

Austin Parks and Recreation Department

# Overview: PARD Allocation of Historic Preservation Fund



June 15, 2022  
Presentation to Audit & Finance Committee  
Austin City Council

# Policy Actions

- FY17: City Council allocated approximately \$1M of Hotel Occupancy Tax (HOT) to PARD; Council establishes [Visitor Impact Task Force](#) with [Resolution No. 20160818-075](#).
- FY18: In adopting the FY18 budget, Council created the Historic Preservation Fund (HPF); See [Resolution No 20170831-060](#) and [2/26/2018 Memo](#)
  - In addition to allocating funding for capital projects, Council passed a budget rider specifying that \$2 million from the HPF be used “for allowable operations and maintenance expenditures at City of Austin historic facilities and sites.”
  - Affirmed need to expand and shift administration of the Heritage Grant Program
  - Directed staff to acquire the Historic Montopolis Negro School ([Resolution No 20170928-056](#))
- FY19: Council established guidance on HPF allocations and Heritage Grant expansion through [Resolution No. 20181004-033](#)
  - 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% for the Heritage Grant Program

# PARD allocation of Historic Preservation Fund

- All expenditures meet requirements of Texas Tax Code Section 351.101(a)(5):
  - Directly enhance and promote tourism AND the convention and hotel industry
  - Every expenditure of the hotel occupancy tax must clearly fit into one of nine statutorily provided categories
    - Funding historical restoration or preservation programs: enhancement of historical restoration and preservation projects or activities, or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums that are likely to attract tourists and hotel guests

# PARD allocation of Historic Preservation Fund

- Since FY17, approximately \$19M in capital reinvestment has been directed to PARD historic resources
- Approximately \$1.5M of PARD annual operating expenses are funded through the HPF (based on FY22)
  - Historic Museums: O. Henry Museum, Dickinson Museum, Old Bakery & Emporium, Elisabet Ney Museum, & Oakwood Chapel (\$864K)
  - Preservation of historic, tourist facilities through PARD Facility Services (\$207K)
  - PARD Historic Preservation and Tourism Program (\$452K)
  - Includes 10 FTEs and funding for temporary staff



# Historic Museums



Above and clockwise: Old Bakery & Emporium; Oakwood Chapel, Elisabet Ney Museum, O. Henry Museum, Dickinson Museum

# PARD Historic Preservation & Tourism Program

The mission of PARD's Historic Preservation and Tourism Program is to lead the preservation, stewardship, activation, and promotion of the irreplaceable historic and cultural resources of Austin's park system, allowing visitors and residents to experience an authentic connection to the city's diverse history.





# Historic & Cultural Resources

**425 historic resources in park system  
(inventory still in progress)**

- **101 buildings**
- **147 structures**
- **133 sites**
- **44 objects**

**National Register of Historic Places**

16 Individually Listed

132 Contribute to NR Historic Districts

**Recorded Texas Historic Landmarks**

11 Designated Individually

**State Antiquities Landmarks**

7 Buildings/Structures Listed

**Historic Texas Cemeteries**

6 cemeteries listed

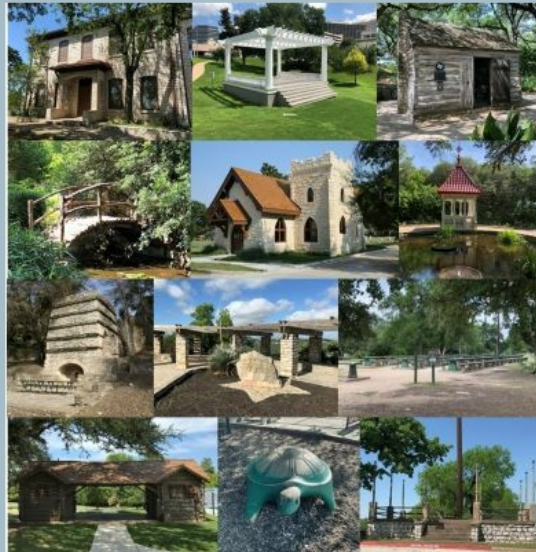
**City of Austin Landmarks**

44 Designated Individually



## Historic Preservation and Tourism Program

The City of Austin Parks and Recreation Department (PARD) is the steward for a park system that is nearly 20,000 acres in size and encompasses more than 300 parks and 300 buildings and structures. PARD is the steward for a multitude of historic and cultural resources, which are beloved and iconic symbols of Austin. Founded in 1928, the department manages historic museums, historic parks and pools, cemeteries, as well as many recreation structures that reflect the department's various eras of development.



