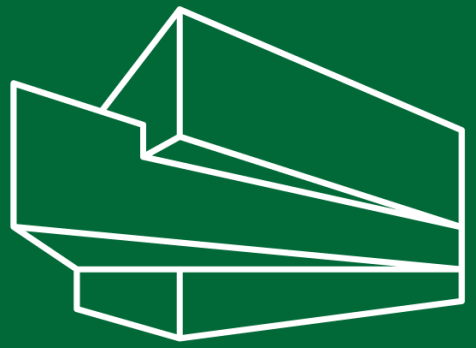
HERITAGE GRANT

Information Session

August 1, 2019



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.

Tourism Stats

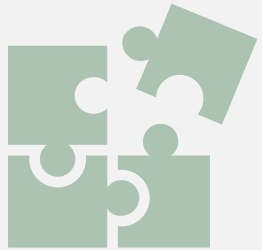
27.4 Million
Total Annual Visitors (Austin MSA)

129,600
Tourism Supported Jobs

$7.5 Billion
2018 Austin Visitor Spending

$722 Million
Taxes Generated by Tourism*

* in state and local taxes



Source: D.K. Shifflet & Associates; Dean Runyan Associates, Office of the Governor, Texas Tourism, July 2018 Texas Workforce Commission / US Bureau of Labor Statistics (2018 jobs data)

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.

Historic Preservation Fund

The Historic Preservation Fund (HPF) was established in FY 2017–18 to promote tourism through preservation, restoration and rehabilitation of historic properties and through the promotion of culture and heritage-based tourism and events.

FY 2018-19, the HPF fund was moved to Economic Development (position filled, June 2019)

Timeline/Background

Oct 2018
Historic Preservation Fund moved to EDD

June 2019
Heritage Tourism Division Manager Hired

July 2019
Heritage Grant Program Launch

August 2019
Outreach & Engagement

October 2019
Strategic Citywide Heritage Plan
Anticipated Community Outreach Begins

Outreach & Engagement

Information Sessions

Commission Presentations

Email blasts

Social Media Campaigns

Door-to-Door

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 2019-20 program allocation adheres to the FY18 policy guidance established by Council.

Heritage Grant Program

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 Updates

Council Policy Direction	Administrative Enhancement
Funding threshold increased Heritage Grant awards increased from $59,000 to **$250,000**	**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: ▪ Applicant Information ▪ Project Property Information ▪ Tourism Impact ▪ Preservation Impact ▪ Project Budget ▪ Capacity and Qualifications ▪ Project Schedule ▪ Equity ▪ Coordination with Essential Partners
Eligible projects expanded Heritage Capital Projects and now, **Site-specific Heritage Tourism Projects** (will be comprised of 15% of total available allocation)	

Eligible Projects

Heritage Capital Projects - Exterior

Rehabilitation or restoration of the primary building envelope, accessory structures, and grounds

Heritage Capital Projects *must:*

- ❑ Historic Designation (site or district);
- ❑ Accessible Grounds;
- ❑ Visited 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

Planning, educational, and marketing projects
(will be comprised of 15% of total available allocation)

Site-Specific Heritage Tourism Projects *must:*

- ❑ Increase tourism and/or benefit tourists, hotel guests, and convention attendees;
- ❑ Include the significance of the historic place.

Ineligible Projects

Some examples of ineligible project costs include:

