- **Final Report:** A Final Closeout Report will be required within thirty days of the project or programming cessation which shall be no later than October 30 of any given fiscal year. The report will require demographics, job creation data, proof of tourism marketing and tourism visitation, completion of proposed project, 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. Final reports must be completed online.

## Who Can Apply?

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

### Eligible Applicants:

- Non-Profit Organizations and For-Profit Entities with a qualifying culturally significant or historic preservation project that promotes tourism and is located at or near the convention center or in an area likely to be visited by tourists. Priority will be given to organizations and entities that are 51% or more Black/African-American, Native American, Asian, Hispanic/Latino, Middle Eastern, Pacific Islander, LGBTQIA+ and disability communities and other historically underrepresented and underserved communities.

### Eligible and Ineligible Applicants

	Eligible	Ineligible
Applicant or entity type	<ul style="list-style-type: none"> <li>• 501c3 nonprofit organizations that are registered with 990s posted on Guidestar.org and have an active volunteer board that meets a minimum of three times per year</li> <li>• For-profit, historic commercial or nonprofit properties that are leased or owned with owner authorization (Ex: commercial</li> </ul>	<ul style="list-style-type: none"> <li>• Owner-occupied (residential) properties or stewards of historic sites not open to the public;</li> <li>• Applicants whose non-profit status has been revoked by the Internal Revenue Service;</li> </ul>

	<p>music venues, mom-and-pop shops, restaurants, legacy businesses)</p> <ul style="list-style-type: none"> <li>• Projects must occur within a Council 10-1 District, be located downtown or areas likely to be visited by tourists, or within Austin’s extraterritorial jurisdiction (ETJ).</li> <li>• Applicant must reside within the Austin MSA.</li> </ul>	
Operational History	<ul style="list-style-type: none"> <li>• Individual applicants, businesses, nonprofits that can demonstrate operations in the Austin metro area for at least two years</li> </ul>	<ul style="list-style-type: none"> <li>• Applicants unable to demonstrate at least two years of operations within the Austin metro area</li> </ul>
Funding History	<ul style="list-style-type: none"> <li>• Applicants who have not already received or are currently receiving City funding in the fiscal year in which they are applying.</li> </ul>	<ul style="list-style-type: none"> <li>• Applicants that have not successfully completed a previous Heritage Preservation Grant project and related reporting requirements (or other HOT-funded grant program requirements);</li> <li>• Applicants who have received funding for the same project from other HOT funded programs.</li> </ul>
Historic Designation / Cultural Significance Criteria	<ul style="list-style-type: none"> <li>• Capital and Planning Projects: Sites must be historically designated at the local, state, or federal level, or be determined eligible for historic designation.</li> <li>• Educational and Marketing Projects: Projects that meet at least two criteria listed under Cultural Significance (pg 5).</li> </ul>	

### Funding Availability and Timeline

The Heritage Preservation Funding program normally operates on the City’s fiscal calendar, which is October 1 – September 30. The FY22 Funding Cycle will operate on an annual calendar. Program funding is subject to Council approving and appropriating funding on an annual basis.

Funding awards allocated from this program may not be used toward activities funded by any other City of Austin departments/contracts or other cultural funding programs within the fiscal year. Only one application per entity is allowed.

The City of Austin offers Heritage Preservation Grants through a competitive online application process. Fund availability is subject to Council approving and appropriating funding on an annual basis. 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.

### Important Dates (subject to change):

Deadline:	Nov 12, 2021
Application opens online:	Oct 04, 2021

### Award Amounts + Supplements

**Reimbursement Grant:** This program is a reimbursement grant ranging from \$5,000 - \$250,000 depending on proposal type, preservation priority line items, number of applicants, available funding and panel reviews. The first disbursement of funds is 30% of the total award upon execution of a contract. Awards are paid over a 24-month contract period and eligible expenses are reimbursed on a monthly basis with the final 10% of the award paid upon project completion, receipt of the final report, and proof all project-related obligations have been paid. Payment may be withheld if the work fails to meet the Preservation Agreement or mutually agreed upon alternate requirements.

**Phased project proposals are encouraged.** Funding will be awarded for each project phase. Applicants will submit a project budget, including preservation priority line items, as part of their application, demonstrating how they will prioritize funds. Grant awards are determined with consideration to having a complete proposal packet and submitted external consultant bid proposals.