## Historic and Cultural Resource Inventory

Central to the core mission of the PARD is to protect and preserve the park system, which requires the active management of the historic and cultural resources of the park system. The basis of our stewardship of PARD's historic assets is our inventory, which tracks almost 500 sites, buildings, structures, and objects. The inventory is a work in progress--as we acquire new park land, make discoveries in parks, and update the landmark status of our resources, we will continue to grow the inventory and provide the correlated data. Should you find omissions, errors, or just know something about a resource that we should know, please fill out the [HPT Request for Assistance form found here](#).

# Oakwood Chapel

Completed 2018; Partial funding through HPF





# Zilker Café

Completed 2021; Partial funding through HPF





# Mayfield Park—Historic Sheds and Masonry

Completed 2022; Fully funded through HPF





# Downs Field Grandstands

Completed 2022; Fully funded through HPF





# O. Henry Museum

Restoration underway; Fully funded through HPF





# Seaholm Intake Facility

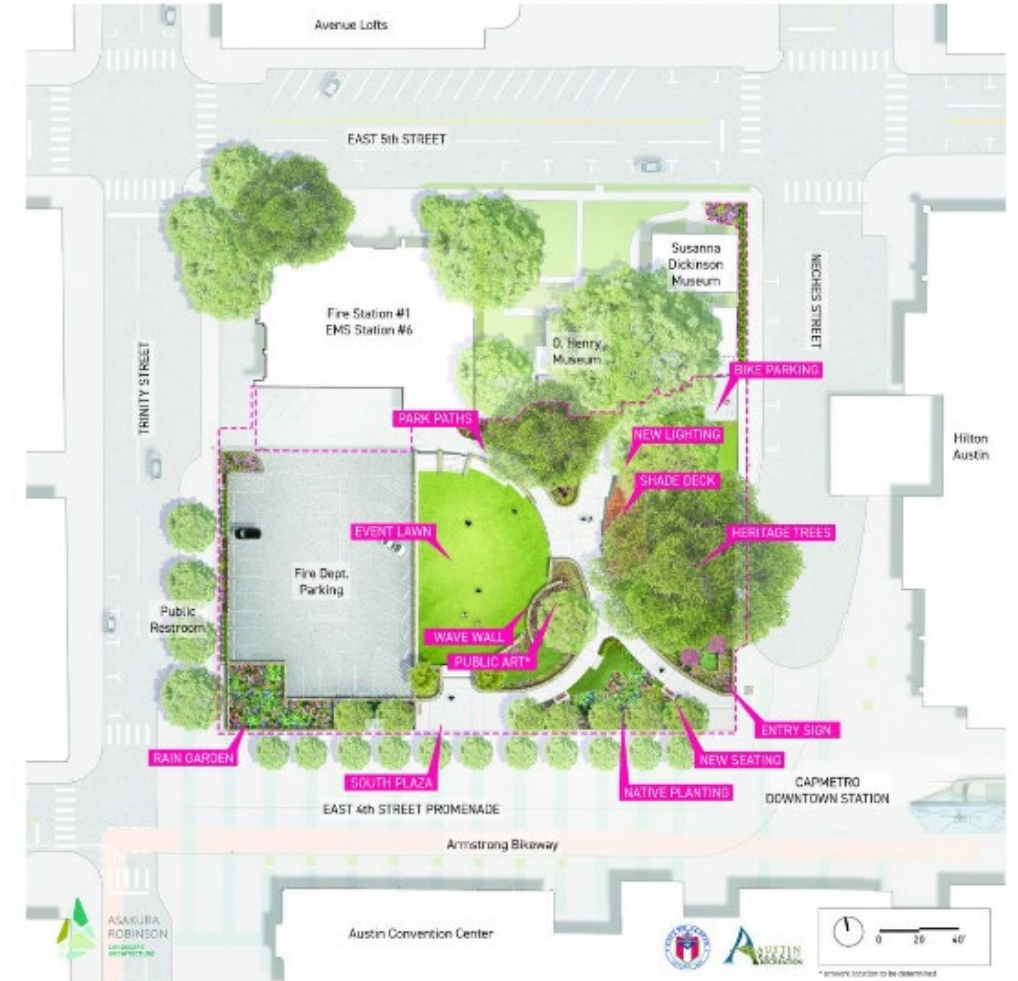
Expected completion Fall 2022; Partial funding through HPF





