

Old Administration Building is located on the historic, Huston-Tillotson University Campus. HT serves a diverse population which ranges from various ethnic groups to minority serving. Our dedication to diversity and community engagement is branded in our University mission- To provide opportunities to a diverse population for academic achievement with an emphasis on academic excellence, spiritual and ethical development, civic engagement, and leadership in a nurturing environment. HT is dedicated to the historically underserved and responds to this priority by providing educational services to predominately minorities and low-income students. HT embraces history as a noted and well-known HBCU. HT provide academic programs that ranges from Teacher Preparation, History, Environmental Justice, and Music to African American Studies.

HT aligned strategies promotes equity within educational spears by closing the wealth divide through degree attainment. Our campus promotes inclusion by admitting students from different racial, social-economic, and cultural/heritage backgrounds.

HT is dedicated to the following community missions and engagements:

Diversity- Provides diversity by serving a diverse population of students

Equity- Serves as an equalizer by leveling access to resources, health disparities, racial equality through educational services and degree attainment

Inclusion-Bridges the community through community and civic Engagement efforts and partnerships

Programming- Offering academic degrees, certifications, and service-learning experiences

Marketing- Provides marketing strategies that not only promotes HT but its advancements and co-relations within the City of Austin

Through this restoration project, HT will be able to strengthen its preserve its historical structure, the Old Administration Building. This project which will provide improvements to this structure by stabilizing the wooden floors that are made from special oak trees dating back to over130 years. Additional restorations will include restoring the patterned ceilings, restoring the inner and outer stair casings, and restoring two bathrooms. The success of these projects will provide safety and functionality of the structure while keeping its original designs and materials.

This structure has noteworthy historical features such as the freestanding cast-iron columns and much pressed-tin decorative ceilings. The siting of the structure on the side of a hill is dramatic, and the sense of vertically, which is implied by the setting and design is reinforced by the presence of tall cedars placed near the two main entrances. This site has historical significance to the African American community, the City of Austin, the history, and relevance of HBCUs, University partners, tourists, and students. Current Use: The Old Administration Building is currently used as an administration building and will continue to serve as a Historically Preserved Visitor's Center for the City of Austin. Our heaviest traffic is during Spring, out of state visitors frequent during this time. OAB is one of the six destinations listed on the Austin Historic Tour. The availability Huston-Tillotson University 4 of the tours is during normal working hours of 8:30 am to 5:30 pm for walk-in traffic. Tours are also scheduled for after hours and on weekends by contacting the University. Many of our tours are provided by our University Ambassadors. Our student groups are well trained on the history and culture of the University.

We plan to enhance and increase participation and access to our visitors by listing the site with a summary and possible virtual tour on our website soon. As a hub for tremendous traffic on the weekends as state and national events are held that brings hundreds and thousands of visitors to our campus, we see opportunity in marketing our tours to these groups through the Community and Civic Engagement Office when they make their applications. We plan to develop an OCR Code that can be used by potential visitors online to preview the site for more information. While reduced by the COVID-19 Pandemic, tourism of Huston-Tillotson University Historic sites was steady during early Spring 2020 academic semester. The Old Administration Building is on the historic registry as a Historically Preserved site.

The Old Administration Building has undergone various renovations over the past ten years. Needed improvements include but are not limited to restoring 2 outer stairwell landings; painting and other aesthetics; removing and replacing rotten wood in the inner casement of 106 windows

The success of our marketing plan will be contingent upon the number of additional tours received. The baseline data, which from current data on the number of tourist visits will be compared to the new numbers that will be recorded after project completion. To highlight to the public and stakeholders, we will target media outlets to promote our site and projects. Our University Ambassadors who are well trained on the history and culture of the University will conduct the tours.

