

FY23 Heritage Preservation Grant Briefing

HISTORIC LANDMARK COMMISSION

MARCH 1, 2023

Equitable Funding Review Goal



The desired goal is to **sustain** and **grow** Austin's **cultural infrastructure** so that all may share in the **economic** and **employment** benefits of the heritage preservation and creative sectors, as well as upholding the City's **commitment** to racial **equity** per the City of Austin's Equity Office standards and goals.

Revisions to the Heritage Preservation Grant Guidelines



2017: Interagency Visitor Impact Task Force & (2018) Heritage Grant Working Group



People-centered preservation that honors the full diversity of the ever-evolving American story – *National Trust for Historic Preservation*



COA Equity Statement: Strategic Direction 2023

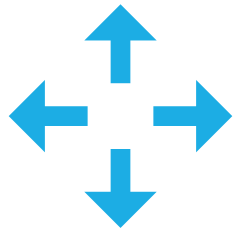


2023: Historic Preservation Plan Update

Heritage Preservation Guidelines Review Process



Heritage Preservation Grant



The Heritage Preservation Grant promotes tourism through the **preservation** of historic buildings, sites, and districts, **or through planning, educational, or marketing projects** inclusive of *all stories* on well-documented places rooted in history and heritage.

Per Tax Code Ch. 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.*

Program Highlights



- **Historic preservation projects** and history-informing activities that promote heritage tourism
- **Contract Term:** 2-yr Reimbursement Grant
- **Eligible:** Non-Profit and For Profit (leased or owned)
- **Funds** project costs (no match required)
- **Optional:**
 - \$1,000 Fiscal Sponsor fee
 - Insurance fee
 - 10% Project Management fee (Capital projects only; not to exceed \$10,000)
- **First-time applicants prioritized**
- **Tourism Marketing Training**

Requirements

- Historic designation
- Promotes tourism
- Occurs in Austin Council District
- Resides within MSA with Austin programming experience for at least 2 years (applicant)


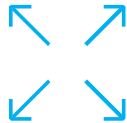


Heritage Preservation Grant

	CAPITAL	PLANNING	EDUCATIONAL	MARKETING
Historic Designation	Required (or Eligible)	Required (or Eligible)	Required (or Eligible)	Required (or Eligible)
Project Bids & Authorization from the Owner	Required			
Selection Process	Internal Review External Panel Architectural Review Committee Historic Landmark Commission	Internal Review External Panel	Internal Review External Panel	Internal Review External Panel
Draft Award Amounts	\$15,000 - \$250,000	\$15,000 - \$30,000	> \$10,000	< \$30,000


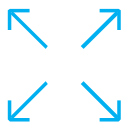
Scoring Criteria

Preservation Impact (32 Points)	<ul style="list-style-type: none">• Significance: Historical, architectural and/or historic cultural significance of the historic building, site, district;• Endangerment: Site threatened or endangered;• Clear description of the specific preservation-related work and use of funds;• Long-Range Goals (Capital /Planning Only);• Commitment to diversity, equity, and inclusion of historically underserved and underrepresented communities through programming, marketing, administration or other efforts (Educational/Marketing Only).
Tourism Impact (32 Points)	<ul style="list-style-type: none">• Promotion strategies, target audiences and visitor data.
Access and Impact (18 Points)	<ul style="list-style-type: none">• First-Time Applicant;• Community Collaborators where the project reflects community voice and participation;• Level of access to preservation-related technical services or professional development.
Project Budget and Bids (18 Points)	<ul style="list-style-type: none">• Project team viability;• Preservation funding priorities list that specifies the major and prioritized components and phases of the project with associated costs;• Consultant bids.

Heritage Preservation Grant

Initial Applicant Stats		
	20	Total applications received <ul style="list-style-type: none">• \$4.4M total requested [\$2.2M available]• 35% BIPOC applicants
	16	Nonprofit applicants
	4	Commercial applicants
	9	Capital & Planning Projects
	11	Educational & Marketing Projects

Heritage Preservation Grant: Stats

Awardee Stats	
	17 Preservation projects awarded:
	9 First-Time Applicants
	8 Majority Women-Led
	53% BIPOC Group-Led or Heritage Site
	\$674K Leveraged in Funding

FY23 Recommended Heritage Preservation Grants

Preservation Project	Proposed by	District	Amount
Henry. G. Madison Log Cabin: Planning for Structural Improvements	Austin Parks Foundation	1	\$30,000.00
Paramount Theatre Exterior East Wall Rehabilitation	Austin Theatre Alliance (The)	9	\$250,000.00
Roof Repair	Broken Spoke	5	\$175,000.00
Heritage of Republic Square Programming and Events	Downtown Austin Development Corporation	9	\$30,000.00
Rogers Washington Holy Cross Historic District Mixed Reality Tour Development	E4 Youth, Inc	1	\$150,000.00
Restoration and Rehabilitation Project	Flower Hill Foundation	9	\$215,132.00
Real Places Conference	Friends of the Texas Historical Commission, Inc.	1	\$40,000.00

FY23 Recommended Heritage Preservation Grants

Preservation Project	Proposed by	District	Amount
Historic Staircase Reconstruction	German Texan Heritage Society	9	\$240,684.00
ADA-Compliant Pathways and Parking	Hillside Farmacy	1	\$29,880.00
Pathways at Rosewood Courts Kiosks: Amplification of African American History	Housing Authority of the City of Austin	1	\$82,000.00
Old Administration Building Restoration	Huston-Tillotson University	1	\$217,848.00
Indie Meme Asian American Historical Archival Project at Austin History Center	Indie Meme.Org	9	\$45,600.00
HVAC and Exterior Site Improvements	Lamberts Downtown Barbecue LTD	9	\$137,293.00
Walk of the Town Interactive Tour Development and Promotions Phase II - Multilingual	Leadership Austin	9	\$138,875.00

FY23 Recommended Heritage Preservation Grants

Preservation Project	Proposed by	District	Amount
Museum Slave Quarters Restoration	Neill-Cochran House	9	\$109,000.00
Friends of the Elisabet Ney Museum: Comprehensive Restoration Plan Update	Pollen Architecture, LLC	9	\$30,000.00
McFarland House Renovation	Preservation Austin	9	\$250,000.00

Thank you!

Melissa Alvarado

Heritage Tourism Division Manager

City of Austin Economic Development Department

[Austintexas.gov/edd](https://austintexas.gov/edd)

Next application opens: Aug 8, 2023