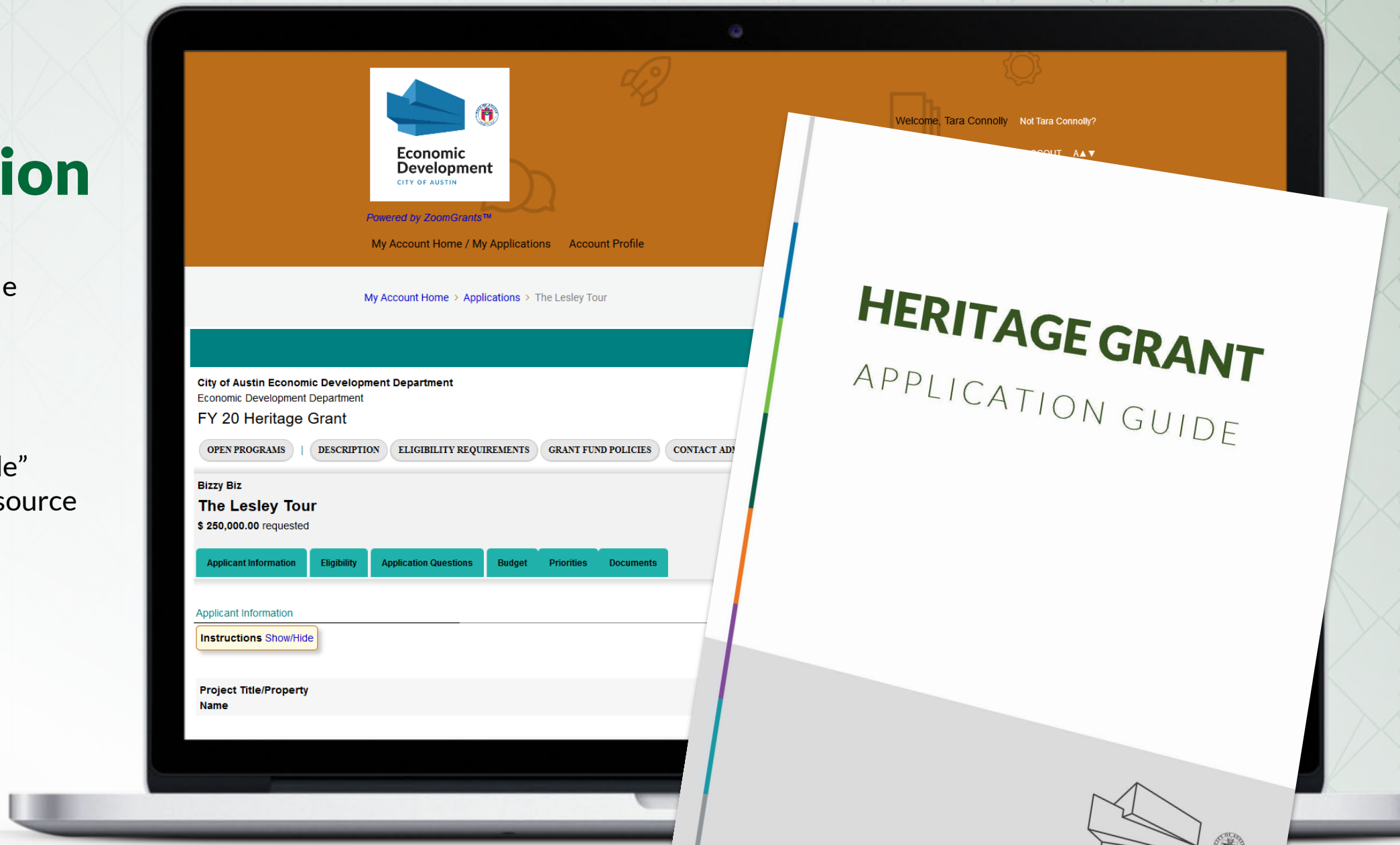
- Work non-consistent with the Secretary of the Interior's Standards
- Operational expenses and indirect costs
- Capital improvements to non-historic buildings
- Travel expenses
- Consultants who are members of an applicant's staff or board
- Purchase of gifts, awards, cash prizes, scholarships, contributions or donations
- Owner-occupied properties
- 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

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	15
Capacity and Qualifications	10
Project Schedule	5
Equity	5
Coordination with Essential Partners	5

Tourism Impact

Narrative Questions

- Explain current levels of tourism and how the project creates a heritage tourism impact in the community or region.
- How the project will enhance heritage tourism experience and increase community participation/accessibility to a larger number of users, tourists, hotel guests or convention attendees
- Describe the marketing plan. Who is the target audience and how will you reach them? How does the proposed project or activity promote tourism and the hotel and convention industry?
- Describe how data will be collected regarding tourist attendance/participation. Give details on how the applicant will measure the success of the project.

Preservation Impact

Narrative Questions

- Describe the historic, cultural, community, and/or architectural significance of the property.

  Include any threats to property or if the building is an underrepresented area or serves an underrepresented population

Preservation Impact

Narrative Questions: Heritage Capital

- Describe the project to be undertaken, including an overview and the specific work proposed for funding.
- Explain how the project meets the Secretary of the Interior's Standards for Treatment of Historic Properties, if applicable, or best practices for the proposed project type.
- Describe the current and anticipated future use of the property.

