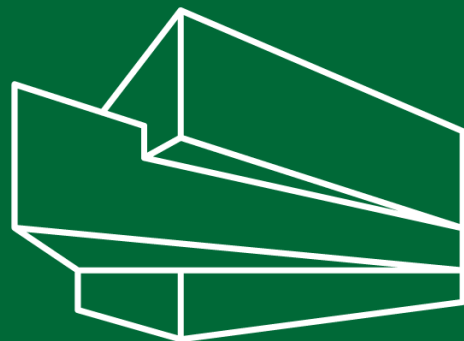




HERITAGE GRANT

Tourism Commission

August 12, 2019



Heritage Tourism

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Tourism Stats

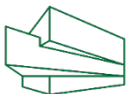


27.4 Million
Total Annual Visitors
(Austin MSA)

129,600
Tourism
Supported Jobs

\$8.0 Billion
Annual
Visitor Spending

\$722 Million
Taxes Generated
by Tourism



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.

Timeline/Background



Outreach & Engagement

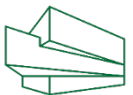
Information Sessions

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;

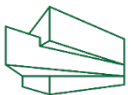
15% of the HPF to the Heritage Grant Program.

Note: Anticipated FY 2019-20 program allocation adheres to the FY18 policy guidance established by Council.


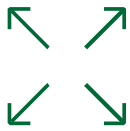


Heritage Grant Program

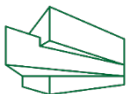
The purpose of the Heritage Grant Program is to promote tourism through the preservation, restoration, or rehabilitation of historic buildings, structures, sites, objects, monuments sites or districts.

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: <ul style="list-style-type: none">▪ 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)	

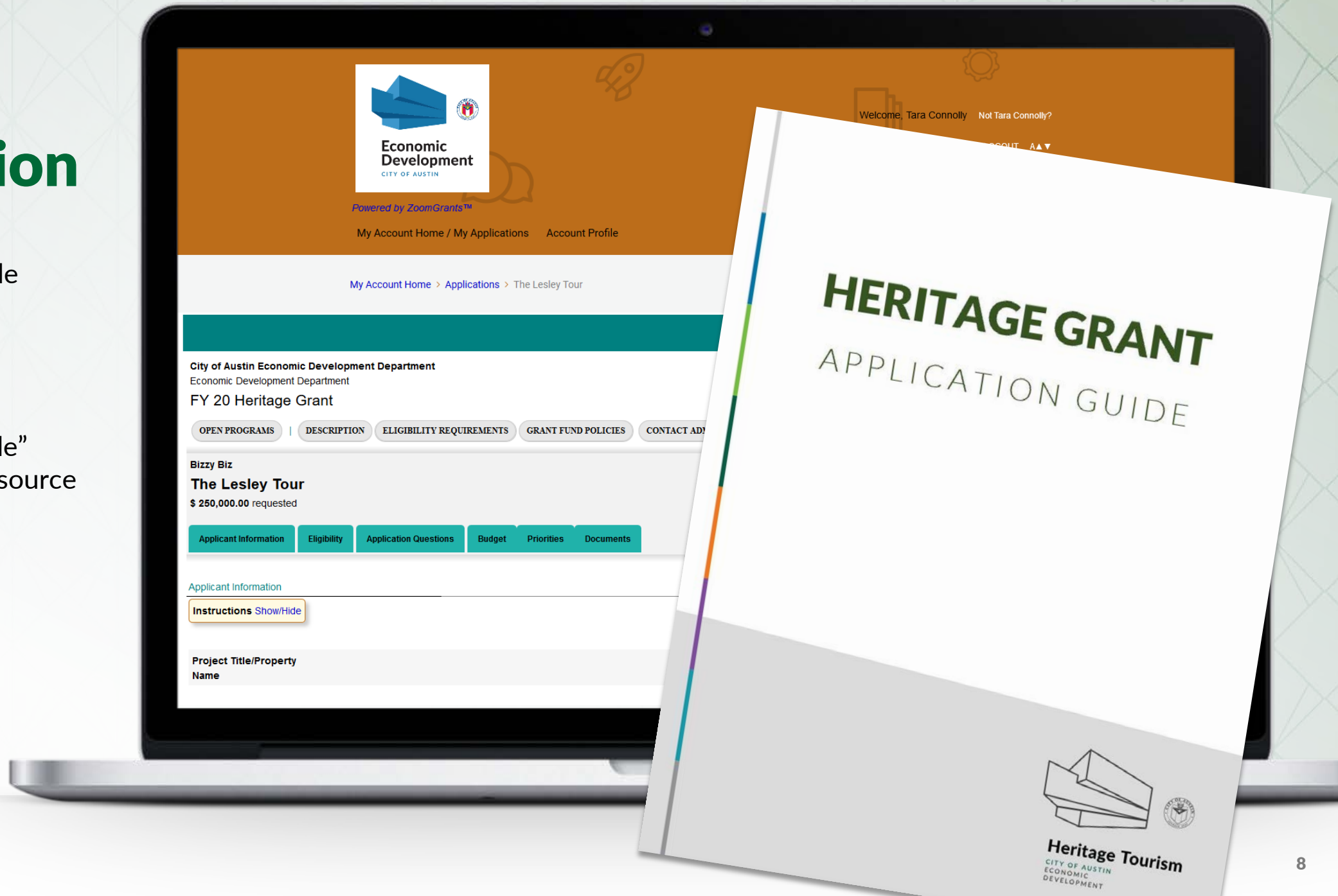


Online Application

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

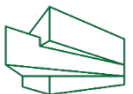
ZoomGrants

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



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 19: 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

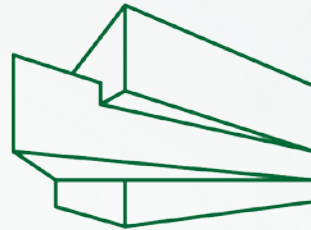
Heritage Tourism Manager

City of Austin Economic Development Department

Melissa.Alvarado@austintexas.gov

www.austintexas.gov/heritage-tourism

512-974-7870



Heritage Tourism

CITY OF AUSTIN
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