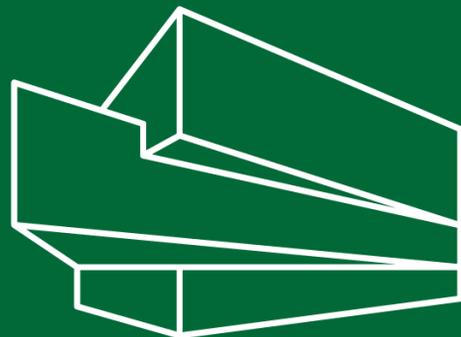




# HERITAGE GRANT

Historic Landmark Commission

August 24, 2020



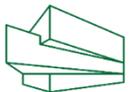
**Heritage Tourism**

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.



# Timeline/Background

March 2020  
Heritage Grant  
Launch

March– May 2020  
Virtual Outreach &  
Engagement

Aug 2020  
Review Panels

Sept 17, 2020  
RCA to Council

Oct 2020  
Awards Announced

## Outreach & Engagement

Virtual Information Sessions  
Virtual Open Office Hours  
One-On-One Technical Assistance  
Newsletters  
Social Media Campaigns  
Email Campaigns  
Radio Promotions

## Aug 24, 2020

Heritage Grant Update -  
Historic Landmark and  
Tourism Commission



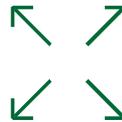
# Heritage Grant Program Update

## Initial Applicant Stats



**24 Total applications received**

- \$2.6M total requested
- 26% (up from 13%) ALANA applicants



**18 Nonprofit applicants**

**6 Commercial applicants**



**9 Heritage Capital Projects**



**15 Site-specific Heritage Tourism Projects**

# Heritage Grant Program Scoring Criteria

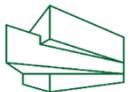
SCORING CRITERIA	Max Score
Tourism Impact	30
Preservation Impact	30
Project Budget	10
Capacity and Qualifications	10
Project Schedule	5
Equity, Diversity, Inclusion	5
New Applicant	5
Coordination with Essential Partners	5





## Recommended Applications for Council Consideration: Capital Projects

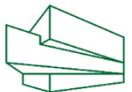
APPLICANT	DISTRICT	PROPOSAL
Austin Theatre Alliance (Paramount)	9	Exterior North Wall Rehabilitation: Tuck-Pointing & Repair
Cisco's Restaurant Bakery & Bar LLC	3	Façade Exterior Restoration: Brick, Stone, Paint & Trim; Signage; Tilework; Windows/Sills
Hightower Abate Properties, Inc. (First Church of the Nazarene)	3	Foundation and Structural Repair
Humanities Texas Inc (Byrne-Reed House)	9	Repair and Stabilize SE and NE corners of the first floor BRH porch
Huston-Tillotson University (Old Administration Building)	1	Roof Replacement
Friends of the Parks of Austin: Mayfield Park	10	Restoration of Historic Masonry
Metropolitan AME Church	1	Restoration of Bell Tower
Pease Park Conservancy	9	Tudor Cottage Revitalization Project





## Recommended Applications for Council Consideration: Site-Specific Marketing, Educational, Planning Projects

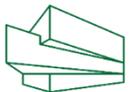
APPLICANT	DISTRICT	PROPOSAL
Austin Saengerrunde Home Company (Scholz Garten)	1	Preservation Plan
Capitol View Arts	1	The Evans Industrial Hall Educational Interpretive Project
Austin Revitalization Authority (Estate of Richard Overton)	1	Richard Overton Museum Development Plan
German Texan Heritage Society	9	German Free School Sign and Historic Staircase Preservation Plan
Leadership Austin	9	73+ Historic Site Walk of the Town Interactive Website, Advertising and Promotions
Save Austin's Cemeteries	1	Evergreen Cemetery Virtual Tour and Video
Shoal Creek Conservancy	9	Shoal Creek Conservancy Historic Audio Walking Tour





## Recommended Applications for Council Consideration: Site-Specific Marketing, Educational, Planning Projects

APPLICANT	DISTRICT	PROPOSAL
Soul of Latin America International Education Services LLC (Black Austin Historic Tours)	1	Dedrick-Hamilton House - Black Austin (Historic) Tour Development and Promotions
Austin Parks Foundation (Tejano Walking Trails)	3	Austin Tejano Trails – Collateral, Trail Guide Translation, and Tour Guide Microphone and Speaker
The Contemporary Austin Museum Inc	10	Promoting the Cultural Heritage of Laguna Gloria - Signage and Bilingual Family Visitor Guide
Zilker Botanical Garden Conservancy Inc	8	Collateral



# Latest Relief Grant Opportunity: Austin Creative Worker Relief Program

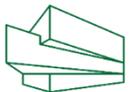
The Austin City Council approved [Resolution No. 20200604-040](#) on June 4, 2020 to designate \$3.5 million for the Austin Creative Worker Relief Grant.

The Austin Creative Worker Relief Grant provides immediate and equitably-focused grants to individual creatives and industry support staff in Austin. Applicants may apply for a \$2,000 grant toward rent, bills, groceries, and other eligible COVID-19 related expenses.

For purposes of the Austin Creative Worker Relief Grant, “creative worker” is defined as an individual whose current or primary occupation is or has been within culture, arts, heritage, or preservation.

Application Closes: August 28, 2020 at 5:00 p.m.

Visit [atxrecovers.com](https://atxrecovers.com) for more information



# Thank you

**Melissa Alvarado, MPA**

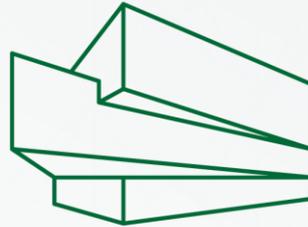
Heritage Tourism Manager

City of Austin Economic Development Department

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

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