Preservation Impact

Narrative Questions: Site-specific Heritage Tourism

- Describe how the project develops site-specific heritage tourism.
- Describe how the project promotes or develops planning, educational programs or materials for tourists.
- Describe how the project demonstrates educational or cultural value.

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 be evaluated by a Heritage Grant Review Panel.

A majority vote of a quorum of the Heritage Grant Review Panel is required to recommend a Heritage Grant award.

What is the Review Process?

Recommendations will then be reviewed by the Historic Landmark and the Tourism Commissions who will make 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 2019-20)

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

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.

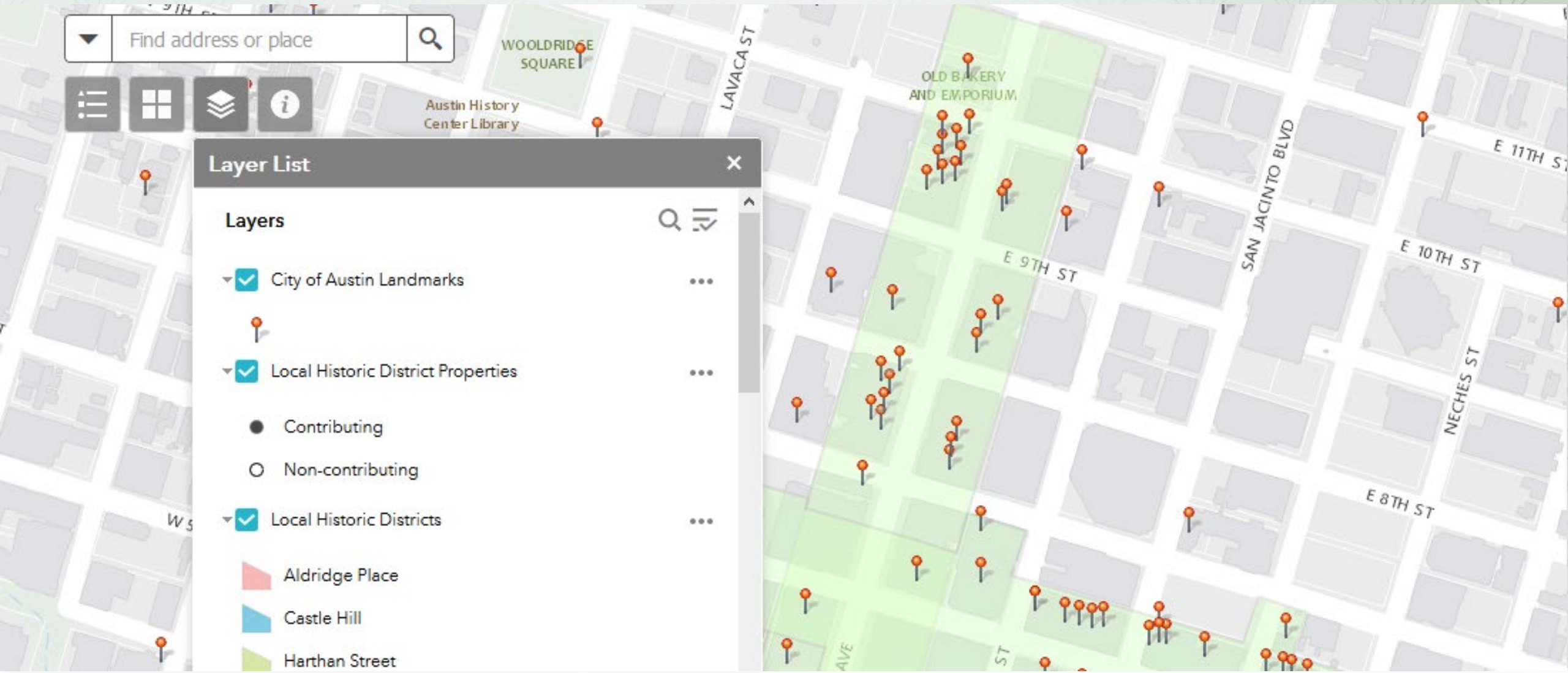
Historic Property Verification Guide

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.