# Brush Square

Construction underway Summer 2022; Partially funded through HPF





# Fiesta Gardens

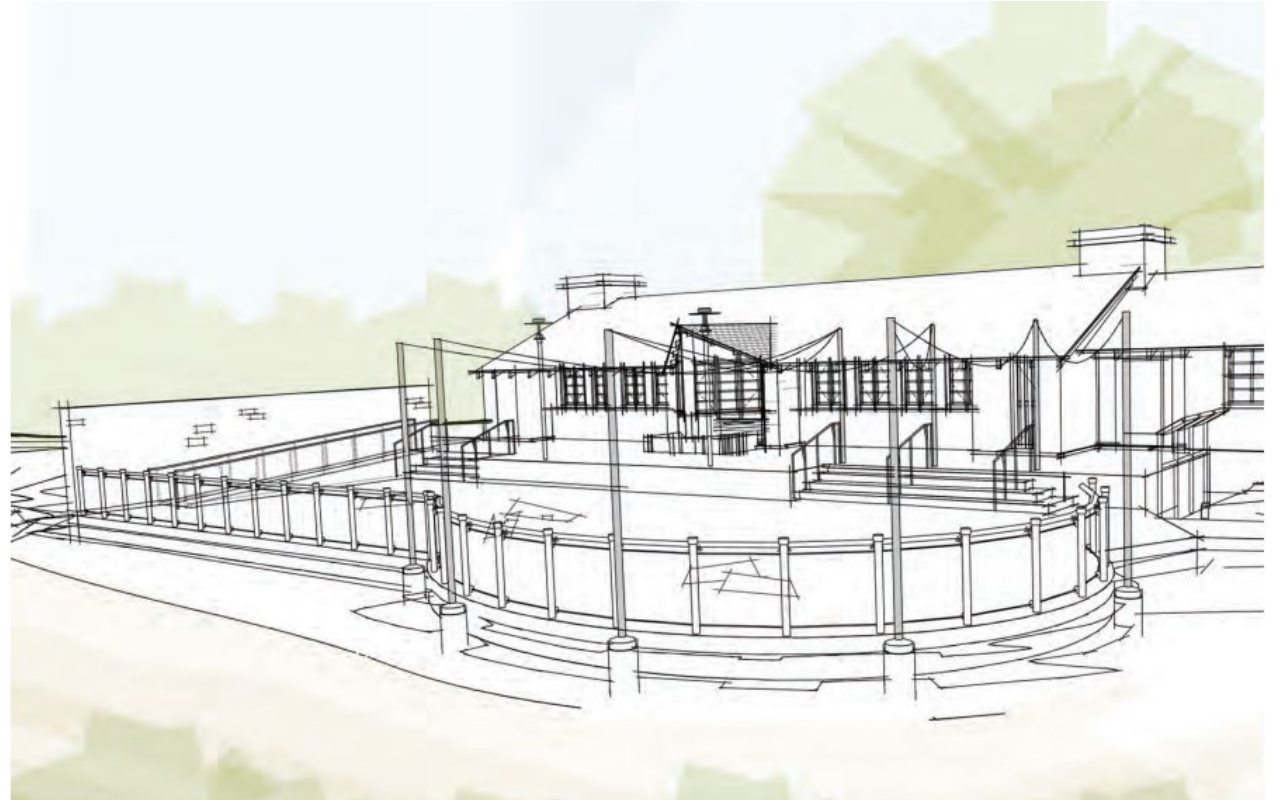
Phase I design fully funded through HPF, 2022; Construction funding pending HPF recovery