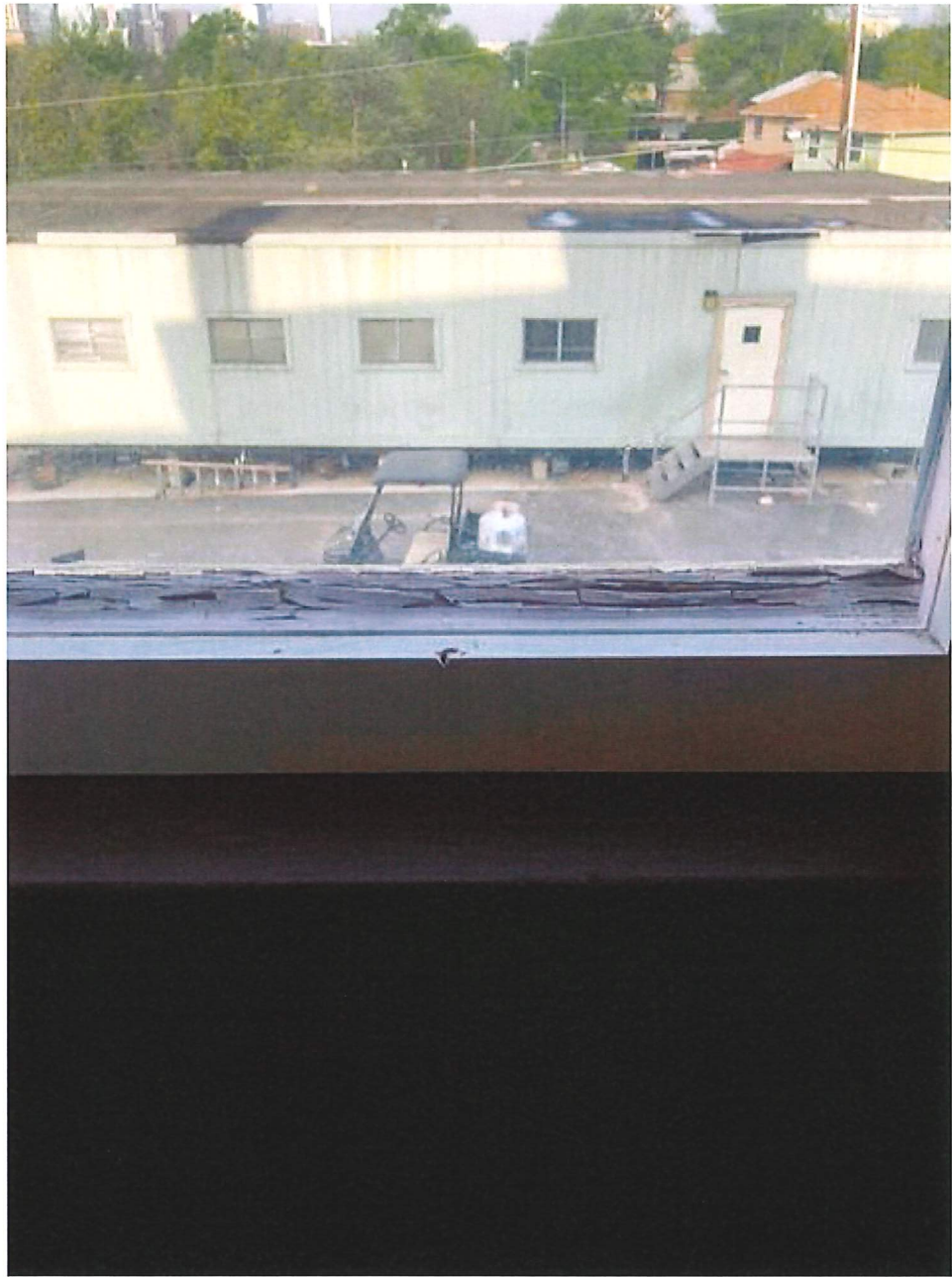
All materials will be repurposed. Any additional materials that may be needed will be matched to the existing materials.