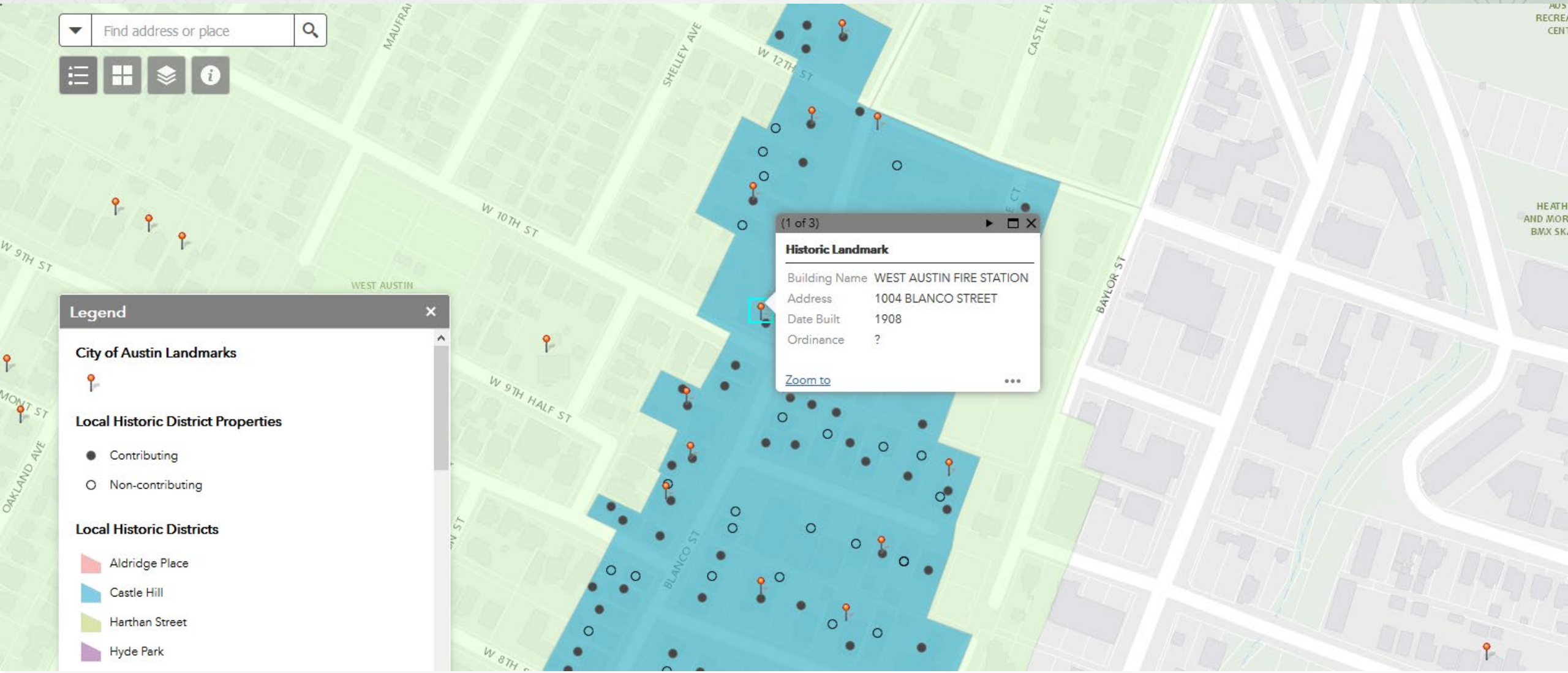
1. To find out if a property is designated historic at the **local level (historic landmark or historic district)** or located in a **National Register historic district**, use the City's Historic Property Viewer.
   - *If a property is located in a National Register historic district, check this list (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 Historic Sites Atlas map. If the property has a click on the Details link and look at the "Designations" line to find out Historical Marker is not equivalent to historic designa
3. To find out if a property search the