# Zilker Clubhouse

Design Complete, 2022; Currently in construction bid phase; Fully funded through HPF



# Barton Springs Bathhouse

Design underway; Partially funded through HPF





# Elisabet Ney Museum

Design underway; Partially funded through HPF



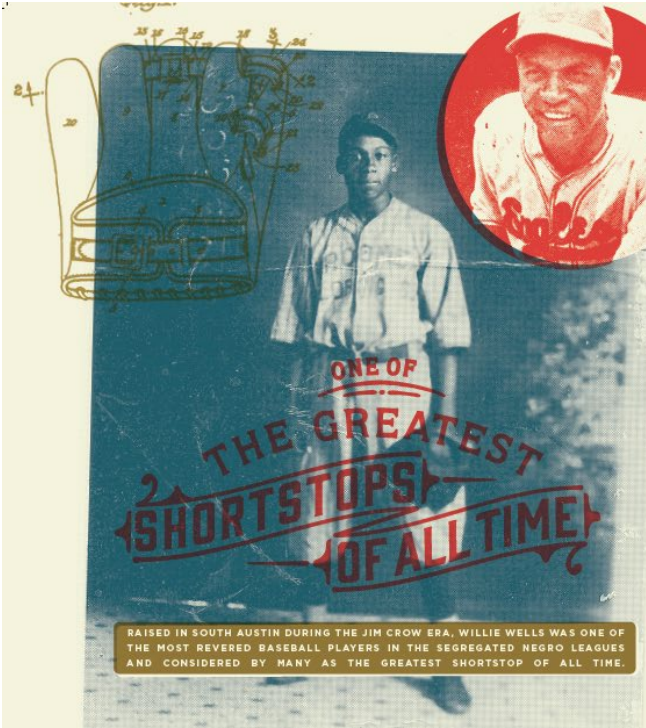
# Potential Future Capital Projects

- Old Bakery and Emporium
- Rosewood Park
- Mayfield Park Cottage & Landscape
- Montopolis Negro School
- Commons Ford Metro Park
- Parque Zaragoza bathhouse & grandstands
- Mt. Bonnell
- Wooldridge Square
- Trevino Metro Park
- Evergreen Cemetery
- Matthew Brown Homestead
- Pan Am Hillside Theater
- Zilker Pistol Range
- Madison Cabin
- Girl Scout Hut
- Ashford McGill House
- Deep Eddy
- Big Stacy Pool & Bathhouse
- Hancock Golf Course & Recreation Center
- Lions Municipal Golf Course
- Carver Genealogy Center
- Reed Park lime kiln
- Plummer Cemetery
- Historic Shelter Houses
- Zilker Botanical Garden center
- Swedish Log Cabin
- Esperanza Log Cabin
- Haskell House
- Dickinson House
- Haskell House
- Doris Miller Auditorium



# Historic Designations & Interpretive Signage





RAISED IN SOUTH AUSTIN DURING THE JIM CROW ERA, WILLIE WELLS WAS ONE OF THE MOST REVERED BASEBALL PLAYERS IN THE SEGREGATED NEGRO LEAGUES AND CONSIDERED BY MANY AS THE GREATEST SHORTSTOP OF ALL TIME.

(1906-1989)

# WILLIE *El Diablo* JAMES WELLS


**G**rowing up, Wells played in the sandlots around south Austin on Newton Street and often took the trolley to the field near today's Tom Miller Dam to watch the Texas Negro League team, the Austin Black Senators. While still enrolled at the old L.C. Anderson High School, Wells played for regional teams, such as the Austin Black Senators, who later went on to play at Downs Field.

Beginning his professional career in the National Negro League in 1924, Wells debuted with the St. Louis Stars, becoming known as an outstanding player both in the field and at the plate. He went on to play for other teams, such as the Chicago American Giants and the Newark Eagles, appearing on three championship teams and elected to eight East-West all-star squads.

Wells also served as a mentor for many young players, including Monte Irvin and Don Newcombe. He even taught an up-and-coming Jackie Robinson "the art of the pivot" when both played for Montreal.