We will continue our tradition as a HBCU while highlighting the culture and heritage of the only HBCU located in Austin, TX. This is the only place where visitors can visit to explore an actual site as well as learn of our historical conception and where we are today. By preserving our national historic structure and site, we will continue to add additional years to the current 147 years as an Institution of Higher Learning with

If the requested award amount is not granted, we will prioritize this project by completing the most urgent restorations that are safety issues. We will also seek additional funding from other grant opportunities.

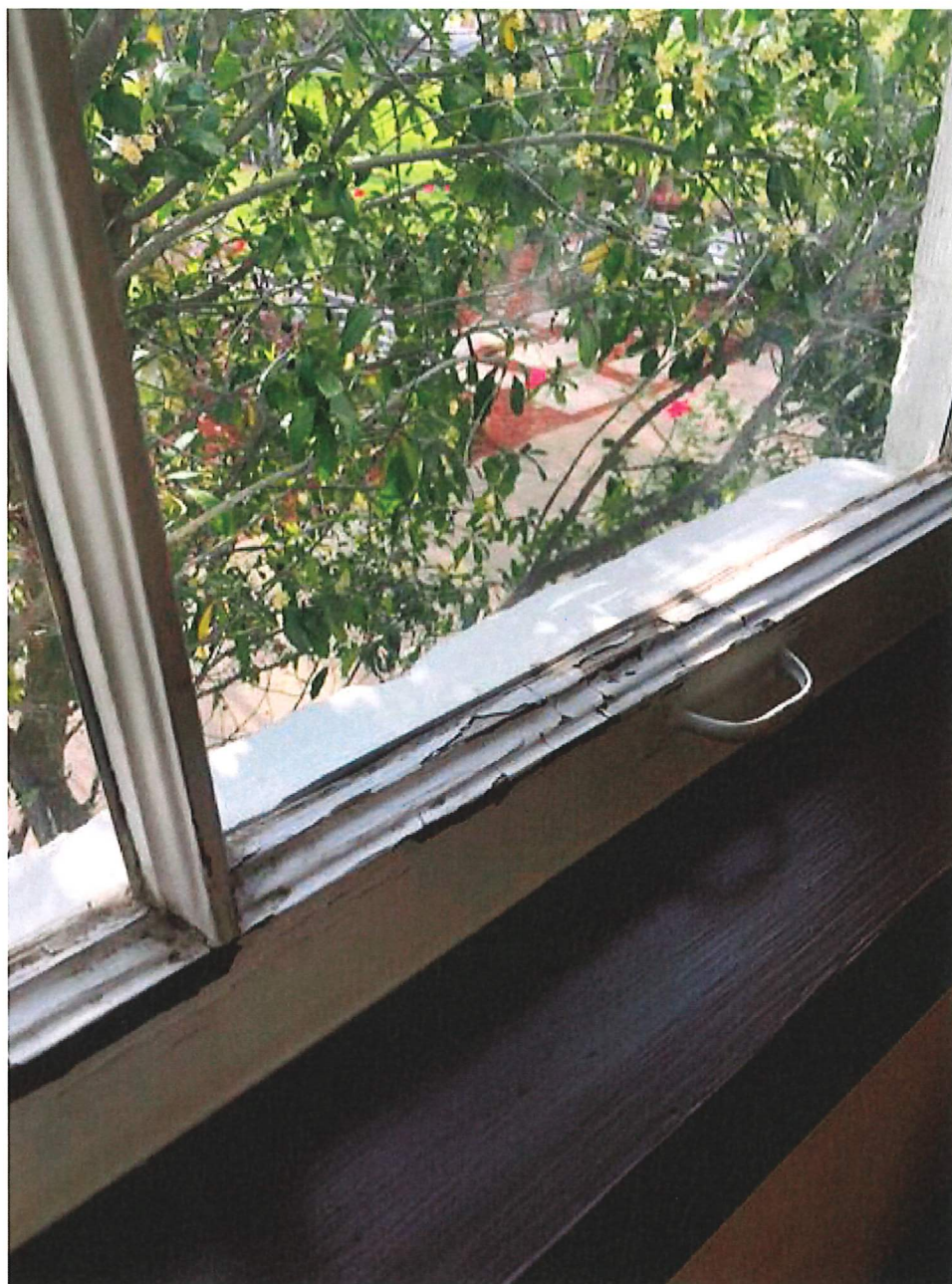






























































May 6, 2022

Colette Pierce-Burnett  
President and C.E.O.  
Huston-Tillotson University  
900 Chicon Street  
Austin, Texas 78702

RE: Huston-Tillotson College  
900 Chicon Street  
Austin, Travis County, Texas  
April 22, 2022

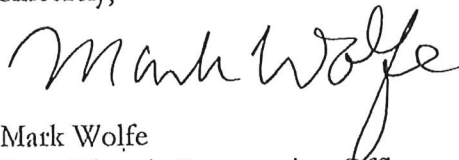
Dear Dr. Pierce-Burnett:

Congratulations! The National Park Service listed your property in the National Register of Historic Places on the date referenced above. As the nation's official list of historically significant properties, National Register listing denotes that your property is especially worthy of preservation. Your property joins some 3183 properties in Texas with this designation.

Various historic preservation programs may be available to aid in the preservation of your property, including investment tax credits for certain income producing properties. Although funding is limited, grants may also be available to aid in the further preservation of your property. For more information regarding grant programs, contact the THC's Division of Architecture at 512/463-6094.