Historic Property Viewer



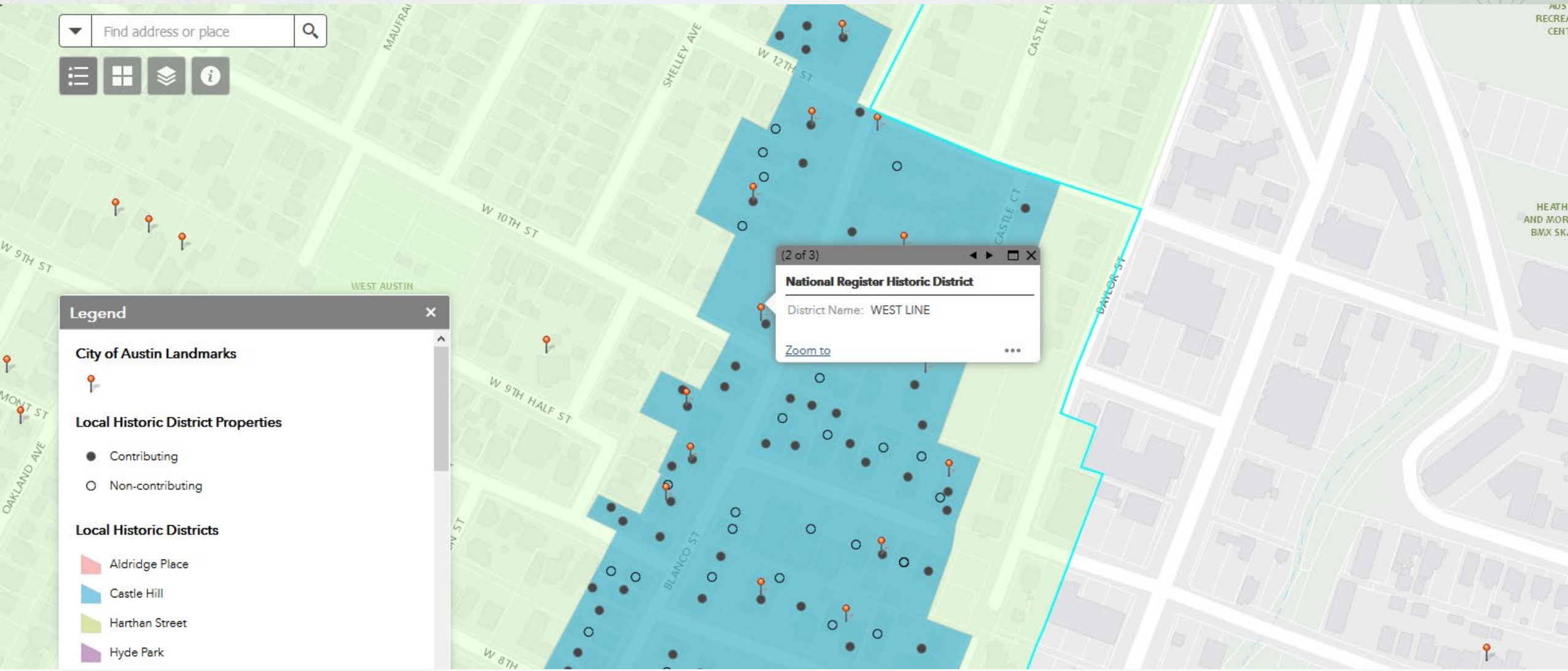
https://austin.maps.arcgis.com/apps/webappviewer/index.html?id=5251cd8ad3534754ad9a3d6a222c68ec