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

### How to Apply

All Heritage Preservation Funding applications are submitted online; there is no paper application. Because our programs are government-managed, all application materials are public record, 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>

## Application Assistance

### Workshops and Videos

Information Sessions 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: 912 6357 8489

Passcode: 485376

Days: Every Tuesday during the month of August

Times: 10 am to 12 pm

## Application Review

All submitted proposals must meet statute and guideline requirements, and include 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 by internal panel of Heritage Tourism Division staff and scored by an external Review Panel using the Scoring Matrix.

The evaluation criteria is based on the City of Austin's [Strategic Direction 2023](#), Imagine Austin Comprehensive Plan, the Heritage Grant Working Group Recommendations and policies established by the Austin City Council, with a focus on equitable outcomes.

The Historic Landmark Commission will review recommended Heritage Preservation capital project proposals and can 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.

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.

### **Heritage Preservation Grants will be scored in the following manner with equity considerations:**

- **Representation:** The organization or entity with 51% or more of its leadership roles are held by individuals that identify primarily as (Black/African American, Native American, Asian, Hispanic/Latino, Middle Eastern, Pacific Islander). (20 points)
- **Preservation (for Capital or Planning Projects) OR Historic Cultural Significance (for Educational and Marketing Projects):** Applicant describes the historic, architectural or historic

cultural significance of the project and provides specific outcomes and measures for success. See more on historic cultural significance criteria on page 7. (30 points)

- **Tourism:** How does the project or event target potential heritage tourists and convention delegates to visit Austin and how will visitor data be collected? How are you marketing to and reaching out to attract heritage tourists and local attendees, include any local partnerships formed. How will your project activate place, expand or engage new tourists and audiences to the movement of heritage or historic preservation? (20 points)
- **Feasibility: Qualifications or Project Team** (15 points)
- **First-Time Applicant:** (10 points)
- **Community Collaboration** (5 points)

## Scoring Rubric

Category	Criteria	Points
<b>Representation</b>  <i>Aligns with City of Austin Strategic Outcome “Quality, accessibility, and diversity of civic and cultural venues, events, programs, and resources”</i>	The organization or entity with 51% or more of its leadership roles are held by a segment of Austin’s diverse population that has been historically underrepresented in the field of historic preservation (Black/African-American, Indigenous, Hispanic/Latino, Asian American, Middle Eastern, Pacific Islander, LGBTQIA+, woman-identifying and disability community members)	20
<b>Preservation</b>  <i>Aligns with City of Austin Strategic Outcome “Honoring and preservation of historical and ethnic heritage”</i>	Applicant describes the historic, architectural or historic cultural significance of the project and provides specific outcomes and measures for success. Capital and Planning Projects must be historically designated or eligible.  Educational and Marketing Projects are not required to have a historic designation but must be focused on exploring heritage and historic record.	30
<b>Tourism</b>  <i>Aligns with City of Austin Strategic Outcome “Appreciation, respect, and welcoming of all people and cultures”</i>	How does the project or event target potential heritage tourists and convention delegates to visit Austin?  How are you marketing to and reaching out to attract heritage tourists and local attendees?  How will your project activate place through a site-based preservation project, engage new tourists and expand audiences to the movement of heritage or historic preservation?	20

<p><b>Feasibility</b></p> <p><i>Aligns with City of Austin Strategic Outcome "Vibrancy of the creative industry"</i></p>	<p>Experience of project team</p> <p>Qualifications of hired outside contractors</p> <p>Demonstrated experience with similar projects for a minimum of two years of relevant programming or projects in Austin.</p> <p>Outside consultant bids for Capital Projects is required.</p>	<p>15</p>
<p><b>First Time Applicant</b></p> <p><i>Aligns with City of Austin Strategic Outcome "Vibrancy of the creative industry"</i></p>	<p>New applicant that has never received funding from the Heritage Preservation Grant administered through the City of Austin</p>	<p>10</p>
<p><b>Community Collaboration</b></p> <p><i>Aligns with City of Austin Strategic Outcome "Appreciation, respect, and welcoming of all people and cultures"</i></p>	<p>Opportunity aims to support creative partnerships that are community-led and reflect community voice and values while activating place through historic site-based projects that promote tourism.</p>	<p>5</p>

## 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 ten 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 from program staff.
5. Prior to the commencement of projects, applicants and the City must execute a Preservation Agreement setting out 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 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. 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.



## 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: 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 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, 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).