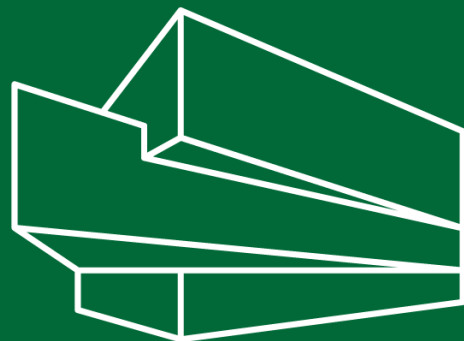




# HERITAGE GRANT

**Tourism Commission**

September 9, 2019



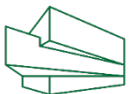
**Heritage Tourism**

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT


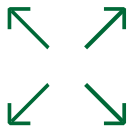


# Heritage Grant Program

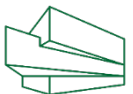
The purpose of the Heritage Grant Program is to promote tourism through the preservation, restoration, or rehabilitation of historic buildings, structures, sites, objects, monuments sites or districts.

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
	<b>Funding threshold increased</b> Heritage Grant awards increased from \$59,000 to <b>\$250,000</b>	<b>Applicants</b> Required to register as Vendors with the City of Austin <a href="http://austintexas.gov/financeonline/vendor_connection">austintexas.gov/financeonline/vendor_connection</a>
	<b>Applicant pool expanded</b> Nonprofit, government and <b>now, commercial applicants</b> are eligible to apply for preservation and restoration projects	<b>Online Application Process</b> Captures key information including: <ul style="list-style-type: none"> <li>▪ Applicant Information</li> <li>▪ Project Property Information</li> <li>▪ Tourism Impact</li> <li>▪ Preservation Impact</li> <li>▪ Project Budget</li> <li>▪ Capacity and Qualifications</li> <li>▪ Project Schedule</li> <li>▪ Equity</li> <li>▪ Coordination with Essential Partners</li> </ul>
 	<b>Eligible projects expanded</b> Heritage Capital Projects and now, <b>Site-specific Heritage Tourism Projects</b> (will be comprised of 15% of total available allocation)	



# Heritage Grant Program Updates

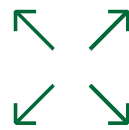
## Initial Applicant Stats



**23**

**Total applications received**

- \$3.25M total requested [\$1.78M available]
- 13% ALANA applicants



**19**

**Nonprofit applicants**

**4**

**Commercial applicants**



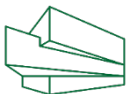
**18**

**Heritage Capital Projects**



**5**

**Site-specific Heritage Tourism Projects**



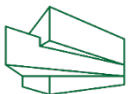
# Heritage Grant Program Internal Review

## Initial Eligibility Review:

1. Must promote tourism;
2. Must be a qualifying preservation project;
3. Measurable evaluation criteria;
4. Applicant must be in good standing with all City contracts and past Heritage Grants;
5. Application must be complete.

# 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



# Recommended Applicant District Data

DISTRICT NUMBER	APPLICANT STATS
District 1	3
District 3	1
District 5	1
District 9	7
District 10	2

# Recommended Applications for Council Consideration



## Heritage Capital Projects

Austin Scottish Rite, Austin Woman's Club – North Evans Chateau, French Legation, German Free School, Guero's Restaurant<sup>✕</sup>, La Peña, Laguna Gloria, Neill-Cochran House, Paramount Theater, Uptown Sports Club<sup>✕</sup>, Waller Creek Conservancy



## Site-specific Heritage Tourism Projects

Downtown Alliance, Umlauf Sculpture Garden



# Thank you

**Melissa Alvarado, MPA**

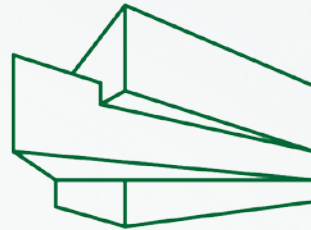
Heritage Tourism Manager

City of Austin Economic Development Department

[Melissa.Alvarado@austintexas.gov](mailto:Melissa.Alvarado@austintexas.gov)

[www.austintexas.gov/heritage-tourism](http://www.austintexas.gov/heritage-tourism)

512-974-7870



**Heritage Tourism**

CITY OF AUSTIN  
ECONOMIC  
DEVELOPMENT