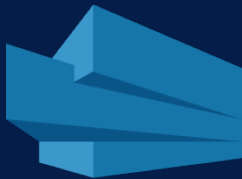


# Heritage Preservation Grant

FY24 RECOMMENDATIONS



**Economic  
Development**  
CITY OF AUSTIN

# Equitable Funding Review Goal

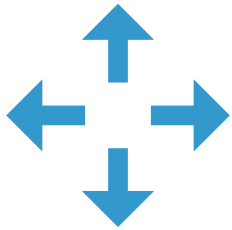


The desired goal is to **sustain** and **grow** Austin's **cultural infrastructure** so that all may share in the **economic** and **employment** benefits of the heritage preservation and creative sectors, as well as upholding the City's **commitment** to racial **equity** per the City of Austin's Equity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

# Grant Overview

The Heritage Preservation Grant promotes tourism by **restoring** historic sites, **and through planning, educational, or marketing projects**. Projects should tell inclusive stories on historic places rooted in Austin's history and heritage.

Based on State Statute Ch. 351, the project must:



- Be used for historical restoration and preservation projects or activities to encourage tourism to visit preserved historic sites.
- At, or in the immediate vicinity of, Convention Center facilities or visitor information centers;
- 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 Grant
- **Eligible:** Non-Profit and For Profit (leased or owned)
- **Funds** preservation project costs (no match)
- **Optional Fees:**
  - Insurance
  - 10% Project Management (Capital only)
- **Tourism Marketing Training in Eng/Spn**

## REQUIREMENTS

- Historic designated sites that promote heritage tourism (or be eligible)
- Marketed to increase/benefit tourism and expand audiences
- Accessible grounds
- Occurs in Austin City Council District
- Resides within MSA with Austin programming experience for at least 2 years (applicant)

# Priorities

- Outreach to **First-time Applicants**;
- Tourism-serving properties listed in the **East Austin Historic Survey**;
- **Inclusive Interpretive Plans & Story-Telling**: Projects that share Austin's history in a fresh and compelling way;
- **Creative Collaborations Encouraged**: Partnerships between historic properties and community organizations;
- **Tourism**: Use of innovative and inclusive methods to attract new and diverse audiences and tourists.
- Promotion of **local historic designation**

# Grant Overview

Owner authorization is required for all project proposals

|                               | Capital   | Planning  | Educational   | Marketing   |
|-------------------------------|---|---|---|---|
| <b>Historic Designation</b>   | Local, State or National Designation (or Eligible) Required                                   | Local, State or National Designation (or Eligible) Required | Local, State or National Designation (or Eligible) Required | Local, State or National Designation (or Eligible) Required |
| <b>Project Budget and Bid</b> | Project Budget and Outside Consultant Bids for Each Activity;<br>Match NOT Required           |   |   |   |
| <b>Selection Process</b>      | External Panel / Architectural Review Committee / Historic Landmark Commission                | Interdepartmental Review / External Panel                   | Interdepartmental Review / External Panel                   | Interdepartmental Review / External Panel                   |
| <b>Now Eligible</b>           | <i>Optional:</i><br>10% PM Fee<br>(not to exceed 10K)<br>Insurance Fees<br>Fiscal Sponsor Fee | <i>Optional:</i><br>Insurance Fees<br>Fiscal Sponsor Fee    | <i>Optional:</i><br>Insurance Fees<br>Fiscal Sponsor Fee    | <i>Optional:</i><br>Insurance Fees<br>Fiscal Sponsor Fee    |
| <b>Awards</b>                 | <b>\$15,000 - \$250,000</b>   | <b>\$30,000</b>   | <b>\$15,000 - \$250,000</b>                                 | <b>\$30,000</b>   |

# FY24 Heritage Preservation Grants: Stats

## Recommended Heritage Preservation Grants: Stats



### 22 Preservation project proposals (\$3.5M)

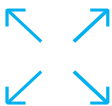
- 50% New Applicants
- 77% Non-Profit Entities
- 73% Local Historic Designation (Existing)
- 14% New Local Historic Zoning Applicants
- 23% East Austin Historic Survey
- Leveraged Funding: \$505,736