Historic Property Viewer



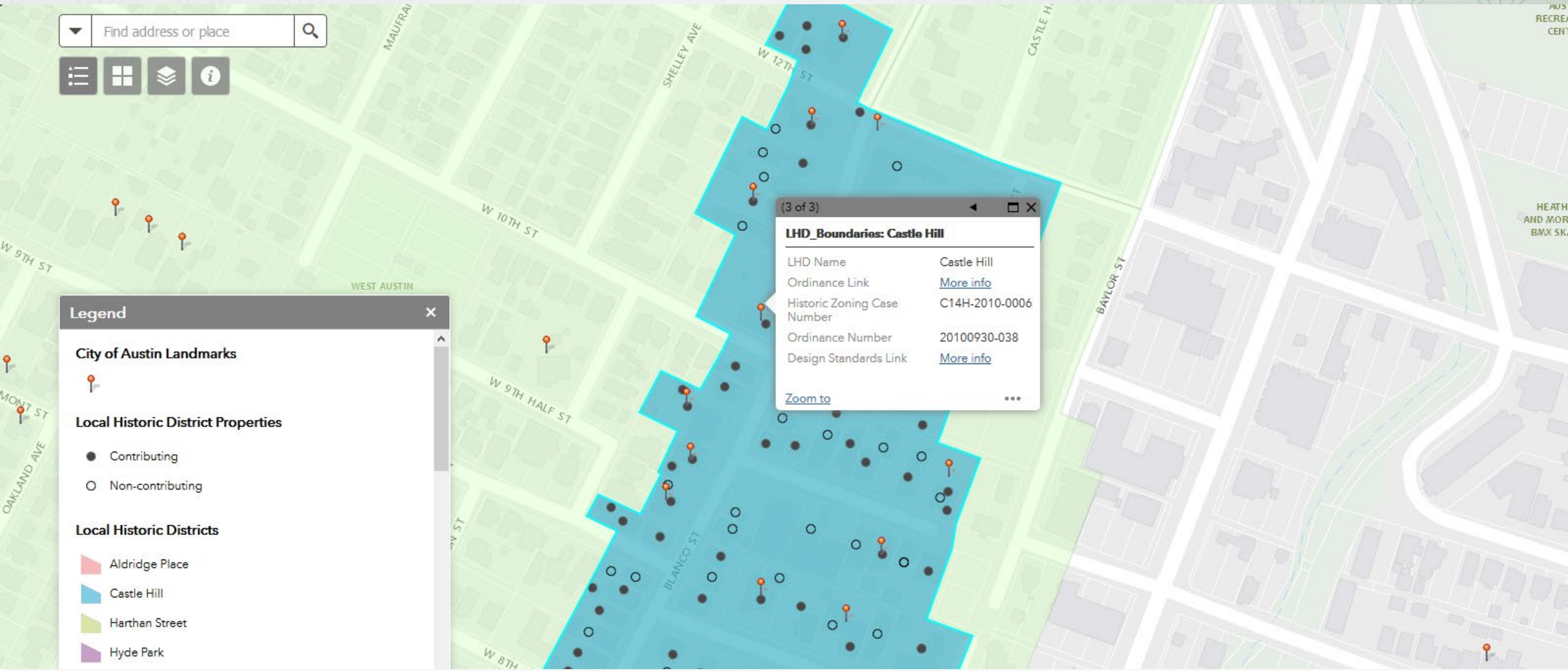
https://austin.maps.arcgis.com/apps/webappviewer/index.html?id=5251cd8ad3534754ad9a3d6a222c68ec

Historic Property Viewer



https://austin.maps.arcgis.com/apps/webappviewer/index.html?id=5251cd8ad3534754ad9a3d6a222c68ec

Historic Property Viewer



https://austin.maps.arcgis.com/apps/webappviewer/index.html?id=5251cd8ad3534754ad9a3d6a222c68ec

Historic Property Viewer

PART 1 – INTRODUCTION

PURPOSE

The Castle Hill Historic District ("district") Design Standards ("standards") provide a guide for decision-making regarding alterations to the exterior appearance of buildings and sites the district. The goals of the Castle Hill Historic District Design Standards are to:

1. Preserve district's historic heritage.
2. Encourage the rehabilitation, maintenance and retention of historic structures.
3. Ensure that alterations to existing buildings are compatible with the character of the structure and the district.
4. Discourage demolition of contributing buildings and buildings easily restored to contributing character.
5. Assist property owners and designers in developing plans for historic properties.
6. Ensure that new construction is compatible with the historic character of the district.

This document is a tool for:

- Property owners, tenants, contractors, design professionals, realtors or anyone else planning a change to the exterior or site of a building or new construction within the district; and
- The Historic Landmark Commission in their evaluation of whether to grant a Certificate of Appropriateness for any project covered by these Standards.

Historic Preservation Office

If the property is not designated historic at any level or listed in the East Austin Historic Resources Survey, you can submit a request to the Texas Historical Commission for a Determination of Eligibility. The request must include extensive background and may take at least 30 days for staff to review, so this is likely a strategy best suited to the next round of grants. Start now and plan ahead!