Wells often played winter ball in California and Latin America. While in Mexico, Wells earned the nickname "El Diablo" for his ferocity.

Wells also played summer ball in Mexico for four years saying that he was given the freedom and democracy he lacked in the U.S. "I was branded a Negro in the States and had to act accordingly. They wouldn't even give me a chance in the big leagues because I was a Negro, yet they accepted every other nationality under the sun. Well, in Mexico, I am a man. I will encounter no restrictions of any kind because of my race."



After retiring to New York City in 1954, Wells returned to the house on Newton Street in the Austin's Bouldin Creek neighborhood in 1973 to care for his ailing mother.

Like many baseball players of the Negro League, Wells's outstanding talent and overall contribution to the game were disregarded during his lifetime. He lived in relative obscurity until his death in 1988. In 1997, he was posthumously inducted into the National Baseball Hall of Fame in Cooperstown, New York, where he is only one of 35 Negro League players and executives. In 2004, he was reinterred at the Texas State Cemetery, an honor awarded to notable Texans whose achievements significantly shaped the state's heritage.





# MARKETING HISTORIC AUSTIN PARKS



Austin Parks & Recreation | Historic Preservation and Heritage Tourism Marketing 2019-2021

# MARKETING HISTORIC AUSTIN PARKS



Ada Simond, Catherine Larkin, and Betty Williams (left to right)  
Photo courtesy of Austin History Center, Austin Public Library

Many places in City Of Austin parks are dedicated to the accomplished women who helped shape Austin into the city it is today. Women's History Month offers an opportunity to celebrate the contributions of six Austin notables who represent iconic, historic, and cultural places in Austin's park system.



### 3. Jane McCallum 1877-1957

(Buried in historic Oakwood Cemetery)

Jane Legette Yelvington McCallum was a suffragist leader who was appointed the second female Texas Secretary of State in 1927 and remains the longest serving person in that position.

Jane McCallum first entered politics by campaigning for prohibition and women's suffrage. In 1915, the Austin Woman Suffrage Association elected her president. She also teamed with the Texas Equal Suffrage Association leading statewide campaigns for suffrage and held multiple positions in state and federal organizations, including the League of Women Voters, dedicated to gaining voting rights for women. McCallum delivered public speeches and wrote a suffrage column that appeared in the *Austin American* and later the

### 4. Emma S. Barrientos 1942-2009

(Emma S. Barrientos Mexican American Cultural Center)

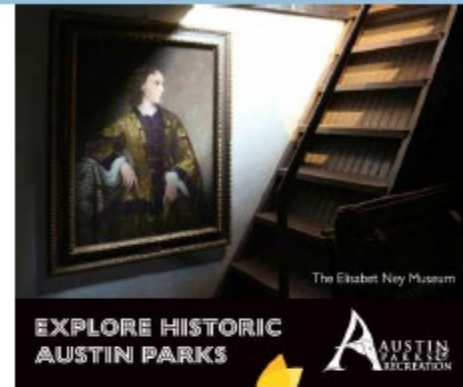
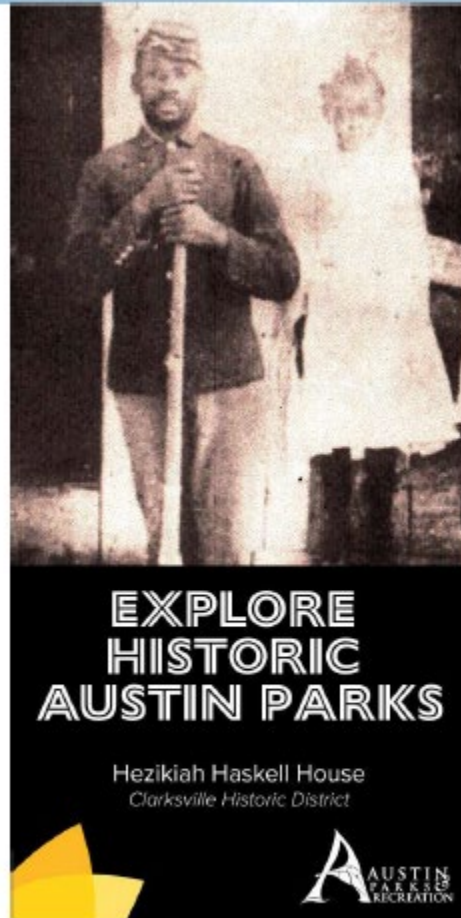
Emma Serrato Barrientos devoted her life to public service and was a community organizer and civic leader in Austin for more than 50 years. Along with her husband, Senator Gonzalo Barrientos, she ran political campaigns, marched in solidarity with unions, protested police treatment of African Americans, relentlessly advocated for social justice, and led grass roots organizations. Barrientos also spent decades advancing the arts in Austin and was a founding member of Ballet Folklórico de Tejas.