Thank you for all your efforts to recognize this historic property. Your continued interest in the preservation of Texas' heritage is greatly appreciated.

Sincerely,



Mark Wolfe  
State Historic Preservation Officer

Enclosures



# Heritage Preservation Grant - Project Budget & Funding Plan

The following list provides the project cost breakdown and priorities for funds requested from the Heritage Preservation Grant. Please rank funding requests from Highest (1) to Lowest Priority (8).  
Include associated costs based on bids and the phase of your project, if applicable.

*Attention Applicants: Enter data in yellow cells only.*

**Applicant Organization / Business:**

**Project Title:**

Select a project type that best fits your proposal using the drop-down list:

## DIRECT COSTS

## BUDGET

**Project Management Allowance**

*Optional (CAPITAL PROJECTS Only): 10% Eligible Project Management allowance, not to exceed \$10,000, of those directly assigned to carry out the capital project.*

**Fiscal Sponsor Fee (Indirect Cost)**

*Optional: \$1,000 Fiscal Sponsor Fee*

**Insurance Fee (Indirect Cost)**

*Optional: Insurance Fee*

**HPG GRANT FUNDING REQUESTED**

**Funds currently in hand**

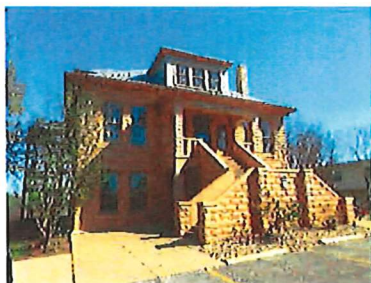
**TOTAL PROJECT COST**



Huston-Tillotson College, Austin, Travis County, Texas

Resource # / Map ID	Name	Year Built	Type	NR Status	Photo(s)
15	North Security Station	Unknown	Building	Noncontributing	22
16	West Security Station	Unknown	Building	Noncontributing	23
17	Sandra Joy Anderson Community Health and Wellness Center	2015	Building	Noncontributing	24
18	Storage Building (northeast)	c. 2015	Building	Noncontributing	25
19	Storage Building (east)	c. 1990	Building	Noncontributing	26
20	Temporary Building (west)	c. 2015	Building	Noncontributing	27