### 12 Capital Projects



### 10 Planning, Educational & Marketing Projects



### Proposals: Diverse Collection of Historic Places

5% Small Businesses | 14% Historic Districts (Contributing)  
27% Creative Spaces | 27% Historic, Heritage Sites  
27% Parkland, Greenspace, Cemetery or Trail

# FY24 Recommended Heritage Preservation Grants

| Proposed by   | Preservation Project   | District |
|---|--|----------|
| Alamo Drafthouse Cinemas<br>Baker, Llc (Baker School)     | Window and Trim Repair and Replacement                           | 9        |
| Haunted Texas<br>Corporation<br>(Hofheintz-Reissig Store) | Event and Tour Development                                       | 9        |
| Austin Parks Foundation<br>(Madison Log Cabin)            | Preservation of Henry G.<br>Madison Log Cabin                    | 1        |
| Austin Theatre Alliance<br>(Stateside Theatre)            | Blade Sign Replica and Installation                              | 9        |
| Austin Theatre Alliance<br>(Paramount Theatre)            | Balcony Doors, Transom,<br>Pediments, & Upper Windows<br>Rebuilt | 9        |
| Austin Woman's Club<br>(North –Evans Chateau)             | Planning Proposal  | 9        |



# FY24 Recommended Heritage Preservation Grants

| Proposed by   | Preservation Project                         | District |
|---|--|----------|
| Bethany Cemetery of Travis County   | Tour Development, Collateral, and Promotions | 1        |
| Broken Spoke  | Porch Repair                                 | 5        |
| Center for Women & Their Work, Inc<br>(Johnson & Johnson Grocery and House) | Roof, gutter, door, and window frame repairs | 3        |
| Downtown Austin Development Corporation<br>(Republic Square)                | Heritage Events                              | 9        |
| Jourdan-Bachman Pioneer Farms Foundation<br>(Pioneer Farms)                 | Dodson Farm House Restoration                | 1        |

# FY24 Recommended Heritage Preservation Grants

| Proposed by   | Preservation Project  | District |
|---|---|----------|
| Housing Authority of the City of Austin (Rosewood Courts)                       | Rosewood Courts Mixed-Reality Storytelling Project and Tour Development | 1        |
| Huston-Tillotson University (Evans Hall)  | Restoration   | 1        |
| The Contemporary Austin Museum Inc (Laguna Gloria)                              | History & Nature On-Site Multimedia Tour Development                    | 10       |
| The Foundation for the Preservation of the Historic / Millett Opera House, Inc. | West Wall Repointing  | 9        |
| Pease Park Conservancy  | Black History Interpretive Plan Implementation Project                  | 10       |

# FY24 Recommended Heritage Preservation Grants

| Proposed by   | Preservation Project                                  | District |
|---|---|----------|
| Preservation Austin<br>(Red River International House)  | Homes Tour Event Marketing                            | 9        |
| Umlauf Sculpture Garden & Museum                        | Planning Proposal for Charles Umlauf House and Studio | 5        |
| Waterloo Greenway Conservancy<br>(Sir Swante Palm Park) | Shelter House Planning Proposal                       | 9        |
| Zeta Phi Beta Sorority Inc.<br>(Thompson House)         | Zeta Cultural Corner Archival Center Restoration      | 1        |
| 421 Sixth LP (Kreisle Building)                         | Roof Repair and Accessibility                         | 9        |
| 421 Sixth LP (Paggi Carriage Shop)                      | Roof Repair   | 9        |

# Connect with Us

## [Join our Virtual Open Office Hours](#)

- Second and fourth Tuesday of each month, no appointment necessary
- Time: 10 a.m. – 12 p.m.

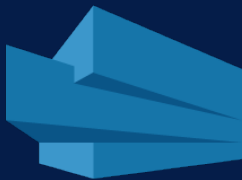
## Visit [austintexas.gov/heritage-preservation-grant](https://austintexas.gov/heritage-preservation-grant)

- ACCESS Heritage Preservation Grant Application Guide
- REVIEW Eligibility Information
- FIND Historic Research Resources & Portal Registration Support
- REGISTER for the EDD Newsletter for the latest news and announcements

# Thank you

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