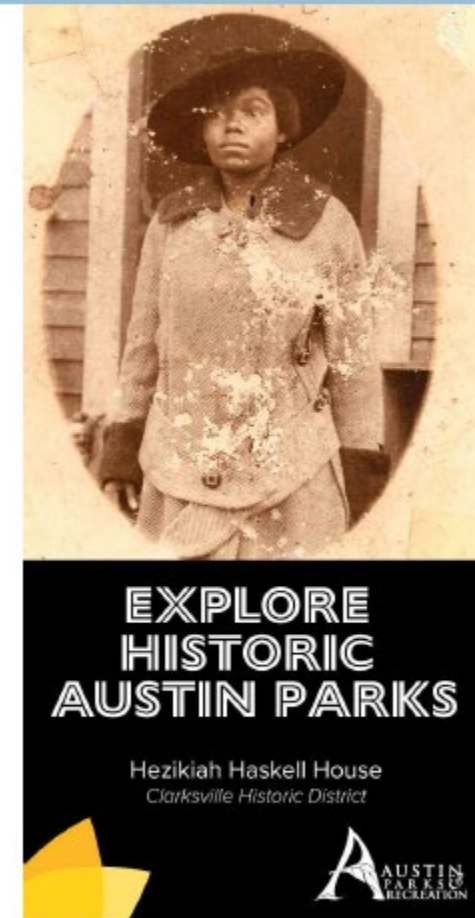
Emma S. Barrientos  
Photo courtesy of



# MARKETING HISTORIC PARKS



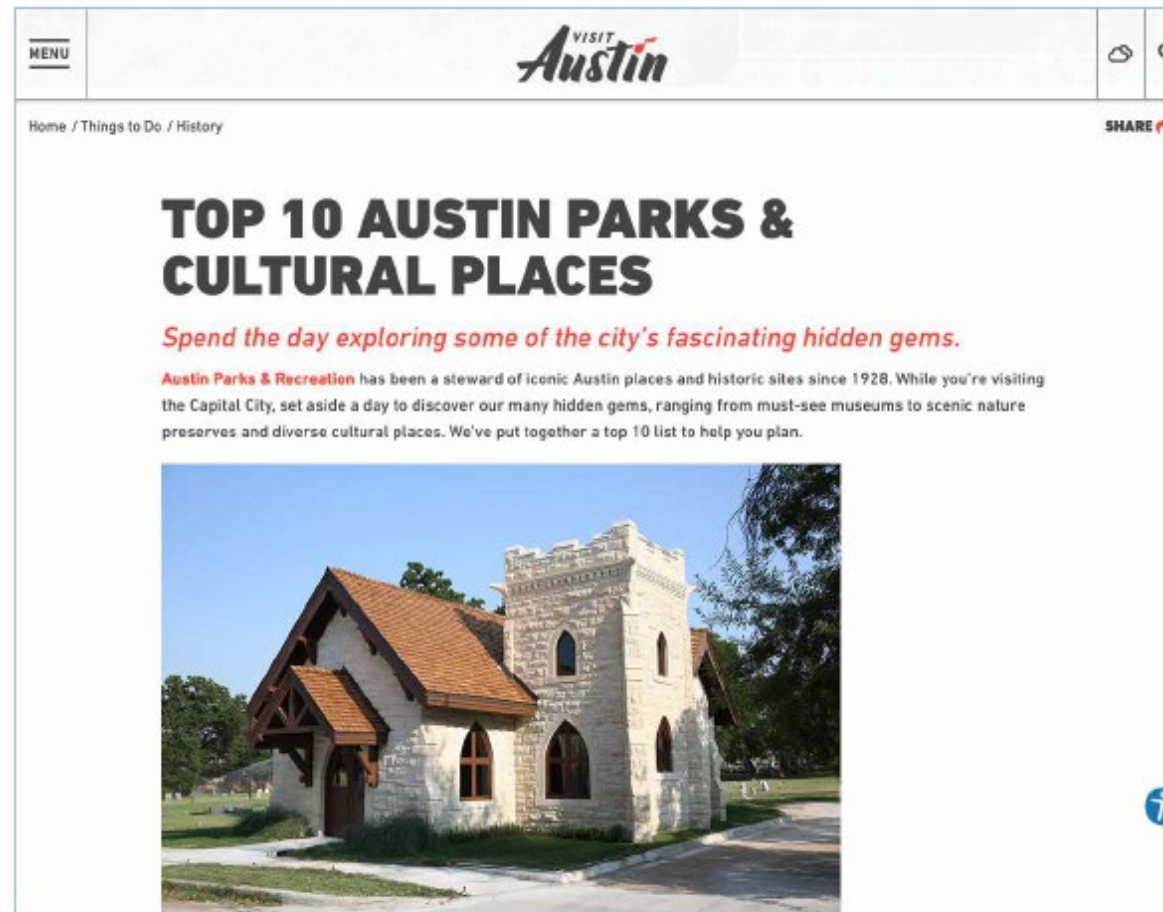
**EXPLORE HISTORIC AUSTIN PARKS**



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# MARKETING HISTORIC PARKS



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# MARKETING HISTORIC AUSTIN PARKS

## AUTHENTICALLY AUSTIN

Austin is a city of culture, history, and spectacular beauty. The best way to experience the capital city's diverse offerings is by visiting one of its many family-friendly treasures, ranging from one-of-a-kind museums to parks with endless trails. Each locale offers unique things to see and discover.

Take a plunge in one of Texas' first swimming pools at Deep Eddy or cool off at famous Barton Springs in 68-degrees, spring-fed waters. Immerse yourself in the historic Tei garden Japanese Garden thoughtfully designed with a stream, a waterfall, and local bird ponds, just one of many sites at the Zilker Botanical Garden. Get up close and personal with free-roaming peacocks and peahens wading at the Mayfield Park and Nature Preserve, which features the historic bougainvillee gardens, and ponds of the historic Mayfield-Guthrie Estate and iconic hiking trails that wind through 21 wooded acres. For breathtaking views, exceed the steps to Guert Park at Mt. Bonnell overlooking downtown, Lake Austin, and miles of Hill Country.

Visitors can learn more about some of Austin's pioneers who helped shape Texas into what it is today at the Historic Oakwood Cemetery and Chapel/Veterans Center, where many of Texas' earliest influences can be found.

Some of baseball's greats have played in Austin throughout its history. Downs Field is a local baseball landmark that was once the home of the Austin Rock Soxers, a segregated Negro League team dating to the early 1900s. Today you can catch a Huston (McBum) University Farm baseball game there.

You can almost smell the baked goods that

used to come fresh from the oven when you visit the Old Bakery and Emporium on Congress Avenue. This historical landmark features hand-made crafts by local artists and an art gallery.

Whether you're looking to escape to the outdoors or discover a fascinating piece of Texas history, you'll easily find the Austin park system.

When you're ready to plan a safe, outdoor trip to Austin, visit [austintexas.gov/office/ATXparks](http://austintexas.gov/office/ATXparks).



### EXPLORE HISTORIC AUSTIN PARKS

Austin's iconic places make our city like no other. Bring your family and explore historic Austin parks today!

