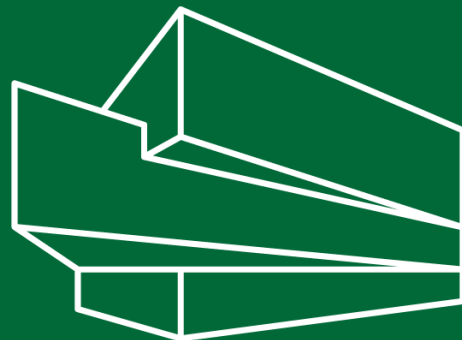




HERITAGE GRANT

Audit & Finance Committee

October 23, 2019



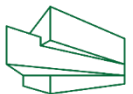
Heritage Tourism

CITY OF AUSTIN
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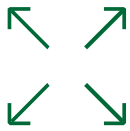


Heritage Grant Program

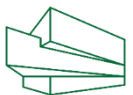
The purpose of the Heritage Grant Program is to promote tourism through the preservation, restoration, or rehabilitation of historic buildings, structures, sites, objects, monuments sites or districts.

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">▪ 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)	



Heritage Grant Program Updates

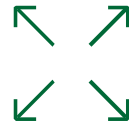
Initial Applicant Stats



23

Total applications received

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



19

Nonprofit applicants

4

Commercial applicants



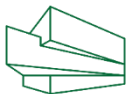
18

Heritage Capital Projects



5

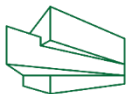
Site-specific Heritage Tourism Projects



Heritage Grant Program Internal Review

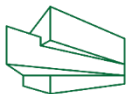
Initial Eligibility Review:

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.



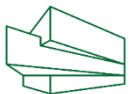
Heritage Grant Program Scoring Criteria

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	8
District 10	1



Recommended Applications for Council Consideration



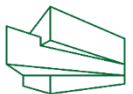
Heritage Capital Projects

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



Site-specific Heritage Tourism Projects

Downtown Alliance, Umlauf Sculpture Garden



Timeline/Background

March 2020
**Heritage Grant
Launch**

March– May 2020
**Outreach &
Engagement**

June 2020
Review Panels

Aug - Sept 2019
RCA to Council

Nov 2020
Awards Announced

Outreach & Engagement

Information Sessions

One-On-One Technical Assistance

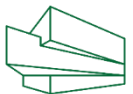
Commission Presentations

Email blasts

Social Media Campaigns

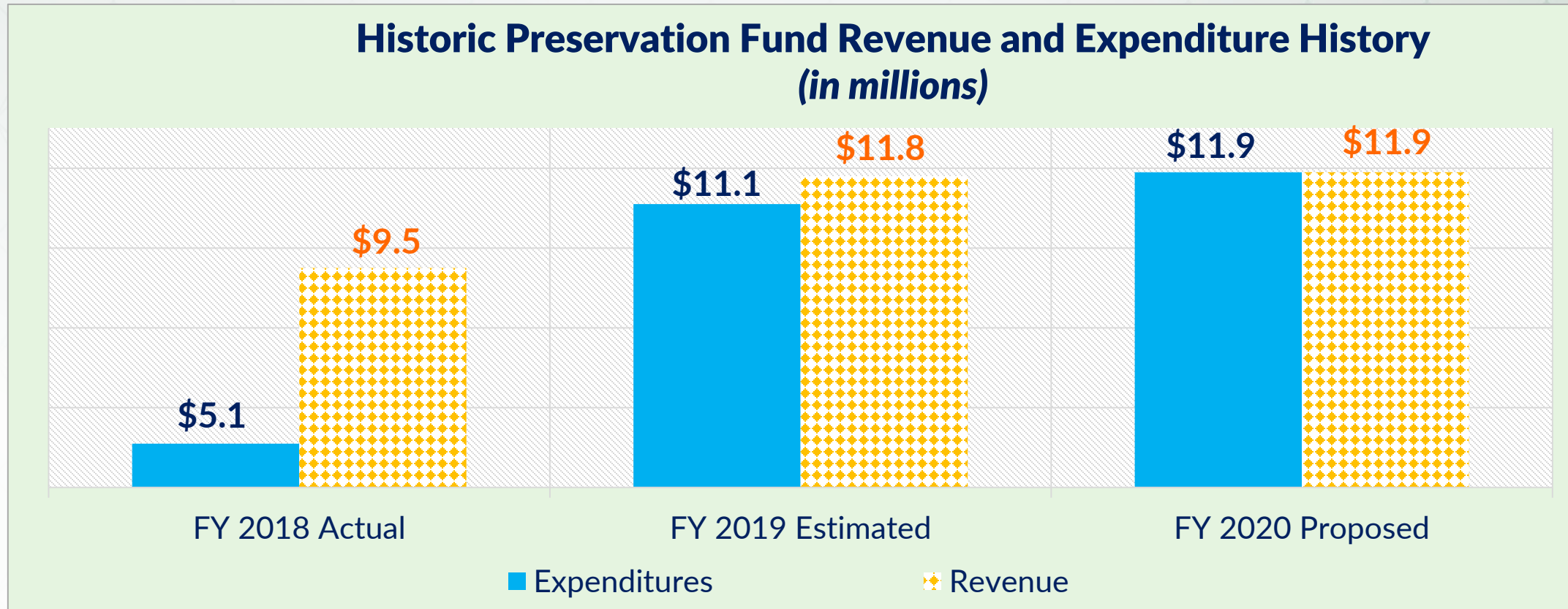
Door-to-Door

Open Office Hours



Historic Preservation Fund

Established to promote tourism through preservation, restoration and rehabilitation of historic properties



Historic Preservation Four-Year Projections

Description	FY 2021	FY 2022	FY 2023	FY 2024
15% Transfer from Hotel Occupancy Tax Fund	\$12,240,000	\$12,600,000	\$12,975,000	\$13,365,000
70% for City of Austin facilities and sites	\$8,568,000	\$8,820,000	\$9,082,500	\$9,355,500
15% for potential future historic acquisitions or major preservation projects	\$1,836,000	\$1,890,000	\$1,946,250	\$2,004,750
15% to the Heritage Grant Program	\$1,836,000	\$1,890,000	\$1,946,250	\$2,004,750
Total	\$12,240,000	\$12,600,000	\$12,975,000	\$13,365,000

Next Steps

1. Reporting & Transparency: eCapris project status & year-end reporting requirement
2. Heritage Tourism Plan: Scope of Work
3. Expand Eligible Criteria: Interior
4. Preservation Contractor Trade Training

Thank you

Melissa Alvarado, MPA

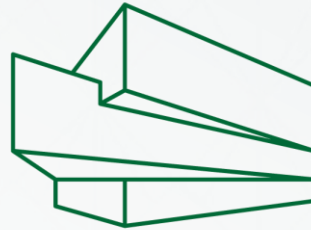
Heritage Tourism Manager

City of Austin Economic Development Department

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www.austintexas.gov/heritage-tourism

512-974-7870



Heritage Tourism

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