## Resources



### *Resource 1*

**Name:** Evans Industrial Hall

Resource Type: Building

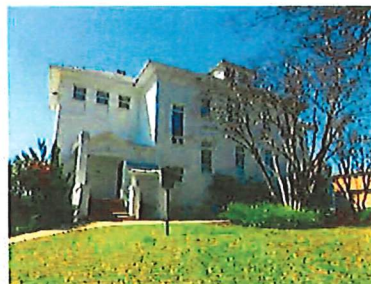
Stylistic Influence: Romanesque

Year Built: 1911

Status: Previously listed; contributing

Photo(s): 1

Evans Industrial Hall is a rectangular-plan 2½-story building capped by a hipped roof, with hipped dormers and a chimney. It is clad in rusticated cut stone and features 6:6 wood-sash windows and exposed rafter tails. A formal double-access staircase leads to a hip-roofed entry porch on the primary (west) façade. The building retains a high degree of integrity.



### *Resource 2*

**Name:** Administration Building

Resource Type: Building

Stylistic Influence: Prairie School

Year Built: 1914

Status: Previously listed; contributing

Photo(s): 2

The Administration Building's modified Prairie style has been called "typical of the urban Southwest during the early 20<sup>th</sup> century." The rectangular-plan 2½-story building is capped by a hipped roof and clad in scored concrete block, with 4:1 windows topped with 4-lite transoms. The central portion of the building is flanked by recessed wings with paired covered entrances to the basement level and the ground floor. The interior features pressed tin ceilings, hardwood floors, wooden staircases, and door trim. The building retains a high degree of integrity.



## **Huston-Tillotson University Historic Site Marketing Plan**

### **Executive Summary**

The Old Administration Building (White House) is located on the historic Huston-Tillotson University campus. Our dedication to diversity and community engagement is branded in our mission- To provide opportunities to a diverse population for academic achievement with an emphasis on academic excellence, spiritual and ethical development, civic engagement, and leadership in a nurturing environment. HT is dedicated to the historically underserved and responds to this priority by providing educational services to predominately minorities and low-income students. HT embraces history as a noted and well-known HBCU. HT provide academic programs that preserves our historical heritage which includes but not limited to Teacher Preparation, History, Environmental Justice, Music, and African American Studies. Huston-Tillotson University is a historic site that hosts over 3,500 visitors each year. Our site is used to host public and private events. It is our goal to preserve our structures so that that will remain functional and will be accessible for years to come.

### **Industry Background**

Huston-Tillotson University is a private HBCU located in Austin, Texas. HT serves a diverse population, which covers various ethnic groups. Huston-Tillotson University's campus is located at the site of the former Tillotson College on a land feature formerly known to residents as Bluebonnet Hill. The 24-acre (9.7 ha) campus is located in East Austin, between 7th and 11th streets near I-35 and downtown Austin. East Austin has historically been the city's designated place for African American culture and empowerment largely due to Jim Crow laws. Most of the buildings on campus follow the same nomenclature as the name of the university, with hyphens denoting the importance of the contributions of individuals from both colleges before the merger.

According to the National IPEDS report, the student body was 61% female and 39% male. 67% identified as Black, 25% identified as Hispanic, 6% identified as Non-Hispanic White, and the remaining 2% identified with other ethnicity or racial groups.

### **Target Markets**

It is our plan to provide successful communicating with and convincing potential visitors that you have something that they need or will benefit from, and that HT will provide tourist services that attracts tourists to this historical site. This will include those from various ethnicities, cultural backgrounds, and ages. Means of successful communication will include but is not limited to, Facebook, Instagram, LinkedIn, Radio (KAZI-88.7). We plan to develop an OCR Code that can be used by potential visitors online to preview the site for more information.

### **Measurable Outcomes**

The success of our marketing plan will be contingent upon the number of additional tours received. The baseline data, which is our current data based on the number of tourist visits will be compared to the new numbers that will be recorded after project completion and promotion.