[AustinTexas.gov/HistoricATXparks](http://AustinTexas.gov/HistoricATXparks)

**Austin Parks & Recreation**

**Downs Field**  
Historic East Austin

**STAY HOME**  
STAY SAFE

**Oakwood Cemetery Chapel and Heritage Center**

## EXPLORE HISTORIC AUSTIN PARKS

**Austin Parks & Recreation**



**Isamu Taniguchi, 1969**  
Designer and builder of the Taniguchi Japanese Garden

## EXPLORE HISTORIC AUSTIN PARKS

The Taniguchi Japanese Garden  
Zilker Botanical Garden

**Austin Parks & Recreation**

# MARKETING HISTORIC PARKS



## AUSTIN'S HOMETOWN HERO

Willie Wells

Photo courtesy of Austin Public Library, Austin History Center

Raised in Austin during the Jim Crow era, Willie Wells (1906-1989) was one of the most revered baseball players in the segregated Negro Baseball Leagues and is considered by many as the greatest shortstop of all time.



## CELEBRANDO EL PARQUE ZARAGOZA

En honor al 90 aniversario de  
este histórico parque del este  
de Austin

ENGLISH ESPAÑOL

Niños jugando en el terreno y en la cancha de béisbol en el Parque Zaragoza, 1990  
Foto cortesía del Centro Histórico de Austin, Biblioteca Pública de Austin

Desde 1931, el Parque Zaragoza ha servido como un epicentro de la comunidad de mexicoamericanos y tejanos en el este de Austin y se ha mantenido como un símbolo de comunidad, fortaleza y celebración para el que fue un vecindario políticamente marginado.

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# MARKETING HISTORIC AUSTIN PARKS



**Renovation Revelations at the O. Henry Museum**  
Austin Parks & Recreation Department

The O. Henry Museum is currently closed for restoration but you can get an inside look at the special processes of preserving and restoring this iconic Austin landmark in our new YouTube series, "Renovation Revelations." The O. Henry Museum is the former Austin residence of William Sydney Porter, otherwise known as O. Henry, the famed short story writer who authored such classics as *The Gift of the Magi* and *The Last Leaf*. You'll find this series and other historical treasures in our Brush Square Museums playlist.

[WATCH NOW](#)



**Women's Suffrage and Austin Cemeteries**  
Austin Parks & Recreation Department

This Women's History Month, learn more about the Austin women who fought for their right to vote and helped shape us into the city we are today. Many of these accomplished women are buried in City of Austin historic cemeteries, and you can take a virtual tour that highlights the contributions of women like Dr. Annie Viebo Blanton, Elissbel Ney, Jane McCallum, and more.

[LEARN MORE](#)

EXPLORE  
HISTORIC  
AUSTIN PARKS



**Celebrating  
Parque Zaragoza**  
Honoring the 90th  
Anniversary of this  
Historic East Austin Park

[LEARN MORE](#)



**Has Texas Brisket Peaked?**

The state's favorite meat is as reliably loved as it is as popular as it is. But it's no longer fully like the original.



**AT A GLANCE**  
The Quick Guide to Texas Food Culture (and a little bit of history)

By Stephanie L. Davis



**FOOD & DRINK**  
All Around: The History of Texas Food

By David S. Shields



**TRAVEL & OUTDOORS**  
The Texas Brisket Trail

By David S. Shields



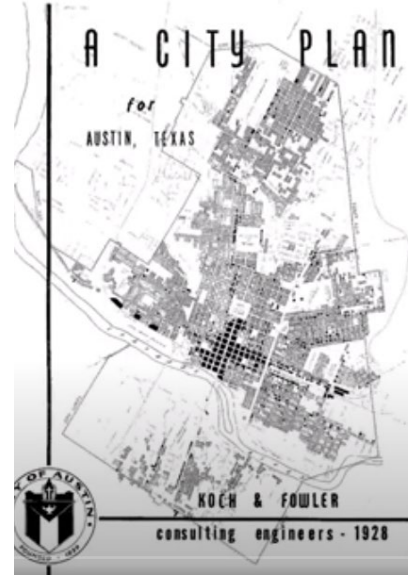
**TRAVEL & OUTDOORS**  
The Texas Brisket Trail

By David S. Shields

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# Parque Zaragoza: Comunidad, Cultura, y Resiliencia





# Questions