City of Austin Historic Preservation Office
AustinTexas.gov/department/Historic-Preservation

Relevant Dates for Applicants

July 22: Heritage Grant Application Launch

Aug 16: Deadline for Applications

Aug 23: Heritage Grant Review

Aug 26: Historic Landmark Commission: Heritage Grant Award Review

Sept 9: Tourism Commission: Heritage Grant Award Review

Sept 12: Austin City Council: Budget Approval of Historic Preservation Grants

Oct 30: FY 2020 Heritage Grant Project Applicants Notified of Final Grant Awards

Fall 2019 Strategic Citywide Heritage Tourism Plan process begins

Open Office Hours

Wednesdays & Fridays

9 a.m. – 12 p.m.,

5202 E Ben White #400

(no appointment needed)

Questions?

Melissa Alvarado, MPA
Heritage Tourism Manager
City of Austin Economic Development Department
Melissa.Alvarado@austintexas.gov
www.austintexas.gov/heritage-tourism
512-974-7870

Heritage Tourism
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

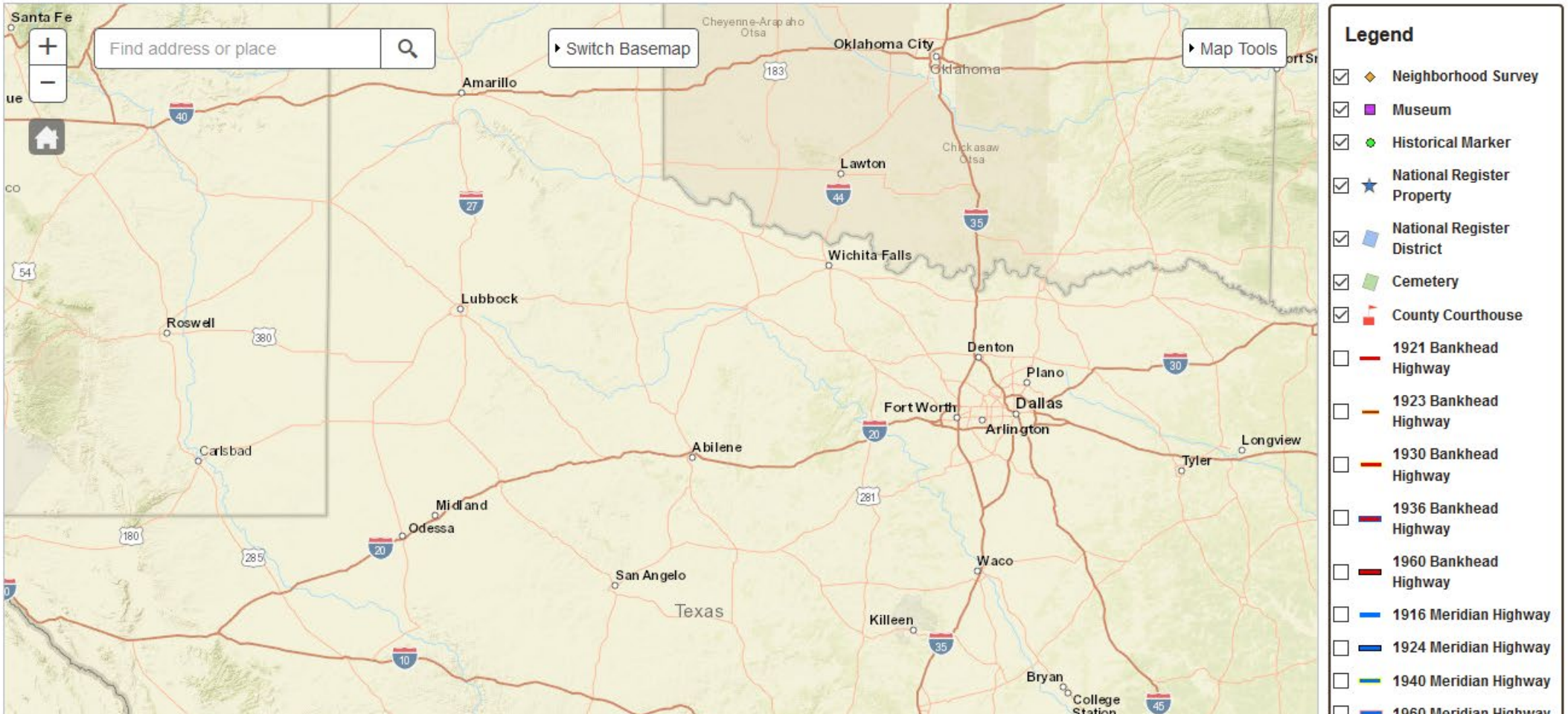
More Ways

To Find Out If A Property Is Historic

TEXAS HISTORIC SITES *atlas*
history on your desktop

TEXAS HISTORICAL COMMISSION
real places telling real stories

HOME · ATLAS MAP · ADVANCED SEARCH · ABOUT ATLAS · DOWNLOADS



More Ways

To Find Out If A Property Is Historic

TEXAS HISTORIC SITES *atlas*
history on your desktop

TEXAS HISTORICAL COMMISSION
real places telling real stories

HOME · ATLAS MAP · ADVANCED SEARCH · ABOUT ATLAS · DOWNLOADS

Site Name | County | Keyword | Designation | Historical Markers

Words or phrase to search for:

Scope of search:

- (•) Statewide
- ( ) County

- [x] Courthouses
- [x] National Register Properties
- [x] State Antiquities Landmark (Architectural Only)
- [x] Historical Markers
- [x] Cemeteries
- [x] Museums
- [ ] Neighborhood Surveys

Submit | Reset | Clear

Details for Texas State Capitol (Atlas Number 5507014150)

Historical Marker — Atlas Number 5507014150

Print all detailed data | Report an error with this data

Record Data

Data

Marker Number	14150
Atlas Number	5507014150
Marker Title	Texas State Capitol
Index Entry	Texas Capitol, The
Address	1100 Congress Avenue
City	Austin
County	Travis
UTM Zone	14
UTM Easting	621104
UTM Northing	3349696
Subject Codes	buildings
Marker Year	1965
Designations	Recorded Texas Historic Landmark
Marker Location	Texas State Capitol grounds. 1964 Recorded Texas Historic Landmark as Texas State Capitol, 1976 Official Texas Historical Marker as The Texas Capitol.
Marker Size	27" x 42"
	Austin became the capital of Texas on January 19, 1840, and this hill was platted as Capitol Square. A

More Ways

To Find Out If A Property Is Historic – *East Austin Only*

austintexas.gov
the official website of the City of Austin

Pay Online | Services | Calendar | Media | Departments | 3-1-1
Translate

Resident | Business | Development | Government | Environment

View published

Department » Planning And Zoning » Programs » Historic Preservation » Emerging Projects

- Home
- About
- Programs
- Plans
- Resources
- Codes and Regulations
- FAQ

EAST AUSTIN HISTORIC SURVEY

The City of Austin has hired Hardy-Heck-Moore, Inc. to complete a historic resources survey for the area of East Austin roughly bound by IH-35 to the west, the Colorado River to the south, Pleasant Valley Road and the MetroRail line to the east, and Manor Road to the north. H-H-M, Inc.'s fieldwork concluded in the spring of 2016, which involved researching, documenting, and photographing buildings in order to create an inventory of structures within the survey area. Each identified resource was evaluated for eligibility for local landmark listing, historic district listing, and/or National Register listing. H-H-M, Inc. also completed a historic context report for East Austin and for the City of Austin as a whole to provide a framework for eligibility recommendations.

A complete hard copy of the survey, normally located at the One Texas Center, will be relocated to the Mexican-American Cultural Center's Community Gallery for the duration of the exhibit entitled: 'Home is Where the Heart is: Voices from Within.' If you wish to view a print version of the survey, please visit the MACC or the Austin History Center.

Please contact Kalan Contreras,City of Austin Historic Preservation Office - 512-974-2727, email for more information.

Para cualquier pregunta en español favor de llamar a la siguiente persona: Debbie Valero - 512-974-3531, correo electrónico

Final Version East Austin Historic Resource Survey 10-25-16

Table of Contents
Volume I - Executive Summary, East Austin Historic Context, Evaluation Framework, Property Types, Recommended Local Landmarks & Historic Districts
Volume II - Citywide Historic Context
Volume III - KMZ files (Google Earth) of Survey Area, Street Address Inventory (Appendices A-B)
Volume IV - Recommended Eligible Local Landmarks and Recommended NRHP Eligible Resources by Street Address (Appendix C)
Volume V - Recommended Eligible Historic Districts and NRHP Historic District Forms, Photo Contact Sheets, Future Austin Survey Area Maps, Future Survey Prioritization Tables, Preservation

http://www.austintexas.gov/page/east-austin-historic-survey